

09.19.2016

door-to-asia presentation

for

otokoyama honten

by giang nguyen

hi, i'm giang.
i'm a designer & lecturer
from saigon, vietnam*.

* 4,000 km++ away from japan.

intro

the experience in tohoku



- designer participants: 8
- nationalities: 8
- day spent (in tohoku): 8
- cities visited: 3
- birthday celebrated: 4
- seafood eaten: too much



intro

the company - otokoyama honten brewery



- sake brewery in kesennuma, tohoku
- owner: mr. sugawara
- 2 main product lines: sotenden (premium) & otokoyama (standard)

project's goal

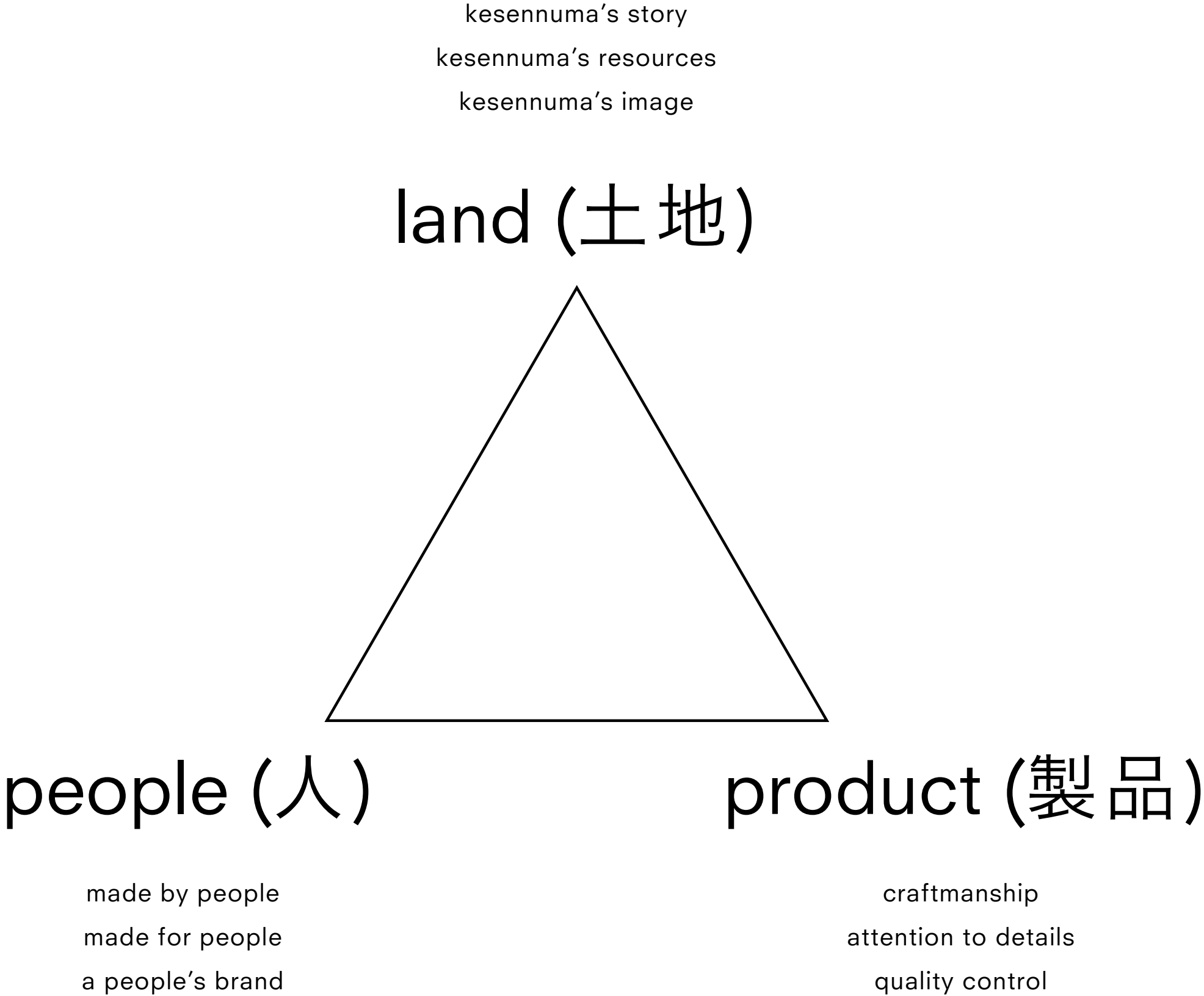
- [1] defining a brand identity
- [2] introducing the brand oversea
- [3] educating customers about sake

brand's definition

missions

- [1] celebrate & promote kesennuma through products.
- [2] introduce the true quality of nihonshu (japanese's sake).

