

WHAT  
IS DOOR  
TO ASIA?



**IS IT ABOUT  
PACKAGING DESIGN?**

**EXPANDING LOCAL  
BUSINESSES OVERSEAS?**

**USING DESIGN TO HELP  
DISASTER-AFFECTED AREAS?**



NOBODY REALLY KNOWS.

## PROBLEMS FACED BY 'DTA'

**'DTA' IS HARD TO DEFINE OR UNDERSTAND UNLESS YOU COME TO THE PROGRAM IN PERSON.**

**BECAUSE IT IS HARD TO UNDERSTAND, THE MEDIA DOES NOT REPORT ABOUT 'DTA', SO NOT MANY PEOPLE KNOW.**

HOW DO WE  
LET MORE PEOPLE  
UNDERSTAND  
'DOOR TO ASIA'?

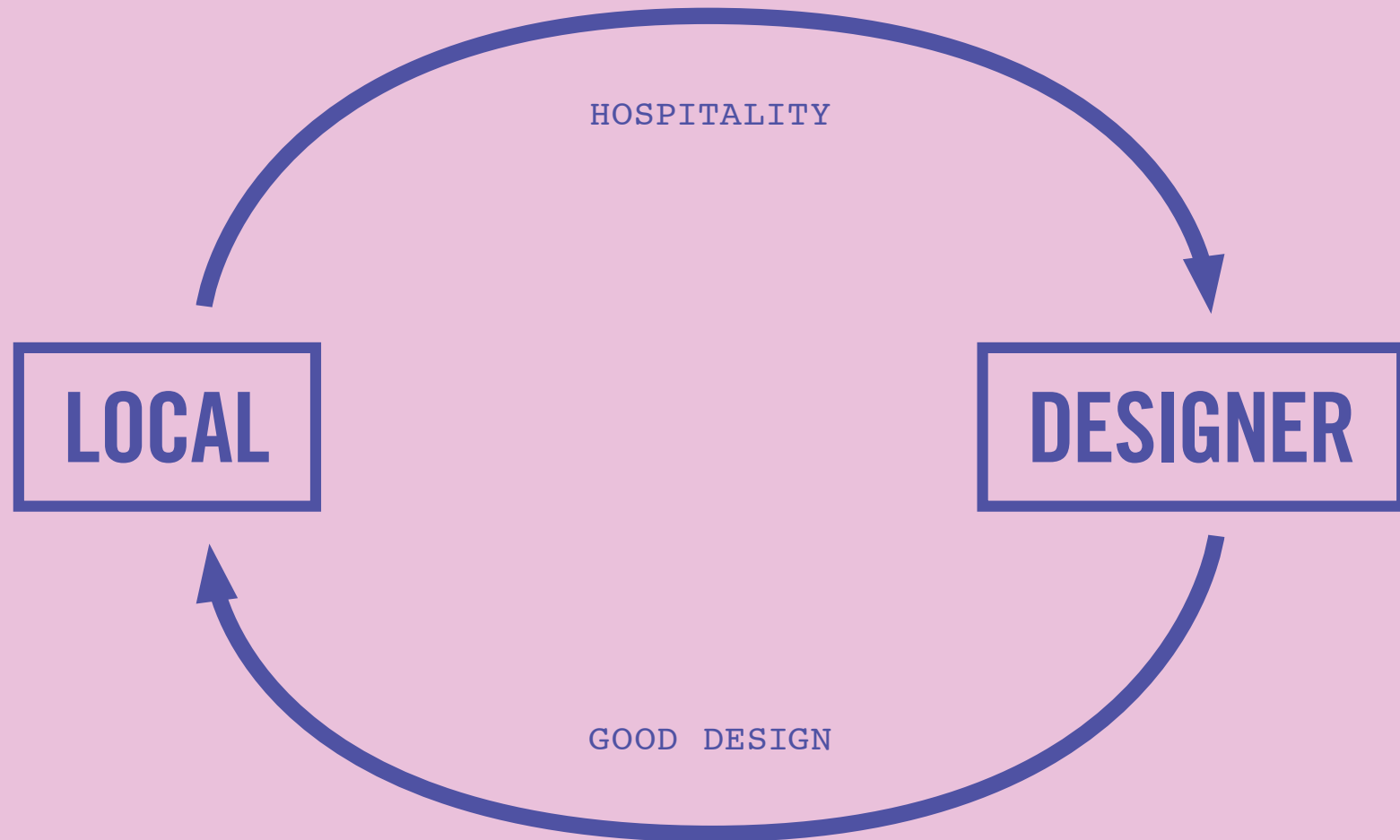


**WHEN KATO-SAN WENT TO HONDURAS TO HELP THE  
HONDURAN PEOPLE, HE RECEIVED MORE THAN HE GAVE.**





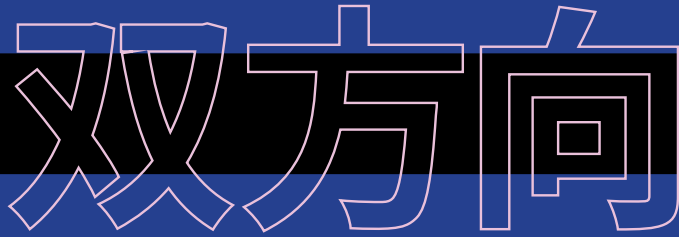
## CYCLE OF GOODWILL



RECURRING THEME IN 'DTA'

