



INTRODUCTION - KUMASAN



Hasekawa Corp.



Yokota School



Art-in-Residence



Hakoneyama Terrace



Pechka Cafe



Water Pump



Sumita Town Office

energy

freedom

hasegawa corporation

eco life-style

環境意識

river

city hall

アート

Eco-aware

Art

family

tsunami

people

forest

教育

Education

pellet stove

children

childhood

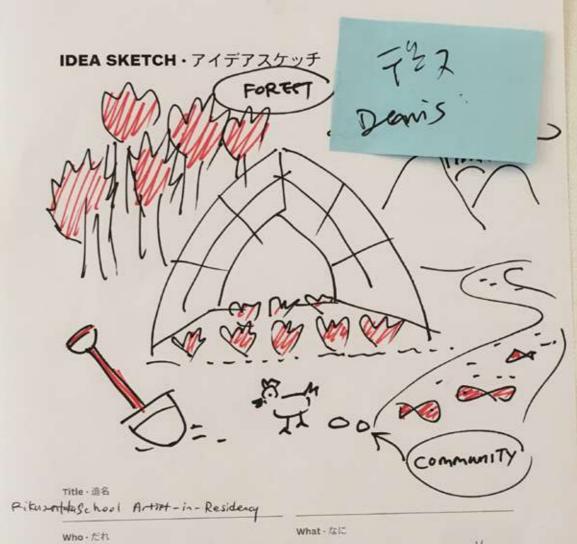
abandoned house

pechka cafe

grandfather







electron bill

Title - i

Who -



TEM PORARY HOUSING

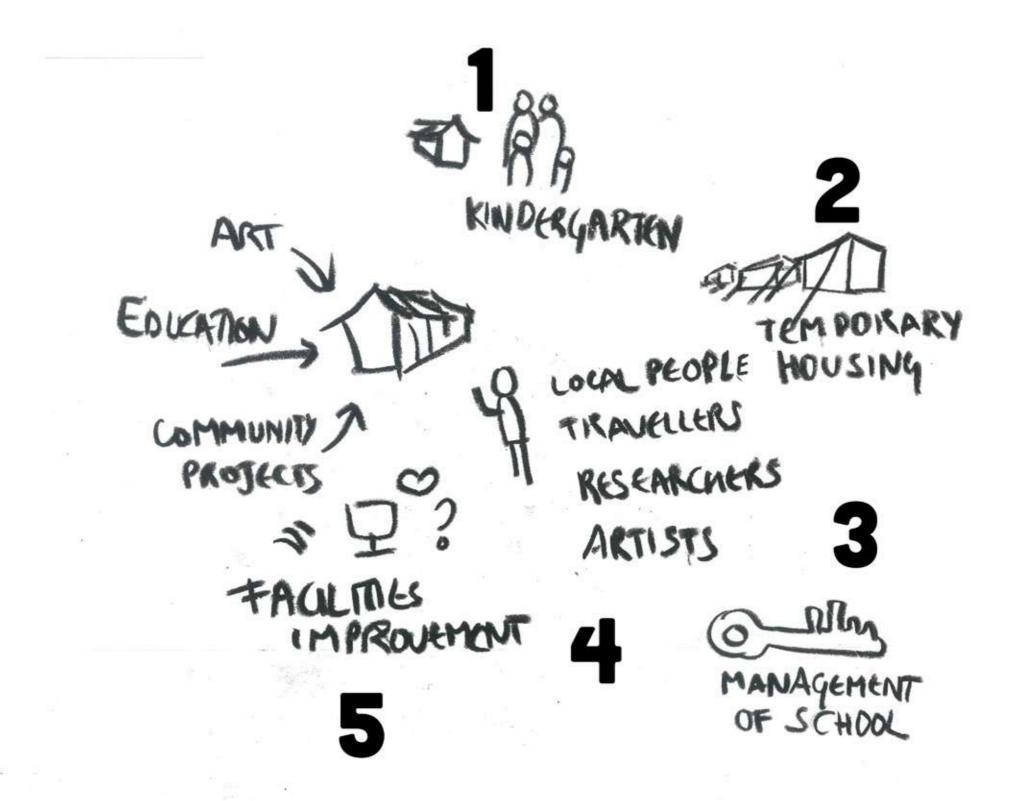
KINDERYARTEN

