

WINTER | 2019

HAPTIC

OUR STORY

TOOLS - ART - PRESS



HAPTIC TOOLS EDITION

This first issue shares the story of our HAPTIC TOOLS. Our mission is to equip you with the perfect straps, bags, and cases to empower you to create in your everyday life. Unifying fashion and function, each HAPTIC TOOL is designed to complement your bold personal style.

Make art,
Cindy Nguyen, HAPTIC CEO

EXPLORE THE HAPTIC SHOP: WWW.HAPTICINDUSTRIES.COM

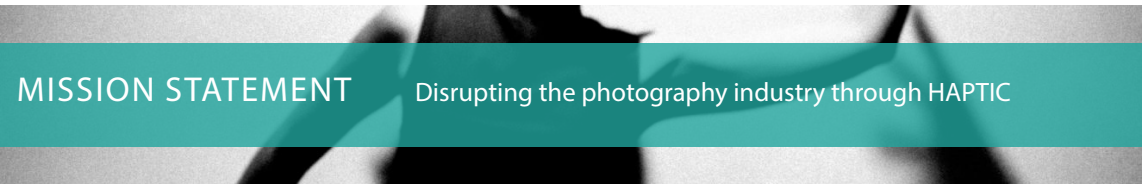
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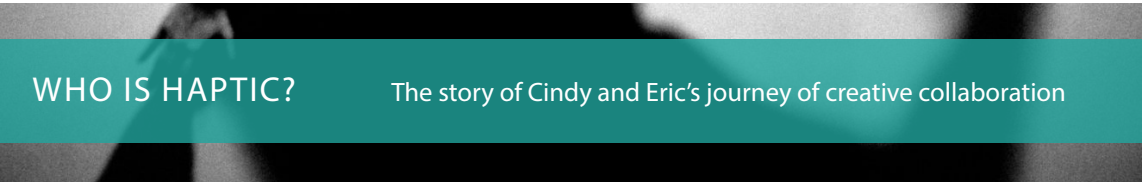
WINTER 2019



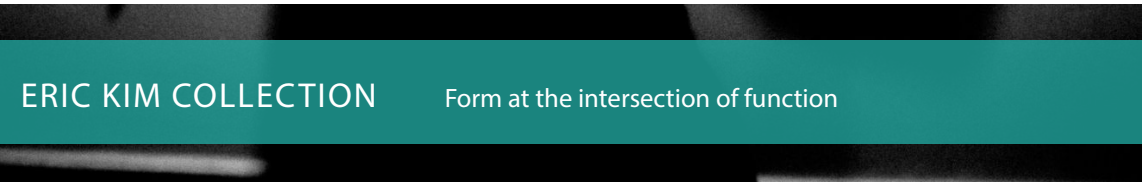
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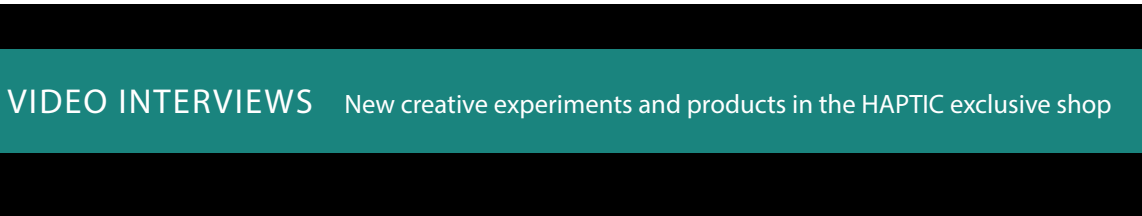
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HAPTIC IS:


- CINDY AND ERIC

- INDEPENDENT

- FAMILY OPERATED

- BOLD

We believe in disrupting the production market for photography, art, and creative tools. We are driven by a spirit of playful experimentation, 'kaizen' iteration, and creative collaboration. Each of our creations is intentional from design philosophy to production.



DISRUPT
ART
CREATION

Featuring

[ERIC KIM CASE IN PHANTOM BLACK](#)

[ERIC KIM WRIST STRAP](#)

