



AWAKE

Prepared by Dang Sering
Philippines

The Great East Japan Earthquake
and Tsunami brought these places
to our attention



The upside of the situation—
a “great awakening” to the
underlying problems of Japan.

Seven years later, we are still connecting
to people who keep asking themselves—
what truly matters
and what do they value?

And working towards something better.

At the same time, reaching out to people who can offer fresh perspectives and creative solutions



There are people who are listening and looking deeply into the challenges and needs of rural communities in Japan



Door to Asia is composed of collaborative components/stakeholders:

local businesses,

Asian designers,

and organisers

(including translators, documentation and support staff).

NEED

Door to Asia wants this program replicated in other towns and rural areas across Japan and also other countries.

But first, they want to articulate the essence of their work.

GOAL

Communicate their passion and belief
in the benefits of their program.

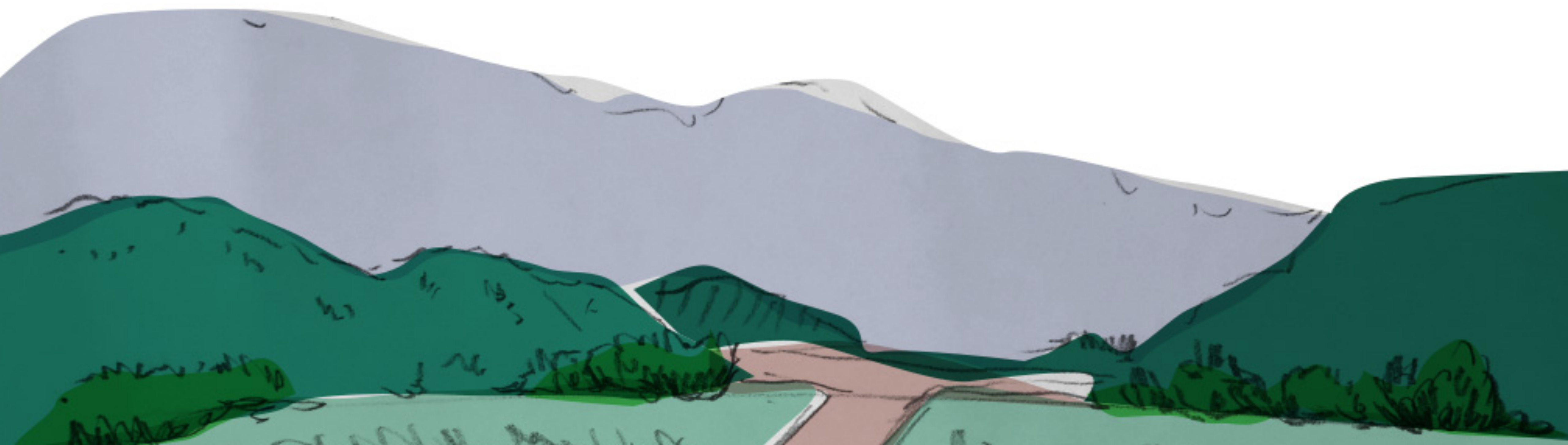
Why do our rural towns matter?

Anywhere in the world, they are first to experience or suffer from the effects of massive economic, social, and environmental changes.

Yet they are models of sustainable living.