A TWO-WAY RELATIONSHIP

双方向





# OWNERS ↔ DESIGNERS

SHARING LIFE PHILOSOPHIES AND RESOLVE, SO THAT  
DESIGNERS CAN BE INSPIRED AND MOTIVATED TO HELP.





# MAN ↔ NATURE

RESPECTING NATURE, SO THAT MAN CAN  
LIVE FROM NATURE'S RESOURCES.





# PEOPLE ↔ CITY

CREATING SPACES FOR PEOPLE, SO THAT PEOPLE  
WILL COME BACK TO REVITALIZE THE CITY.





# TOHOKU ↔ THE WORLD

BRINGING TOHOKU PRODUCTS TO THE WORLD,  
SO THAT THE WORLD WILL COME TO TOHOKU.



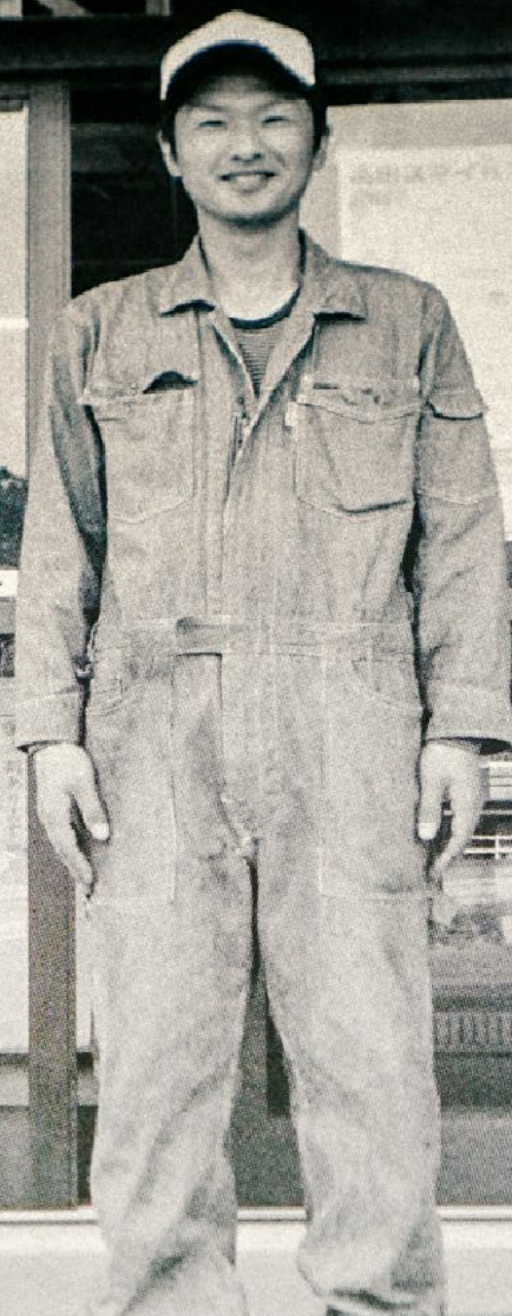


# PAST ↔ FUTURE

TO PASS DOWN KNOWLEDGE FROM THE PAST,  
SO THAT THEY WILL BENEFIT FUTURE GENERATIONS.



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



THE CORE VALUE AND POSITIONING OF 'DTA'