[ERIC KIM NECK STRAP](#) with Ricoh GR II



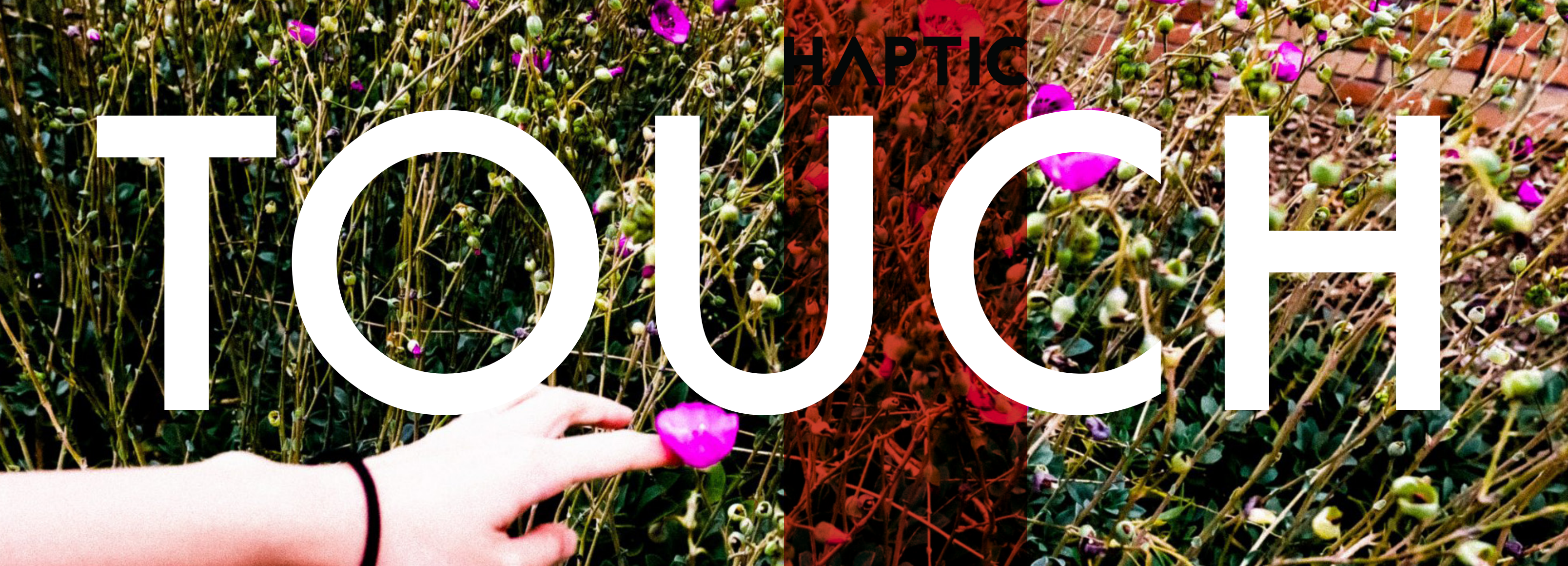
JUST
SHOOT
IT

WHEN IN DOUBT,
CLICK.

SHOOT A SCENE 25%
MORE THAN YOU
THINK YOU SHOULD.

TAKE THREE STEPS
CLOSER.

ENJOY THE PROCESS.



HAPTIC MEANS
'RELATING TO
THE SENSE OF
TOUCH AND
PROPRIOCEPTION.'

HAPTIC honors the
human element of
touch and the all-
encompassing
experience of aesthetic
beauty.

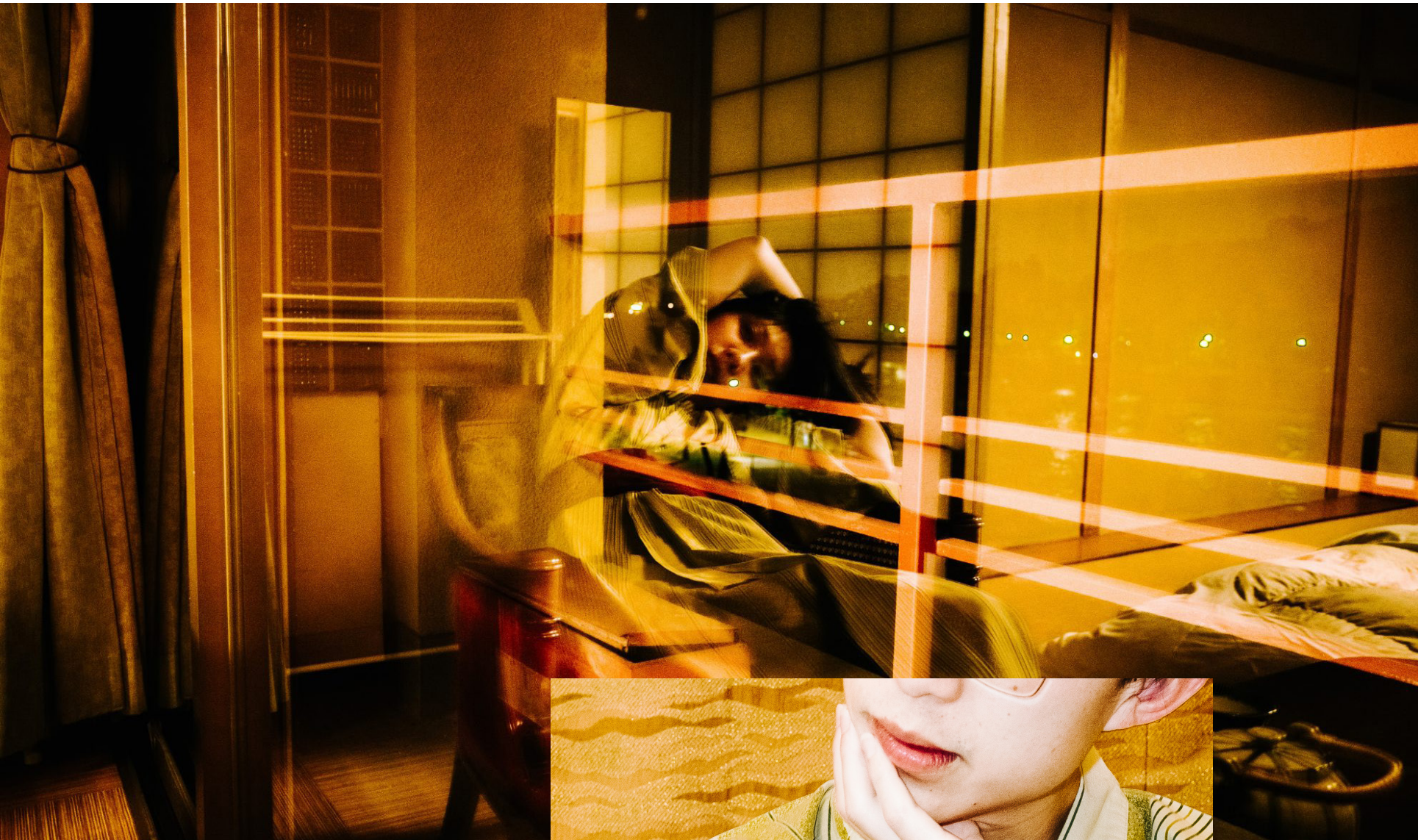
"I ASPIRE TO MAKE
BEAUTIFUL HAPTIC
TOOLS THAT MOVE
PEOPLE TO CREATE
ART. I HOPE THIS
CYCLE OF CREATION
UPLIFTS THE SPIRIT OF
OUR HUMANITY."

