

IWATA

IWATA Inc.

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Press Release

[New Orleans, LA] — [September 19, 2018] IWATA, C-couch was selected as a featured FINALIST, under the Furniture category, in the 38th year of the International Design Excellence Awards (IDEA®).

The International Design Excellence Awards (IDEA®)

IDEA is a premier international design competition, recognizing and promoting excellence across a wide array of industries and disciplines, including commercial products, entertainment, home goods, social impact designs and student designs.



What is C-couch?

The “C-couch” was created by an idea inspired by the Wild Chimpanzee’s bed. The cushion features a shallow oval bowl like a chimp’s treetop bed in the African jungle. A depression in the center holds you gently, and a raised edge surrounding the couch serves as a pillow for the head, legs, and arms. The eight legs of the couch have curved shapes to allow the couch to rock in nearly all directions, and it promotes a comfortable feeling. The cushion part consists of cotton fabric and feather as filling, which is natural materials so that the air flows through smoothly and gives you the best condition for lying down.

Want to be a business partner?

IWATA is looking for a business partner to create a global presence for producing and selling the C-couch in the United States market. The C-couch is patent pending by IWATA. For more information, please contact trade12@iozon.co.jp .

For more information visit: <http://www.iozon.co.jp/english/c-couch/>



For Release October 2018