

VISIONS

DOOR to Asia 2016.

Design proposal for
Saikichi Shouten

こんにちは
Hello



Rege Indrastudianto

Visious Studio

Graphic Design Studio
base in Jakarta, Indonesia

visious.co

The Indonesian

Association of Graphic
Designers

adgi.or.id



I was invited by Japan Foundation to contribute
the DOOR to Asia design residency in Tohoku Japan
with other designer from Korea, Malaysia, Philipines,
Japan, Vietnam and Thailand.

Hakoneyama Terrace
Rikuzentakata



The Team

Rege

Yuichi

Seiji

Giang

Miki

Russel

Ellie

Kato

Mori

Pat

Ryan

Ohezin

Mai





Saikichi Shouten



Kesennuma Miyagi prefecture





Together with Ryan Len from Singapore we were assigned to Saikichi Shouten.

Saikichi Shouten is a 95-year-old fish processing company that recently* started making their own high quality products from Sanma, Oyster and also fish stock.



“Delicious meals for an enriching lifestyle”.

This refers to the meals prepared wholeheartedly using local ingredients



We glad that we have a chance to spend a night at their house to know more about the Saikichi and family.



Family bond is a crucial part of Saito's family. Bappa (Grandma's) Kitchen has always been the place for them to dine, study, work, chat and grow together as a family.

The background is a vibrant blue gradient representing an underwater scene. It is filled with numerous small, light blue and white bubbles of varying sizes, some of which are slightly blurred to create a sense of depth. Several stylized fish are swimming: a large blue fish on the left, a smaller blue fish in the upper right, and a yellow fish on the right side. The overall composition is clean and modern.

Spread the story!

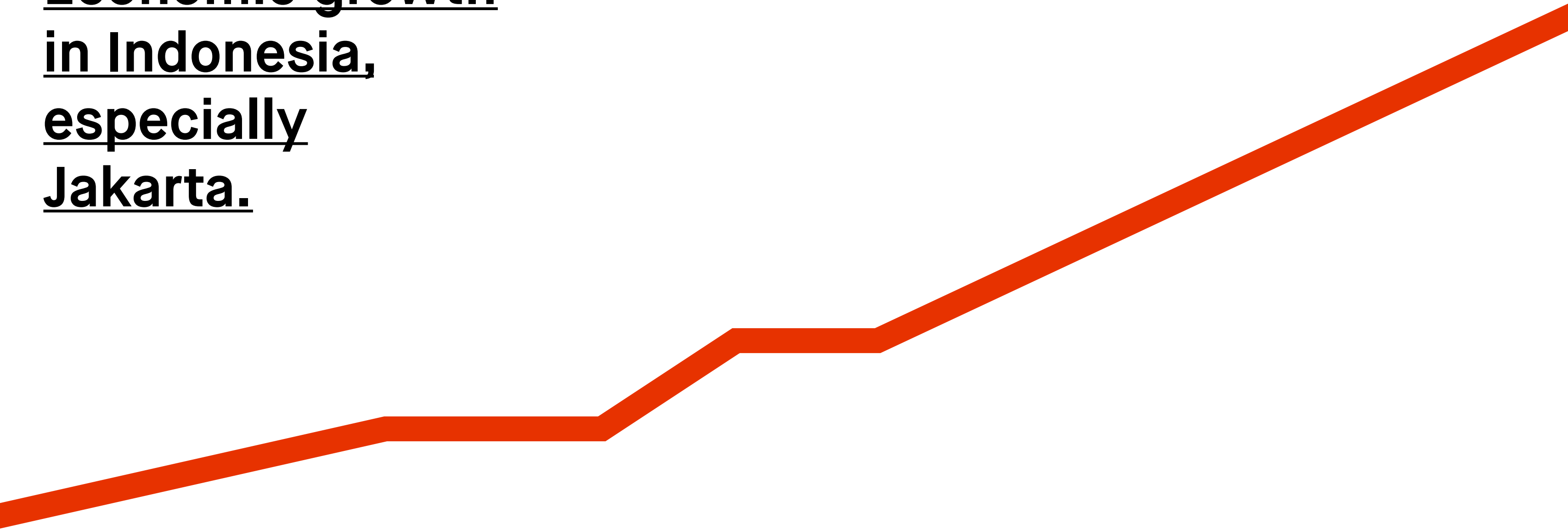
Why?

