

# PROPOSAL FOR OTOKOYAMA HONTEN

EXPERIENCE TOHOKU  
OTOKOYAMA HONTEN

—  
ARTWORK  
ANALYSIS / PLANNING  
PROPOSAL



HOW CAN PREMIUM SAKE CONVEY HOPE WITH ART.

DOOR TO ASIA  
PRESENTATION BY O HEZIN



# INTRODUCTION

O HEZIN

- ILLUSTRATOR &  
GRAPHIC DESIGNER  
FROM S KOREA  
- O-Y-E.KR





**EXPERIENCE  
TOHOKU**

**EXPERIENCE TOHOKU**

**RIKUZENTAKATA**

- HAKONEYAMA  
TERRACE
- DAMAGED BUILDING  
TOUR





**EXPERIENCE TOHOKU**

**KESENNUMA**

- OTOKOYAMA  
HONTEN
- SHARK MUSEUM
- FISH MARKET



OTOKOYAMA  
HONTEN



# OTOKOYAMA HONTEN

STAY 3DAYS

## 1ST DAY

### BRIEF



## 2ND DAY

LEARNING PROCESS 1  
KESENNUMA TOUR  
DRINKING SAKE  
STAY AT OTOKOYAMA  
HONTEN



## 3RD DAY

VISITING FISH MARKET  
LEARNING PROCESS 2  
VISITING KIDS CHEF  
COMPETITION



**OTOKOYAMA HONTEN**

**ABOUT**

**ESTABLISHED IN 1912  
AT KESENNUMA.**

**OTOKOYAMA**

- NAME COMES FROM A MOUNTAIN THAT IS LOCATED IN KYOTO.





OTOKOYAMA HONTEN

BRAND

- OTOKOYAMA
- SOTENDEN



OTOKOYAMA



SOTENDEN

**OTOKOYAMA HONTEN**

**SOTENDEN**

- HAVE BEEN MAKING PREMIUM SAKE "SOTENDEN" SINCE 10 YEARS AGO
- MEANS "LEGEND OF BLUE SKY AND SEA"
- MADE BY USING LOCAL INGREDIENTS





# OTOKOYAMA HONTEN

## MIRACLE

- LUCKILY THEIR FACTORY IS LOCATED ON A HIGHER AREA, UNDAMAGED THOUGH THE WATER CAME AS CLOSE AS A FEW METER FROM THE FRONT GATE.
- A FEW DAYS LATER, THEY STARTED THEIR BUSINESS AGAIN. MANY SUPPORTERS ORDER SOTENDEN TO SPUR THEM ON.
- SOON AFTER, SOTENDEN BECAME THE BEST SELLING PRODUCT.





OTOKOYAMA HONTEN

COMMUNITY

- REVIVING AND CONTRIBUTING FOR THE COMMUNITY.
- LOVE FOR HOMETOWN.





# ARTWORK





# ANALYSIS / PLANNING

**ANALYSIS / PLANNING**

**KEYWORDS**





**ANALYSIS / PLANNING**

**STORYTELLING**

**HOW TO CONVEY THE  
MESSAGE OF "HOPE"**

- "HOPE" IS A FEELING  
THAT EVOKES ONE'S  
SENSE.
- TELL A STORY  
ABOUT OTOKOYAMA  
HONTEN THROUGH  
IMAGE .

**CONVEY**

**ART**

**MESSAGE**

**ANALYSIS / PLANNING**

**GOAL**

**CONVEY "HOPE"  
THROUGH ART**

- MAKE AN ARTWORK  
WITH OTOKOYAMA'S  
STORY.
- LIMITED EDITION  
PREMIUM SAKE
- SOUVENIR
- EVENT LAUNCH!

**ART**



**HOPE**



# PROPOSAL

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## MAIN ELEMENTS



MOUNTAIN



SEA



HUMAN



MIRACLE



PROPOSAL

ARTWORK



# PROPOSAL

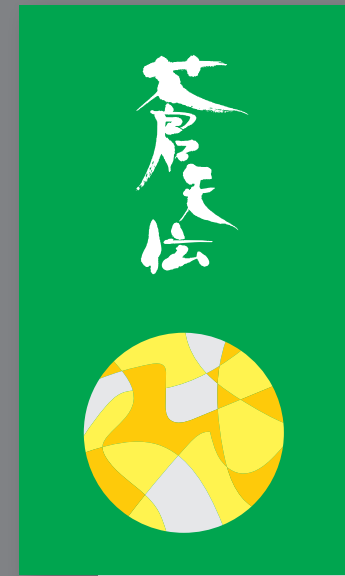
## LIMITED EDITION PREMIUM SAKE BOTTLE, PACKAGE