- CINDY NGUYEN,
CEO OF HAPTIC



INSPIRED

SAIGON - KYOTO - LOS ANGELES



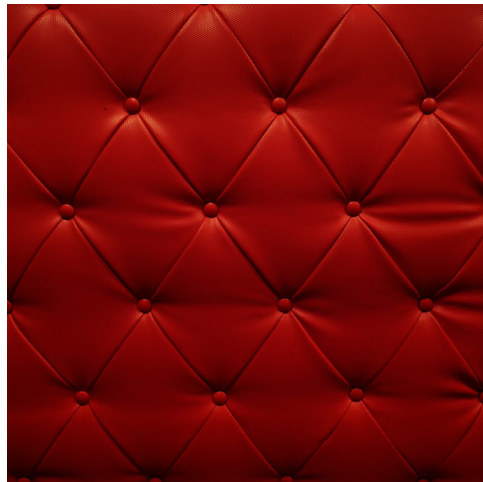
We are inspired by the people and places we encounter around the world. Saigon invigorates us to “chịu khó.” Kyoto teaches us “wabi-sabi” aesthetics and philosophy. Los Angeles is our home and our heart.



Featuring
[SAIGON SATCHEL](#),
‘furoshiki’ wrapped in
Japanese cloth



HAPTIC MOOD



Featuring

[ERIC KIM NECK STRAP](#)

with the Ricoh GR II

[SAIGON SATCHEL](#)

[HENRI NECK STRAP](#)

[MARK III](#) IN PHANTOM

BLACK

WE ARE MADE OF THE
PEOPLE AND PLACES
WE MEET



Featuring
[ERIC KIM NECK](#)
[STRAP](#) with Ricoh
GR II



CINDY & ERIC



Eric: My dream through HAPTIC is to make the best tools to empower my fellow photographers and visual artists.

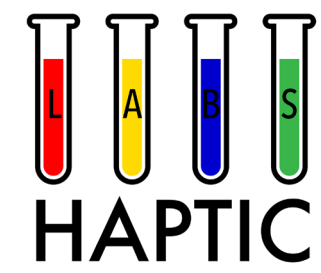
There is too much fragmentation with photography straps, bags, and cases. I strive to design the most simple and sublime equipment that helps us focus on what matters: making art.

HAPTIC is my personal obsession to empower you.

CREATIVE
EXPERIMENTATION

ARTISTIC PLAY

TOOLS OF
EMPOWERMENT



Cindy: My childhood dream was to create a box company. As a kid, I eagerly awaited the mailman's deliveries. I would hold a package in my hands in awe. What mysteries did it hold? How far did it journey?

Through HAPTIC, I realize my dream by making handcrafted creative tools and shipping them around the world! Each package holds a story, and I am honored to share it with you through your purchase.





HENRI

CLASSIC - STREET - STYLE



HANDCRAFTED IN
SMALL BATCHES
ARTISANAL LEATHER
PERFECTED DESIGN
WABI-SABI AESTHETICS

HENRI. THE CLASSIC, CONTEMPLATIVE ARTIST

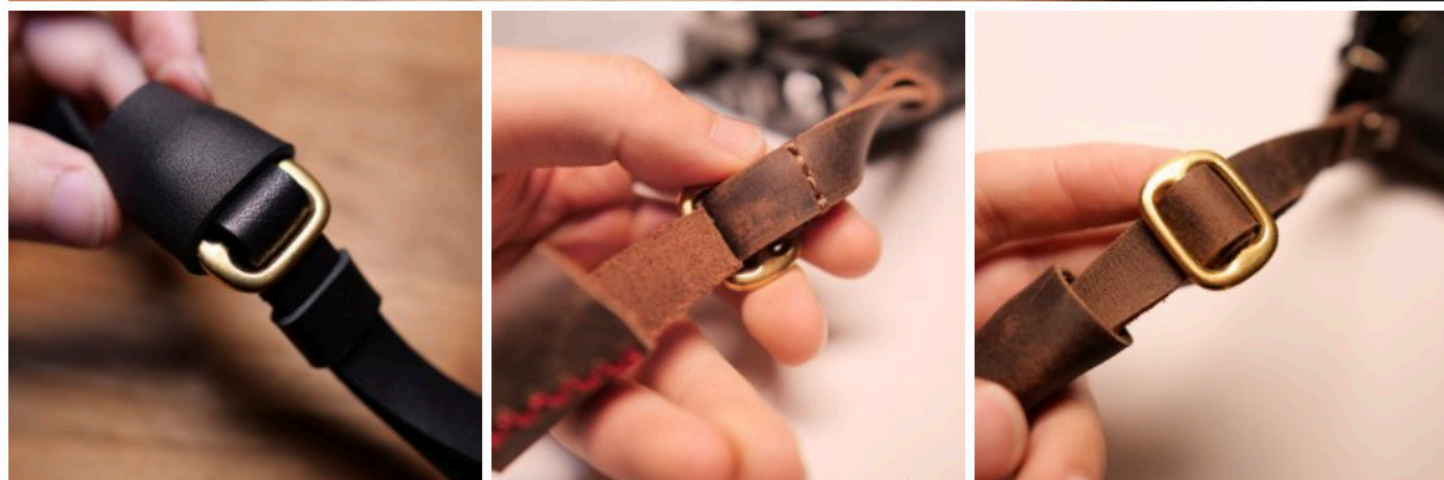
The HENRI collection is designed for the classic street photographer --ready for every photographic moment. From urban streets to tranquil cafes, the HENRI accompanies you on all your photography adventures.



