DOOA Design Concept

In the 25 years since ADA was established and Nature Aquarium was founded by Takashi Amano, the Nature Aquarium style has become so popular that if people mention “planted aquarium”, it refers to Nature Aquarium. In the recent years, planted aquarium was featured by various media and became known to the public as a hobby. Traditionally, ADA has been offering two different product lines: “ADA NATURE AQUARIUM” for high-end users and “Do! Aqua” which is the less-expensive version for planted aquarium beginners. Over the years, however, this price-based product categorization developed a sense of stagnation and offered only a stereotyped way of enjoying planted aquarium. To break away from the stagnant atmosphere in aquatic plants/aquarium industries, ADA has, in conjunction with its 25th anniversary, decided to discontinue “Do! Aqua” and instead, launch a new brand called “DOOA” to offer a new style of enjoying aquatic plants. The name “DOOA” was created based on the history of ADA brand. Since “DOOA” is the revamped brand of “Do! Aqua”, the initials of “Do! Aqua” (“Do” and “A”) were extracted and another letter “O” was added to them to express fun. DOOA’s geometrical-shaped logo is a reflection of impact, new value and a sense of fun to get away from stereotypes. This logo design is most suitable for ADA’s new innovative product range that was developed through out-of-the-box thinking. Also, this logo is an ultimate minimalism design that follows Takashi Amano’s enthusiasm in minimalism. In terms of brand positioning, “DOOA” is positioned side by side with “ADA NATURE AQUARIUM”. With these two brands, ADA will offer a wider spectrum of aquatic plant hobby and provide products that cater for the needs of a wide range of users. In contrast to Takashi Amano’s original range “ADA NATURE AQUARIUM” that has a universal value, the new brand “DOOA” will keep on evolving by incorporating the trend, fashion and sense of the times.

Development of Brand Mark

The brand mark consisting of circles and a triangle is an ultimate minimalism. Combination of shapes produces impact and joy.

DOOA, an inspiring brand, helps you enjoy aquatic plants more freely. Minimal and easy, and designed as a platform allowing everyone to nurture plants indoors. Feel closer to nature, and bring beauty into your life.

Development of brand color and package

DOOA’s pop brand color is extremely opposite to that of “ADA NATURE AQUARIUM”. It expresses the DOOA’s concept of “enjoying aquatic plants more freely”. It also helps product differentiation and gives a rhythm to the display of packages.
NEW WABI-KUSA STYLE
WABI-KUSA MAT + Wabi-Kusa

WABI-KUSA MAT Born from the Know-How of Wabi-Kusa Production

"I wish everyone could grow aquatic plants easily without fail" – The hope that Takashi Amano, the founder of Nature Aquarium, had been holding has now been shaped into the product called "Wabi-Kusa". What was focused in the course of its development was vigorous vegetative propagation in aquatic plants as well as their emersed and submerged growth. Stem plants, one of the representative aquatic plant species, can reproduce from stem cuttings with a node. Aquatic plants that grow by sending out runners, such as Glossostigma, produce plantlets at the tip of runners for propagation. This is called vegetative propagation, which has been incorporated in the planting techniques in Nature Aquarium layouts. Some examples include planting of stem cuttings from a single stem plant or small portions of Glossostigma with some space between them. These techniques are also applied to Wabi-Kusa. The basic production method of Wabi-Kusa is to place small stem cuttings of stem plant into the base where aquatic plants can take root to let the stem cuttings produce new leaves. For your information, this production method of Wabi-Kusa has been patented. WABI-KUSA MAT is a product that was developed using this know-how and made into a shape usable for WABIKUSA WALL. "WABI-KUSA WALL 60" and "SYSTEM TERRA 30" come with the Wabi-Kusa Mats that are the planting base without aquatic plants. Another type of Wabi-Kusa Mat covered with moss such as Willow moss will also be available. Users can attach moss, such as Willow moss, and epiphytic plants to Wabi-Kusa Mat.
Recreates the Natural Feel of Moss and Grass Grown on Water-Dripping Rock Wall

In mountains and along streams, we often spot the places where mosses and ferns grow on a rock wall over which water is spilling down. WABI-KUSA WALL reproduces the natural feel of such a rock wall.