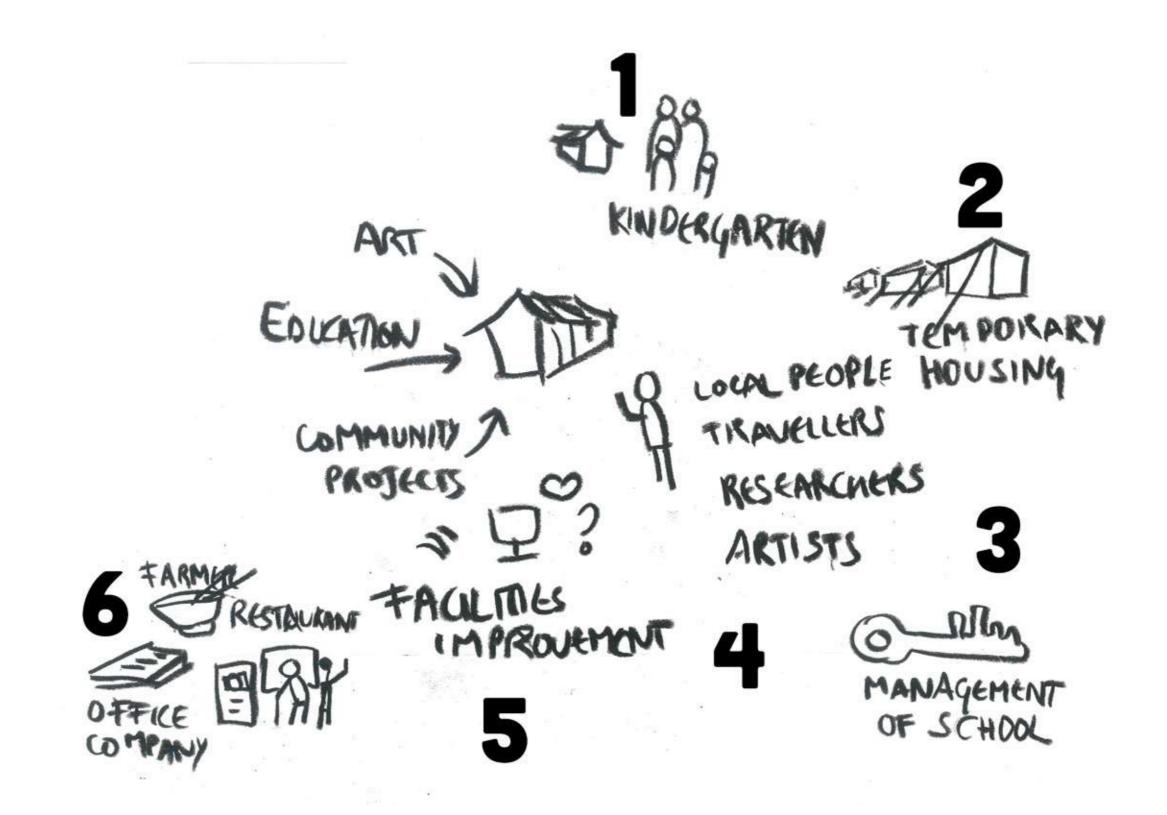
TEM PORARY HOUSING

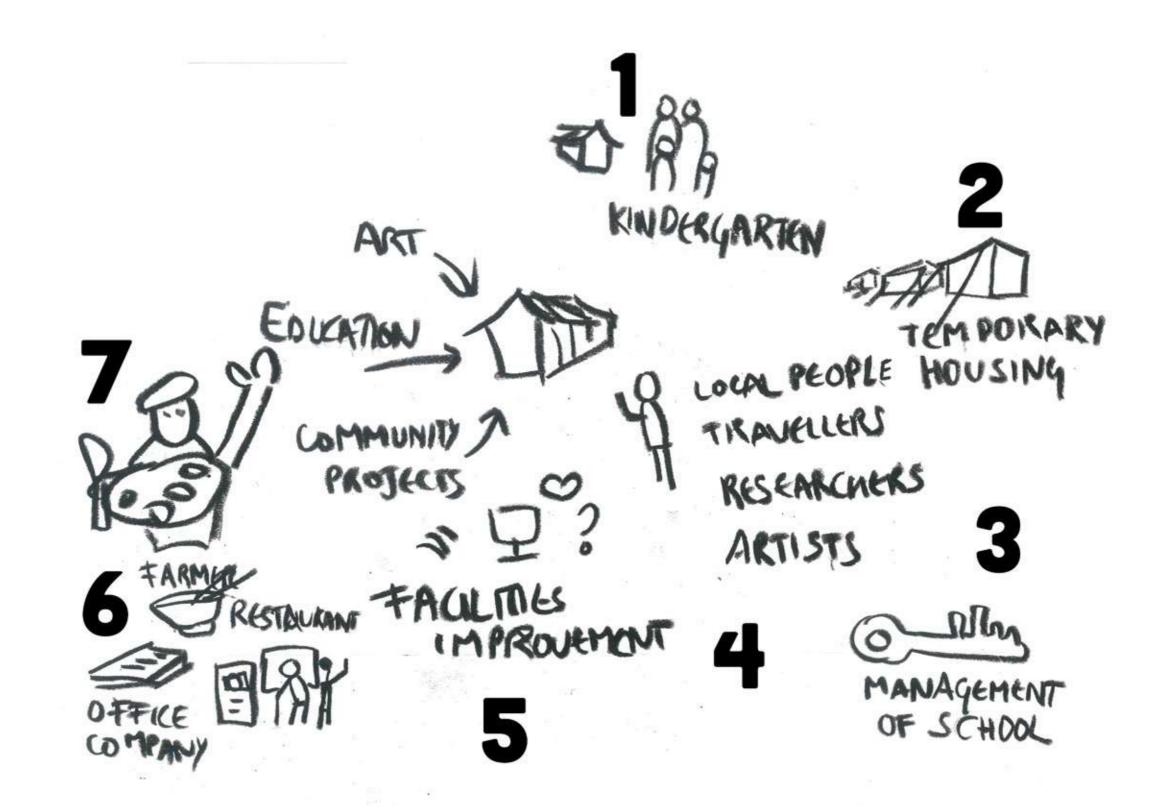
3

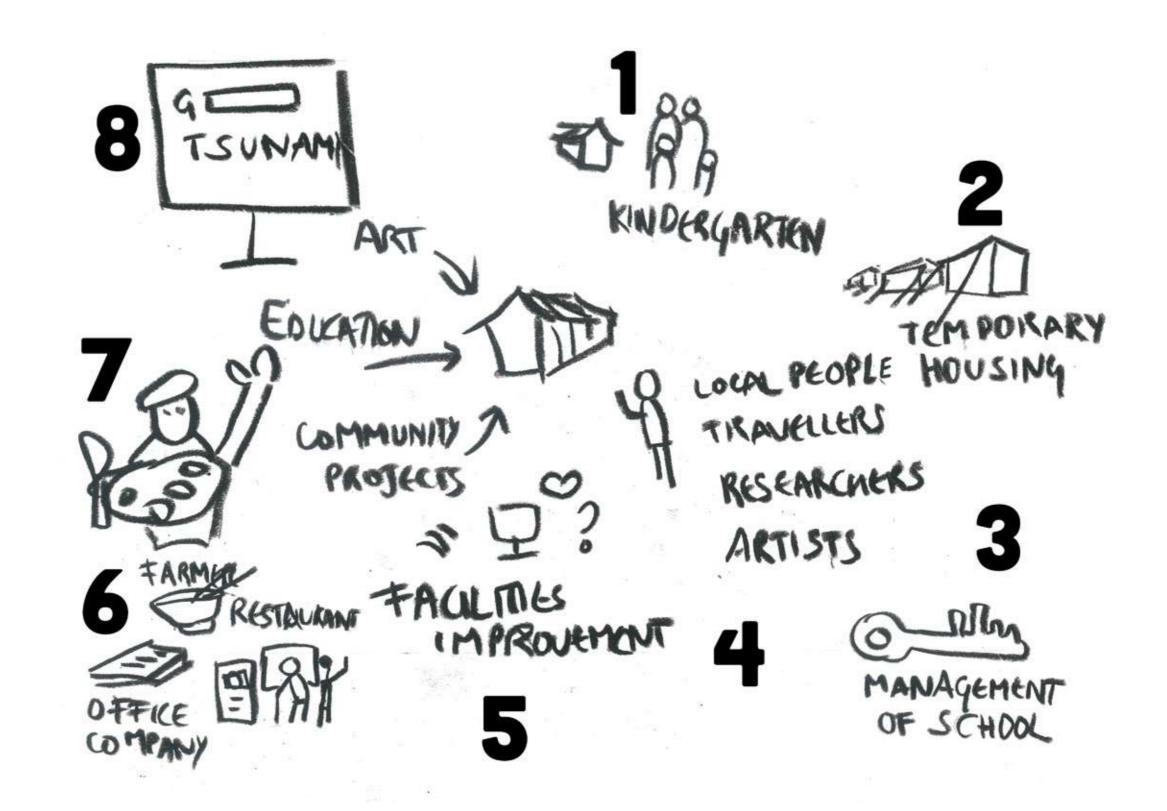
MANAGEMENT OF SCHOOL

ART LOCAL PEOPLE HOUSING
TRAVELLERS COMMUNITY) RESEARCHERS PROJECTS ARTISTS MANAGEMENT OF SCHOOL









Today's customers want more than products, more than features, more than benefits, even more than experiences

They want:

意義

MEANING



帰属感

A SENSE OF

BELONGING

TARGET AUDIENCE



FAMILY

BRAND RELATIONSHIP



YOKOTA SCHOOL

Who they are?

誰を対象にするのか?

Parents focused on educating their kids