values



proposal 01

brand's visual

celebrating
kesennuma

- local resources = sake's flavor
- brand's mission
- bring the brand back to its origin

brand's visual

design



本 男
店 山

famous natural
resources / symbols
of kesennuma:

-
- seagull: sky
- bonito: sea
- rice: soil
-
- wave: represents
kesennuma as a port town.

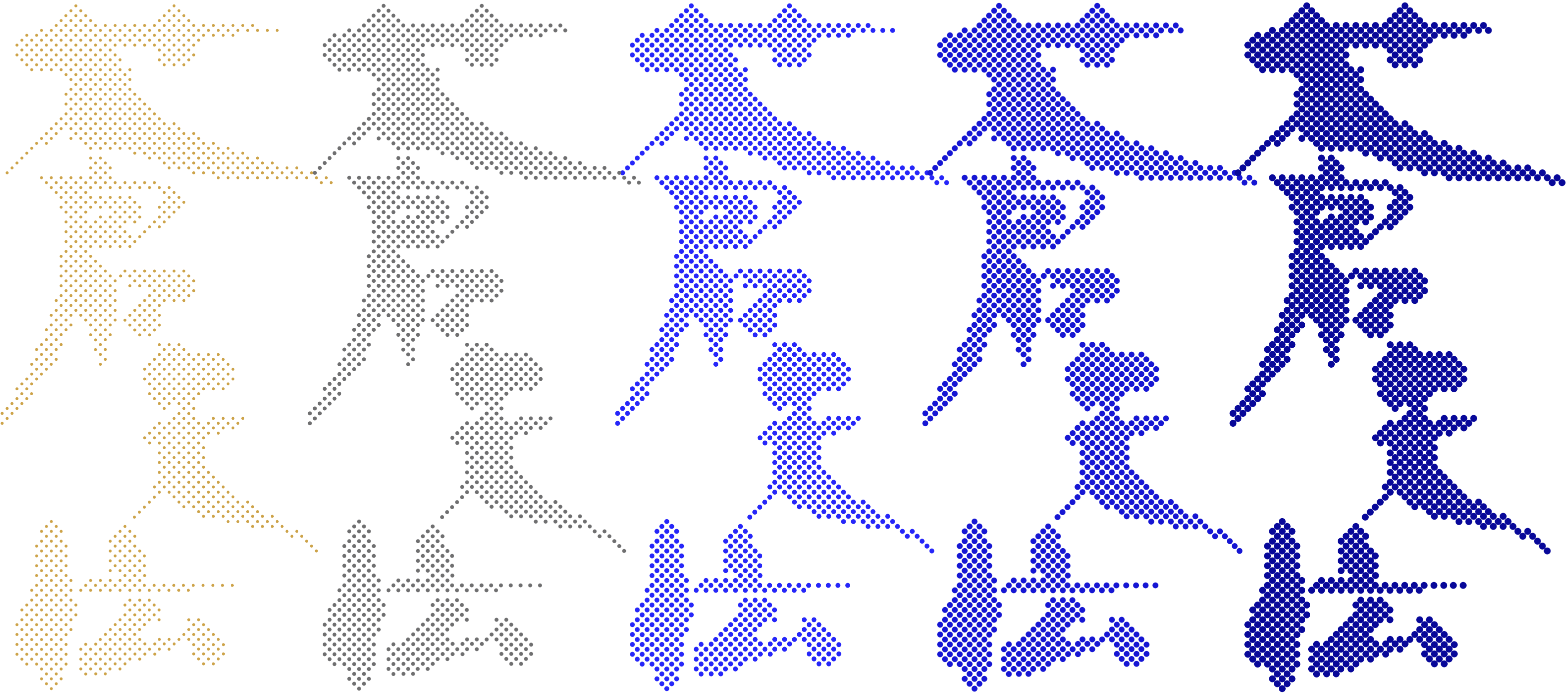
brand's visual

applications



proposal 02

design for international market





proposal 03

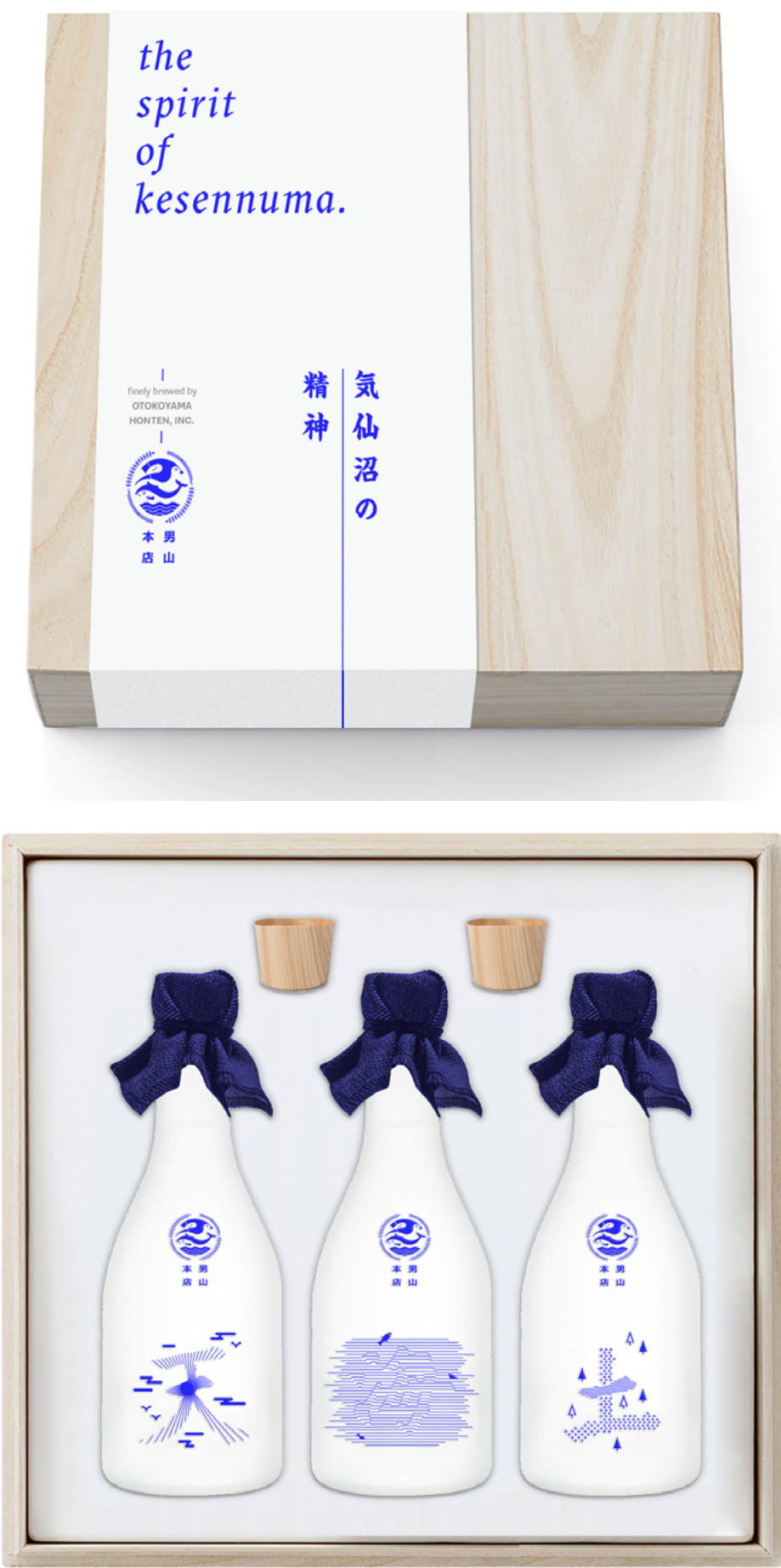
**special product
to introduce
the brand**

purpose

- introduce the brand
- allow customers to “sample”
- create impression
- gift / souvenir