Featuring

[HENRI NECK](#)
[STRAP MARK III](#) IN
MAHOGANY BROWN





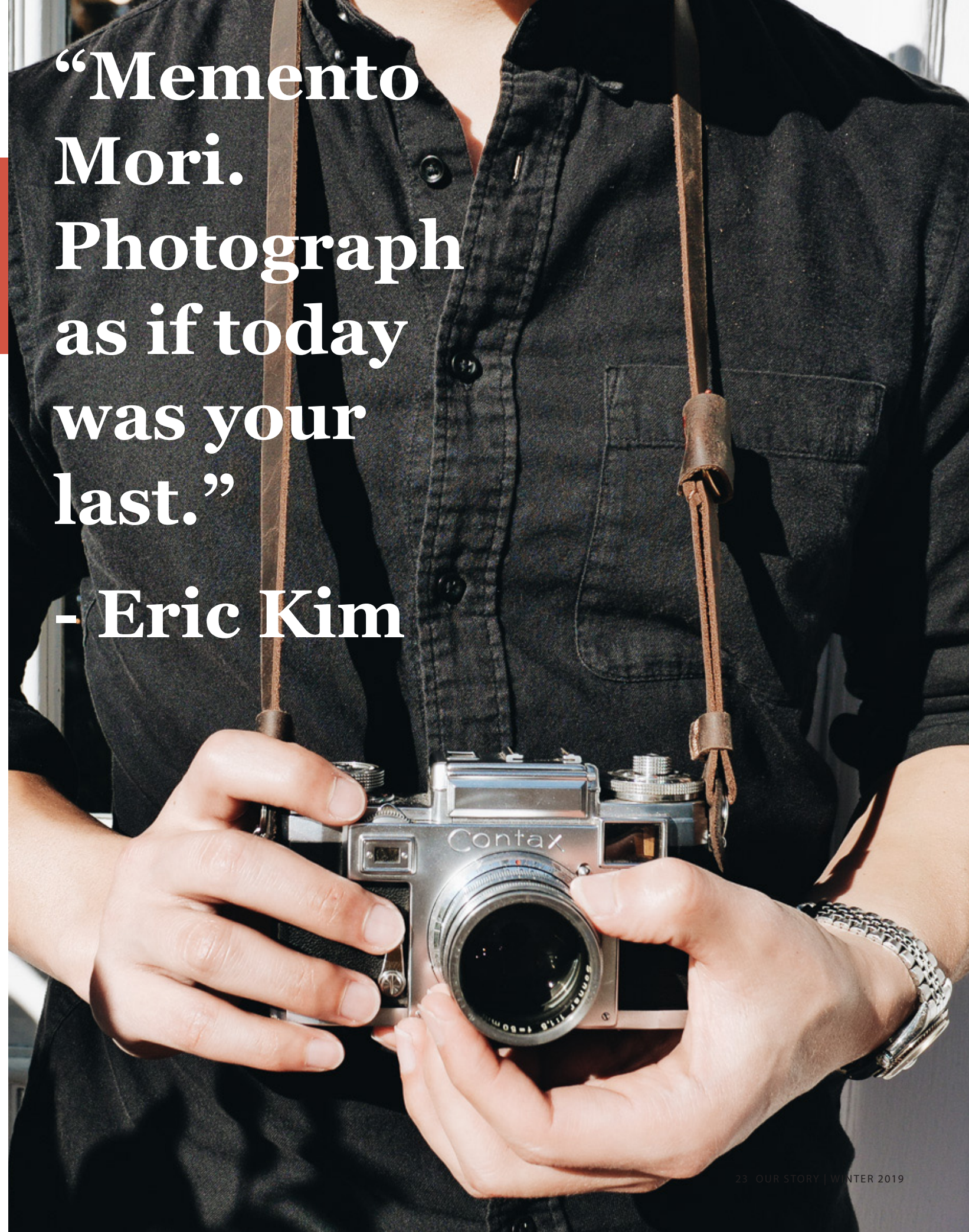
FEATURED: HENRI MARK III NECK STRAP

The newest HENRI MARK III released for 2019 is the culmination of years of 'kaizen' iteration. Now available in the elusive PHANTOM BLACK and the classic MAHOGANY BROWN.



1. Durable and rugged leather: Handcut, handcrafted, and designed to age beautifully and develop patina over the years
2. Soft and supple leather neck pad unlike any other strap
3. Adjustable length with brass components
4. No exposed metal: Protect your camera from scratches and scuffs
5. Attention to detail: Hand stitched, vibrant crimson red accent color on the back of adjustment cover

