

20 Years of ADA, the Leader of Aquatic Plant Industry

Takashi Amano's proposal of Nature Aquarium was a truly epoch-making event in aquatic plant industry. ADA has always been a pioneer until now, more than 20 years have passed since then.

Trend of Aquatic Plants

The dawn of planted aquarium

Aquatic plant hobby suddenly starts spreading with the launch of CO2 equipment

Nature Aquarium comes under the spotlight

Glossostigma gains popularity.

July 18, 1954 Takashi Amano is born in Niigata-shi, Niigata-ken (former Maki-machi, Nishi Kanbara-gun), Japan

The late 1970's- After being an enthusiastic aquarist, Amano brings his passion to growth of aquatic plants. In a series of failure and setbacks, he withers countless number of plants. He also produces a significant number of waste designs in pursuit of development of his original plant growing equipment.

1983 Amano writes for aquarium magazines. He widely disseminates Cardina japonica (Yamato Numa Ebi) as a measure against algae, one of the biggest concerns for growing aquatic plants. This is why Cardina japonica (Yamato Numa Ebi) is called "Amano shrimp" in the world.

1984 Amano opens his shop "Aqua Design Amano" in Terao, Niigata-shi, Japan. This shop showcasing many Nature Aquariums draws people's attention as a pioneer of aqua interior. The official logo of ADA is decided with a view to full-scale business. This marks a start of the ADA brand.

1985 ADA launches IC-pH Controller, an automatic pH controller exhibiting the world's top performance of the time. This controller supplies CO2 when the pH level exceeds the predefined upper limit while it supplies air if the pH level falls below the predefined lower limit to keep the pH at the optimal level automatically. This equipment is too innovative for the time when people

thought aquatic plants were only to enhance the attraction of the fishes in the tank. Iwagumi layout is established in the combination of Echinodorus tenellus and Senmigawa stones.

1986 Amano receives the first FM Award from the monthly magazine "Fish Magazine". ADA distributes the first general catalog of ADA products which is a black-and-white leaflet. Product catalog specialized in equipment for growing aquatic plants is hardly seen at the time. Amano proposes the recreation of natural ecosystem within an aquarium and also long-term maintenance of aquarium. The huge poster titled "The Balance of Nature" created as a symbol of Amano's proposal becomes a hot topic among aquatic plant hobbyists.

1987 74-TA/Ver.1, the world's first CO2 regulator system using a small CO2 cartridge is launched. There is an episode about this regulator (precisely, it is a needle valve) where a sales person who actually saw this product was very surprised of its great preciseness and immediately sent the TA regulator to the headquarters of his company in Germany. For your information, "TA" stands for Takashi Amano. An external CO2 diffusion bottle is launched. This bottle takes in water from the outflow pipe of the external filter and mixes the CO2 with the water in the glass bottle. For liquid fertilizers, Green Brighty series No.1 to No.3 are released upon adoption of the system in which three types of fertilizers are used according to the growth stage of aquatic

plants. This system is the predecessor of the current STEP system.

1988 The shop "Aqua Design Amano" is relocated to Maki-machi, Niigata-ken (now Niigata-shi), crowded with a large number of aquarists from all over Japan. People jokingly call the shop "the Shop for 'Not for Sale'" because Amano puts a "Not for sale" tag on most of the fishes that have grown well with the intention to put them in his planted aquariums.

1989 The layout style "Nature Aquarium" is proposed under the concept of "Learn from Nature and Recreate a Nature". Nature Aquarium is a term created by Amano, which means natural aquarium. The CO2 system 74- TA/Ver.2 is released with the further advancement of CO2 regulator as a result of improvements and development. Power Sand, a product of ADA's unique study and research on substrate, is released. This is very innovative sand that has been developed taking into account long-term maintenance and water flow within the substrate as well as nutrient supplementation. Power Sand solves the hardening problem of ocean sand, which is the major substrate material at the time. Bio Ring and Green Bacter, the first-generation biological filter media, are also released in this year.

1990 The first video in the industry "Nature Aquarium World" is released. Amano starts writing serial articles for monthly "Aqua Life" and "Fish Magazine" magazines.

1990

His articles are regarded as a precious information source among hobbyists when the information on how to use the equipment for growing aquatic plants and how to create planted aquarium are not commonly available. Brighty K is released for supplementation of potassium which tends to be in inadequate supply in planted aquarium. Following the STEP series system, ADA proposes its unique nutrient supplementation method of supplying potassium.