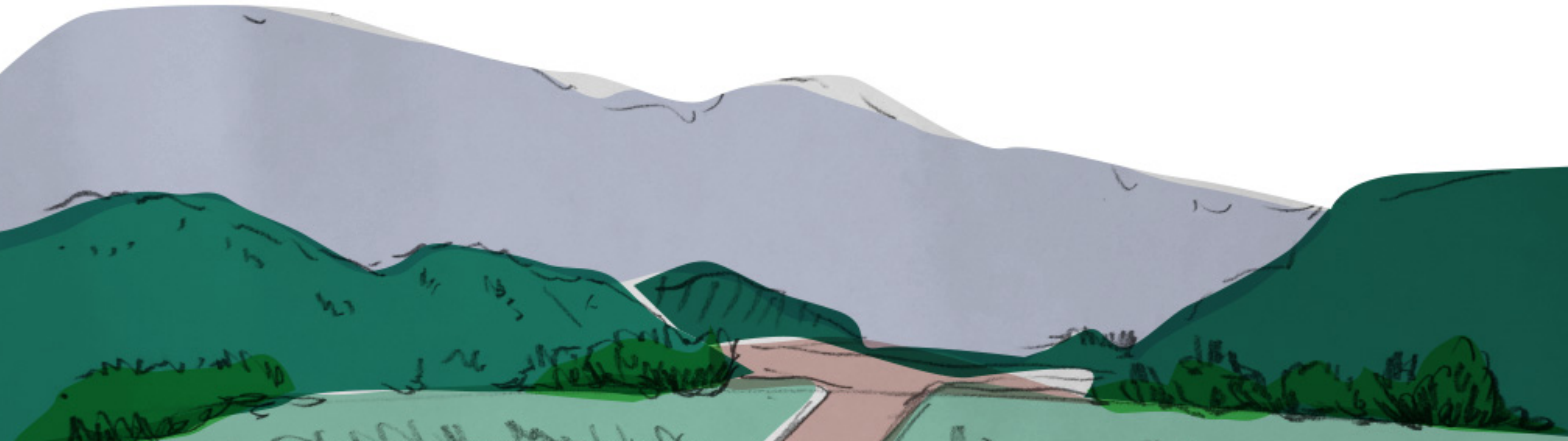


Supporting local businesses, the lifeblood of the communities,
helps them transition into the future,
as businesses support families and communities.

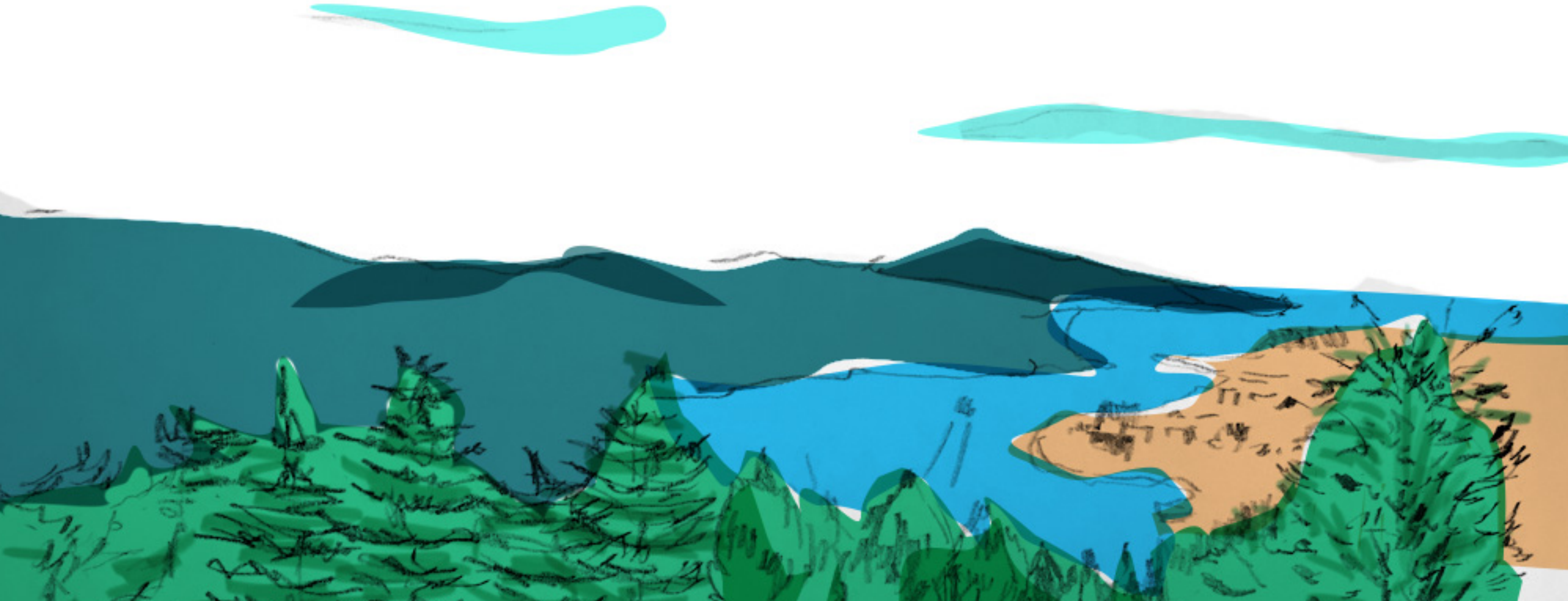


Communication design is a powerful tool to help in the reimagination of new possibilities.