“Memento Mori. Photograph as if today was your last.”
- Eric Kim



HENRI

LEARN MORE ABOUT THE
HENRI COLLECTION >

NECK STRAP MARK III

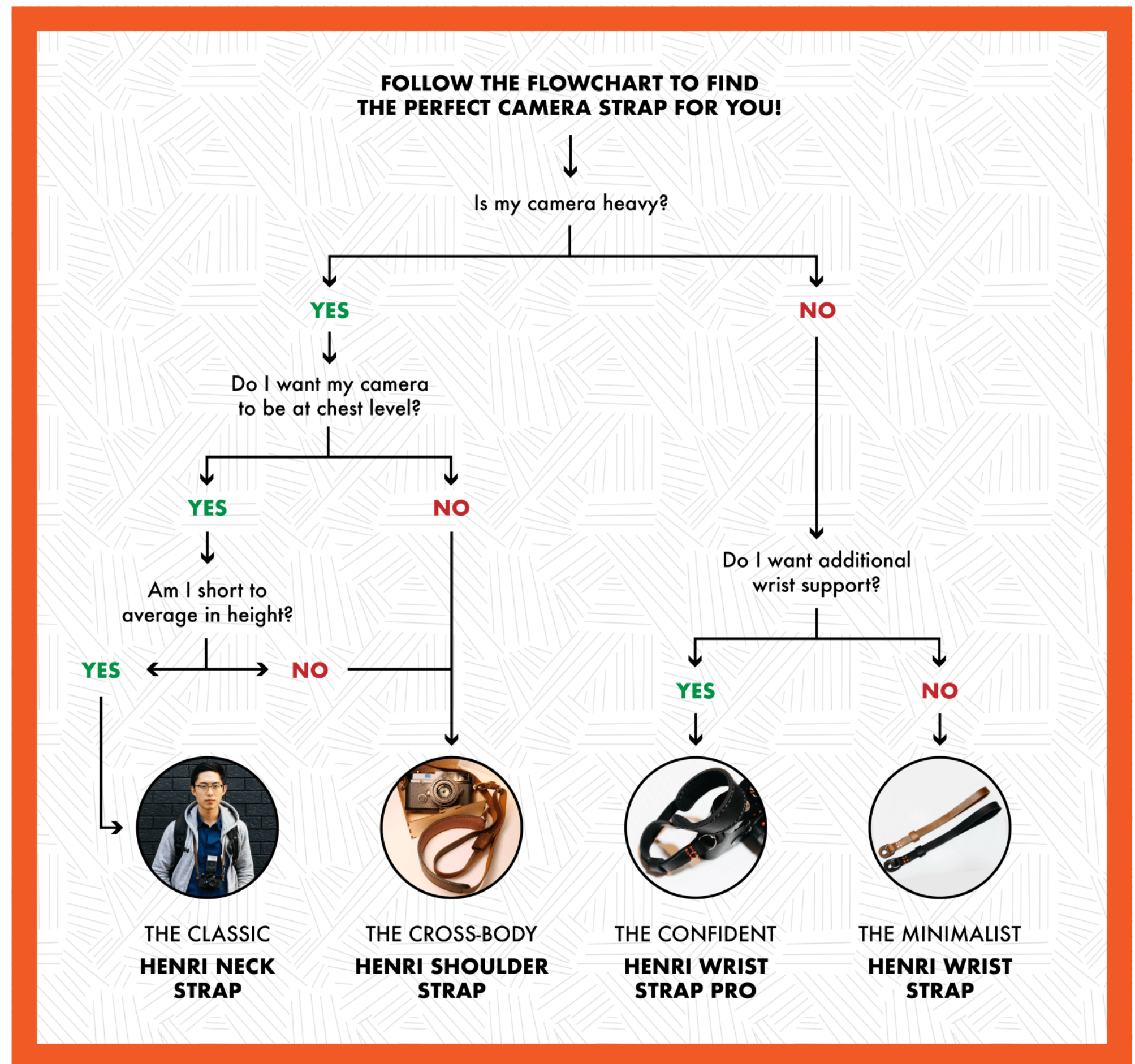
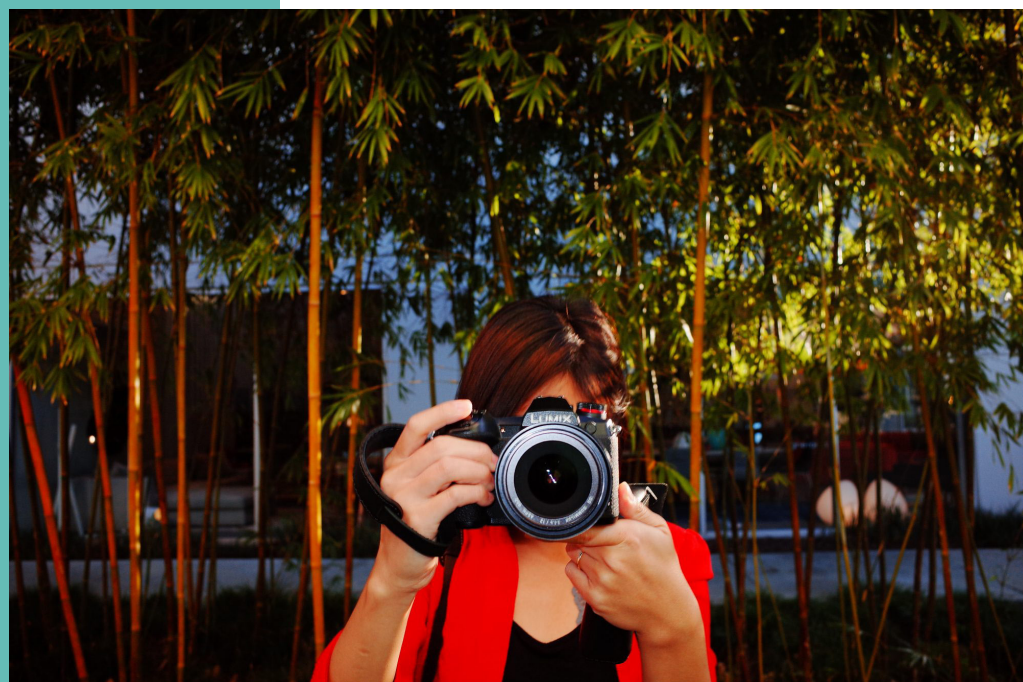
WRIST STRAP

WRIST STRAP PRO

SHOULDER STRAP

Featuring

HENRI WRIST STRAP PRO
IN PHANTOM BLACK





ERIC KIM

SUBLIME FUNCTION

EK

ERIC KIM

HANDCRAFTED IN
SMALL BATCHES

ARTISANAL LEATHER

MINIMALIST DESIGN

ROBUST AESTHETICS

Featuring

[ERIC KIM CASE](#)
IN BRONZE AND
PHANTOM BLACK

[ERIC KIM WRIST
STRAP](#) with the
Ricoh GR II

**THIS
IS
A
CAMERA
STRAP**

THE ERIC KIM COLLECTION
IS YOUR MINIMALIST
COMPANION ON THE
STREETS REMINDING
YOU TO JUST SHOOT IT.



