

**NU<sup>®</sup>**  
**Ans**



**Nuance & New Answers for WORKLIFE**

# Nuance & New Answers

*from*

✦simplism® ✕ TENT

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## **Nuance & New Answers**

Some things in the world naturally pull at our attention and we want them to be part of our lives.

The best cutting-edge accessories appreciate and tap into these instinctive desires by being convenient tools that blend seamlessly into your life.

NuAns is a nuanced new answer to providing that comfort in our lives.

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# NU<sup>®</sup> Ans

Nuance & New Answers  
for WORKLIFE



The rapid expansion of digital tools in last few decades has changed our lifestyle dramatically. NuAns has mainly focused on "Home Life" and introduced very new digital tools that blend seamlessly into your daily life. Now NuAns is changing its focusing to "Work Life".

- The more you use, the more you enjoy -  
The first series of NuAns Products are designed not only for their initial appearance and convenience but their subtleties of texture and comfort. For the new series of NuAns, "Movement" and "Sound" seamlessly blend together, adding a touch of "Joy" and "Freedom" to your work life.



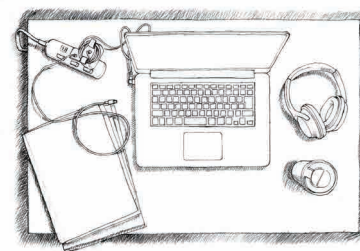


# BASE

## Magnetic Multi-Functional Desk

In our daily working environment, there are many items that are necessary to have on your work desk such as PC, phone, cups, books, documents and so on. However, the workspace on your desk is often much smaller than you think and some can struggle to place everything neatly on your desk. "BASE" is a very new magnetic multi-functional desk that maximizes your workspace while keeping all necessary items around you.

Although it is a small desk, it ensures adequate workspace by customizing it with magnetic accessories, depending on your work style. For instance, plants and painting tools can be placed by attaching a cup holder on the edge of your desk during your creativity works, and document holder and partition can be attached to increase organization and concentration at work.



Size : 900 × 720 × 600 mm ( W × H × D )    Color : Natural Wood





## BASE ACCESSORIES

A steel rail runs around the edge of tabletop, and dedicated magnetic accessories can be attached anywhere you like. Although the structure of BASE is very simple and thin unlike other work desk, steel has been built into the table top and legs for a stable solid structure.

Six dedicated accessories are currently being produced with many more various accessories under development. 3D data is planned to be released for users to be able to create their own accessories.



### CUP HOLDER L

This large cup holder can hold cups and other types of drink vessels, even a small flowerpot.



### CUP HOLDER S

This small cup holder can hold cups and other types of drink vessels, even small flowerpots or paper cups to place pens and other stationery items.



### HOOK

It can be used for hanging bags, headphone and also dedicated magnetic accessories DOCUMENT HOLDER.



### CABLE HOLDER

CABLE HOLDER is the best solution for preventing cable from falling off your tabletop by holding various type of cables on the edge of tabletop.



### PARTITION

This partition can be attached all around the table top. It can be attached on the front or around the corner by folding it in half.



### DOCUMENT HOLDER

It is a felt case that can hold documents, files, and MacBooks up to 15 inches. Use the HOOK to hang from BASE.

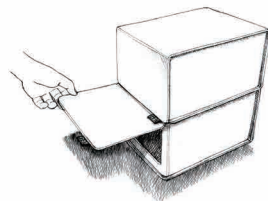
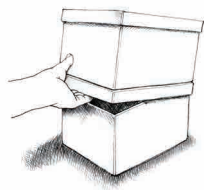




# FLIPBOX

## Storage Box

Nowadays, It is common to use storage boxes as a part of interior decoration. FLIPBOX can naturally melt into your interior design by keeping the simplest design, shape and material. This easy-to-use structural storage box can be accessed inside from the front and top of the box so that whether boxes are arranged in horizontal or vertical, it has easy access to inside the box.



Size : 210 × 145 × 265 mm ( W × H × D ) Color : Canvas Black, Canvas White, Canvas Saffron

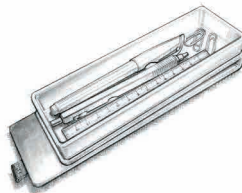
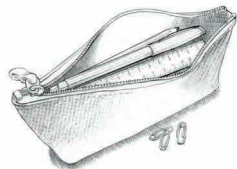




# FLIPTRAY

## Stationery Case

Even though digital tools have become popular in modern lifestyle, pens, rulers and paper clips are still essential and cannot be ignored. FLIPTRAY is a new style stationery case. It sits on your desk as a stationery tray in a convenient angle and once you flip the lid, you can take it with you anywhere you like! FLIPTRAY can make you feel you are at your own desk anywhere you go.