To introduce Saikichi's and Kesennuma lifestyle and culture to inspire Indonesian to have a better lifestyle.

Who?

Woman,
Jakarta, Indonesia.
26-35 yr
Middle up class

Economic growth in Indonesia, especially Jakarta.



Pollution and other environmental issues



The trend of Healthy life style in Jakarta



Japanese food are well-received in Jakarta



Design Idea

Eat Together Live Better

A message from
Saikichi Shouten
to new customers
in Jakarta



Living by The Sea & Mountain



Living by The Sea & Mountain



Healthy Food Resources

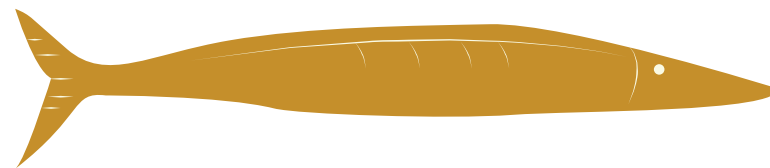


Family Culture

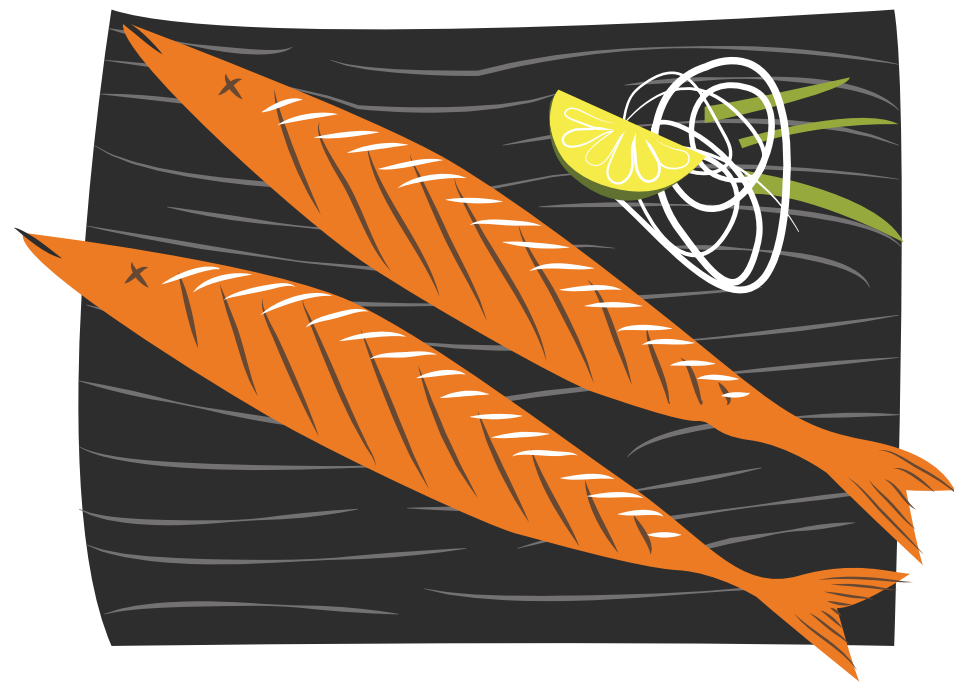


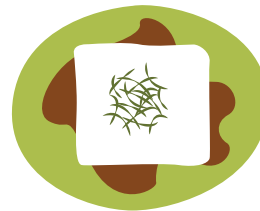
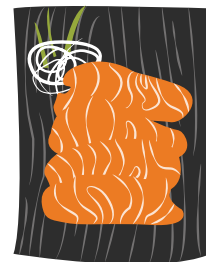
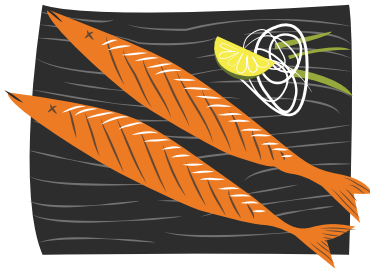
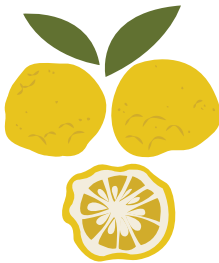
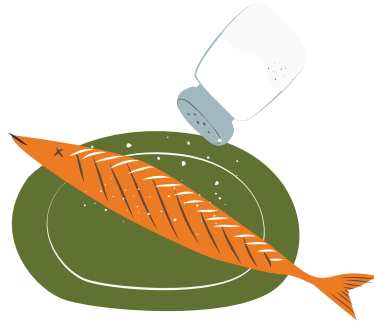
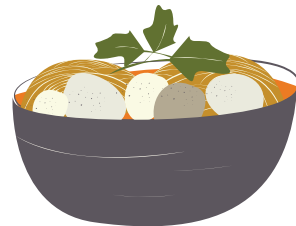
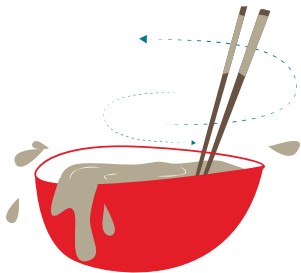
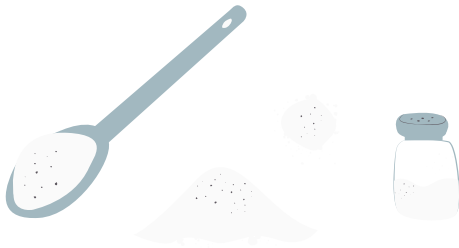