Featuring

[ERIC KIM NECK STRAP](#)

[ERIC KIM PORTFOLIO BAG](#)

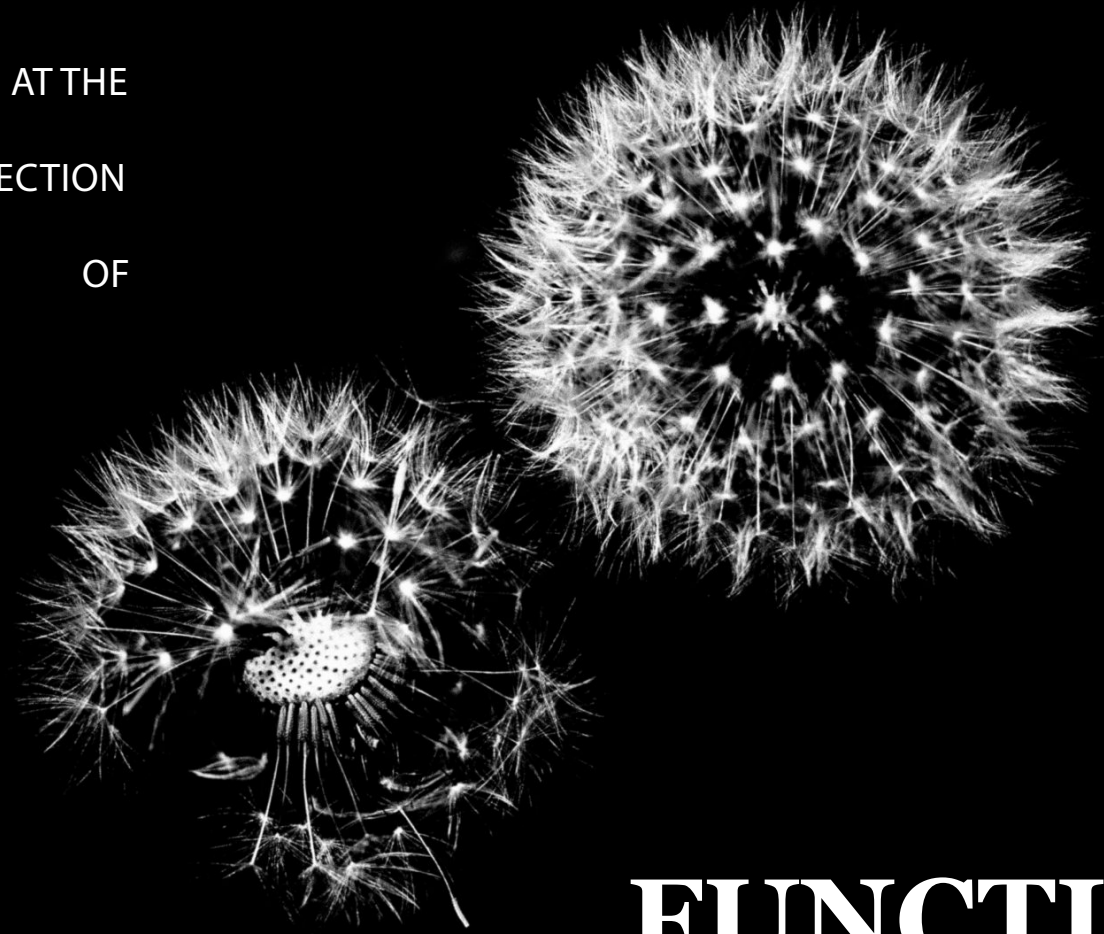
[ERIC KIM WRIST STRAP](#) with
the Fujifilm XF10