Newly-developed cascade system creates water flow like a waterfall

The prototype of WABI-KUSA WALL adopted a shower pipe at its water outflow; however, it has been cancelled due to difficulty in maintenance. Subsequently, ADA developed an easy-to-maintain new Cascade spillway system that provides a small waterfall running down over a rock wall.

WABI-KUSA MAT having excellent water retention and permeability

WABI-KUSA MAT is made of sponge and adopted for the base to which mosses and aquatic plants are attached. With its excellent water retention and permeability features, WABI-KUSA MAT is free from worry of drying up and consequent lack of water for plants. WABI-KUSA WALL 60 comes with 12 pieces of WABI-KUSA MAT. Attach your preferred moss and plants to them.

NEO GLASS TERRA (H23) is a new tank designed for aqua-terrarium. With this shallow tank, you can enjoy emersed and submersed leaves at the same time.
WABI-KUSA WALL 60 + WABI-KUSA MAT

A Green Wall Made Easy with Wabi-Kusa Mat

1. Washing Wabi-Kusa Mat
Wabi-Kusa Mat is a new material specifically developed to have good water absorption capacity and help rooting of aquatic mosses as well as epiphytic plants. Gently wash Wabi-Kusa Mat in a bucket filled with water before use so it will absorb water easily.

2. Attaching Willow Moss
Spread a thin layer of Willow Moss to cover both top and sides of Wabi-Kusa Mat with no gaps. By attaching Willow Moss to the corners and sides of the mats, water will readily be dispersed throughout the wall and help plant growth.

3. Tying with ADA MOSS COTTON
MOSS COTTON that absorbs and contains water also plays the role of supplying water to Willow Moss when it is tied in a grid pattern with a spacing of 0.5 cm. Be careful not to tie MOSS COTTON too tight, otherwise the mat will deform and its water permeability may decline.

4. Cutting off protruding moss
Cut off the Willow Moss sticking out of the mat with scissors as it can get dry easily. AQUA SCISSORS S featuring a great blade movement range allows efficient pruning of wide areas. This tool is also optimal for fine trimming.

5. Completion of basic moss base
This is the basic form of Wabi-Kusa Mat. Other aquatic moss species can also be attached in the same manner. Try and enjoy various species of mosses on Wabi-Kusa Mat. To enjoy epiphytic plants, attach them to this moss base.

6. Attaching epiphytic aquatic plants
When attaching epiphytic plants such as Anubias and Microsorum, prepare the plants having emersed leaves in good condition. Cut off the old leaves and roots before attaching to the mats. Wrap the stems and roots with additional Willow Moss to prevent dehydration, and then fix with MOSS COTTON.

7. Completion of attaching epiphytic plants
Spray water on the plants frequently until the plants take root in Wabi-Kusa Mat. This takes about 1-2 weeks, depending on the plant species. In a dry environment, it is necessary to maintain an appropriate level of humidity until the condition of the plant leaves becomes steady.

8. Installing WABI-KUSA WALL 60
“WABI-KUSA WALL 60” is equipped with a new waterfall system “Cascade” featuring great design and maintainability. On WABI-KUSA WALL 60, water is supplied to Wabi-Kusa Mat from Cascade. The above photo shows an example where “WABI-KUSA WALL STAND 60” is used.

9. Fixing Wabi-Kusa Mat in place
After making sure of the growing points and directions of aquatic plants, adhere the rear side of the Wabi-Kusa Mat to the wall surface on which water flows down and fix the mat securely using four retainer grid pins (the interval between retainer grid pins is designed to be slightly smaller than the size of Wabi-Kusa Mat).

10. Adding Wabi-Kusa Stemmed Plants MIX
Use of Wabi-Kusa Stemmed Plants MIX in combination with other plants creates undulations in the layout for deeper expression. By adding Wabi-Kusa Mat, Ø9 Wabi-Kusa range can also be fixed on “WABI-KUSA WALL 60”.

11. Fixing Wabi-Kusa Stemmed Plants MIX
Fix Wabi-Kusa Stemmed Plants MIX in such a manner that the bottom side of Wabi-Kusa base securely adheres to the wall surface. The size of Wabi-Kusa base may be slightly different by product. If the size is relatively large, make a dent in the point which comes into contact with the retainer grid pin in advance to ensure smooth fixing of Wabi-Kusa.