Size : 60 x 27 x 197 mm ( W x H x D )    Color : Suede Grey, Suede Khaki, Canvas White, Canvas Saffron

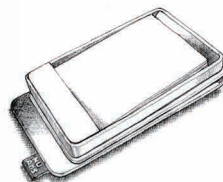
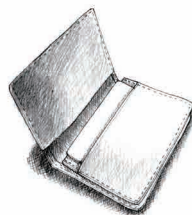




# FLIPHOLDER

## Business Card Holder

Open the card case, exchange business cards and close the card case. FLIPHOLDER offers new solution that can make these actions smooth and comfortable. Once you open flip cover, FLIPHOLDER can be used as card tray on your desk. Ultrasuede is tough and reliable but smooth fabric and it is the perfect material for daily business use.



Size : 60 x 15 x 115 mm ( W x H x D ) Color : Suede Grey, Suede White, Suede Khaki, Suede Saffron

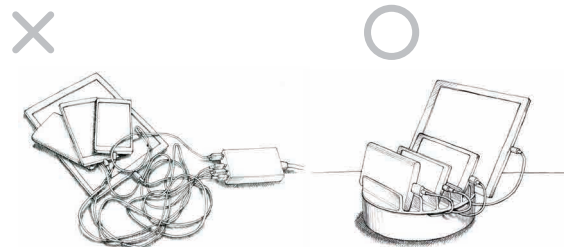




# COLONY

## Multi-Device Charging Tray

Nowadays, it has become accustomed for one person to have several digital tools. But charging all these devices by using dedicated cables can create undesirable spaces in your room. COLONY is a charging station that can hold up to 7 digital tools and keep all dedicated cables out of sight. The 3 layer structure enables easy access to all cables at anytime and unused cables can be stored inside COLONY.



Size : 190 × 80 × 190 mm ( W × H × D )    Color : Texture Black, Texture White

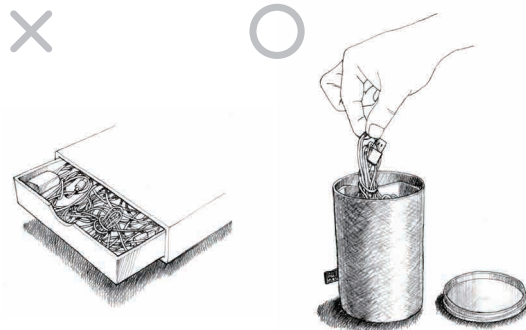




# CADDY

## Accessory Stocker

One of the major troubles of having many digital tools is storing all accessories such as cables, batteries, memory cards and chargers. CADDY is the one to solve this problem. Movable partition which is placed inside the storage space enable to store all accessories neatly. Stone-like texture can naturally fit for your interior design.



Size : 100 × 150 × 100 mm ( W × H × D )    Color : Texture Black, Texture White

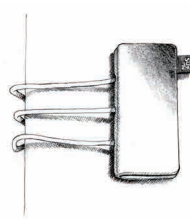
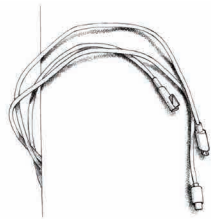




# FOLDKEEPER

## Multi Cable Holder

FOLDKEEPER is a multi cable holder that can keep up to 3 cables from sliding off from your table for furnitures. This unique structure is just like a book cover, and keeps the metal terminal out of sight while it is not in use. Felt and the smooth texture of natural wood is always a good combination with any interior design.



Size : 100 × 50 × 10 mm ( W × H × D )    Color : Felt Black, Felt White, Dark Wood, Bamboo

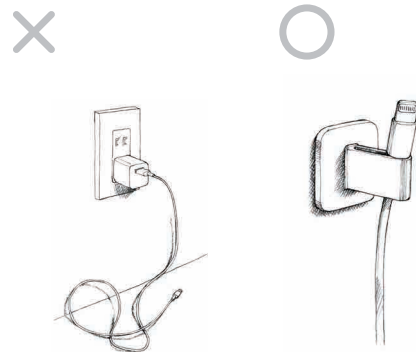




# TAGKEEPER

## Elastic Cable Holder

TAGKEEPER is tag shaped cable holder which can be attached to your wall or furnitures. All different kinds of cables can be held by pushing them into the rubber holder. With TAGKEEPER, you won't be looking for lost cables anymore.