BOLD - MINIMALIST - SUBLIME



FORM

AT THE
INTERSECTION
OF



FUNCTION



ERIC KIM

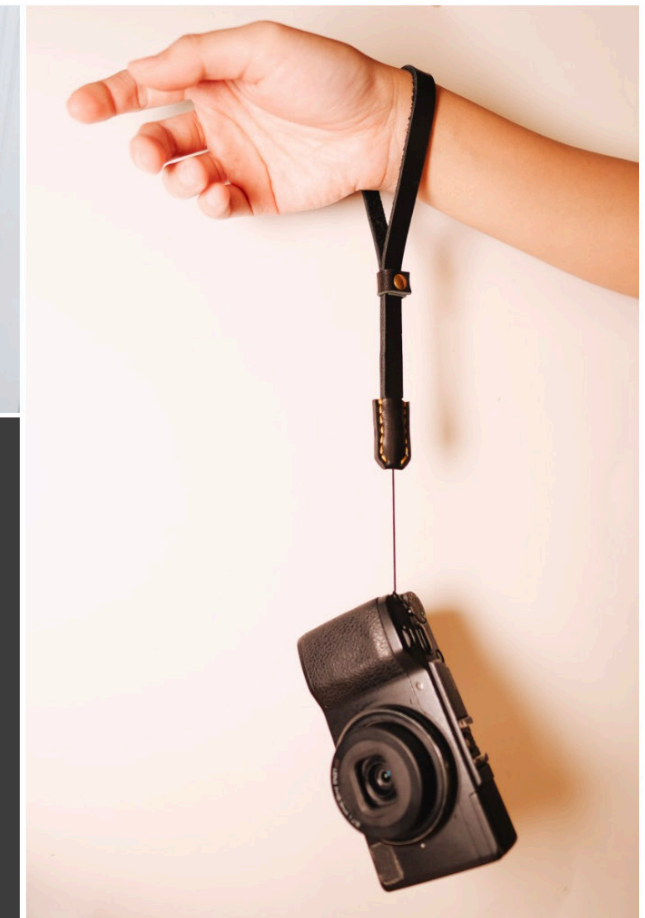
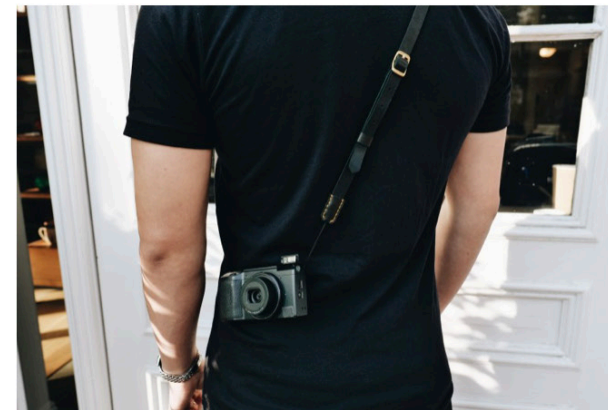
LEARN MORE ABOUT THE ERIC KIM COLLECTION >

[NECK STRAP](#)

[WRIST STRAP](#)

[CASE](#)

[PORTFOLIO BAG](#)



Featuring

[ERIC KIM PORTFOLIO BAG](#)

[ERIC KIM NECK STRAP](#)

with the Ricoh GR II

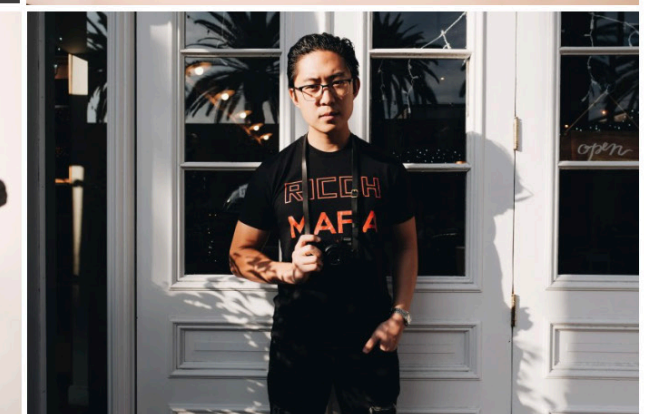
[ERIC KIM CASE IN](#)

PHANTOM BLACK

[ERIC KIM WRIST STRAP](#)