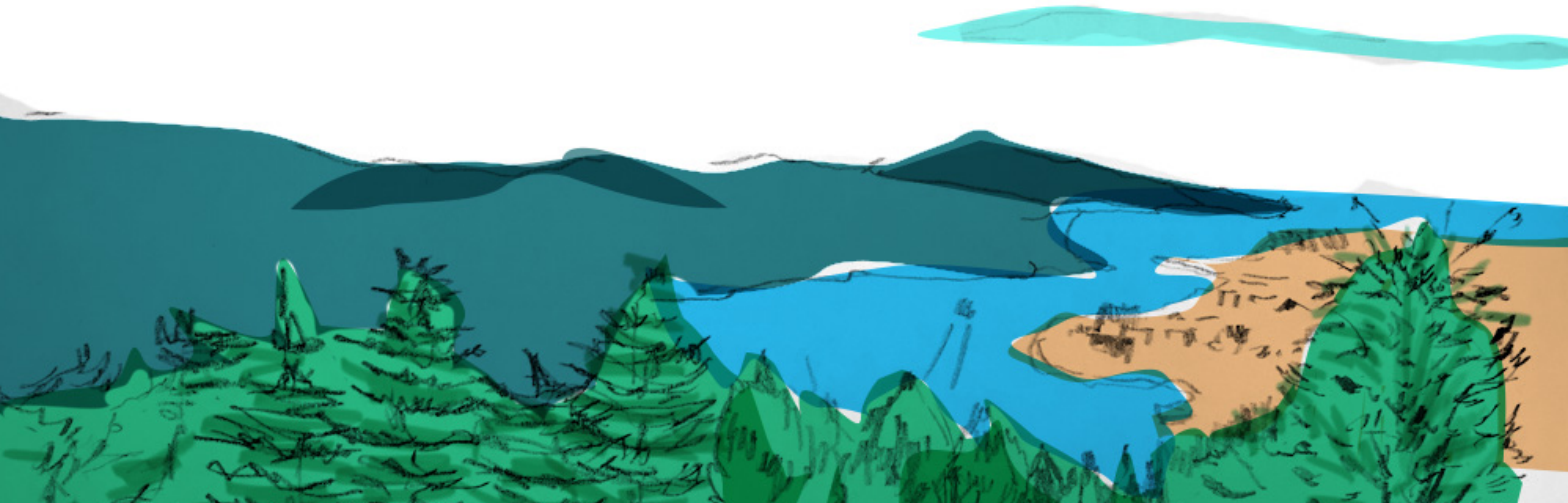
Asian designers are also learning the issues that Japan is currently tackling, and hopefully be guided by these lessons as they return to their own countries.



Door to Asia is a social connection and discovery project exploring a rural community's potentials through their local businesses in collaboration with Asian designers.



It is an evolving program, finding ways in which it can better support local industries in need of a boost of fresh perspectives through the power of communication design.



Capturing the Spirit of DOOR to ASIA (Travelling Exhibition)

The exhibition can be held in places where people gather: community center, public library, gymnasium, school or parks.

What are the core values of Door to Asia?