1991 The CO2 system 74-TA/Ver.3 is released with the improvement of easier grip of the cock to enable the fine adjustment of CO2 discharge rate. Amano rents fallow paddy fields in a mountain village to observe Japanese native aquatic plants. Through underwater photography, he turns his attention to the light transmission in the water (which leads to subsequent development of NA Lamp).

1992 Aqua Design Amano Co., Ltd. is incorporated on April 21. The CO2 system 74-TA/Ver.4 is released as a further advanced version of the TA series with enhanced safety feature of gas escape port. This improvement is made with an eye on future popularization of CO2 regulator by meeting the needs of highly-safe equipment that everyone can use with peace of mind. The new CO2 system 74-YA/Ver.1 is released following the release of the latest system of the TA series. The advertising copy "The ADA Phenomenon" on the Aqua Life magazine attracts a great deal of attention, evoking the start of the Nature Aquarium boom. "Glass

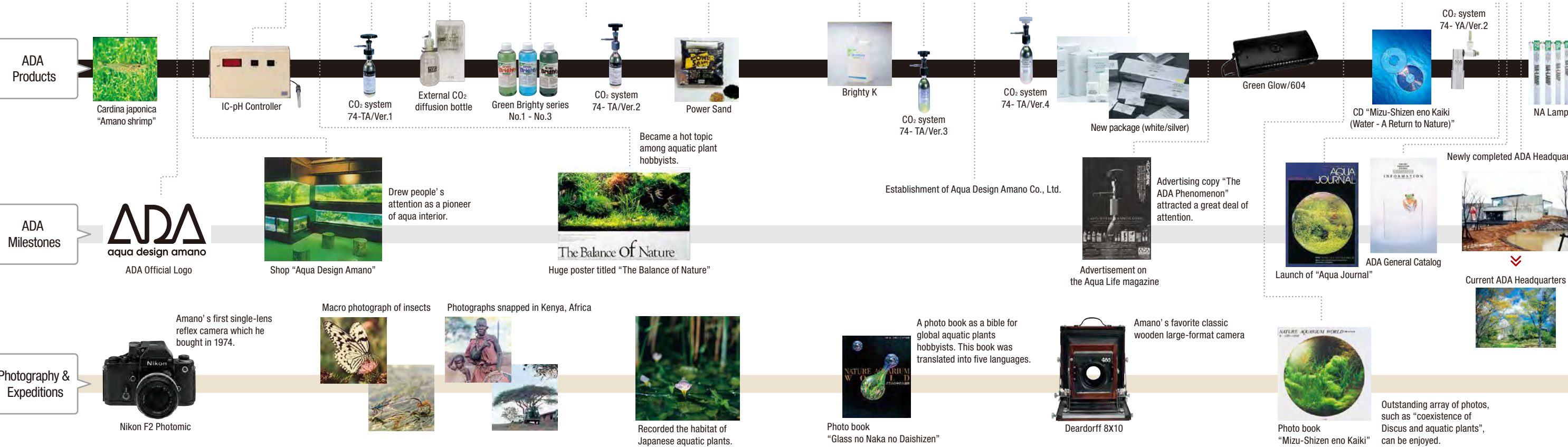
no Naka no Daishizen", a photo book as a bible for old fans, is released. This book is later translated into five languages and creates a global sensation. It is later found that the hobbyists from Germany, an advanced country in aquarium field at the time, were shocked and amazed when looking at this photo book. The first Aquatic Plants Layout Video Contest is held. The tweezers which are a prototype of subsequent Pinsettes are released.

1993 The logo for "NATURE AQUARIUM GOODS" is decided and the product package is renewed and standardized. The new package of white and silver boxes, designed by Amano who has been inspired by the package of German camera brands Leica and Rollei, is simple and creative, breaking through the orthodox image of existing aquarium equipment. About 140 items of new products are developed and launched in this year in line with the renewal of the package, including the CO2 system 74 (for small CO2 cartridge accommodating the country's largest capacity of 74g), Brighty K, Green Brighty STEP 1-3, Power Sand, Pollen Glass, CO2 Glass Counter, Trimming Scissors Straight, Pinsettes L and the Softener series. The Editorial Department is established for strengthening of advertisement and publication sections.