12. Points of layout
Wabi-Kusa Stemmed Plants MIX should basically be placed on the upper tier that receives more sunlight. If the Wabi-Kusa is placed on the lower tier, it is advisable not to place Wabi-Kusa Mat or other Wabi-Kusa with large leaf on the upper tier because these plants can block the sunlight.
A Pictorial Guide to Epiphytic Aquatic Plants in Emerged Setup

Here we introduce 24 species of epiphytic plants that can grow well in WABI-KUSA WALL and ADA-TERRA 36, a new style biodome by ADA. This view is a view of epiphytic plants growing preserved to demonstrate the diversity of epiphytes that can be seen in the jungle.

To attach these epiphytic plants to Wabi-Kusa Mat, it is important to fix Willow moss firmly to Wabi-Kusa Mat, including its sides, using ADA Moss Cotton before attaching plants. This allows the Wabi-Kusa Mat to absorb and retain water easily. Once the preparation is done, choose your preferred epiphytic plants. When attaching the plants to Wabi-Kusa Mat, cover the plant roots with Willow moss first, and then carefully fix the plant with ADA Moss Cotton. Depending on the condition of aquatic plants and surrounding humidity, it is necessary to take a temporary measure against dehydration of plants such as covering the front and sides of the tank with plastic wrap. In addition, spray plenty of water using a spray bottle at least once a day. These are some tips for growing healthy plants.

- Microsorum sp. (ground sward)
- Anubias barteri var. nana
- Bucephalandra sp. Giant valiant
- Anubias barteri var. nana "Fiji"
- Pinguicula venosa
- Anubias sp. "Gabon"
- Anubias barteri var. coffeaeforme
- Bucephalandra sp. "Amoria"
- Vriesea sp.
- Batrachium heterochilo "Bills Haasbalt"
- Anubias barteri Old Leaf
- Bucephalandra sp. "Yasushi"
- Microsorum pteropus Mini
- Anubias Congonhas
- Bucephalandra sp. "Ardn" and "Trident"
- Microsorum Narrow Leaf
- Philodendron sp.
- Anubias heterochilo
- Rotala sp.
- Anubias barteri var. barteri
- Bucephalandra sp. "Yellow"
- Anubias nana
Prepare the plants having emersed leaves in good condition. Cut off the damaged or overgrown roots. Wrap the plant roots with Willow moss to prevent dehydration, and then fix firmly with ADA Moss Cotton. Willow moss and ADA Moss Cotton also play a role of drawing water into the mat.

**Examples of attaching epiphytic plants**

![Anubias minima](image1)

![Philodendron sp.](image2)

![Microsorum sp. Trident](image3)

![Anubias barten var. barteni](image4)

![Anubias Congensis](image5)

![Hygrophila pinnatifida](image6)

![Bolbitis heteroclita](image7)

![Bolbitis heteroclita](image8)

![Anubias barteri var. barteri](image9)

![Philodendron sp.](image10)

![Microsorum sp. Trident](image11)

**How to fix epiphytic aquatic plants**

Prepare the plants having emersed leaves in good condition. Cut off the damaged or overgrown roots. Wrap the plant roots with Willow moss to prevent dehydration, and then fix firmly with ADA Moss Cotton. Willow moss and ADA Moss Cotton also play a role of drawing water into the mat.

*Wabi-Kusa Mat Willow Moss* can also be used as the base.

Fix the epiphytic plants with ADA Moss Cotton.
Creating a “Fish Habitat” using NEO GLASS TERRA and WABI-KUSA HANGER

A wonderful “fish habitat” was created between the driftwood branches with the emersed and submersed leaves growing from Wabi-kusa. This is a unique way of enjoying aquatic plants with NEW GLASS TERRA and “WABI-KUSA HANGER”.