Connection

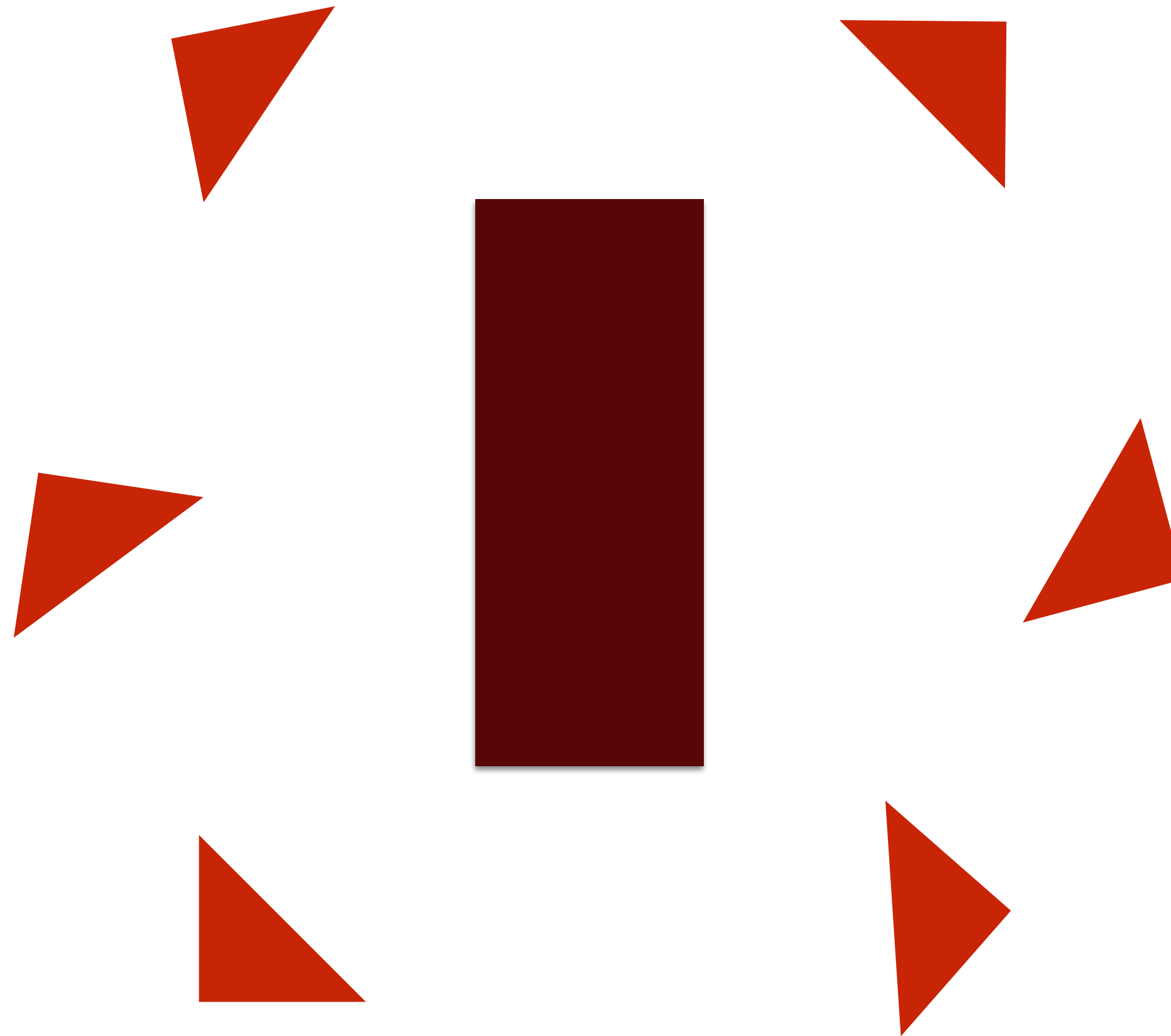
Creativity

Celebration

Door to Asia Exhibition

An open circular layout presenting openness and a community embracing this project, with each triangle featuring different team stories of the participants (local businesses and designers).

The table in the middle of the exhibit is where people will gather.



Exhibition Panels

Content Structure

First panel is on the local business, followed by the designers in the project and finally the shared experiences and design proposal on the final panel












Hakenoyama Terrace

Short write-up about the business, its goals, and philosophy






Samia Singh

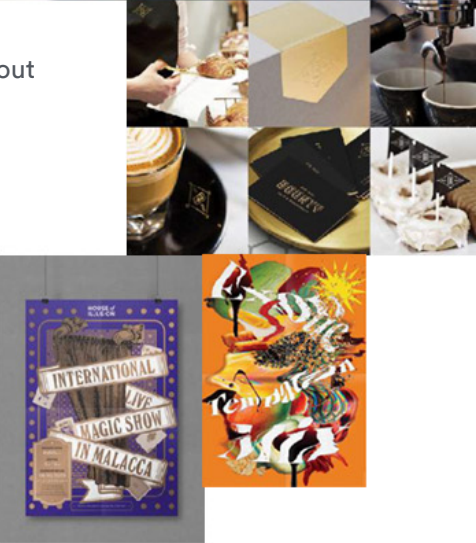


Short write-up about the designer, awards, and approach to design

Yap Weng Nam



Short write-up about the designer, awards, and approach to design





Team





Write-up about what transpired in the residency and the solutions they discovered for the local business



Design Proposal

Exhibition Program

At the exhibit opening, people are encouraged to bring food and local products for a community dinner.