Healthy Life

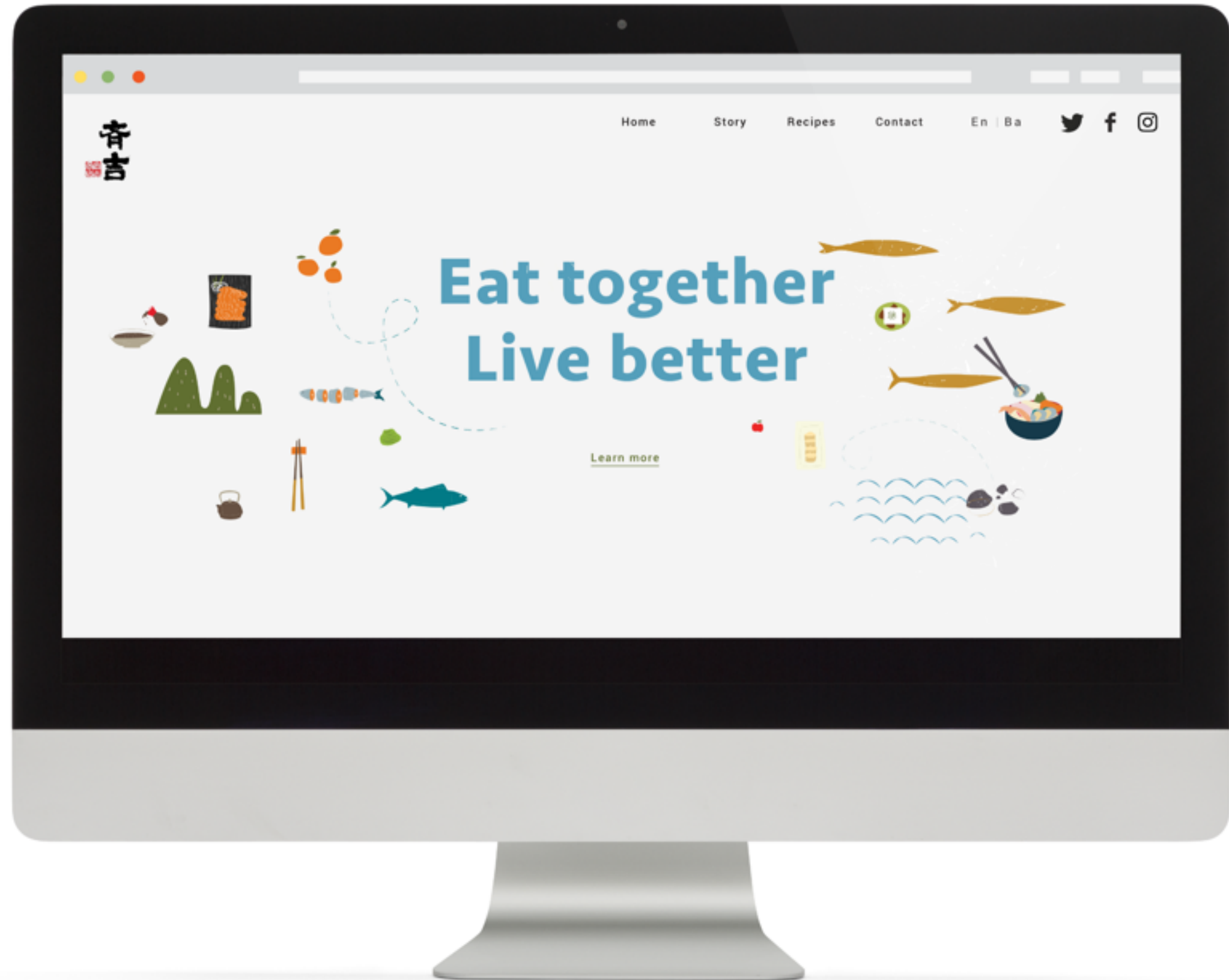


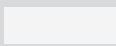
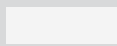
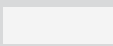
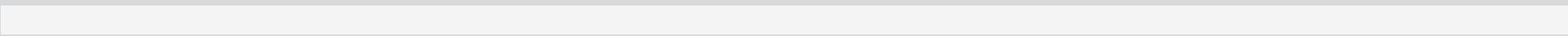
Recipes





