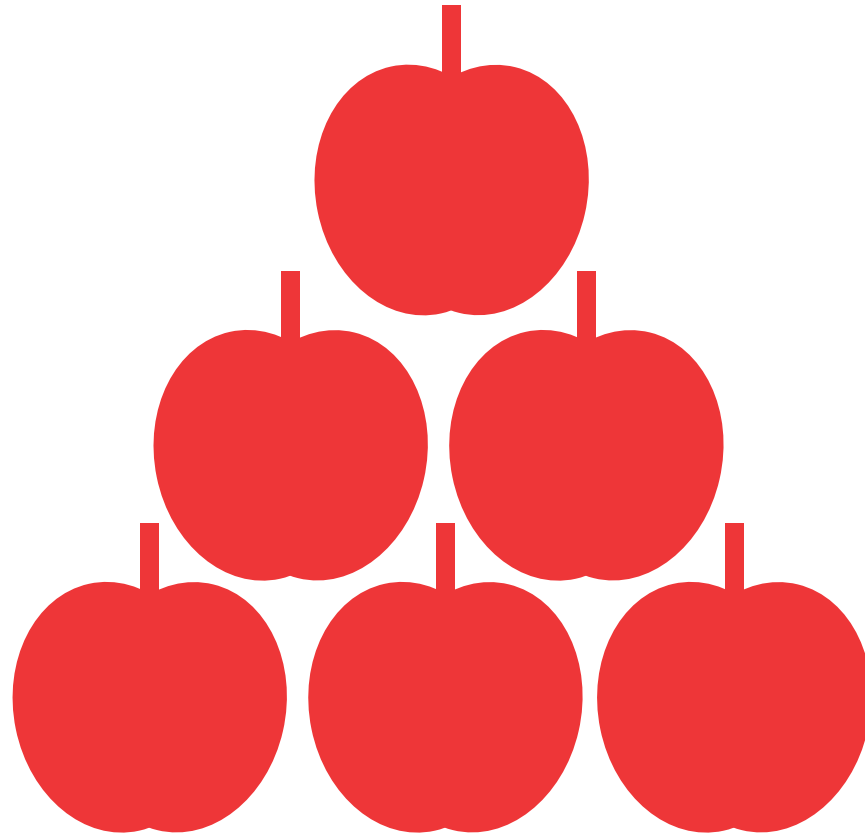


Yonesaki Apple Design Proposal

Gook & Jeff



Apple Farms

Part 2



BACKGROUND

Like stated before, the lack of human resources (farmers) was one of the causes for Yonesaki Apple's current situation.

Besides the aging population, the general perception about the farming life also play a major role here, for example: farming is dirty, pays little and it's a very very hard work.

These perception, while not entirely wrong, paints a different picture then what we saw during our time with LAMP and Aino Orchards family. That is why we decided to show the other side of farming's life, the one we experienced and the LAMP family believes in.



BACKGROUND

Aging population + Perception of farming life = **LACK OF HUMAN RESOURCE**

Rebranding of Farming Life



We questioned everyone we met, what they want and how they view Yonesaki Apples. Here's some we think is worth sharing:

- Tsukasa -san : Yonesaki apple is Family
- Kanta-kun : Yonesaki apple is delicious.
- Koharu-chan : Yonesaki apple is love
- Grandmother : Yonesaki apple is important
- Grandfather : Yonesaki apple is Life
- Masumi-san : Yonesaki apple is "Megumi"
- Takashi-san : Yonesaki apple is "Nakama"

Fun fact for non-japanese: in anime/manga, There's a difference between friend (Tomodachi - 友達) and Comrades (Nakama-仲間). For nakama, you don't necessarily like each other or want to hang out with each other. The friendship that binds them comes from having common goals and values rather than enjoying each other's company. (Anime Yume)



NARRATIVE

They want to **connect Yonesaki Apples to future generation**, they want more people to experience the fun of Apple farming, and ultimately they want a **nakama** they could call their own.



BACKGROUND

The rebranding process will be divided into two (2) target audiences :

1. The future generations (5-15 Y.O.)
2. The current generations (15-40 Y.O.)



CONNECT YONESAKI APPLE TO FUTURE GENERATION

田貴太／相野果樹園
岩手県陸前高田市米崎町

大和田貴史／相野果樹園

岩手県陸前高田市米崎町

出身中学校：陸前高田市立米崎中学校



During our stay, Ayumi Suzuki of Pensea & co held a one day workshop together with the local children where the children were introduced to the concept of graphic design via Door to Asia 2017 designers.

This gave me an idea where we can apply a similar concept by having children draw their own version of apples and apple's farm and make it into a campaign based on their artworks and their feelings towards the Yonesaki Apple.

For example, all of the illustrations you will see here were based on Koharu chan's (daughter of Takashi san) drawing of the Apple farms during Ayumi Suzuki Sensei's workshop.