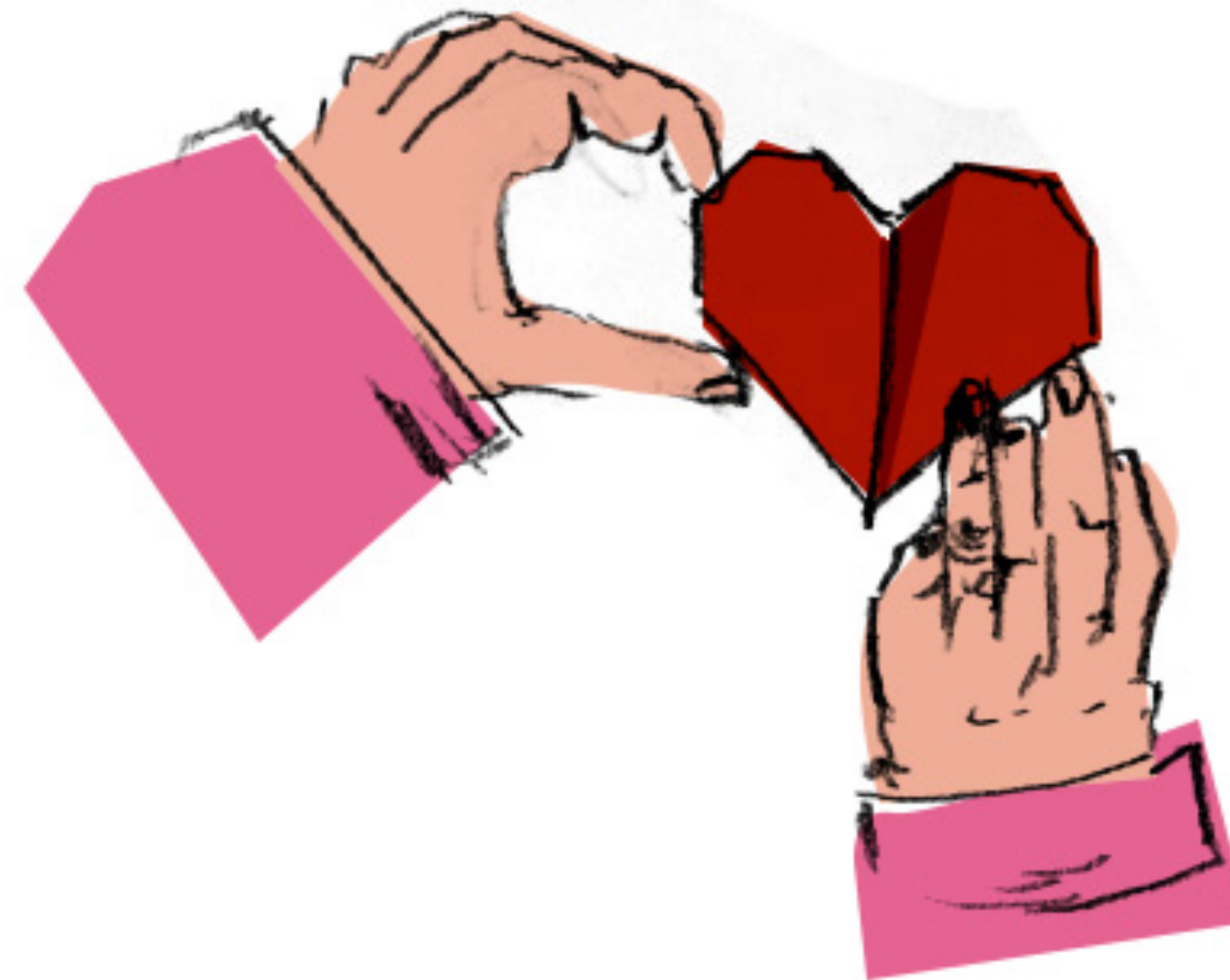


People are encouraged to share stories.