Website Saikichi.id





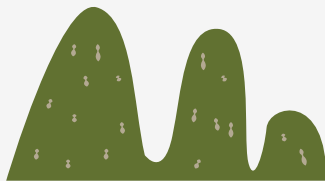
Home

Story

Recipes

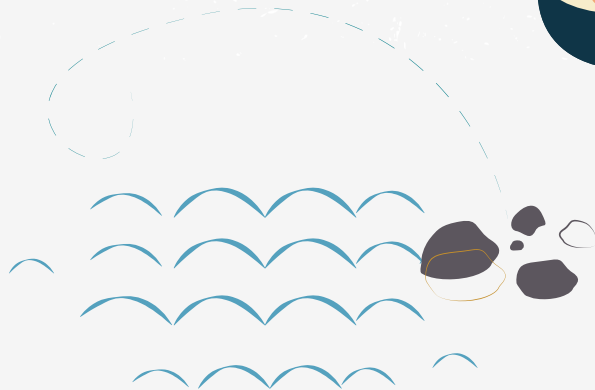
Contact

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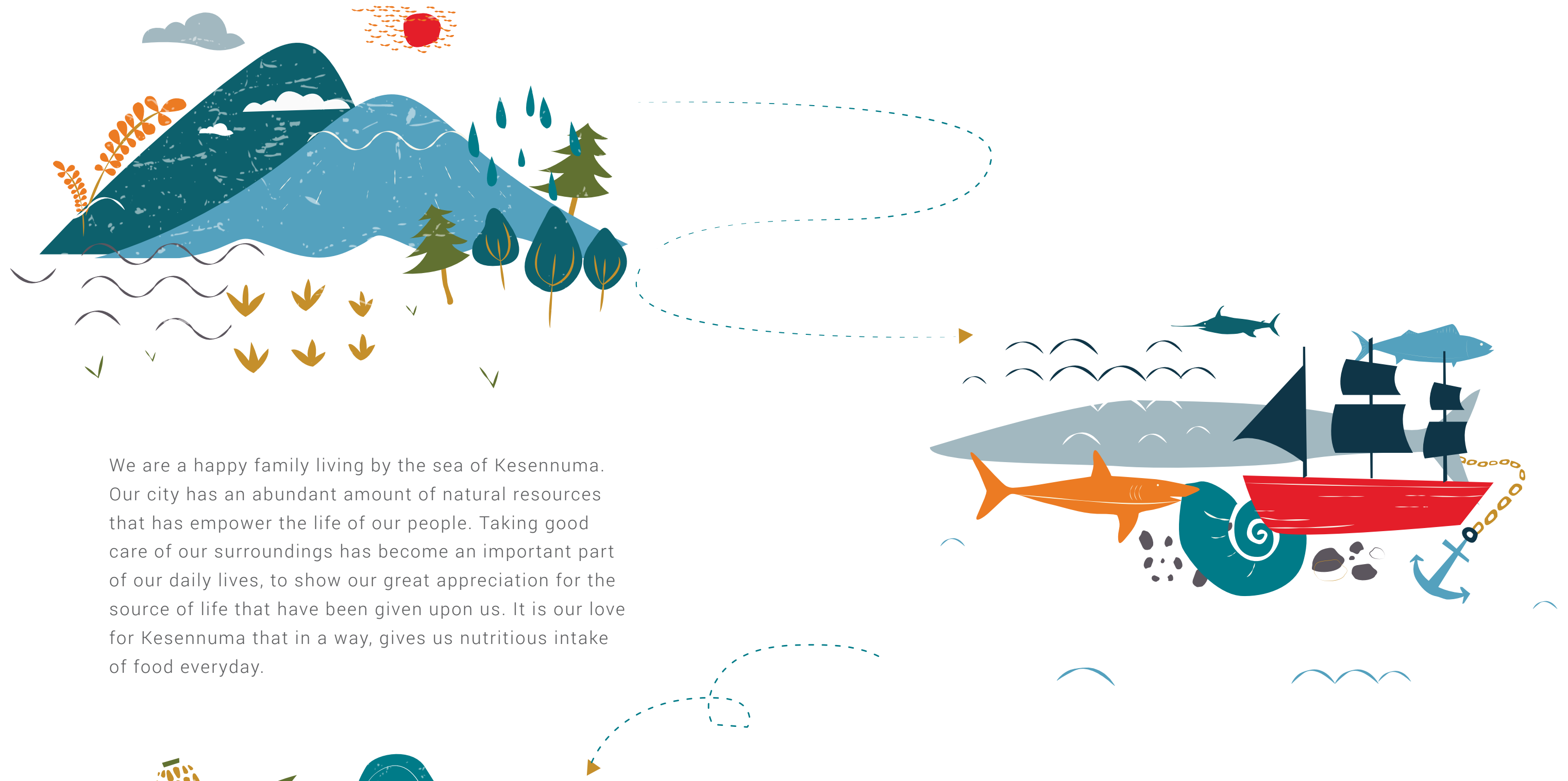


Eat together Live better

[Learn more](#)



Living by The Sea & Mountain



We are a happy family living by the sea of Kesennuma. Our city has an abundant amount of natural resources that has empower the life of our people. Taking good care of our surroundings has become an important part of our daily lives, to show our great appreciation for the source of life that have been given upon us. It is our love for Kesennuma that in a way, gives us nutritious intake of food everyday.

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Healthy Food Resources

It is part of our ritual to look after the sea and mountains. Due to the nutrients and minerals that the mountains give to the sea, the Kesennuma people are able to have a healthy source of food.

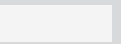
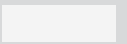
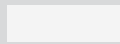
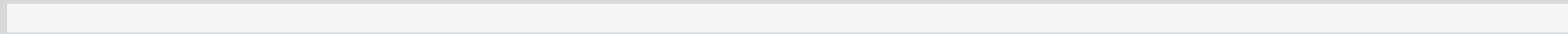




Family Culture



Family bond is a crucial part of our family. Bappa Kitchen has become the place for us to dine, study, work, chat and grow together as a family. The happiest moment in our lives is when we are able to have a family dinner in Bappa Kitchen. Our family always served quality and healthy food everyday. Delicious and fresh seafood is a part of who we are.



Kitchen Bappa

Bappa Kitchen which means grand mother kitchen is a place where you can get a delicious lunch experience of Kesenuma taste, cooked and prepared wholeheartedly.