1994 NA Lamp is launched. There is an episode where Amano's unique theory of "blue light having a high transmissibility in water is effective for growth of aquatic plants" surprised a lighting engineer from

Matsushita Electric (now Panasonic) who is involved in a space development project. The color temperature of 8000K, the world's first achievement of a lamp for aquatic plants, influences the subsequent development of lamps. CO2 system 74-TA/Ver.5, the final version of the TA series, is released. CO2 system 74-Forest which supplies the forest-scented CO2 is launched based on the innovative idea of adding values such as fragrance, deodorization and sterilization to CO2.

CD titled "Mizu-Shizen eno Kaiki (Water - A Return to Nature)" is released under the theme of "Feel planted aquarium by five senses", but it turns out to be too ahead of its time. Amano's second photo book "Mizu-Shizen eno Kaiki" is released. ADA releases the full-scale lighting system for 60cm tank "Green Glow/604", which is equipped with all possible functions according to Amano. "Aqua Journal" is first published. The large refillable CO2 tank "Tower" is released based on Amano's view that installing ordinary green CO2 tank is not acceptable in terms of safety and design. The CO2 system 74-YA/Ver.2 is released. This model continues to be the standard model from this time on. In October, Pollen Glass AIR is released with a focus on the importance of aeration during night. In December, ADA released its general catalog, which gains popularity as the "catalog with a frog on the cover". The Aqua Life magazine covers the list of ADA's distributors and retailers nationwide. ADA's headquarter building is completed.





## Trend of Aquatic Plants

### Boom of Southern American stem plants following the popularization of Tonina sp.

**1995** ADA releases Cube Garden (now Cube Garden Superior) using German heat resistant glass fused at high temperature for the ultimate appearance of aquascape. The aquarium tank which appears as if the water is cut out in a tank shape is the ideal form that Amano has been pursuing for. In October, Amano goes for his first photography trip to Amazon, which lasts up to 2003. "ADA CONCEPT", the book featuring ADA's concept, is released. In December, a number of aquatic plant specialists including Holger Windelov from Tropica Aquarium Plants, gathers at the ADA Headquarter. This meeting leads to International Aquatic Plants Layout Contest.

**1996** The official website of ADA is launched. ADA participates in "Interzoo" (Nurnberg, Germany), the world's largest trade fair for pet supplies. ADA holds a promotion where Forest cartridge comes with ECA, an additive, and receives numerous requests for adding ECA to ADA's standard product lineup. NA Green Thermo, the premium food AP-GOLD series and Green Glow/903 are released in May, June and July, respectively. In August, ADA releases Japan's first frameless aquarium tank Wild Glass (now Cube Garden) in two different types, namely the support type with glass frame for glass lid and the pool type with no frame. The support type is produced as a result of the pre-launch meeting in which all the staff except Amano opined that the support type will sell better, but the frameless tank eventually becomes the mainstream as predicted by Amano and aquarium

tank manufacturers follow this trend as we all know. In September, ADA launches the Aqua Soil series as a revolutionary substrate material to make it easier to grow aquatic plants including hard-to-grow Tonina sp. The launch of Aqua Soil is one of the major epoch-making events of aquarium industry. Garden Stand for 60cm tank, Green Glow/602 and Drop Checker are released. Amano visits untouched Maliau Basin in Borneo in November and the natural habitats of Cryptocoryne in southern Thailand in December for photography.

**1997** Amano visits West Africa as a part of a series of overseas photography trips since last year end. During this ultimately hard trip guided by Pygmy tribe, Amano takes the pictures of the native habitats of Anubias and Bolbitis and introduces them to the world. ADA participates in Zoomark International 1997 (Milan, Italy) and Aquarama 1997 (Singapore) as a part of its efforts in tapping into the global market. ECA (50ml) becomes ADA's regular product in response to the users' requests. ADA focuses on the development and commercialization of liquid additives and releases a number of items including Chlor-Off, Clear Dash, Vitamix and Black Water. In October, the PENAC series, the product developed based on Germany's kinematic wave theory, is released. In response to the constant demands of gravels for substrate, ADA releases Aqua Gravel in November, not long after the launch of Aqua Soil. This Aqua Gravel features the constituents free from shells, unlike Oiso sand, for better

growth of aquatic plants. Amano visits Rio Negro in Amazon for photography.