Size : 30 × 30 × 30 mm ( W × H × D ) Color : Dark Wood, Natural Wood





## NEO Reloaded

We have been contemplating if the smartphone, that has become a necessary tool in our everyday lives, can truly make us feel comfortable. However, can a smartphone be considered an indispensable tool for our daily-life use? As a device placed in the palm of your hand every day and operated with your fingertip, do you feel comfortable in a natural sense?

Furniture, clothes, stationery, and bags – these are just some of the items that we encounter on a daily basis without even being conscious about it. It's the same feeling with a tool that we touch every day with our hands. NuAns NEO, developed in 2016, aims to bring together this natural connection between "people" and "life".



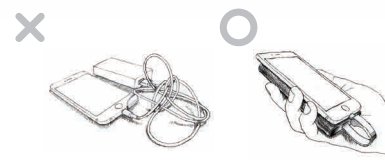




**MAGDOT**  
Cable Holder



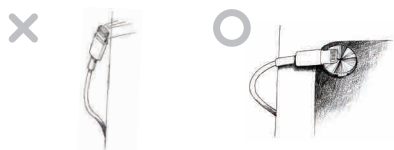
**MAGFIT**  
Foldable Mat with Cable Holder



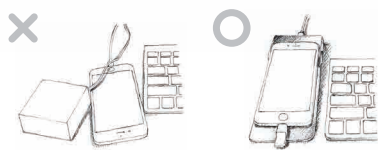
**TAGPLATE**  
Lightning Mobile Battery 6000mAh



**BANDWIRE**  
Lightning Cable



**MAGMAT**  
Mat with Cable Holder



**ROLLDOCK**  
Lightning Mobile Battery Dock 3000mAh



**TILE**  
Light with Lightning Dock



**CONE**  
Speaker Light with Lightning Dock

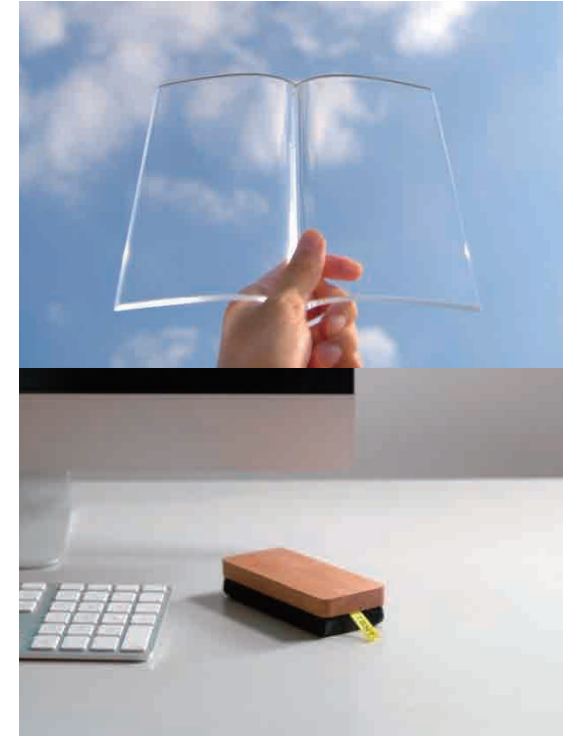






Keep it simple  
That's our design philosophy.  
We have added thoughtful "+" ideas to our products.  
Our commitment is to provide functional,  
high quality products at affordable prices.  
Each product is infused with love.  
Enhance your 'digital life' – that's +Simplism.

[www.simplism.jp](http://www.simplism.jp)



# TENT

TENT is a creative unit formed by Masayuki Haruta and Ryosaku Aoki in 2011.  
"Pleasing the eyes and the more you use, the more you love." is the basic theme and based on this concept, TENT provides variety of product designs from tableware, home electronics to interior goods. TENT offers superb designs from concept making to holistic all-up product creation. Some of our work are; web, application UI, producing event/exhibition booth design and much more.

[www.tent1000.com](http://www.tent1000.com)



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