Narrative

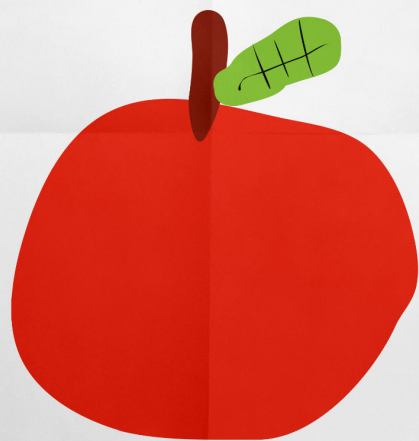
Program suggestion:

Yonesaki apple socialisation in schools
(Informative Posters or videos)

Program with local school to have children grow
their own apple tree and name it with their name.







米 崎 り ん ご
家



WWW.MAKESHITA-APPLE.COM



米崎りんご
良質なりんご



米 崎 り ん ご
人生



WWW.MAKESHITA-APPLE.COM



米崎りんご
良質なりんご



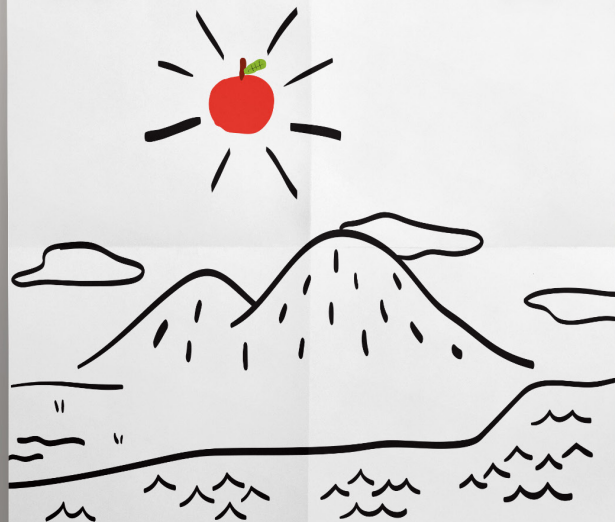
米 崎 り ん ご
家族



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米崎りんご
良質なりんご



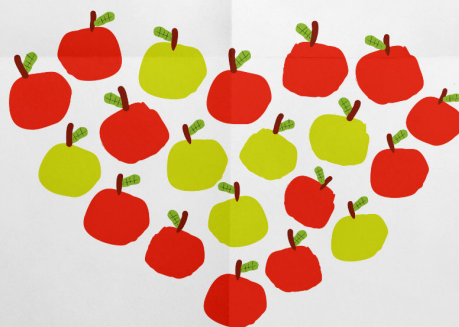
米崎りんご
恵み



WWW.BAKUTSUKIYAMA.CO.JP/LAMP



米崎りんご
自然の恵み



米崎りんご
愛



WWW.BAKUTSUKIYAMA.CO.JP/LAMP



米崎りんご
自然の恵み



米崎りんご
仲間



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米崎りんご
自然の恵み



VIDEO #1



NAKAMA-NI NAROU!



仲間

Nakama

They want to connect Yonesaki Apples to future generation, they want more people to experience the fun of Apple farming, and ultimately they want a **nakama** they could call their own.



Narrative

We experience and witnessed first-hand how passionate these people are to their apples and their city, they are having fun while growing apples.

We think this is very admirable and inspiring and definitely **a story worth sharing.**

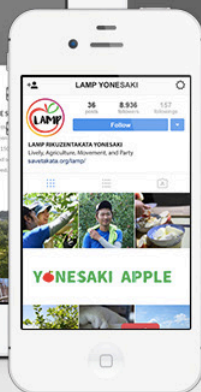
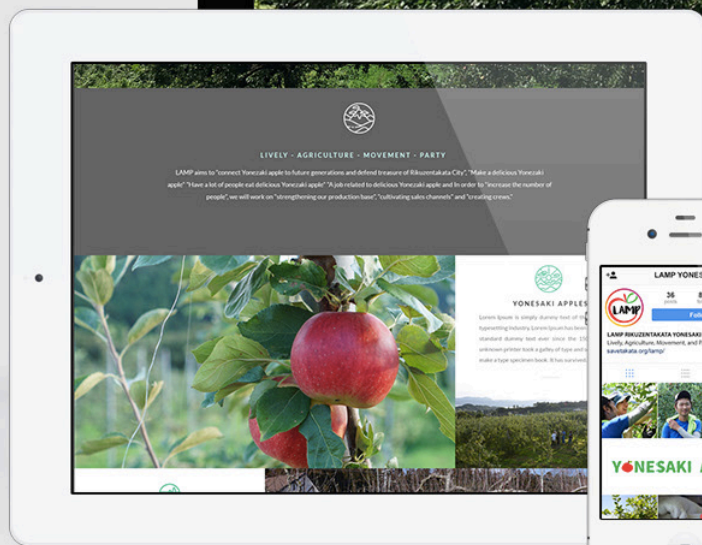


Narrative

Program suggestion:

Campaign to socialize the Yonezaki Apples
as well as the “new” image for farmers job.