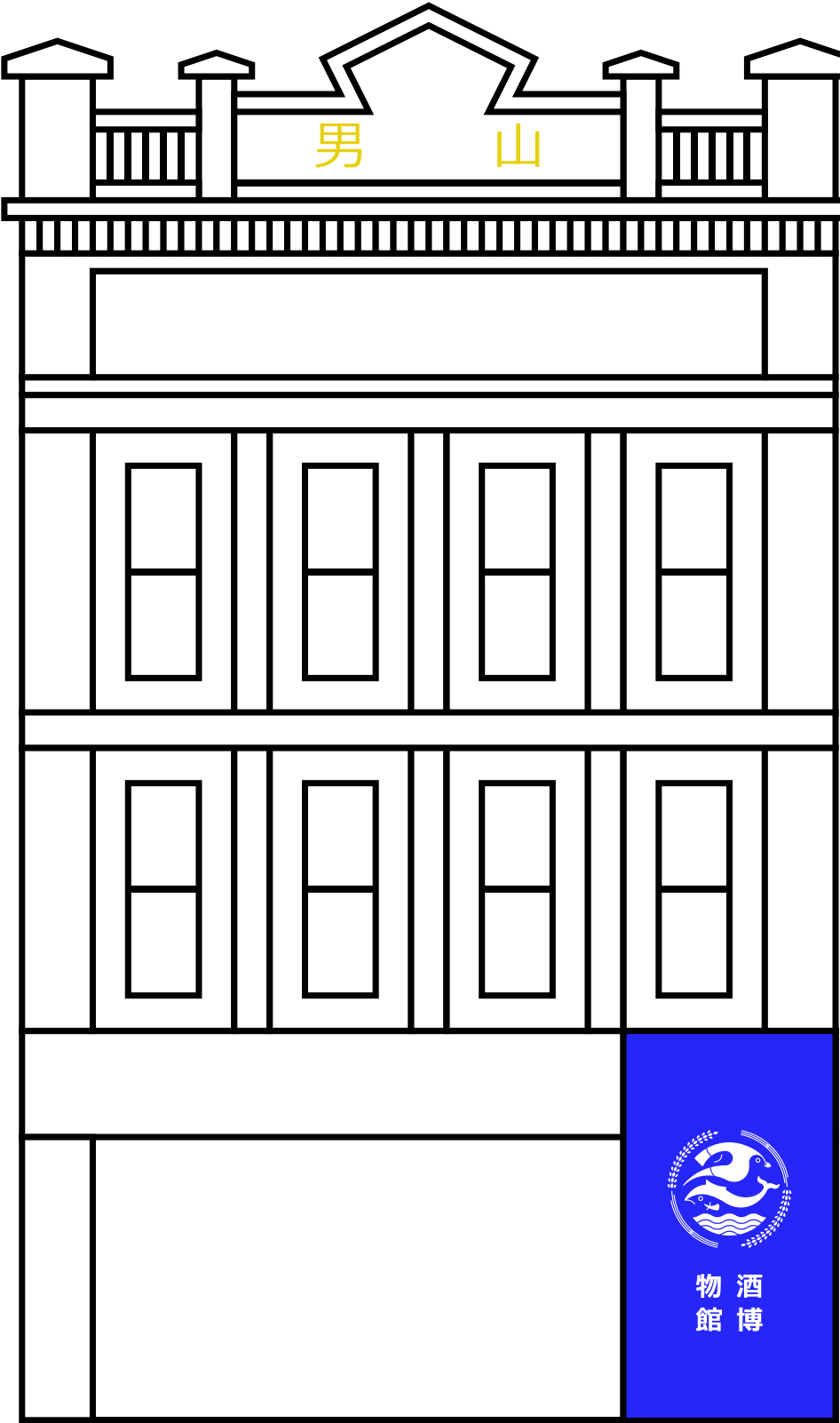
special product

design



proposal 04

educating the customers



sake museum

renovating the historical building and turn into a cultural center for sake and the brand.

- showcase local & national artists' works on komodaru.
- introduce kesennuma, its resources, challenges & miraculous revival after the disaster.
- see the ingredients and process of making sake.
- introduce the brand, produts, factory tours, etc.

