



Hitobitos®

We are one!

Hitobito is the Japanese word for “People”. Our property Hitobitos is the brainchild of artist and designer Ariel Zachor. The main idea behind the creation of the Hitobitos was to develop a basic generic and simple character form which could have endless possibilities and combinations. The philosophy behind is that ‘underneath’ we are all the same, one community, one world. Only the external attributes of each Hitobito provides it’s unique appearance & personality.

Keywords:

- Ethnic diversity
- World peace
- Freedom
- Tolerance
- Colour
- Multi-cultural society

Facts:

The Hitobitos aim is to spread their message and reach the hearts of the new generation. We will reach that goal by developing an online community through facebook, a game and a stationery line with partner Hallmark with fun design and endless creative possibilities. Come join us in this NEW Amsterdam brand adventure.

The gospel of the Hitobitos is the creation of a global family, sharing the same multi-cultural and environmental values.



Worldwide publishing and merchandising rights



RUBINSTEIN

Anne-Marie Lansdaal, Adrienne Hak @ licensing@rubinstein.nl ☎ +31 20 42 00 772

📍 Prinseneiland 43 1013 LL Amsterdam The Netherlands www.rubinstein.nl