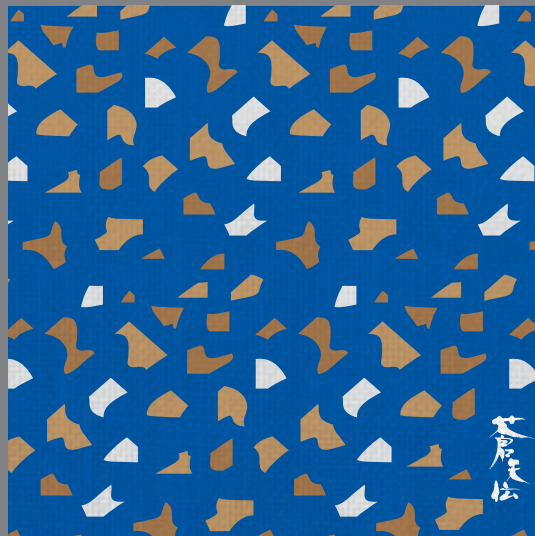
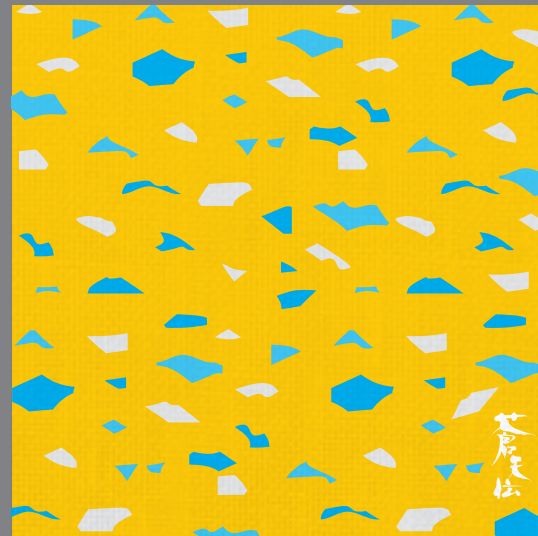
PROPOSAL

APPLICATION : THANK YOU CARD



# PROPOSAL

## APPLICATION : FUROSHIKI





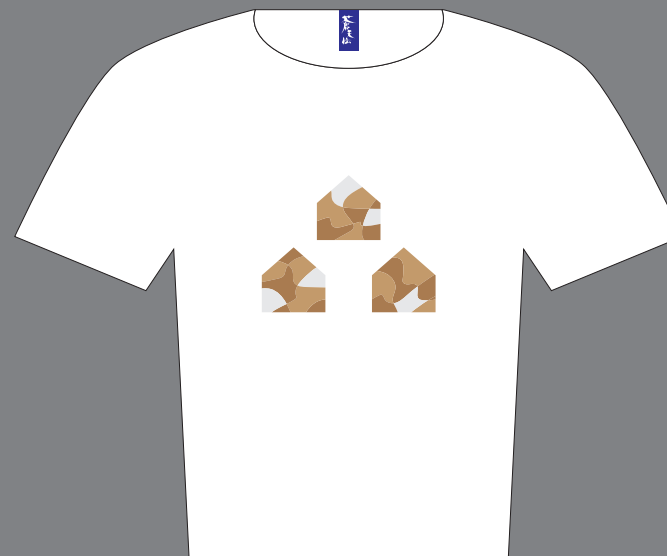
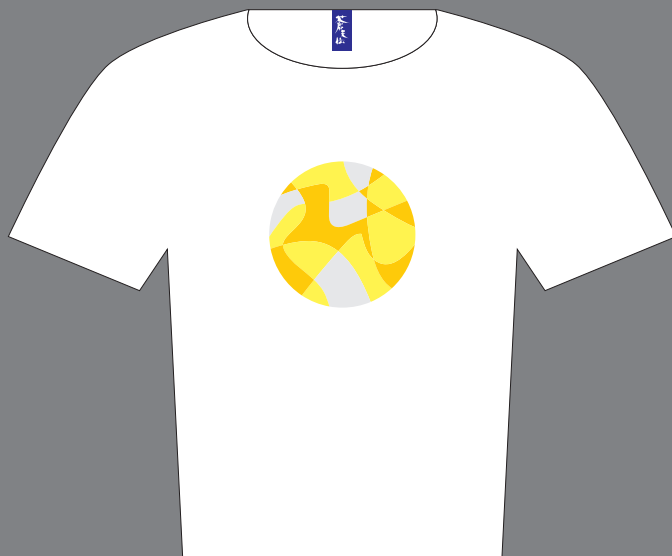
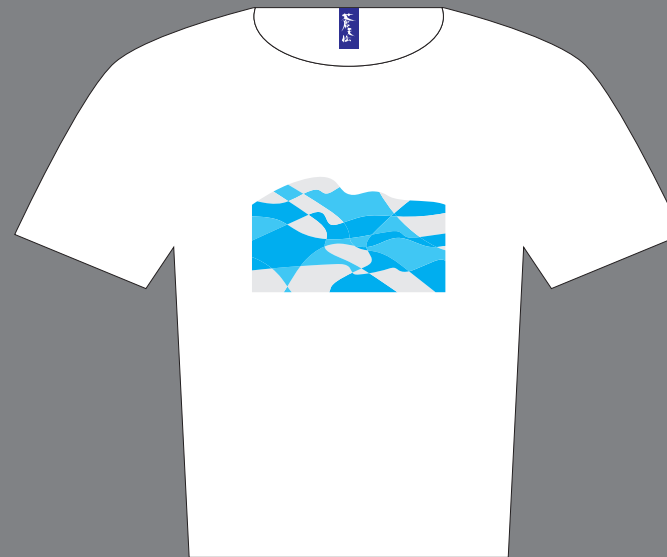
PROPOSAL