Accessible Media for Yonezaki Apples.
i.e. Website in bilingual (English and Japanese)



VIDEO #2

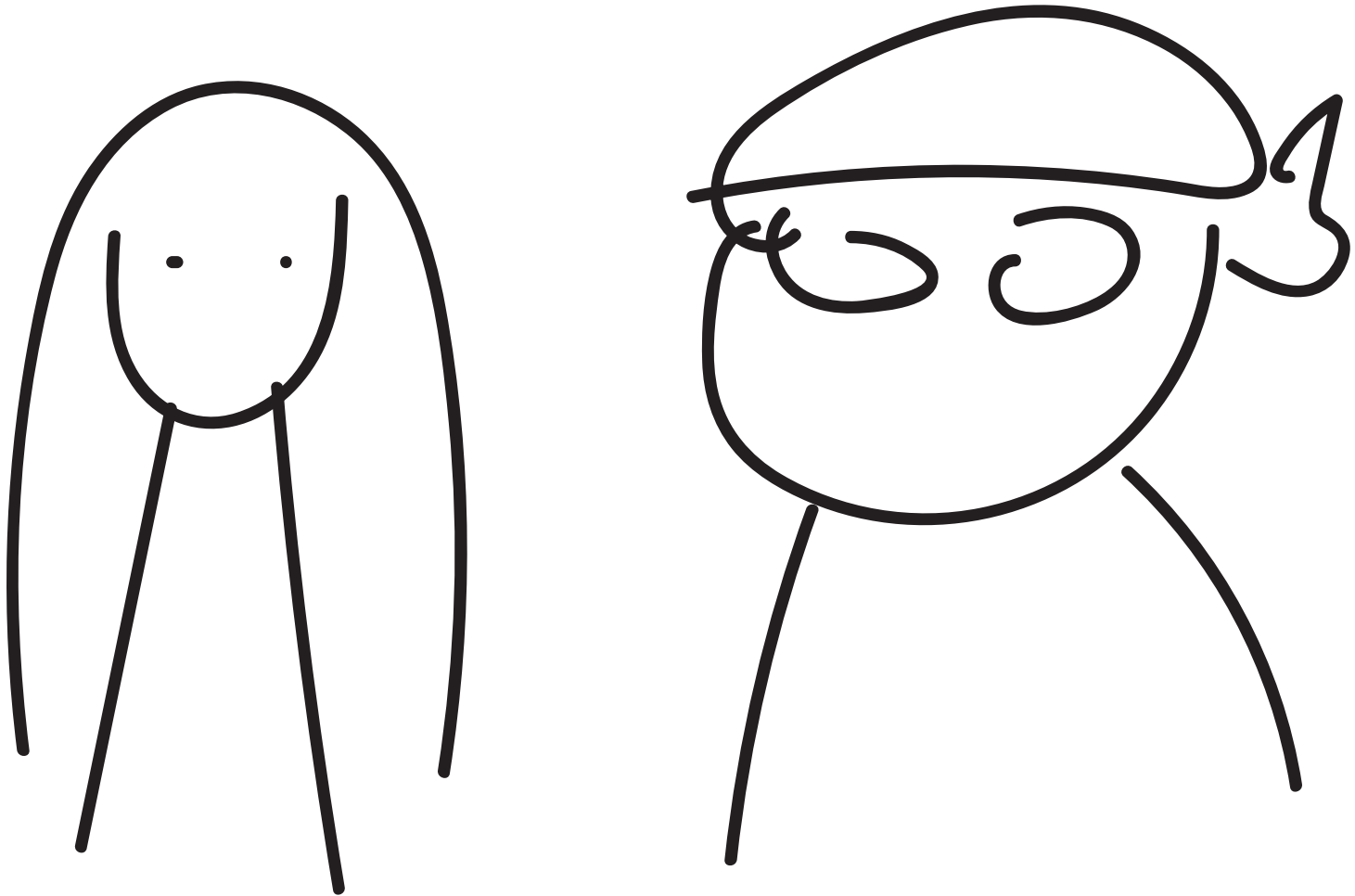




A group of five people are standing in a lush green apple orchard. The orchard is filled with rows of apple trees, some of which have small red apples visible. In the background, there are rolling green hills and a range of blue mountains under a bright, slightly hazy sky. The scene is captured from a slightly elevated position, looking down into the orchard.

FRIENDS, FAMILY AND FUTURE GENERATION

THANK YOU!



WE ARE
Gook & Jeff



CREDITS

CREDITS:

- Some of the photos presented in here and in the video are taken by Kazuhiko Monden and Seiji Tarumi.
- Some of the apple illustration were done by Koharu chan