**'DOOR TO ASIA'  
IS ABOUT CREATING LONGLASTING  
RELATIONSHIPS THROUGH DESIGN.**



**RELATIONSHIPS THAT ONLY GROW  
STRONGER OVER TIME THROUGH  
A CYCLE OF RECIPROCITY.**

**NEW PACKAGING DESIGNS,  
EXPANDING OVERSEAS,  
HELPING DISASTER AREAS,  
CAN ONLY HAPPEN WHEN TRUST IS BUILT.**

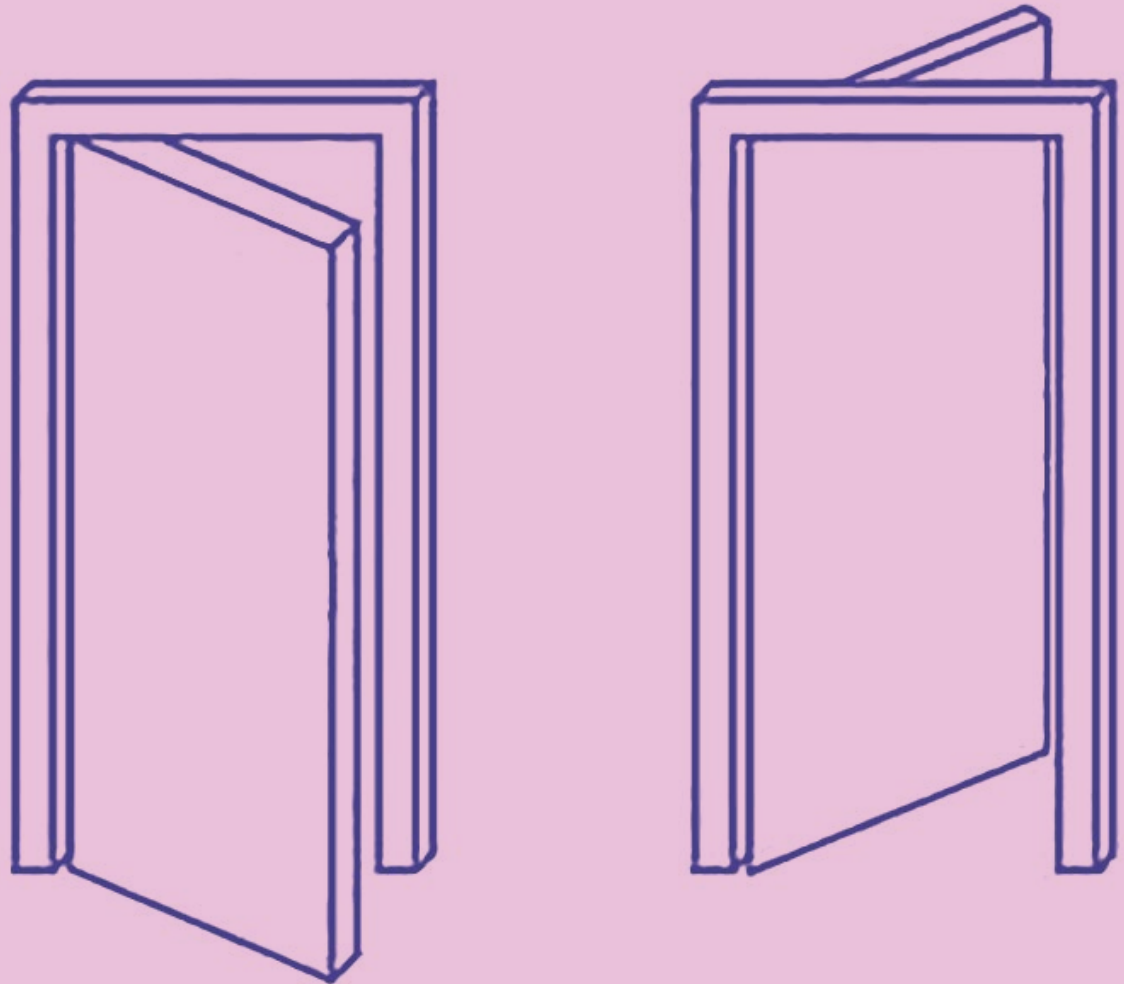
**ONLY TRUST CAN OPEN THE DOOR IN  
OUR HEARTS TO NEW POSSIBILITIES.**

THE DOOR IN  
'DOOR TO ASIA'

CREATIVE EXPRESSION

## THE IDEA OF A TWO-WAY DOOR.

IN DOOR TO ASIA, NOT ONLY ARE LOCAL COMPANY OWNERS CHANGED BY THE DESIGNERS, THE DESIGNERS THEMSELVES ARE ALSO CHANGED BY THE RESOLVE OF THE LOCAL COMPANY OWNERS. THE MORE THE DESIGNERS HELP THE LOCAL COMPANIES, THE MORE THEY OPEN UP THEMSELVES TOO. THE DOOR SWINGS BOTH WAYS.





