

Arakawa Unveils New Visual Identity for the Next 50 Years

- Japanese suspension systems manufacturer strengthens its global brand -

Tokyo, March 17, 2026 — Arakawa & Co., Ltd. has unveiled a new visual identity (VI) as part of its brand strategy for the next 50 years. The new VI will be introduced gradually starting March 17, 2026.

A New Visual Identity



Image: Arakawa & Co., Ltd.

Founded in 1973 by Dr. Hideo Arakawa under the philosophy of *“creating what does not yet exist,”* Arakawa develops hardware systems based on wire suspension technology for architectural and exhibition spaces.

In 1975, the company introduced the **ARAKAWA GRIP**, the world’s first adjustable wire gripper mechanism. This core technology has since enabled a wide range of systems, including display wire systems, picture hanging rails, architectural wire railing systems, and suspension hardware for lighting fixtures.

Today, Arakawa products are used in **more than 30 countries**, supporting creative spaces around the world.

As the company enters its next stage of growth after more than five decades, Arakawa aims to explore new applications in the domestic market while strengthening its global presence.

The renewed visual identity reflects this direction and the company’s commitment to expanding the possibilities of suspension technology.

New Brand Expression

A Mark

The long-standing **A Mark**, which has represented Arakawa since its founding, will continue to serve as the company's corporate symbol, reflecting the trust and craftsmanship built over the years.



New Symbol: Hanging Colon

Arakawa has introduced a new symbol called the "**Hanging Colon**." Inspired by the semicolon, it represents connections between people, companies, and ideas. Its form also references the structure of the company's core technologies — the gripper and hook.



New Tagline: hanging all possibilities;

This tagline expresses Arakawa's vision of expanding the possibilities of space through suspension technology.

hanging all possibilities;

New Logotype

The new **ARAKAWA logotype** is based on a standard typeface designed for global readability, ensuring clear visibility across both digital and printed media.

ARAKAWA

Visual Identity Design by Kairi Eguchi

Over a period of approximately two years, Arakawa worked closely with Eguchi to discuss the company's vision for the next 50 years. Through these discussions, a clear direction emerged: to create new connections beyond conventional boundaries and to expand into new fields by building upon the technologies the company has developed over the years.



For the past five decades, Arakawa's core technology, ARAKAWA GRIP, has played an important role in supporting creative environments. Now, after more than 50 years since its founding, the company is taking the next step forward.

By connecting people, companies, and ideas, Arakawa aims to enhance creativity and support limitless possibilities through its suspension technologies. The renewed visual identity represents this commitment to the future.

Kairi EGUCHI

Born in Osaka, Japan, Kairi Eguchi is a designer based in Osaka, Japan and active across Asia. His work spans furniture, consumer products, and electrical appliances. His work has been exhibited internationally at events including Salone Satellite (Milan, Italy), East Design Show (Shanghai, China), Taiwan Creators Expo (Taipei, Taiwan), and Interior Lifestyle Talents (Tokyo, Japan).

About Arakawa & Co., Ltd.

Founded in 1973, Arakawa & Co., Ltd. is a Japanese manufacturer specializing in suspension systems for architectural and exhibition spaces.

The company's core technology, ARAKAWA GRIP, is an adjustable wire gripper mechanism that enables flexible and secure suspension solutions.

Arakawa's systems are used in applications ranging from display wire systems and picture hanging rails to architectural wire railings and lighting suspension hardware.

Today, the company's products are used in more than 30 countries worldwide.

Arakawa continues to expand the possibilities of space through suspension technology.

<https://www.arakawagrip-global.com/>

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