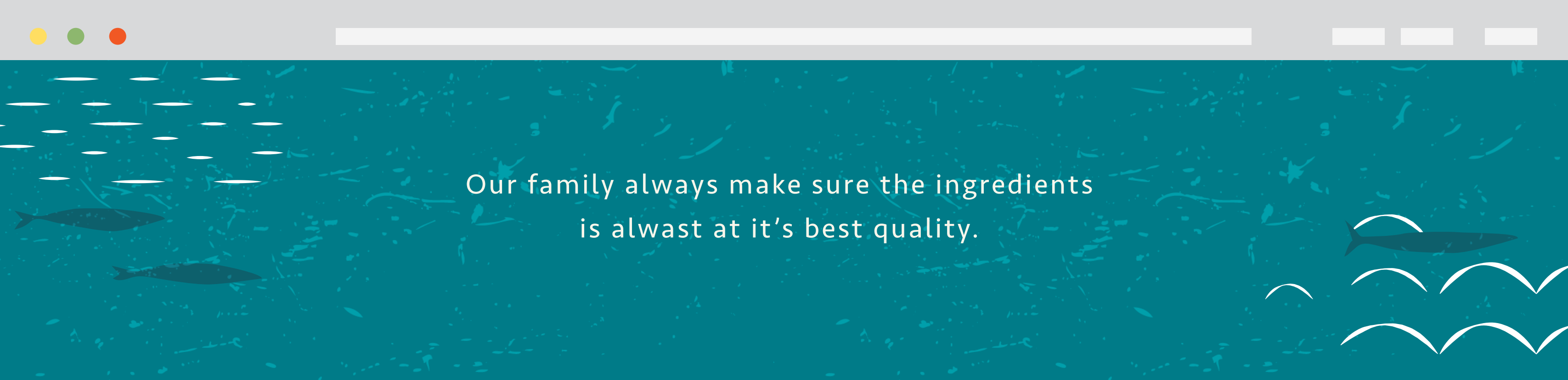


Healthy Life

A healthy lifestyle is a part of our culture. We believe that loving and caring for our family members are the key to a healthy life. It has become a habit of our parents to feed us with a healthy meal, such as Sanma fish, oyster and other seafood. We learn from our parents the recipe, for us to be able to teach it to the future generation.

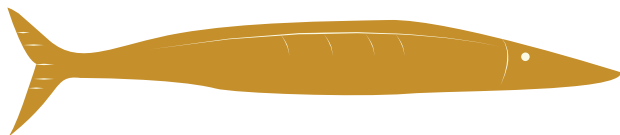




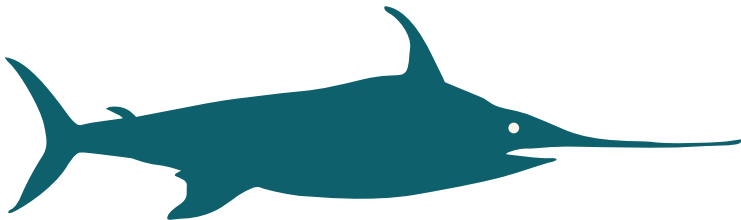


Our family always make sure the ingredients
is alwast at it's best quality.

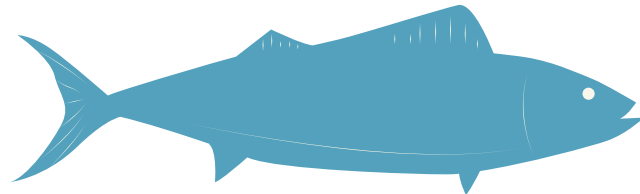
Nutritions Fact



Mackerel



Swordfish



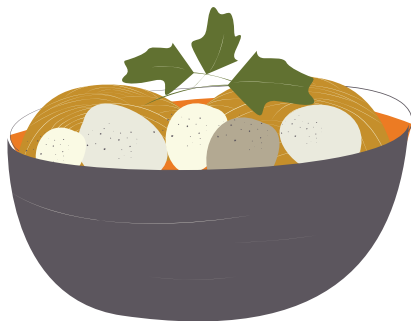
Bonito

Lorem dim sum Zhaliang Pei
guen Lo baak gou Taro cake
Deep fried pumpkin and

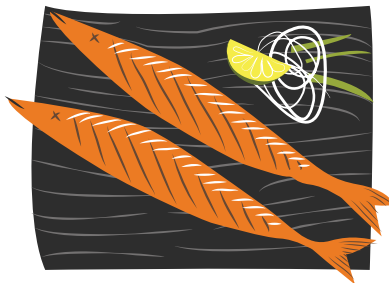
Recipes



Kaisen Don



Fishball

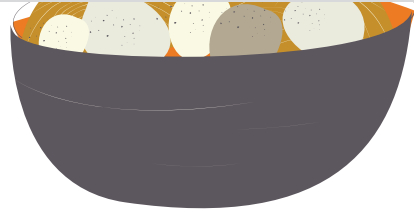


Sanma Yaki





Kaisen Don



Fishball



Sanma Yaki



Company

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Story

- Kesenuma’s story
- Healthy Resource
- Family Culture
- Kitchen Bappa

- Healthy Life
- Nutritions Fact
- Freshness Indicator
- Recipes

Social Media Engagement



Saikichi Shoten

Sponsored

 Like Page

Check our new ingredients from Chef Putri Miranti!