## TWO STORIES

**LOCAL COMPANY OWNERS ARE CHANGED BY DESIGNERS**

THROUGH RESOLVE



THROUGH DESIGN



**DESIGNERS ARE CHANGED BY LOCAL COMPANY OWNERS**

## TWO STORIES

**THE POWER OF DESIGN**



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graph TD; A[THE POWER OF DESIGN] --> B[THE RESOLVE OF LOCAL COMPANY OWNERS]; B --> A;
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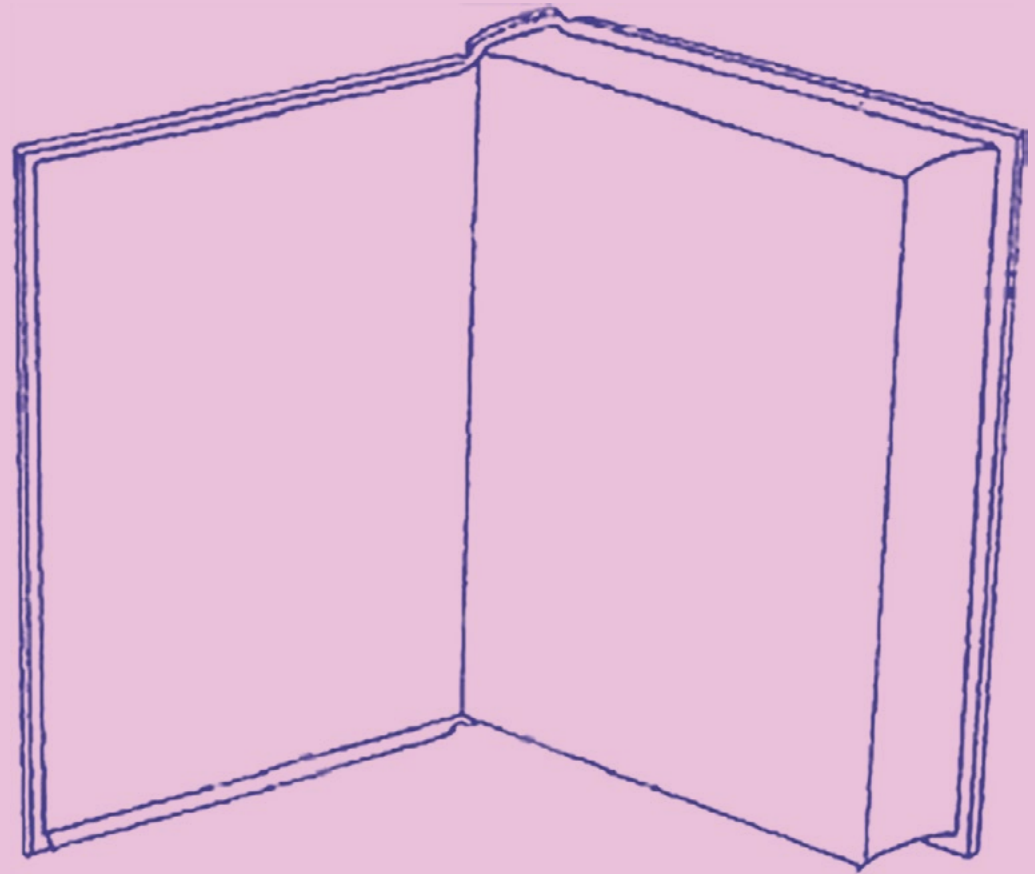
The diagram consists of two horizontal rectangular boxes. The top box is light pink with a dark blue border and contains the text 'THE POWER OF DESIGN' in dark blue. The bottom box is solid dark blue and contains the text 'THE RESOLVE OF LOCAL COMPANY OWNERS' in white. A dark blue arrow points upwards from the bottom box to the bottom edge of the top box, and another dark blue arrow points downwards from the top edge of the bottom box to the bottom edge of the top box, indicating a reciprocal relationship.

**THE RESOLVE OF LOCAL COMPANY OWNERS**

THE MEDIUM

# THE BOOK AS A FORM OF A DOOR

THE PHYSICAL FORM OF A BOOK  
RESEMBLES THAT OF A DOOR; FROM  
THE COVER TO THE PAGES INSIDE,  
EVERY TURN OF THE PAGE IS THE  
OPENING OF A NEW THOUGHT OR IDEA.



