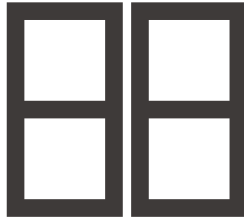



STORY BOOK



*h i b i*®

**10MINUTES AROMA**

**MADE IN JAPAN**



着火具のいらない新スタイルのお香として、  
2015年春に誕生したhibi。  
手のひらに収まるほどの小さな箱には、  
約3年半を要した開発の試行錯誤や、  
さまざまにつくり手の思いが詰まっています。  
hibiを1本、箱から取り出して、シュッと擦って火をつけて。  
立ちのぼる香りとともに、ささやかな物語をしばしご一緒に。

As a new type of incense requiring no lighting device,  
hibi was born in spring 2015.  
In a small box that can fit in a palm,  
About three and a half years of trial-and-error development,  
Along with various sentiments of creators have been put into.  
Take out a hibi from the box and strike it to light up.  
With a curl of fragrance, spend a moment with us to discover a small story.



## hibiのホームタウン兵庫へ

播磨のマッチと、淡路島のお香。  
hibiが生まれる源流は、  
ここ兵庫県の伝統産業にあります。

## Welcome to Hyogo, the hometown of hibi

The matches of Harima and the incense of Awaji Island.  
The origin of hibi is found here,  
Within the traditional industries of Hyogo Prefecture.

### 播磨 HARIMA

世界文化遺産にも選ばれた姫路城を有する播磨地方。戦前から戦後にかけて、沿岸部は一大工業地帯として発展しました。

The Harima region has Himeji Castle, a world heritage site. The coastal area of this region has developed as a major industrial zone during the pre-war and post-war periods.

### 淡路島 AWAJI Island

「古事記」では日本で最初に創造された島として描かれる淡路島。四方を海に囲まれた温暖な環境で、農業や水産業も盛ん。

Awaji Island is depicted in the Kojiki (Records of Ancient Matters) as the first island that has been created in Japan. It provides a temperate climate for prosperous agriculture and fisheries.



### 播磨のマッチ

明治初めに、欧州から学んだ技術を活かして始まった国産マッチづくり。やがてその品質のよさから海外向け輸出品として人気を集め、海運の便に恵まれた播磨をはじめ、兵庫の地場産業として発展。今も全国生産量の約7割を担うほどです。



### Matches of Harima

Utilizing the techniques coming from Europe, domestic production of matches started at the beginning of the Meiji period. Later, Japanese matches became so popular as export goods, thanks to the quality, that match manufacturing developed as a local industry of Hyogo, including Harima which was blessed with marine transportation facilities. Even today, the region contributes to roughly 70% of the domestic production volume.




### 淡路島の線香

幕末の1850年、堺の職人によって淡路島にもたらされた線香づくりの技法。この地独特の「西風」がお香の乾燥に適していたことから、やがて淡路島は日本最大の線香の産地となり、今では全国生産量の約7割を占めています。



### Incense of Awaji Island

Incense manufacturing technique was brought to Awaji Island by craftsmen of Sakai in 1850 during the last days of the Tokugawa shogunate. Thanks to the westerly winds, which are characteristics of the island and ideal for drying incense, Awaji Island has become the biggest incense manufacturer in Japan, responsible for about 70% of the domestic production volume today.

A close-up, low-angle shot of a person's hand holding a lit matchstick. The person is wearing a white shirt, and the background is softly blurred, suggesting an indoor setting with natural light. The matchstick is held between the thumb and index finger, with a small flame at the tip. The overall mood is contemplative and focused on the act of lighting the match.

受け継いだ火を絶やさず、未来をつくる。

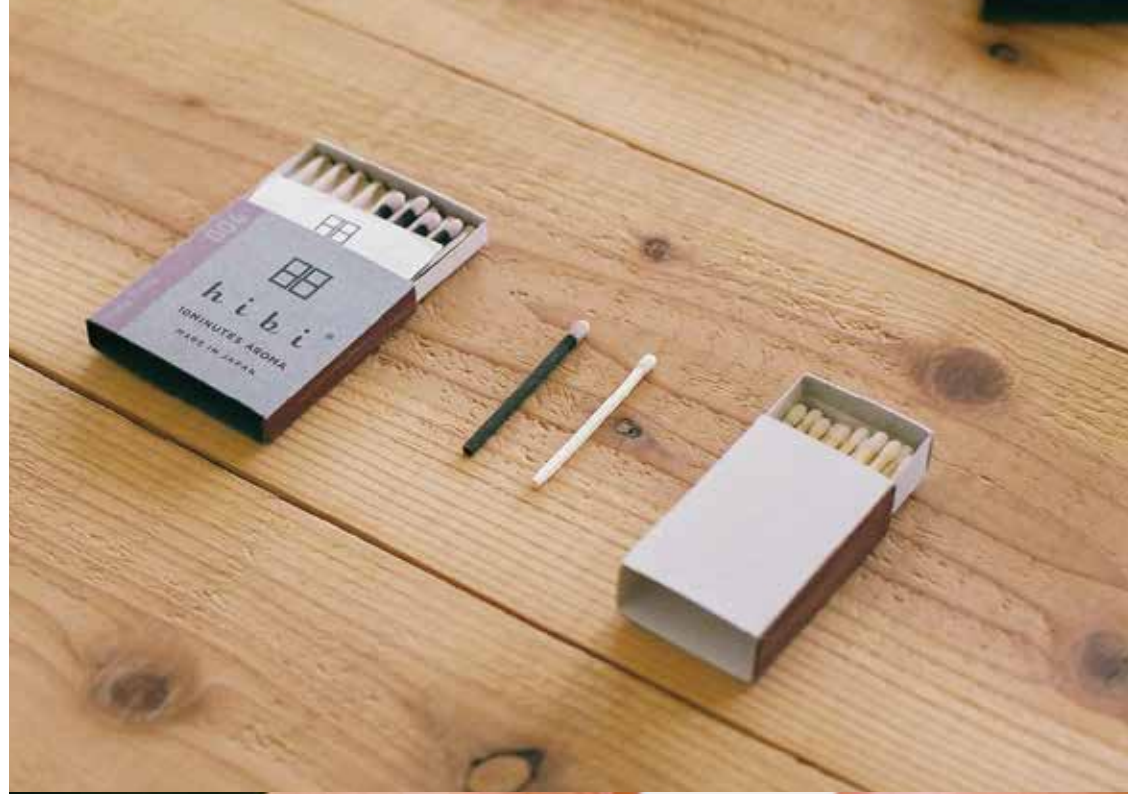
hibiが作りたかったのは、新しい香りの楽しみ方という文化そのものです。  
かつては家庭の必需品だったマッチや線香が、わたしたちの暮らしから姿を消しつつある今。