Creating good family memories

Interested and believe in art power

Building strong social ties

Protecting the environment

Contributing to the community

What they want? 何を求めているのか?

After-school education to the kids

Symbol of caring parenthood

Engagement with art and nature activities

Platform for information sharing

How they belong? どんなことに情熱を持っ

ているのか?

Join community activities

Have strong opinions on parenting

Are active in their kids' schooling

Want their kids to be selfsufficient

Believe in the power of family

Believe in the power of art

Care about the source of products

Why we exist?

なぜやるのか?

To create a platform and ritual that bring joy and health to families everywhere

What we offer?

なにをやるのか?

A unique community that the whole family will love

How we behave?

どんなことを大事にする のか?

Family-oriented

Community-minded

Art lovers

Food-concious

Eco-aware

今、陸前高田でみなさんが集まる新しい場所ができた。

NOW, A NEW PLACE

For people from Rikuzentakata to hang out

REPUBLICOX 高田共和国 7AKATA





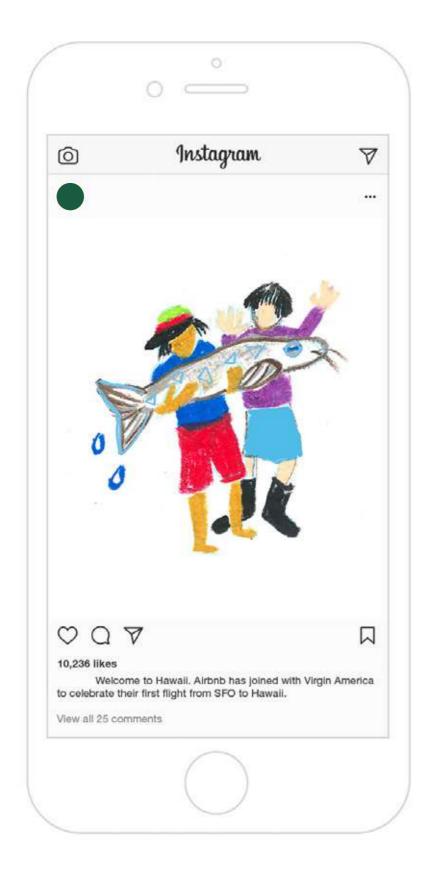


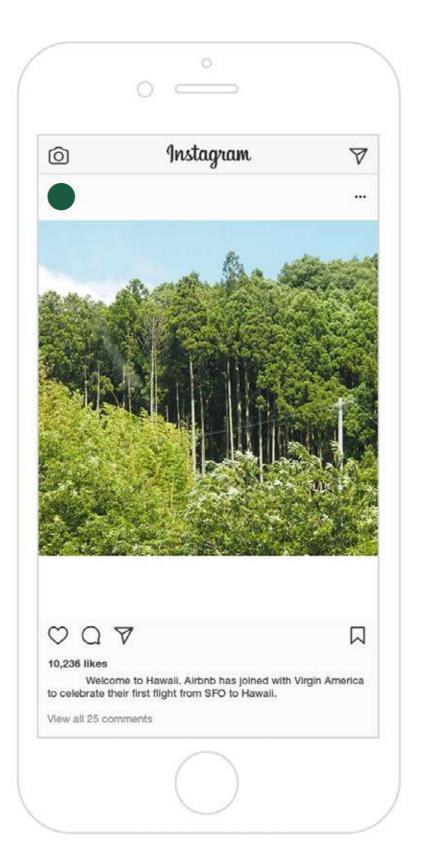
タカタカイコク宣言!!