**WHAT IF WE MADE A BOOK THAT CAN  
BE READ FROM BOTH DIRECTIONS?**



Tohoku



DOOR  
ASIA



# THE POWER OF DESIGN

# ドア・トウ・アジア

アジアンデザイナー × 地元事業者



# 地元事業者の決意

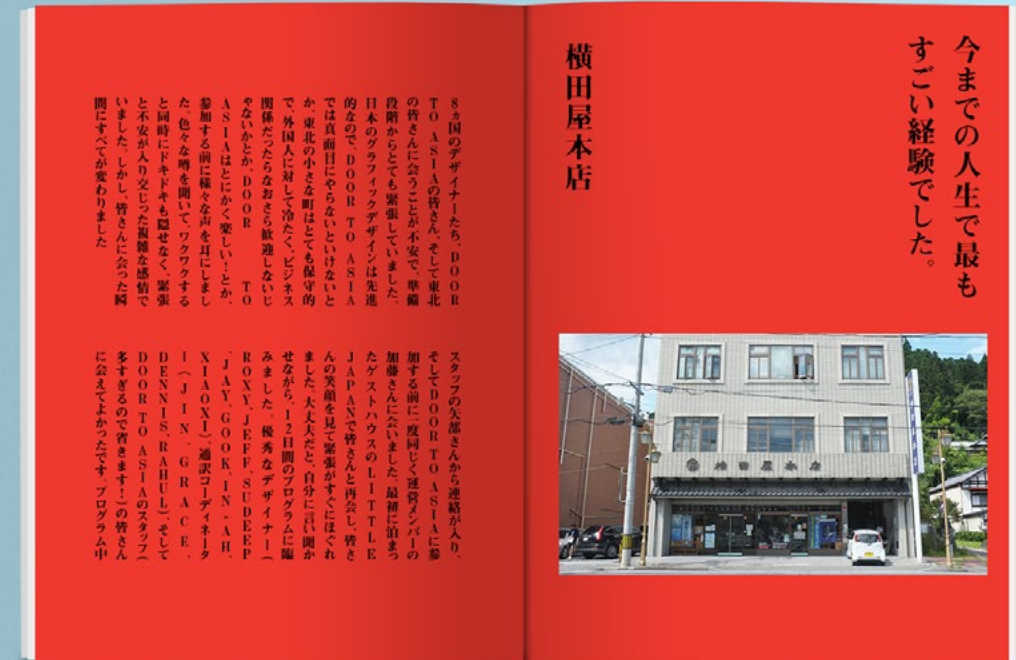


# TWO DIRECTIONS, TWO PERSPECTIVES.

THE BOOK WILL UTILIZE THE DIFFERENT READING DIRECTIONS OF ENGLISH AND JAPANESE TO CREATE TWO DIFFERENT PERSPECTIVES. BY READING THE STORIES IN A DIFFERENT ORDER, TWO NARRATIVES ARE CREATED.

