

h concept will exhibit and sell products from **HATENALABO**, a brand jointly established by JT and h concept.

## 『What's HATENA?』 in MILAN

Dates : April 21 (Tue) – April 26 (Sun), 2026  
Opening Hours : 10:00 AM – 7:00 PM  
Preview : April 20 (Mon), 1:00 PM – 7:00 PM  
Venue : Corso Garibaldi, 73, 20121 Milano, Italy  
Metro : M2(green line) Moscova



# What's HATENA?

**Brera Design Week**  
April **20 – 26**, 2026  
Corso Garibaldi, 73, Milano

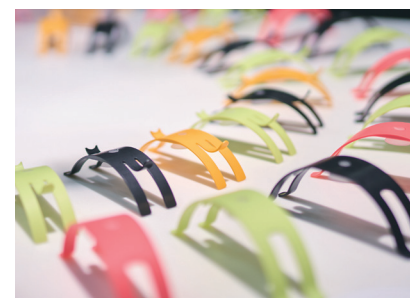


**h concept** (HQ: Taito-ku, Tokyo; CEO: Hideyoshi Nagoya) will present "**What's HATENA?**," an exhibition and presentation event jointly organized with **D-LAB**, the corporate R&D organization of Japan Tobacco Inc. (JT), during Milan Design Week, from Tuesday, April 21 to Sunday, April 26, 2026, in the Brera district of Milan, Italy.

During Milan Design Week, the entire city becomes an exhibition venue for the Fuorisalone event. Among Milan's many districts, Brera plays a central role as a hub for global creativity. From a corner of this vibrant district, **h concept** will exhibit and sell products from **HATENALABO**, a brand jointly established by JT and **h concept**.

**HATENALABO** is a brand founded in 2022 through a collaboration between **D-LAB** and **h concept**, which has served as a research partner in the study of emotional well-being. Focusing on the small "?" moments in everyday life that invite us into emotionally rich experiences, the two organizations have conducted ongoing research together. Multiple products have been released as experimental devices that deliver gentle surprise. By inviting purchasers to participate as members of the emotional well-being research through interview studies, the project continues to deepen its understanding of experience through objects. In 2025, **HATENALABO**'s initiatives were presented at the Japanese Cognitive Science Society under the theme "Exploration of Cognitive Science Research by Design." As these shared efforts around emotional well-being have steadily expanded, this event marks the formal announcement of the partnership and a new step forward for both organizations.

At this event, all experimental devices released to date will be exhibited. Visitors are invited to engage with the products directly, participating as researchers through hands-on experience. In addition, the product Punini, designed by Hiroki Nakayama and previously exhibited at SaloneSatellite last year, will be unveiled for the first time as a new experimental device within **HATENALABO**.



\* SaloneSatellite is a parallel exhibition of the Salone del Mobile Milano. It is structured as a competition-based showcase for product designers aged 35 and under.

## HATENALABO

### Do you ever feel a little "?" popping up in your mind?

We all have moments when we stop to think and wonder, "Huh?" "What?" or "What's that...?"

Moments when we encounter things that we don't quite understand but want to get closer and investigate.

Life isn't always neat and tidy.

That's when the little "?" comes into play.

Curiosity can lead us to wander down less-trodden paths.

They call out to us, inviting us to explore further.

Who knows what kind of new discoveries are out there waiting for us?



HATENALABO

Website: <https://hatena-labo.jp/en/>

### Is it of value because it has no meaning?

Can daily abundance be achieved only by spending rational time, surrounded by things that are useful and functional?

We believe that things that lack a purpose, even things for which we do not know what they are, can actually be a source of abundance.

HATENALABO's experimental devices are an exercise for you to look closely at the seemingly trivial "?," and to develop your own unique ideas and thoughts, wondering whether perhaps this is how it should be.

Everyday little bits of practice will eventually become tiny habits and core values.

To create a future in which there is no perfect answer, and to be able to navigate it with a full heart, we must change the concept of "meaningful and therefore valuable" to "meaningless and therefore potentially valuable".

We at HATENALABO aim to renew our sense of values through the power of small "?".



## Products lineup (partial)

### Cotton clay



Cotton clay brings you in contact with a texture quite unlike any other. Watch it wriggle like a living thing, feel it yielding beneath your fingers, and see the world in a new way.

### Chimi



Chimi's true nature is an enigma. What even is this thing? Play your cards right, and they could become a faithful companion you'll want by your side all the time!



### Qune

Qune is a sculpture that connects linear parts to find a favorite shape. The shape changes with each twist, and the shape you find may reflect your current state of mind.

### Ticking bug



Ticking bug is an invitation to let your mind wander off to somewhere far away. As you follow the whimsical dance of unseen forces with your eyes, your mind will fly away from its stir, worries and gloomy thoughts. An unexpected spark of inspiration may well come to your emptied mind.

## D-LAB

**D-LAB** is Japan Tobacco Inc.'s corporate R&D organization, newly established in 2020.

With a long-term perspective on innovation, **D-LAB** is driven by a mission to realize emotional well-being. Its work centers on two ongoing processes: continually questioning what emotional well-being means, and establishing concrete businesses based on hypotheses about emotional well-being. By repeatedly moving between these two processes, **D-LAB** engages in a wide range of activities aimed at ensuring that the value of emotional well-being, a principle long cherished by the JT Group, continues to be delivered to people for decades to come.

Website : <https://www.jti.co.jp/dlab/index.html>



## h concept

**h concept** was founded in 2002 by Hideyoshi Nagoya, CEO, with the aim of "energizing the world through design and manufacturing." The company develops and operates original brands such as **+d**, which offers products created in collaboration with more than 100 designers, as well as **h tag** and **cerapotta**. Its activities span the planning, manufacturing, and sale of everyday household products, along with design consulting for companies and regional industries across Japan. In 2012, **h concept** opened its directly operated design gift shop **KONCENT**. The store currently has locations in Komagata, KITTE Marunouchi, Shibuya Scramble Square, and other major sites.

Website : <https://h-concept.jp>



## Exhibition Overview

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Exhibiting Brand	HATENALABO
Entrance Fee	Free

## Pop-up Store

In addition to the exhibition and presentation of new products, the event will feature an on-site pop-up store where visitors can purchase products directly. The space invites guests to enjoy shopping while experiencing the small, hidden "h" embedded within **HATENALABO** products. A wide selection of items ideal as gifts or souvenirs will be on offer.

A selection of products from **+d**, **h concept**'s original brand with strong popularity overseas, will also be available.

Come along and enjoy!



instagram  
@hconceptjp

## Contact Information

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