APPLICATION : STICKER



# PROPOSAL

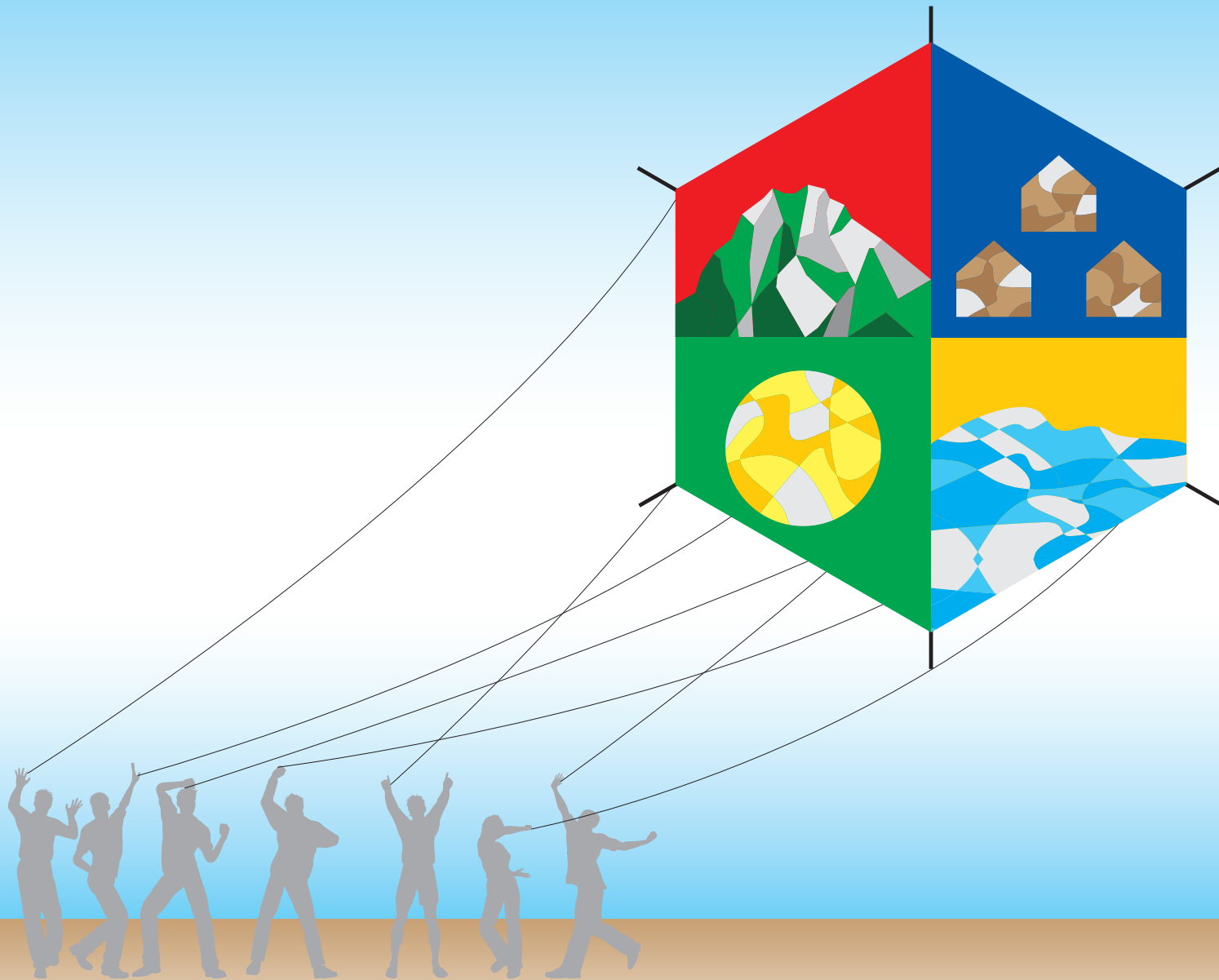
## APPLICATION : T-SHIRTS





PROPOSAL

EVENT





**FINISH**

**THANK YOU  
OTOKOYAMA HONTEN  
& DOOR TO ASIA**





**THANK YOU**