ENGLISH

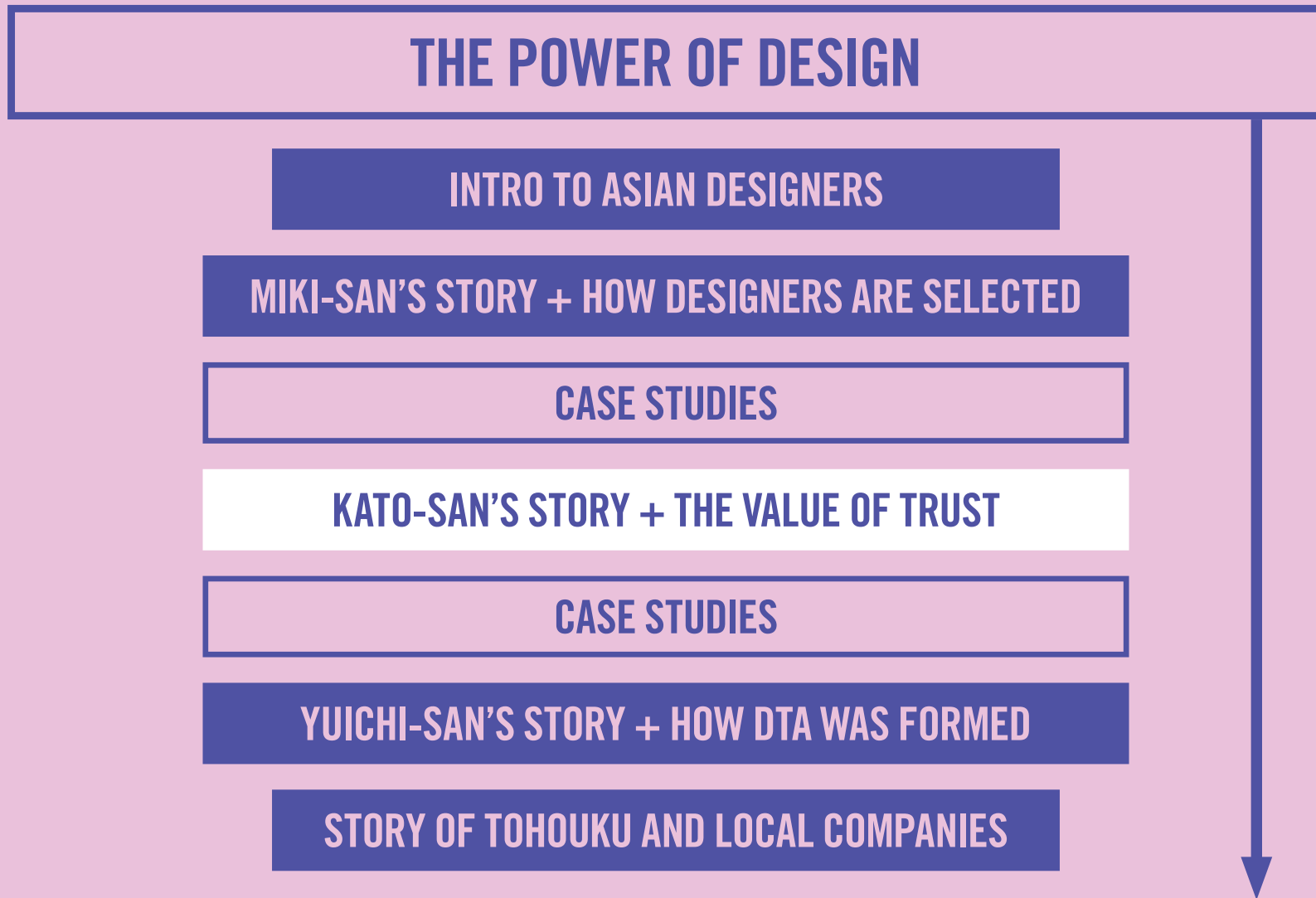
READING DIRECTION



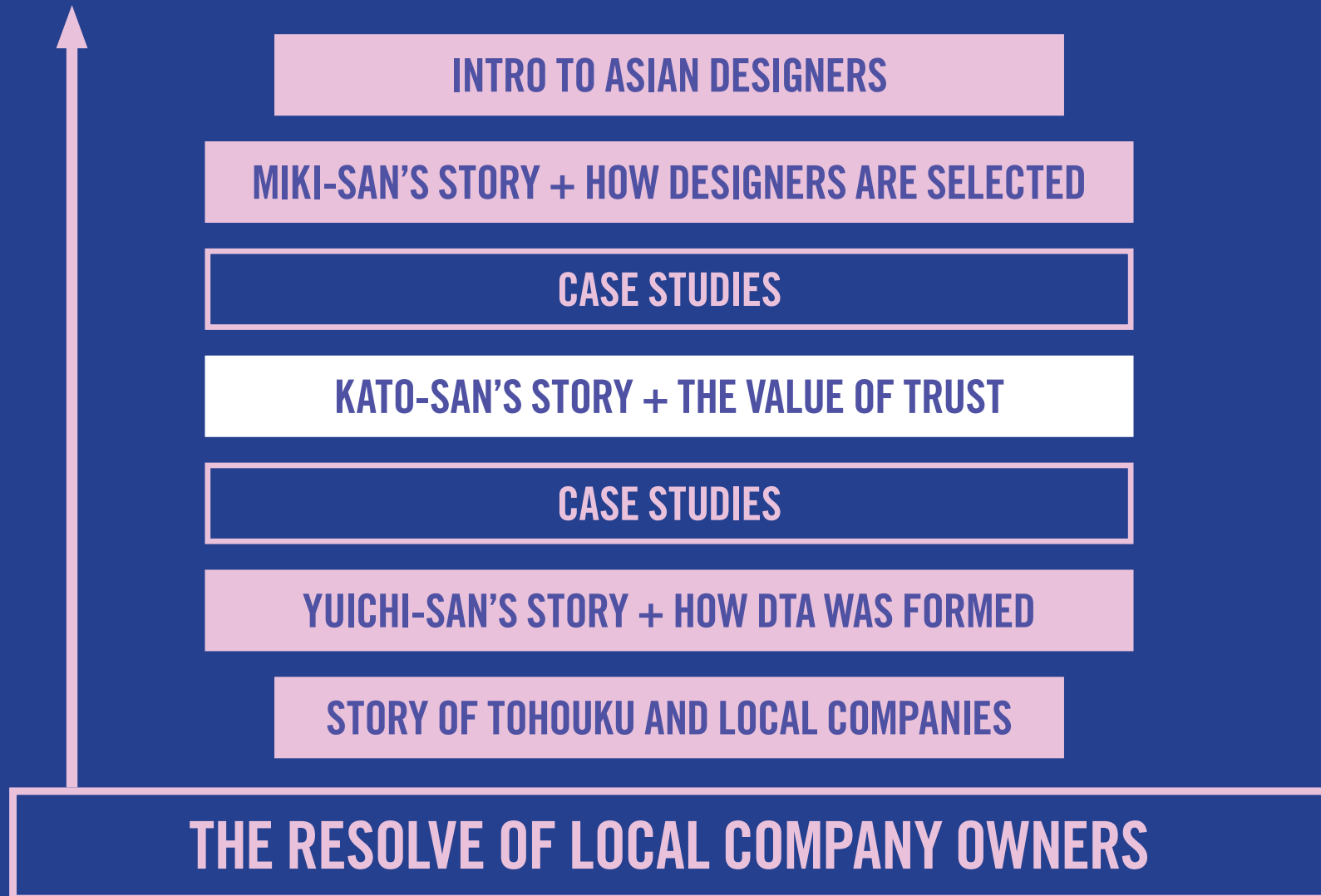
JAPANESE

READING DIRECTION

## STRUCTURE OF CONTENTS (LEFT TO RIGHT)



## STRUCTURE OF CONTENTS (RIGHT TO LEFT)



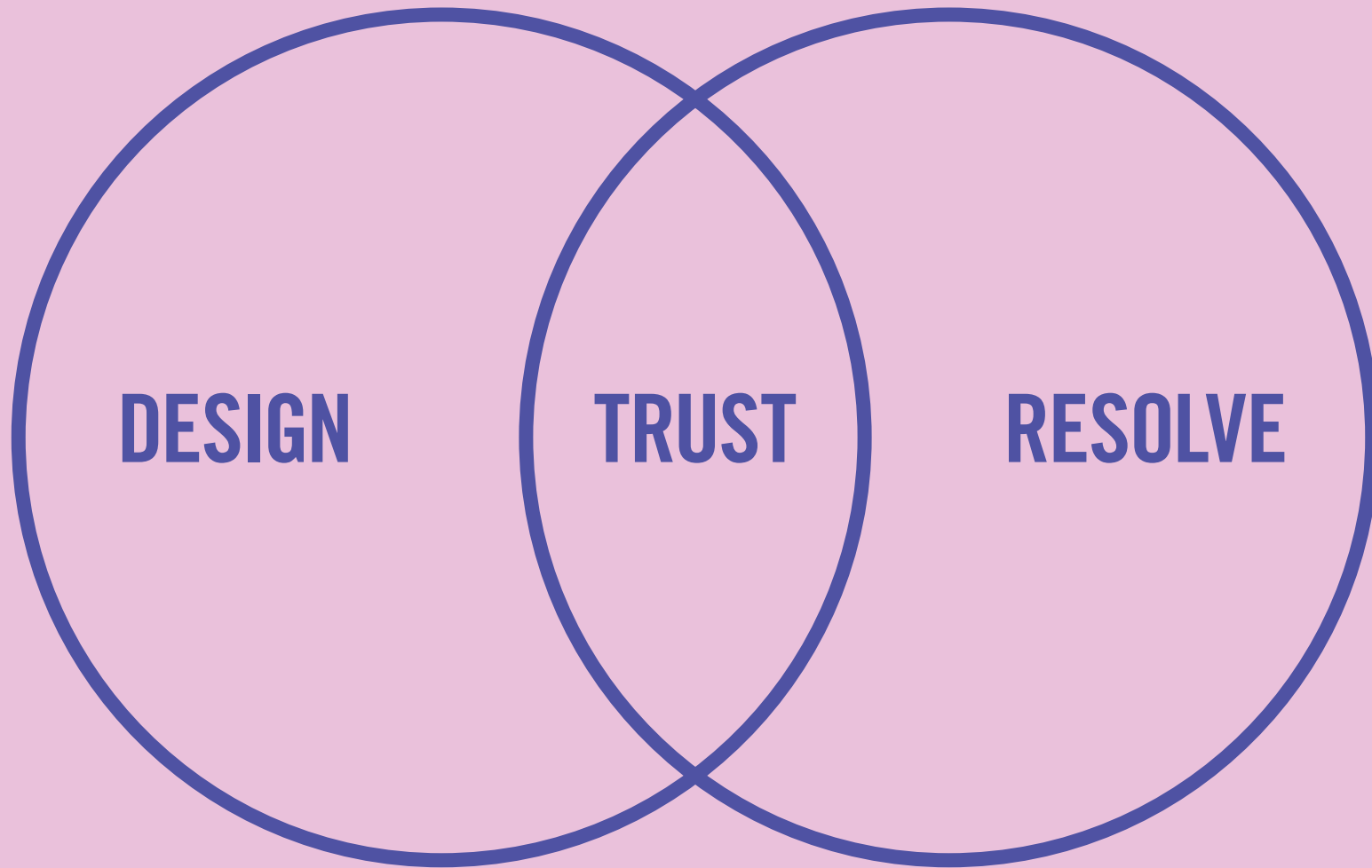


RELATIONSHIPS WITHIN DOOR TO ASIA

MIKI-SAN

KATO-SAN

YUICHI-SAN



DESIGNER