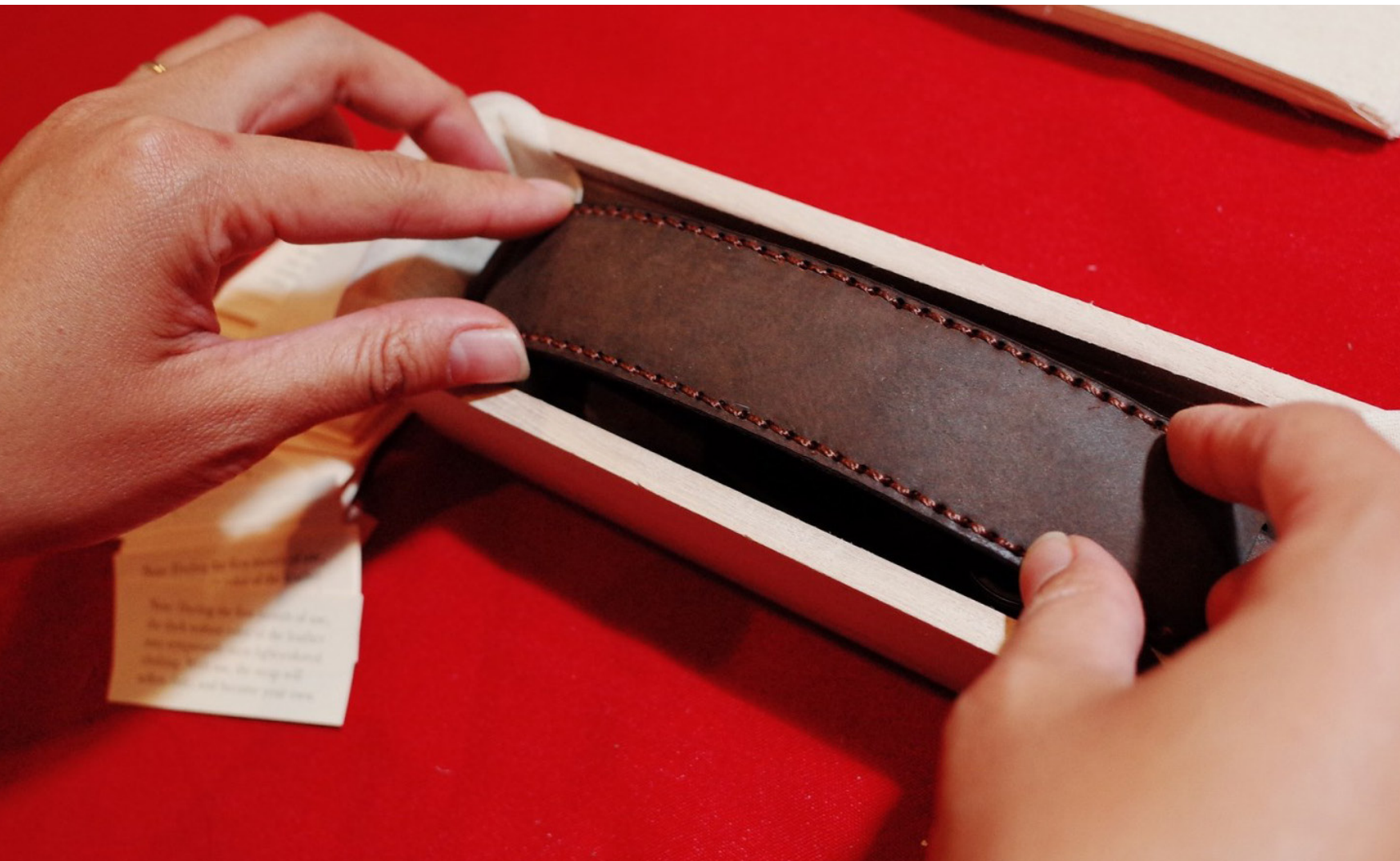
with the Ricoh GR II

[RICOH MAFIA ARTWEAR](#)



SAIGON

GLOBAL ENTREPRENEURSHIP - INDEPENDENTLY OWNED



WE ARE NOT ANONYMOUS. Our products each have a story. Unlike huge, anonymous factories, this is the entire operation: Eric, Cindy, our sisters Annette and Jennifer, Lan, and Uyen. We are transparent about our labor practices because we are proud and love each product we make.

We support honest and beautiful work with respectful wages to our artists, artisans, and collaborators. We are majority women led, family operated, and independent entrepreneurs.

CALIFORNIA



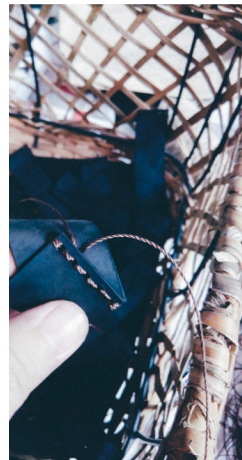
Eric and Cindy together with their sisters Annette Kim and Jennifer Nguyen in Saigon 2018. Annette is the talented HAPTIC designer and illustrator and Jennifer helps to edit HAPTIC PRESS books and ship packages from California when Cindy is on the road.



Eric and Cindy together with Uyen and Lan, leather artisans in Saigon. Uyen holds the first prototype custom bag handcrafted in 2013, which has accompanied Eric around the world on his photography travels.

HAPTIC DESIGN

HANDCRAFTED IN LIMITED EDITION BATCHES



INSPIRED BY BEAUTY AND FUNCTION



Featuring

Behind the scenes of the handcrafted
[HENRI NECK STRAP](#)

[ERIC KIM CASE](#) IN BRONZE looped
around the [ERIC KIM PORTFOLIO BAG](#)



CREMA BROWN

PHANTOM BLACK

MAHOGANY BROWN

MIDNIGHT BLUE

CRIMSON RED

VIDEO INTERVIEWS

VISIT OUR SHOP: WWW.HAPTICINDUSTRIES.COM

[WATCH THE COMPLETE HAPTIC PLAYLIST>](#)



[THE EVOLUTION OF THE HENRI STRAP>](#)



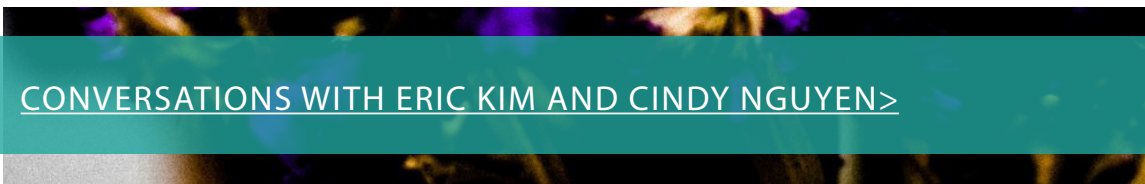
[CINDY NGUYEN: ON CREATIVE EXPERIMENTATION>](#)



[REFLECTIONS ON 2018: ARTISTIC PARTNERSHIP>](#)

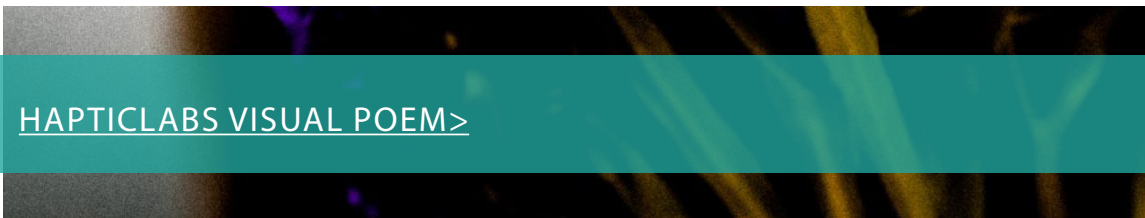
[MISSTEP MUSIC VIDEO>](#)

[MEDITATIONS ON LIFE AND PHOTOGRAPHY WITH ERIC KIM>](#)



[CONVERSATIONS WITH ERIC KIM AND CINDY NGUYEN>](#)

[BEHIND THE SCENES OF ERIC KIM WRIST STRAP>](#)



[HAPTICLABS VISUAL POEM>](#)

YES

TO

PLAYFUL EXPERIMENTS

TO DREAM, TO WONDER, TO MAKE, TO SEE

AN ETERNAL RETURN TO THE CREATIVE
EVERYDAY.



DIRECTION, DESIGN,
CONCEPT //

CINDY NGUYEN

PHOTOGRAPHY //

ERIC KIM

JANUARY 2019

HAPTIC PRESS