それらのもつ「価値」を再編集して、地場産業に新風を吹き込むことがhibiの願い。

長年受け継がれたものづくりの知恵とデザインが出会って、日本から世界に届けたいスタイルが生まれました。

Safeguarding the flame that we've inherited,  
We build the future.

What hibi wanted to create was,  
A culture of new ways to enjoy incense.  
Matches and incense that used to be daily necessities at home,  
Are now disappearing little by little from our daily life.  
In revising the value of the products,  
Hibi aims to introduce a breath of fresh air into local industries.  
From an encounter of craftsmen's wisdom, inherited over many years, with a design,  
Was born a new style that we wanted to transmit from Japan to the world.



## 火を灯すものだから、的確に安全に

シュッと擦る所作で確実に着火し、お香にしっかり火が燃え移ること。その機能を満たすため、軸に染み込ませるワックスや火薬の調整を繰り返したのが、熟練のマッチ職人たちです。香りのイメージに合わせた頭色の表現や、容易に中身がこぼれないよう、ピタッと中箱が外箱に収まってフィットする正確な製函技術にも、創業約90年のマッチ製造会社の経験が生きています。

## Precision and security because it's something to light up

Striking should ignite the stick securely and extend the flame to incense firmly. In order to ensure these functions, skilled craftsmen repeatedly adjusted the amount of wax to soak and powders to include in matchsticks. Be it in colouring stick heads in line with the image of each fragrance or in manufacturing boxes with a technique ensuring a precise fitting of an inner box to an outer one to hold sticks perfectly inside, the experience of a match manufacturing company established about 90 years ago, is kept alive.



### 澄んだ香りと、しなやかな強さを

本来ごくデリケートなものである線香。しかしhibiでは、マッチのように擦っても簡単に折れない強度と、最後まで燃え尽きる燃焼性の両立が求められます。その難題を解決したのが、紙繊維と炭を絶妙な配合でお香の基材に練り込む新技術。西洋ハーブから選ばれた香りは、創業約80年という線香の老舗三代目によって、すっきりした香調に磨き上げられました。

### Clear fragrance and flexible strength

Incense is originally something very fragile. However, hibi must have both the solidness to prevent the sticks from easily breaking when striking and the burnability to ensure that the sticks burn until the very end. This challenge was overcome by a new technique of kneading exquisite amounts of paper fibres and charcoal into the base of incense. Fragrances selected from occidental herbs were developed as refined notes by the 3rd generation of an old incense company established about 80 years ago.



## 思いを乗せて飛ばたくデザインを

日々ほんの10分、上質な時間をもたらしてくれる存在であるように。兵庫ローカルの小さなまちに事務所を構え、さまざまな地場産業の活性化に取り組んできたアートディレクターは、その思いをhibiの名前やロゴ、箱の佇まいに至るまで、あらゆるディテールに込めました。それは言葉を超えてつくり手の思いを伝える、コミュニケーションのデザインです。

## A design that carries our wish

That it would become something precious bringing even 10 minutes of pleasure in people's everyday life. An art director in an office located in a small local town of Hyogo, who has been revitalizing various local industries, put such a wish into every product detail from the brand name to the appearance of box. It is a design that communicates creators' message beyond the means of words.

## 海を渡るhibi

箱からhibiを取り出し、シュッと擦って小さな火をしばし眺める楽しさ。やがておだやかに広がる香りがかぐ安らぎ。その一連の所作には、わたしたちの内に眠る根源的なノスタルジーをくすぐるものがあるのでしょうか。今では海を渡り、遠い国々にも届けられているhibi。香りを楽しむ心をあらゆる人に。hibiの物語は続いています。

## hibi crossing the ocean

Pleasure of taking out a hibi from the box, striking it and looking at the little flame for a while. Serenity through taking a sniff at the fragrance that gently spreads around. In a series of these gestures, may lie something that awakes innate nostalgia hidden inside ourselves. Today, hibi crosses the ocean and is being brought to faraway countries. To present the pleasure of appreciating fragrance to all people, the story of hibi continues.

## Team of hibi

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コピーライティング Copywriting	松本 幸 Sachi Matsumoto	QUILL QUILL
撮影 Photograph	仁志 しおり Shiori Nishi	
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