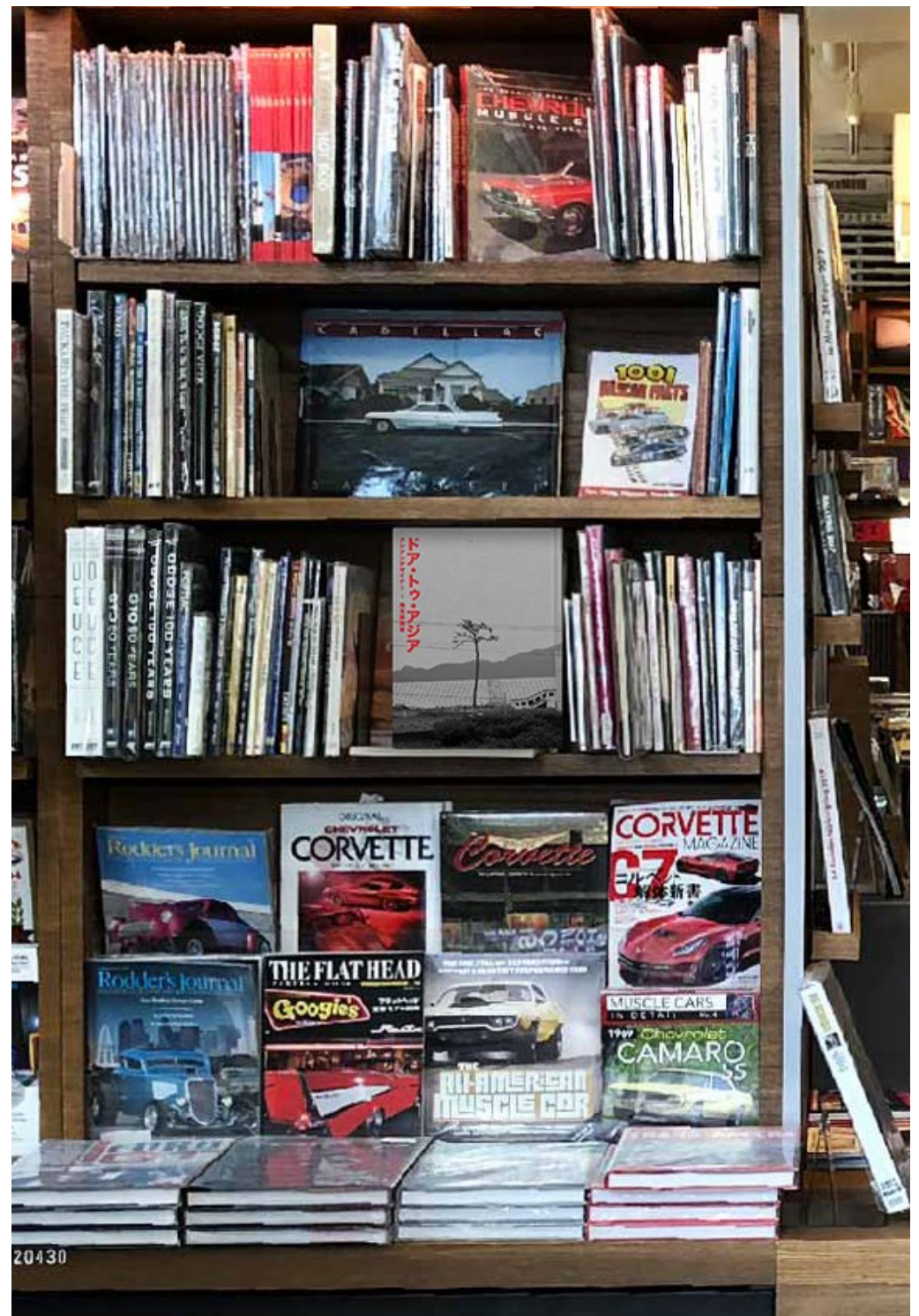
COORDINATOR

COMPANY OWNER

IMPACT

**THE 'DOOR TO ASIA' BOOK WILL BE A SELF-  
CONTAINED EXHIBITION THAT WILL SPREAD  
THE WORD AS IT IS BEING DISTRIBUTED AND  
DISPLAYED IN SPACES ALL OVER THE WORLD.**





IT IS ALSO A TWO-WAY DOOR THAT WILL BRING PEOPLE TO 'DOOR TO ASIA'  
BY FIRST BRINGING 'DOOR TO ASIA' TO THEM.





**WHEN MORE AND MORE PEOPLE KNOW ABOUT 'DOOR TO ASIA',  
PEOPLE WILL REALIZE THE TRUE POWER OF DESIGN,  
LEARN WHAT IT MEANS TO BE PASSIONATE,  
UNDERSTAND THE VALUE OF LONGLASTING RELATIONSHIPS,  
AND BUILD A MORE SUSTAINABLE WORLD FOR THE FUTURE.**





THANK YOU  
FOR INSPIRING US  
WITH YOUR PASSION.



**LET'S OPEN THIS  
DOOR TOGETHER!**