**1998** Amano takes aerial photographs of Rio Negro and Rio Solimões during photography trip to Amazon in rainy season. The lineup of substrate materials are enhanced with the release of Aqua Ceramic Cristalino and Bright Sand in September to October. December 1998 marks the long-awaited launch of the external filter Super Jet Filter ES-600 featuring high pumping capacity and stainless-steel canister having the largest capacity of its class to realize long-term maintenance of Nature Aquarium. The filter which has been designed in pursuit of the basics of external filters is simple yet ultimately superb. A photo exhibition "Urin Ujou" is held in Fuji Photo Salon, Tokyo. ADA produces the posters and calendars in collaboration with Japan's leading art director Kaoru Kasai and copy writer Hiroshi Ichikura.

**1999** ADA suspends the publication of "Aqua Journal" magazine with the issuance of Vol.60 and instead launches "SUIKEI" and "Do!aqua" magazines. Metal Pipe Line Set, a set of stainless steel pipes, is released. This set has been developed in line with the image of Super Jet Filter having the totally new stainless steel body. The linear metallic pipe gives a neater appearance to the tank and enhances the attractiveness of aquarium tank as an interior item. ADA releases Nature Biotope Set for recreation of Japan's

## 2000

### Iwagumi layout gains popularity.

waterfront environment and breeding of killifishes. This product draws much attention as a set which makes people rediscover the attraction of vanishing waterfront environment of Japan. During the photography trip to Amazon, Amano succeeds in taking underwater photographs of Cardinal tetra and Angel fishes in Barili River, a branch of Rio Negro. These photos introduced on ADA magazine receive great response. Old Black Wood is released. ADA participates in EXPOZOO 1999.

**2000** ADA imports and sells the white sand from the upper stream of Rio Negro, which was found during the photography trip to Amazon, under the name of Rio Negro Sand. Originated from Amazon, this sand is categorized as a premium product. In addition to this, a series of cosmetic sand including Nile sand and Sarawak sand having the image of tropical rainforest are released. Amano comes up with the new layout style of split substrate using Aqua Soil and cosmetic sand and introduces the layout examples. Amano always keeps his attitude of sharing his know-how and information on effective use of products through demonstration. In addition to cosmetic sand, ADA also upgrades its stone lineups with the addition of Jacarei rock, Sho stone, Seiryu stone, Ohko stone and Keirin stone. In October, Aqua Journal magazine revives with the feature article "Iwagumi Evolution". New Pollen Glass is released as the new upgraded version of Pollen Glass launched in 1993. The Aquatic Plants

### Cosmetic sand style starts spreading.

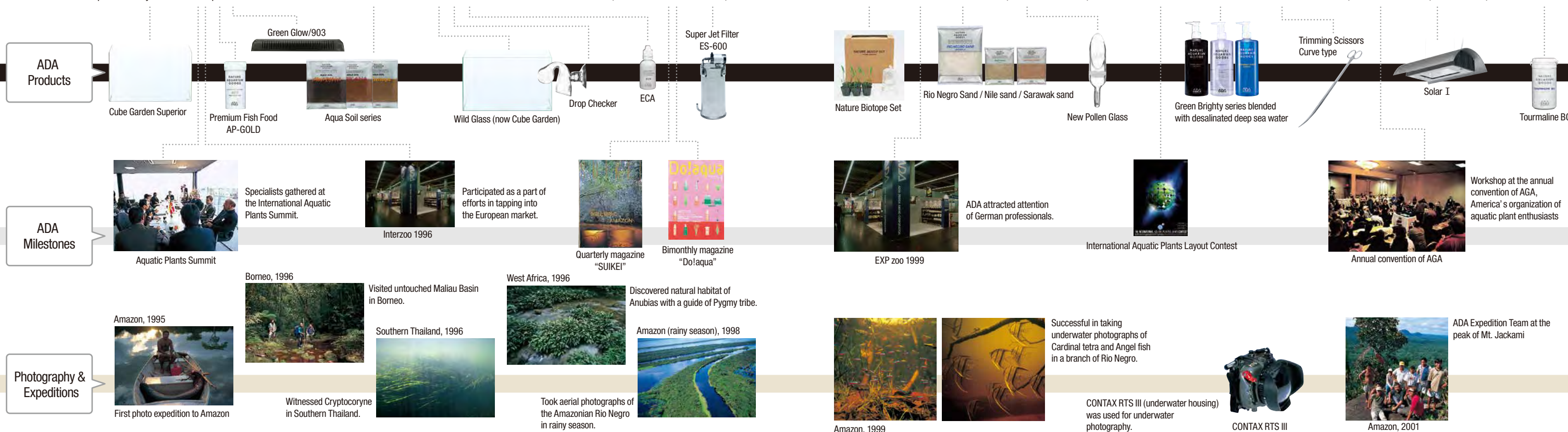
Layout Contest ends with its ninth contest and instead, ADA announces to the world that it organizes the new "International Aquatic Plants Layout Contest" in the following year. ADA participates in Interzoo 2000 (Nurnberg, Germany).