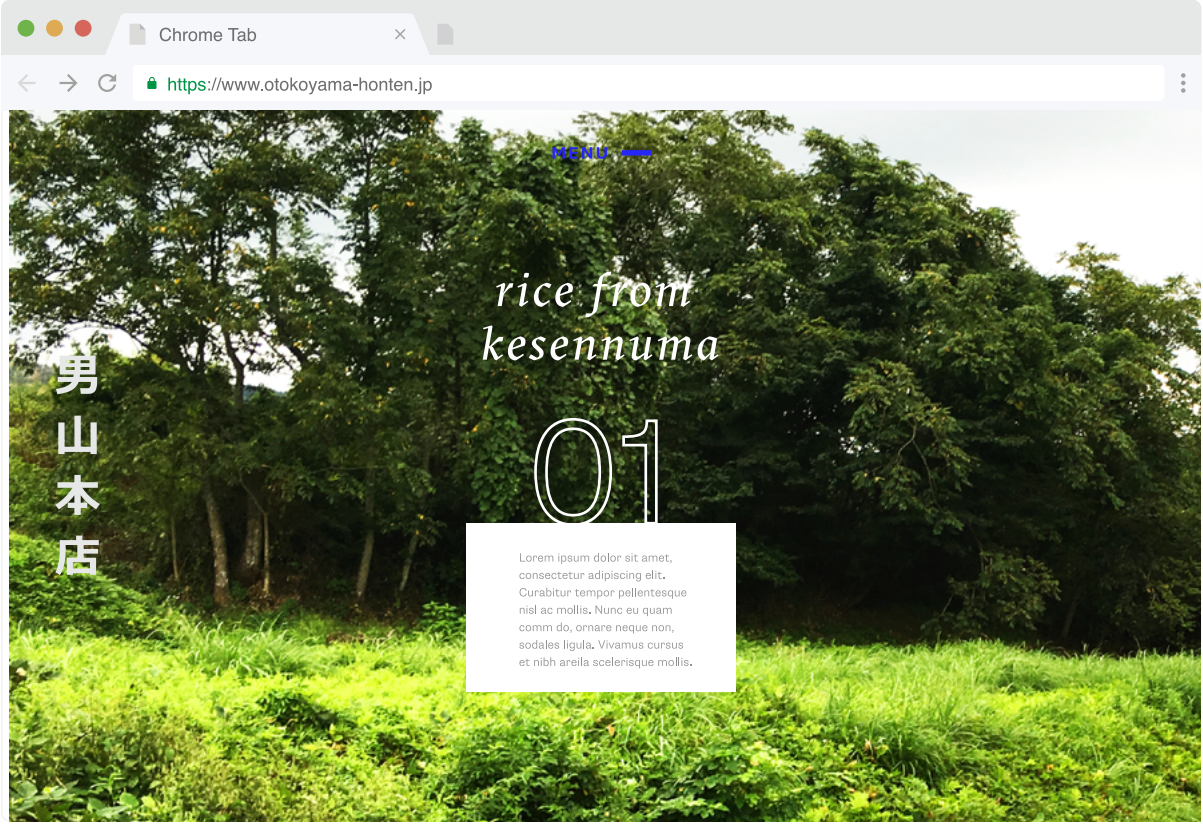
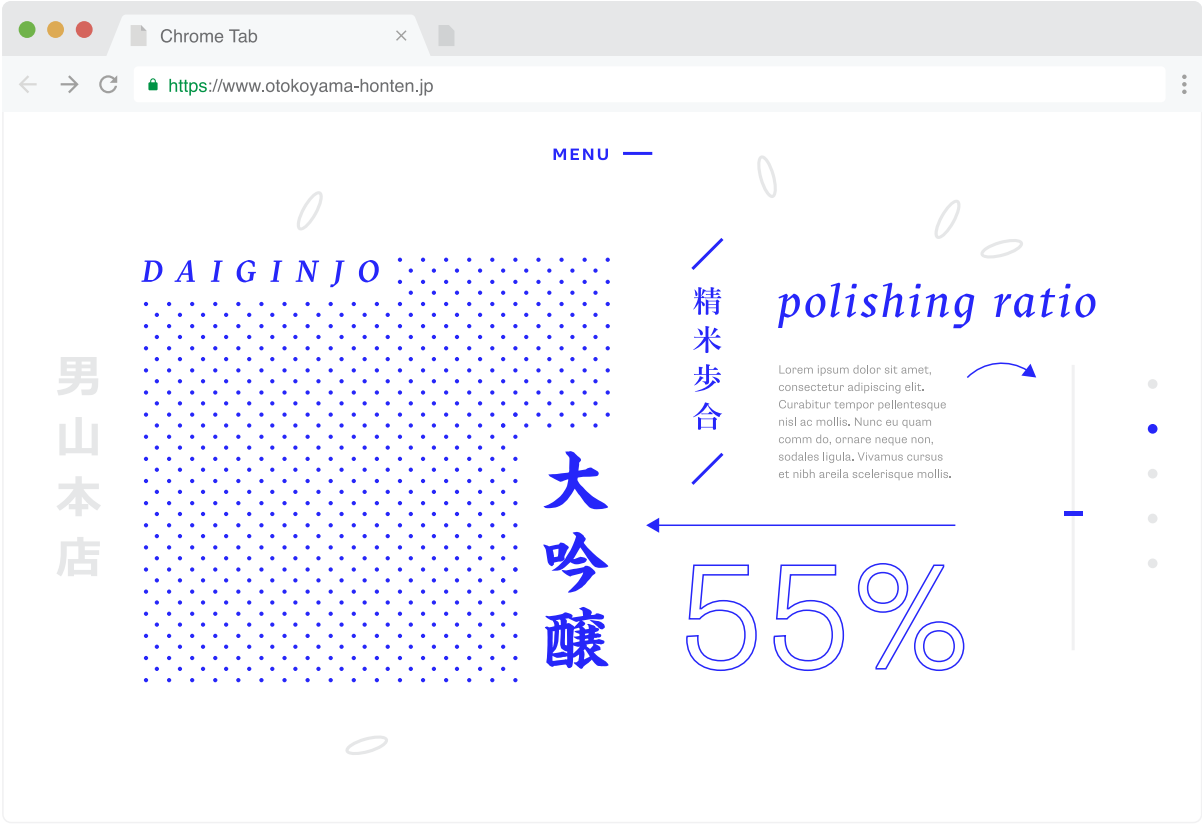
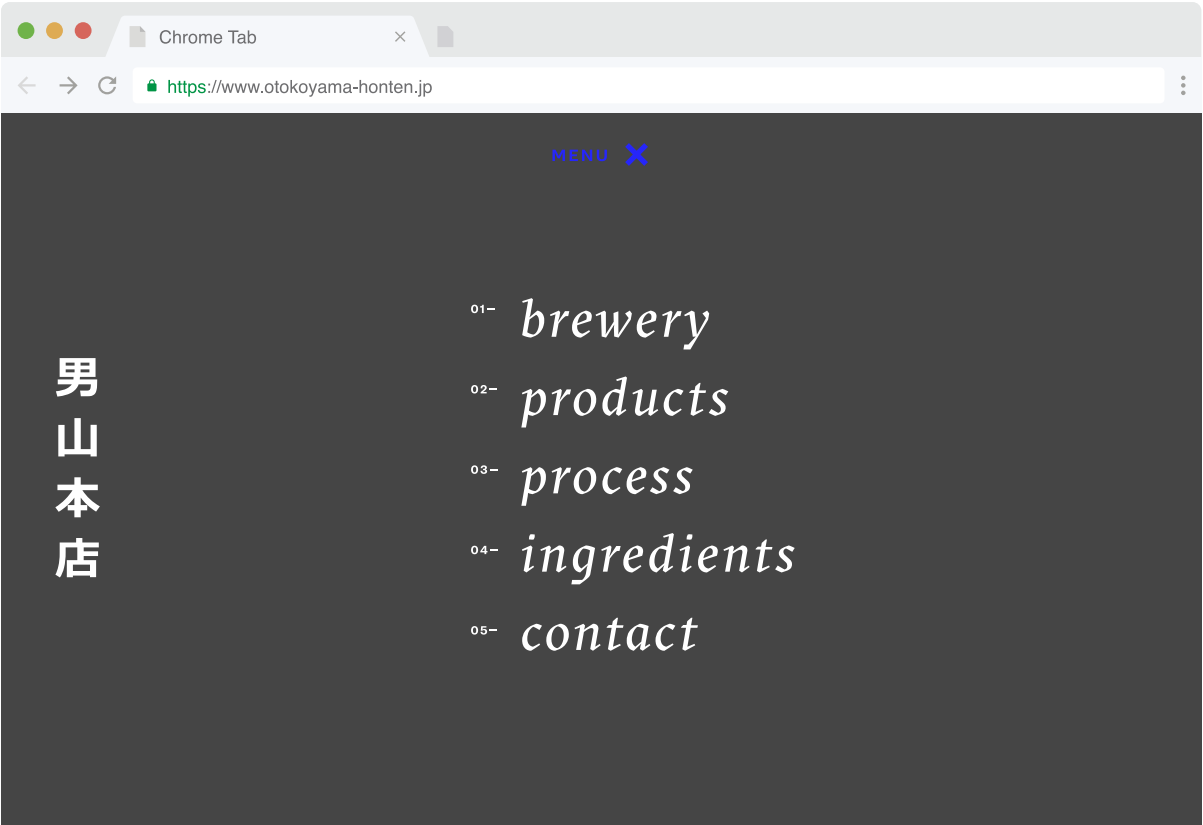
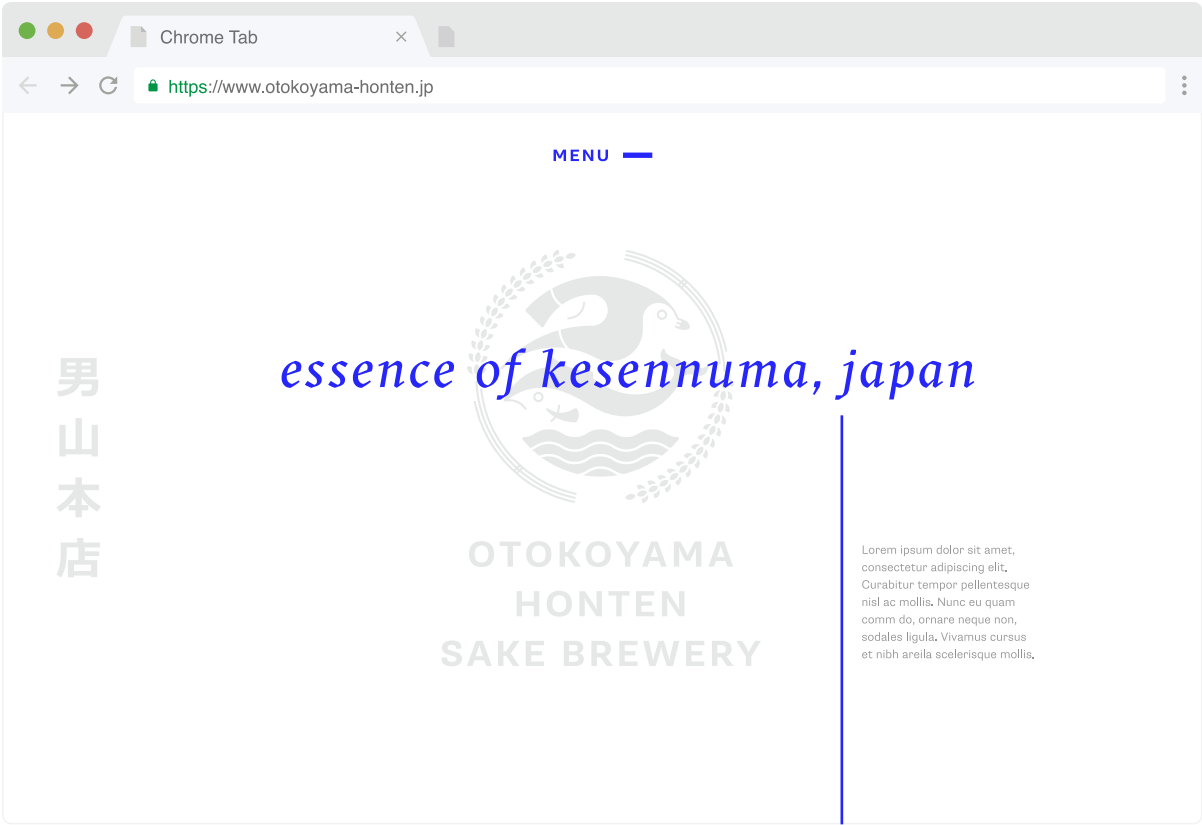


educating the customers

digital platform

digital platform

- introduce the brand
- promote products
- educate about sake



mobile app

work with other sake brands to
create an app for sake drinkers.

feature: product's introduction & details

introducing products of brands, history, quality, grade, tastenotes, etc.

feature: food pairing

suggest which sake would go with which food to help customers improve dining experience.

feature: sake encyclopedia

basics and more advanced information about sake, categories, ingredients, brewing process, etc.

w

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thank you.

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