<http://www.saikichi.id> #eattogether #livebetter



Recipe

New Ingredient

CHEF PUTRI MIRANTI AND..

Watch More

 125

15 Comments

28 Shares

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T-shirt



Saikichi shouten

DOOR to ASIA



Shopping Bag



Tote bag



Brochure



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1

Saikichi is a 97 years old fish processing company that making their own good quality products for Sanma, Oyster and also fish stock.

About us



Our Stories

Living by The
Sea & Mountain

We are a happy family living in Kesennuma Japan. Lorem dim sum Zhaliang Pei guen Lo baak gou Taro cake Deep fried pumpkin and egg-yolk ball vegetarian crisp spring rolls. Lorem dim sum Zhaliang Pei guen Lo baak gou Taro cake Deep fried pumpkin and egg-yolk ball vegetarian crisp spring rolls. Lorem dim sum Zhaliang Pei guen Lo baak gou Taro cake Deep fried pumpkin and egg-yolk ball vegetari-an crisp spring rolls.



Healthy Food
Resources

The mountain and the sea is Lorem dim sum Zhaliang Pei guen Lo baak gou Taro cake Deep fried pumpkin and egg-yolk ball vegetarian crisp spring rolls. Lorem dim sum Zhaliang Pei guen Lo baak gou Taro cake Deep fried pumpkin and egg-yolk ball vegetarian crisp spring rolls.



Family Culture

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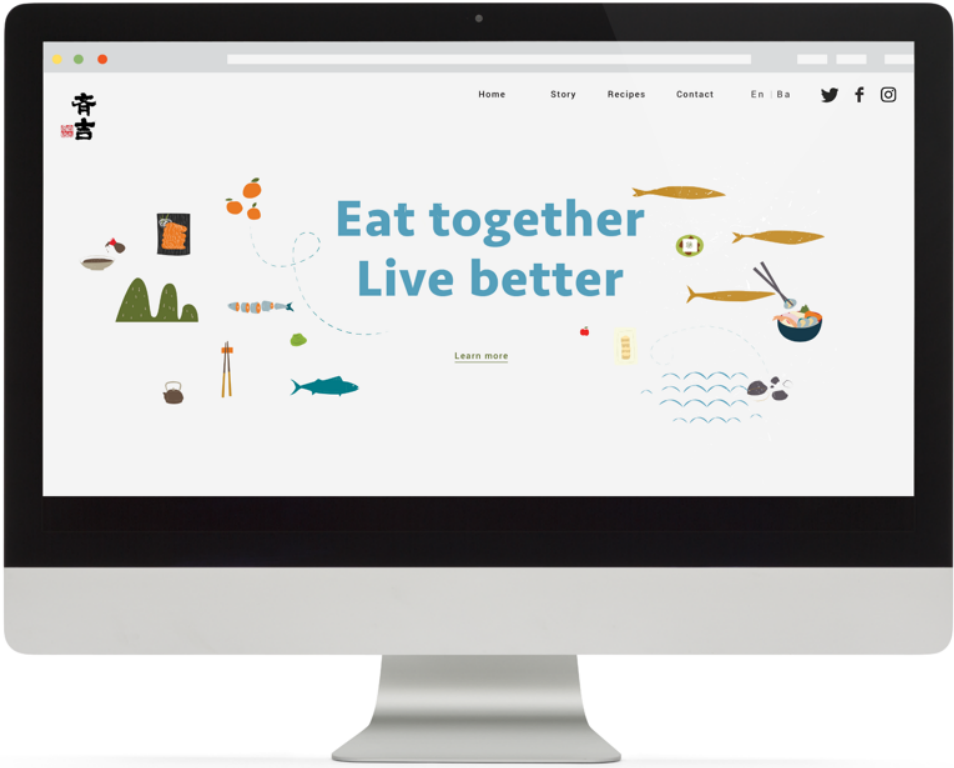




Special Pack







Thank you