**2001** A huge Nature Aquarium (W400×D150×H150cm) is produced at Amano's private residence. This masterpiece using ADA's most advanced technologies is equipped with hot-water floor heating system, automatic water change system, and CO<sub>2</sub> system which controls the amount of CO<sub>2</sub> to be supplied according to the incoming ray of the sun. There is no major product development in this year except that desalinated deep sea water is blended into the Green Brightly series. Desalinated deep sea water has a great feature of well-balanced trace elements that are hard to attain a good mix in an artificial way. The memorable first International Aquatic Plants Layout Contest (IAPLC) is held. Among 557 entries from 19 countries, the layout made by Mitsuhiro Machida (Japan) wins the contest. This contest involving the prize of one million yen and world ranking of the layouts becomes a hot topic. Nature Aquarium Party held in conjunction with International Aquatic Plants Layout Contest becomes an annual event together with the contest.

**2002** ADA releases Trimming Scissors Curve type with curved blades for easier trimming of foreground plants. Wild Glass is renamed to Cube Garden in view

of the fact that Cube Garden launched in 1995 has been very popular among ADA fans. In July, a new 250ml bottle type is added to the Green Brightly series. In August, Solar I, ADA's original lighting system using metal halide lamp, is released. With the launch of this lighting system, the open-type aquarium using a metal halide lamp spreads rapidly. Open top type aquarium is considered attractive in terms of flexibility of layout and easy maintenance. Tourmaline BC and F, the substrate additives using tourmaline which gains attention for its generation of weak electric current, are released. Amano attempts the peak of Serra Jacamim in photography trip to Rio Negro in Amazon. Amano is invited to the annual convention of AGA (Aquatic Gardeners Association), the world's largest international organization of aquatic plant enthusiasts, for seminar and workshop. Amano receives a number of requests from overseas for speeches, seminars and workshops in response to ADA's hosting of International Aquatic Plants Layout Contest that heightened the global interest in Nature Aquarium. The first domestic workshop is held in Japan.

**2003** Nature Aquarium Gallery opens within the compound of the ADA Headquarter. The visitors can learn about how to install and use ADA products through free viewing of Nature Aquarium layouts displayed in the gallery. This gallery is built based on an idea of Amano who has been using his practical experiences to develop all the ADA products.





## Trend of Aquatic Plants

### Advent of Wabi-Kusa

### Rare Cryptocoryne species draw attention of aquatic plant manias.

### Collection of dark-green Echinodorus becomes popular.

### Many types of ferns and mosses begin to be introduced.

### Wabi-Kusa rapidly grows in popularity.

Following the launch of Solar I in the previous year, Grand Solar I equipped with two types of light sources consisting of metal halide lamp and fluorescent lamp is released. This advanced type of lighting system is closer to Amano's idealistic system that controls the lighting time of strong light from metal halide lamp and soft light from fluorescent lamp independently. In addition, Grand Solar II and Solar II, the pendant-style lighting system equipped with fluorescent lamp, are released. In June, the Super Jet Filter EX series with the canister that accommodates 1.5 times/2 times more filter media having high filtration capacity is released. In September, Pollen Glass Type-2 is released. ADA resumes the sale of Rio Negro sand that has been out of stock for about three years due to mining problem in Amazon. Wabi-Kusa is released to propose the new style where everyone can enjoy the aquatic plants casually. Repeated improvements are then made to Wabi-Kusa to enhance its style and variations. Amano achieves a great success in his speech held in Moscow, Russia; the venue accommodating 250 seats are full and even left with many standees.