DATA

<table>
<thead>
<tr>
<th>Tank</th>
<th>Neo Glass Terra (H23), W60×D30×H18/23 (cm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lighting system</td>
<td>Wabi-Kusa Hanger M (H90)</td>
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<tr>
<td>Filter system</td>
<td>Super Jet Filter ES-100 (Bio Rio L &amp; NA Carbon)</td>
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<tr>
<td></td>
<td>Stream Pipe Arc P-1, Stream Pipe V-1</td>
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<tr>
<td>Substrate</td>
<td>Tropical River Sand</td>
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<tr>
<td>CO₂</td>
<td>One bubble per second with CO₂ Count Diffuser</td>
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<tr>
<td></td>
<td>(CO₂ Tower used)</td>
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<tr>
<td>Fertilizer</td>
<td>Wabi-Kusa Mat</td>
</tr>
<tr>
<td>Aquatic Plants</td>
<td>Wabi-Kusa Echinoderus Mix</td>
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<tr>
<td></td>
<td>Wabi-Kusa Karen</td>
</tr>
<tr>
<td></td>
<td>Anubias barteri var. nana “Petit”</td>
</tr>
<tr>
<td>Fish Species</td>
<td>Hyphessobrycon amandae</td>
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<tr>
<td></td>
<td>Hyphessobrycon sp.</td>
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<tr>
<td></td>
<td>Nannostomus eques</td>
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<td></td>
<td>Corydoras kanei</td>
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<tr>
<td></td>
<td>Otocinclus sp.</td>
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<tr>
<td></td>
<td>Crossocheilus siamensis</td>
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<td></td>
<td>Caridina japonica</td>
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**SYSTEM TERRA 30**

**Enjoying WABI-KUSA WALL with Ease Integrated Aquarium**

SYSTEM TERRA 30, an integrated aquarium with built-in filters, has been developed to enable the users to enjoy a green wall with ease using WABI-KUSA WALL (SYSTEM TERRA 30 consists of glass aquarium tank and acrylic wall/cascade). Just like WABI-KUSA WALL 60, the SYSTEM TERRA 30 comes with newly developed cascade system and Wabi-Kusa Mats (6 pieces) to enjoy an aqua terrarium with green wall. For lighting system, the new SOL STAND G having a great open feeling is highly recommended for SYSTEM TERRA 30, rather than AQUASKY G301 which is also usable for this aquarium system. In this layout example, Anubias barteri var. barteri and Bucephalandra sp. are attached on Wabi-Kusa Mats and at the same time, a piece of driftwood is placed in such way that it protrudes from the water surface to give a 3D appearance to the layout. On the substrate, Lagenandra, Nymphaea and Eleocharis parvula were planted on TROPICAL RIVER SOIL, a new substrate material in the DOOA lineup.

**DATA**

**SYSTEM TERRA 30**
- **Tank** 30Wx30Dx40H (cm)
- **Base Stand** 35
- **Lighting System**
  - SOL STAND G: lighting for 9 hours a day
- **Filter System**
  - Built-in filters within the aquarium
  - Filter media: sponge
- **Substrate**
  - TROPICAL RIVER SOIL
- **CO2**
  - MINI DIFFUSER J Ø10; One bubble per second
  - With CO2 MINI COUNTER (CO2 TOWER used)
- **Nutrients**
  - SUNLIQUID
- **Aquatic Plants**
  - Wabi-Kusa Mat Willow Moss
  - Wabi-Kusa Mat Bucephalandra
  - Wabi-Kusa Mat Anubias
  - Wabi-Kusa Mat Lagenandra
  - Nymphaea sp. Peru Maldonado
- **Aquatic Animals**
  - Sphaerichthys selatanensis
  - Boraras brigittae
  - Otocinclus sp.
  - Crossocheilus siamensis
  - Caridina multidentata

*CO2 system has been removed during the shooting time.

**New Stand Type Lighting System SOL STAND G**

Developed as a lighting system designed for various small aquariums in the DOOA lineup, the stand type lighting system SOL STAND G matches well with SYSTEM TERRA 30. The height of the lighting unit can be adjusted freely. Dimmer function is also available.

The lighting unit can slide up and down easily along the vertical bar of the stand. Its height can be adjusted freely within the height range of the vertical bar.

The lighting unit can also turn back and forth around the vertical bar for easy aquarium maintenance (the installation of SOL STAND G mounting piece (optional) is highly recommended).
Thinking about the FosseY Jungle

This image depicts a mini-ecosystem created in a glass terrarium. The setup is designed to mimic a tropical rainforest environment, featuring a mix of plants and other natural elements. The plants include various ferns and small trees, creating a dense, lush appearance. The glass enclosure allows for observation of the tropical setting, highlighting the delicate balance of flora and fauna within a controlled environment. This type of setup can be both educational and decorative, offering a glimpse into the complexity of a tropical rainforest without the need for a large outdoor space.