

Press Release

To All Media Personnel

DOOR to ASIA 2016
Opening Tohoku' s Door to Asia
Through Design for Disaster Recovery and Regional Revitalization

The Japan Foundation and General Incorporated Association Tumugiya will be organizing a Designers in Residence program named “Door to Asia” in the Tohoku region of Japan. During the twelve-day program, from 9 to 12 September, eight young Asian designers will be invited to Rikuzen Takata of Iwate Prefecture, which suffered extensive damage during the Great East Japan Earthquake in March 2011.

In this Designers in Residence program, the young designers, from a variety of cultural backgrounds, will stay in the region for a period of time to cultivate a deep understanding of the region' s companies, their histories and the work they do, and eventually propose novel designs of their products that would open their doors to Asia. To the young Asian designers, this program offers them an opportunity to explore and learn about “the role of designers in times of disasters” and “design for the community” , against the backdrop of common problems, such as “regional revitalization” and “natural disasters” , that are shared by all countries in Asia.

This time, we will be welcoming designers from eight countries (Indonesia, Singapore, Thailand, Philippines, Malaysia, Vietnam, Japan and Republic of Korea) to the Tohoku region where they will participate in communal life in residence, including a two-day one-night homestay. With the cooperation of four local companies, participants will enjoy hands-on experience of the actual production process that utilizes the community' s resources, develop understanding of the region' s history and characteristics, engage in discussions about the experience and finally suggest and

produce innovative designs for the local companies.

This would then provide the participating local companies with hints of potential business expansion into the Asian markets, and ultimately creating a new business model built upon personal relationships beyond national borders.

After the first DOOR to ASIA program held in December 2015, a fish processing company in Kesenuma that participated has started assigning budget to their new endeavor to expand their business in Indonesia, working together with local designers. We expect more of such enthusiastic and proactive companies to grow out of this program.

We welcome any requests for press interviews, media coverage or inquiries about our program. Feel free to contact us for further details and we will be happy to work out a schedule together.

Summary of DOOR to ASIA 2016

Venues: Rikuzen Takata, Ichinoseki of Iwate Prefecture/ Kesenuma of Miyagi Prefecture (Activities will take place in several places in Tokyo too.)

Schedule: 9 September 2016 (Friday) ~ 20 September 2016 (Tuesday)

Dates in Tohoku: 10 September (Saturday) ~ 19 September (Monday)

Dates of Residence: 11 ~ 13 September, Visits: 14 September, Designing Period: 15 ~ 18 September

We will be having a Tohoku debriefing session at Hakoneyama Terrace at 15:00 on 18 September.

Dates in Tokyo: 10, 19, 20 September

We will be having a Tokyo debriefing session at the Design Hub (5th Floor of Tokyo Midtown) at 18:00 on 19 September.

Main Base in Tohoku: Hakoneyama Terrace (Rikuzen Takata, Iwate

Prefecture)

Homepage: <http://door-to.asia>

Participants: 8 designers (Indonesia, Singapore, Thailand, Philippines, Malaysia, Vietnam, Republic of Korea, Japan)

Local Companies: Dekunobonzu Co., Ltd. (Ichinoseki, rape seed oil company), Saikichi Shoten Co., Ltd. (Kesenuma, fish processing company), Otokoyama Honten Co., Ltd. (Kesenuma, Japanese sake company), Department of Commerce and Tourism of Rikuzen Takata City Council Office (Inbound Educational Tourism)

Organizers: The Japan Foundation, General Incorporated Association Tumugiya

Details of Tohoku Debriefing Session

Date and Time: 14:00 ~ 17:00, 18 September 2016 (Sunday)

Venue: Hakoneyama Terrace (Address: Myoga 1, Otomocho, Rikuzen Takata, Iwate Prefecture)

Agenda: This will mainly be a sharing session of the designers' newly designed products and general thoughts about their stay in the region. We will be inviting interested local residents in addition to personnel involved in this program. (Japanese- English interpretation will be provided.)

There will be a casual party after the session, where local cuisines will be served. (Participation fee: 1000 yen)

Details of Tokyo Debriefing Session

Date and Time: 18:00 ~ 21:30, 19 September 2016 (Monday, National Holiday)

Venue: Design Hub, Tokyo Midtown (Address: 5th Floor, Midtown Tower, Akasaka 9-7-1, Minato-ku, Tokyo)

Agenda: In cooperation with Tokyo Brand Festival, we will be having a presentation for the public, regarding the newly designed products, as well

as general thoughts from the stay in Tohoku. There will also be an introduction of the DOOR to ASIA program. (Japanese- English interpretation will be provided.)

There will be a casual party after the session, where Tohoku cuisines will be served. (Participation fee: 1000 yen)

Please send us an email with the following details if you wish to participate in the abovementioned debriefing sessions. (Email Address: info@door-to.asia)

Event: Tohoku Session/ Tokyo Session

Name:

Affiliation:

Email Address:

Participation in After-Party: Yes/ No

Participating Designers:

(Thailand) Pat Laddaphan (<http://pat150.tumblr.com>)

(Indonesia) Rege Indrastudianto (Visious Studio www.visious.co)

(Vietnam) Giang Nguyen (www.giangnguyendesign.com)

(Singapore) Ryan Len (The Workbench LLP <http://www.theworkbench.sg>)

(Malaysia) Ellie See (<https://www.behance.net/seellie-silly>)

(Philippines) Russel Vergara (Vgrafiks Studio <http://vgrafiks.com>)

(Republic of Korea) O Hezin (studio OYE www.o-y-e.kr)

(Japan) Motoki Koitabashi (Akaoni Design <http://www.akaoni.org>)

Project Members:

Takaki Mori (President and CEO of Design Force Co., Ltd., Director of JDPA Overseas Affairs)

Mikiharu Yabe (Representative of Hamyak Inc.)

Masayuki Kato (Director of General Incorporated Association ASPAC)

Seiji Tarumi (Graphic Designer)

Lyie Nitta (tabel)

Dennis Chia/ Mai lida (Interpreters)

Organizers: The Japan Foundation, General Incorporated Association
Tumugiya

Request for Press Interviews, Media Coverage and Inquires on this
Program:

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