**2004** Amano introduces Nature Aquarium as art in "GEISAI", the art festival organized by artist Takashi Murakami (who visited NA Gallery in 2003). ADA participated in Interzoo 2004 (Nurnberg, Germany). NA Lamp MH-150W Green Type (NAG) that brings out vivid green color of aquatic plants is released. In February, CO<sub>2</sub> cartridges Tropical Forest No.1 Amazonian, No.2 Malayan and No.3 African are released in replacement

of Forest cartridge launched in 1994. In line with the trend of smaller aquarium tank, ADA releases Solar Mini in August. The photo book "The Rio Negro" (publisher: Marine Planning) featuring the landscapes of Rio Negro in Amazon is released. This photo book covers the photographs of Rio Negro taken by Amano since 1995. People in Eastern European countries show greater interest in Nature Aquarium. Amano is invited by the Polish Planted Aquarium Club for speech. Amano gives his speech in Wahlsburg, Germany.

**2005** The ceramic substrate material Aqua Ceramic is released. Cube Garden Mist is released in June. This tank uses sandblasted glass for its back wall to provide the image of aquarium with white-color background just as the photos on Aqua Journal magazine. The ideas for new product development come out of the production of Nature Aquarium and aquascape photography performed by Amano. Amano gives workshop in Sizoo petcare exhibition in Barcelona, Spain and gives his speech in Lisbon, Portugal. Amano is enthusiastically committed to the visiting and taking photographs of many places in Japan, particularly Sado, Niigata.

**2006** Gland Solar 250 equipped with the industry's first 250W electronic ballast is released in July. With this addition, ADA has a wider lineup of lighting systems which consists of six types to cater for various lighting needs. Aqua Journal magazine is renewed (however, it is later changed back (from Vol.134) to the old style in response to the feedback from

distributors/dealers/readers). The Nature Sound Gallery CD and DVD "AMAZON" is released from Della; it is highly regarded as a precious sound recording featuring Amazonian jungle.

**2007** ADA, as the aquarium advisor, provides its full cooperation to making of the movie "Sono Toki wa Kare ni Yoroshiku (Say Hello for Me)" which is set at an aquatic plant shop. Some Nature Aquarium layouts displayed in the Nature Aquarium Gallery in Niigata are transported to Toho No.5 studio in Setagaya, Tokyo. Aqua Soil-Amazonia II for higher-pH tap water is added to the lineup of Aqua Soil-Amazonia which is enormously popular among aquatic plant and red bee shrimp hobbyists. Pro Picker is released.

**2008** In the beginning of the year, ADA releases the cosmetic sand "Forest Sand series" having the grain size appropriate for growing aquatic plants. ADA also releases a number of maintenance tools such as Clear Stand, a series of Maintenance Stand, Pro-Scissors Spring, Pro-Scissors Short, Pro-Scissors Wave, Pro-Beak, Pro-Razor, Pro-Pinsettes Triangle type, Pro-Pinsettes Curve type and Pro-Scissors Angle following Amano's view that a wider lineup of accessories is necessary to make the aquarium hobby more enjoyable. As a part of improvements made to the Trimming Scissors, tungsten steel is used for the blades of Trimming Scissors and Pro-Scissors to realize sharper cutting edge. ADA begins full-scale launch of "Do!Aqua" products developed as a low cost items under the concept of "NATURE AQUARIUM

GOODS for Beginners". Thermometer J is released and receives good response for its distinctive simple design as an ADA product. Amano says he has been pursuing the thermometer in design suitable for the pool-type Cube Garden since the launch of this aquarium tank twelve years ago.

**2009** Spring Washer featuring coil-type flexible wire is released. Cube Cabinet, the glass aquarium cabinet specially designed to enhance the image of Cube Garden, is released. Solar I White and Pollen Glass Type-3 are released. Nature Aquarium workshop is held in Bangalore, India and crowded with numerous number of fans. Interest in Nature Aquarium rapidly surges in Asian countries. Two photo books "Glass no Naka no Daishizen 1985-2009" (publisher: Sekai Bunka Publishing, Inc.) and "The Last Amazon" (publisher: Shogakukan) are released as a complete compilation of Amano's works in the past.