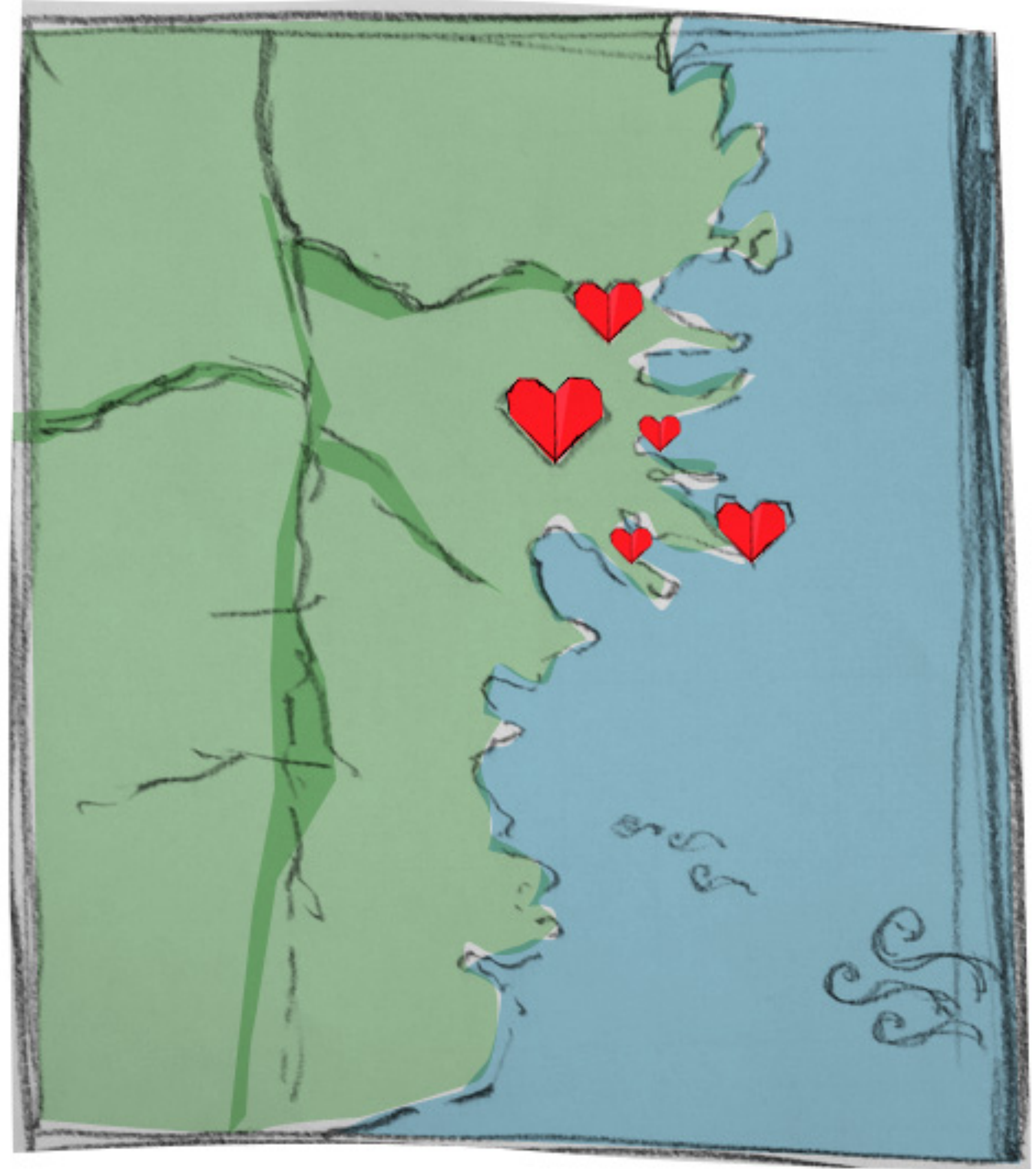
Food is one of the best ways in bringing people together.



People are encouraged to write about things they love about their place.



We take care of the places
we learn to know deeply
and love.



夜明け時のおだやかな風はあなたに伝えたい秘密がある
眠りに戻らないでください
あなたは本当に欲しいものを求めなければならない
眠りに戻らないでください
2つの世界を繋ぐ扉を往来する人々。
扉は丸くて開いている
眠りに戻らないでください

ルミ作（ジン、デニス訳）

From the English translation of Coleman Barks

The breeze at dawn has secrets to tell you.
Don't go back to sleep.
You must ask for what you really want.
Don't go back to sleep.
People are going back and forth across the doorsill
where the two worlds touch.
The door is round and open.
Don't go back to sleep.

Poem by Rumi

From the translation of Coleman Barks

*Going through this experience, I realized how passionate and inspiring these people are—the local businesses, the Asian designers, and the organizers of this program.
I am reminded of this poem that I felt matched my experience and what they were trying to do.

THANK YOU!

Special thanks to Driv Loo, Nelson Ng, Jing Liao, Dennis Chia
and the rest of the Door to Asia organizers, 2018 staff and fellow designers