**2010** The International Aquatic Plants Layout Contest has grown into a world-class event and the 10th IAPLC receives the largest number of entries of 1,819 layouts from 55 countries all over the world. Entries from Southeast Asian countries show a significant increase. In December, the ADA brand logo is renewed. In line with this renewal, the product package is changed to new design in stages to market ADA products under a brand-new image. Continuous improvements are made to the layout

tools including development of lighter scissors. A workshop is held at Aqua Fair Malaysia (Kuala Lumpur, Malaysia) organized by the Department of Fisheries Malaysia and endorsed by the Ministry of Agriculture and Agro-based Industries.

**2011** After the Japan earthquake on March 11, ADA promptly issues its earthquake manual. Subsequently, it issues the posters and brochures on the healing and therapy effects of planted aquarium and distributes them to the ADA dealers and distributors nationwide. Despite downturn in Japanese aquarium industry, the global demand for ADA products continues to increase. In such a circumstance, Amano gives his speeches in the countries such as Russia, China and Denmark in response to the increased number of requests from abroad. In view of the post-quake power saving policies and raised environmental awareness including consciousness about biodiversity, ADA proposes and releases the "Window Type" aquarium sets that maintain the aquarium environment just by the effects of living organisms and without using electricity. In September, ADA releases VUPPA-I, the water surface extractor that removes the film on the water surface, a concern among planted aquarium hobbyists. This hand-made product made of stainless steel, one of the great features of ADA products, becomes a hot topic among ADA fans. ADA launches the "Medaka no Gakkou", a group of volunteered members set up with the aim for the post-quake restoration of the industry. Forty eight shops from all over Japan participate in the

first phase of this activity. ADA releases new layout materials, namely Kei stone, Sado-Akadama stone, Unzan stone and La Plata sand. The specifications of Riccia Stone are changed to make the production of more elaborate layout possible. ADA distributed the live video of Nature Aquarium Party held in Tokyo International Forum through USTREAM. This leads to the launch of "ADA view", the web video program featuring the information about ADA. The live video of Amano's layout production distributed on ADA view draws a tremendous global response. ADA holds a workshop in Danish Aquarium Fair organized by Aarhus Aquarium Association.

**2012** ADA holds a workshop in Hanover Pet Fair in Germany. Most of the entries sent to the layout contest held during this Fair are Nature Aquarium-style layout; and this fact shows how much Nature Aquarium has spread in Germany. Colorado Sand Big is released as a new addition to ADA's cosmetic sand lineup. Aqua Design Amano celebrates its 20th anniversary in April. The 20th anniversary pamphlet and products are distributed and sold. The LED lighting system AQUASKY is released. This LED system is suitable for growing aquatic plants. Voting system is introduced for the judgment effective from the International Aquatic Plants Layout Contest 2012. ADA makes and displays the world's largest Nature Aquarium in Sumida Aquarium within Tokyo Sky Tree town.

## ADA Products

Grand Solar I

Grand Solar II

Super Jet Filter EX

Initial model of Wabi-kusa

Tropical Forest

Grand Solar 250

Forest Sand

Maintenance Stand

## Do!aqua

Launch of Do!aqua series

Thermometer J

Pollen Glass TYPE-3

## "Window Type" aquarium sets

## VUPPA I

Various stones such as Unzan stone  
La Plata sand

Limited edition of ADA Goods for its 20th anniversary

Launch of LED lighting system AQUASKY

## ADA Milestones



Seminar in Moscow, Russia



Nature Aquarium was introduced as art in "GEISAI".



Seminar in Wahlsburg, Germany



Seminar in Spain



ADA provided full cooperation to the movie "Sono Toki wa Kare ni Yoroshiku (Say Hello for Me)".



Seminar in Bangalore, India



IAPLC 2010 received the highest-ever number of entries.



New ADA Logo



Aqua Fair Malaysia



Earthquake Manual



Launch of web video program "ADA view"



NA displayed at Sumida Aquarium

## Photography & Expeditions



"The Rio Negro" (publisher: Marine Planning)

Featured photographs of primordial landscapes in Rio Negro in Amazon.



Photo exhibition "The Rio Negro"



CD&DVD "AMAZON"

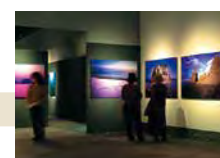


Photo exhibition "Sado - To Pristine Forest from Bottom of Sea"

At Tokyo Metropolitan Museum of Photography



Revised and extended edition of "Sado - To Pristine Forest from Bottom of Sea"



A huge photo panels of pristine cedar trees in Sado Island was displayed, became a hot topic in the world.



Photo exhibition "SADO-a Natural Treasure of Japan"

Qatar's first photo exhibition by Japanese (Doha, Qatar)



"Glass no Naka no Daishizen 1985-2009" (publisher: Sekai Bunka Publishing, Inc.)

True collection of Nature Aquarium masterpieces



"THE LAST AMAZON" (publisher: Shogakukan)

A complete compilation of Amano's photo expeditions to Amazon



Photo exhibition held in Direzione Generale per gli Archivi (Italian National Archives).

**2013** In February, the 2013 edition of layout tools with ADA logos are released (each year's edition with different print patterns to be released annually).

In May, it is decided to create a 40m Nature Aquarium in the Oceanário de Lisboa in Lisbon, Portugal and the largest ever "Nature Aquarium Project" begins. Flake-type fish food "SUIKEI FOOD" (Do!aqua series) is launched. Aquascape photograph is adopted for packaging design of this product. Media Development Department is newly established through the consolidation of Design, Publishing and Video Departments. This department is equipped with the state-of-the-art photographing/filming equipment with the view to enhance online information such as web video program "ADA view".

In June, ADA launches AQUASKY 301 High Type suitable for growing emerged Wabi-kusa on Waterfall.

In July to August, new layout materials Koke stone and Sansui stone are released. Three more Nature Aquarium layouts are created for Sumida Aquarium using some layout materials brought from Nature Aquarium Gallery. In August, the smallest model of Super Jet Filter series ES-150 is introduced to the market.

In October, the International Aquatic Plants Summit 2013 is held at ADA Headquarters with ADA distributors from 15 countries across the world. Pro-Tool Bag for storage of layout tools is released in limited quantities.

**2014** In January, ADA releases Plain Cabinet.

In March, the staff of Oceanário de Lisboa have trained at NA Gallery to proceed with the preparation of 40m Nature

Aquarium according to Amano Takashi's layout plan.

In April, ADA distributes its 2014 Catalog (in Japanese, English, German and Chinese) to the world. In conjunction with this occasion, ADA launches a worldwide campaign titled "ADA Project". Under this campaign, the "ADA SENSATION" poster is displayed at shops around the globe and ADA stickers and shopper bags are distributed.

In October, Nature Aquarium Party which has been annually held since 2001 ends its history.

In November, ADA website (Japanese) is renewed. The "Balance of Nature" leaflet (in Japanese/English) is distributed to raise awareness of the relationship between Nature Aquarium and nature. The "Balance of Nature" poster, which was released in 1989 and became a hot topic among planted aquarium hobbyists, is reprinted and released, featuring new photographs of Nature Aquarium (aquascapes currently displayed in Sumida Aquarium, Tokyo Japan) taken by Takashi Amano.

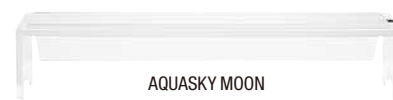
In December, AQUASKY MOON is released. This new LED lighting system features light intensity approximately 1.5 times higher than the standard AQUASKY model. It also brings a new idea of reflecting the top view of aquascape on MIRROR UNIT.

**2015** In January, the largest-ever 40m Nature Aquarium project is delivered at Oceanário de Lisboa. "Forests Underwater by Takashi Amano" makes its grand opening in April, and had receives 200,000 visitors in the first three months. Oceanário de Lisboa is recognized as the 2015

best aquarium in the world by TripAdvisor Traveler's Choice. The exhibit "Forests Underwater" that showcases not only fish natural habitat, but also a natural ecosystem in a realistic size, is the project that the world has ever seen. Its achievement is firmly engraved in the history of aquarium.

At IAPLC2015, the participation number jumps up to all-time high 2,545 entries from 69 countries and areas. The contest ranking results broadcast live on USTREAM.

In October, the biographical photo book "Origin of Creation – TAKASHI AMANO Biography" is published. This photo collection narrates the trajectory of Amano's work as the founder of Nature Aquarium and photographer.



AQUASKY MOON



The world's first MIRROR UNIT for top-view image