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the President of the Republic of Takata 高田共和国外務大臣(公印)

> REPUBLIC of 高田共和国 PAKATA

REPUBLIC OF TAKATA

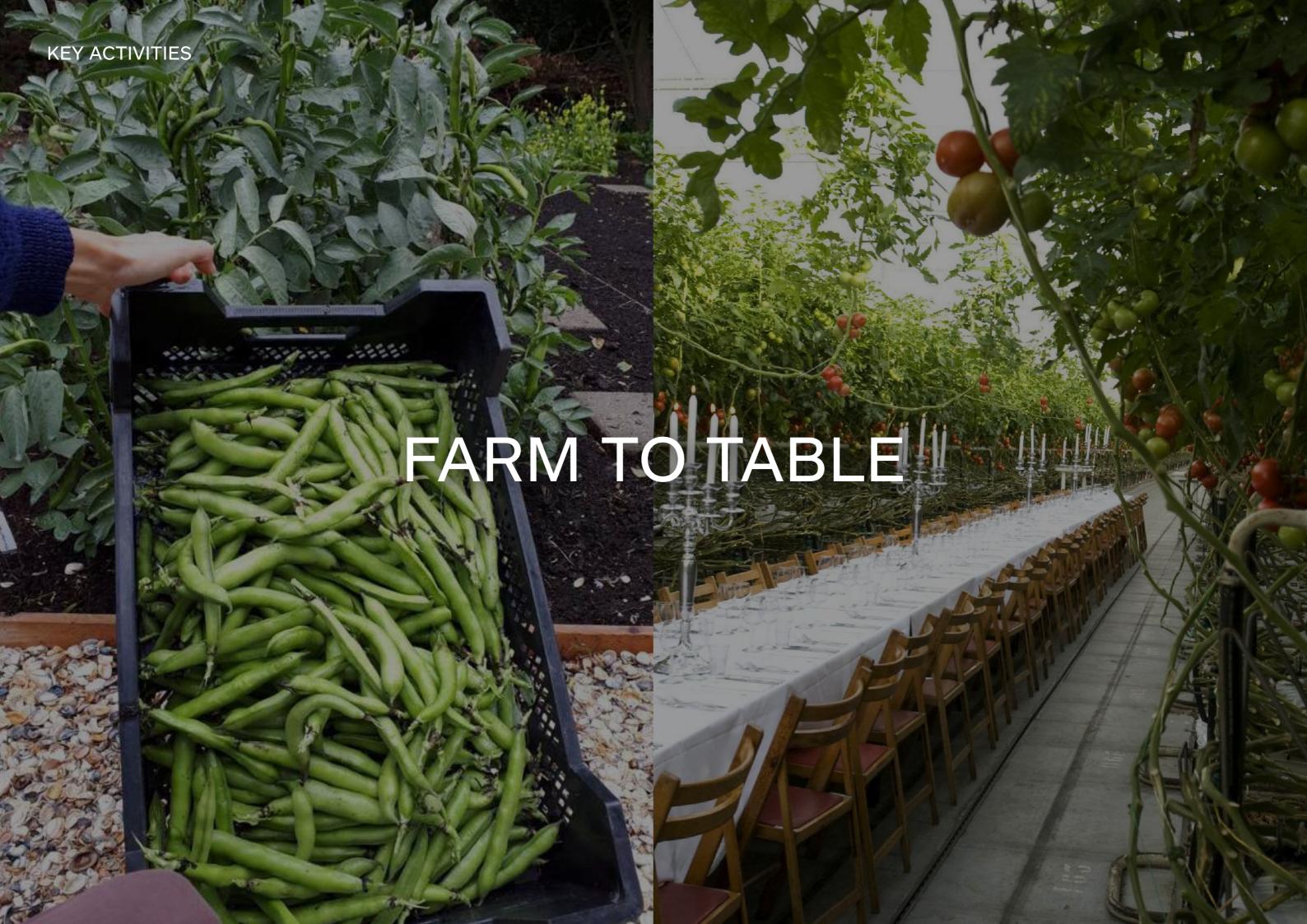
11

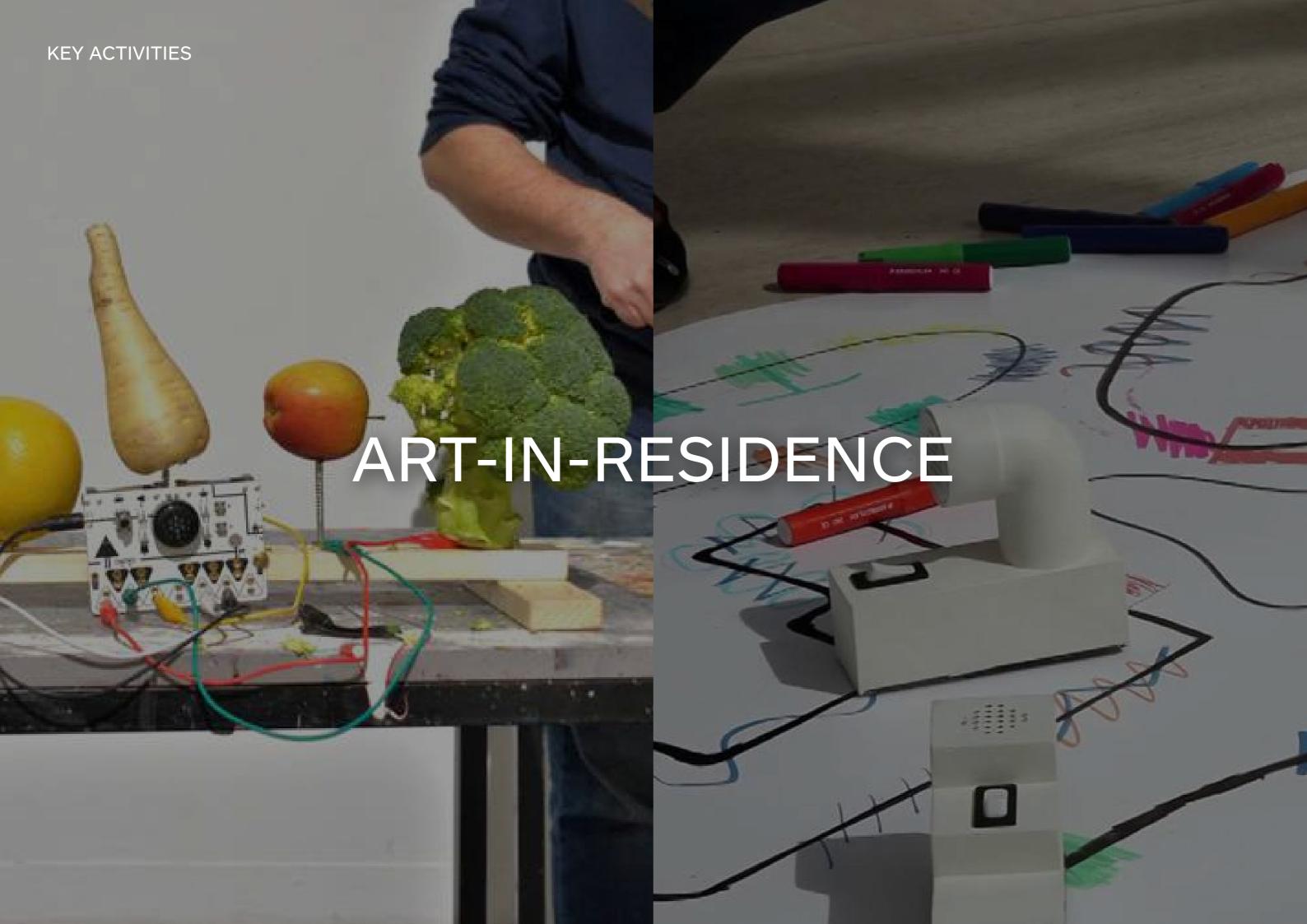
This is to request and require in the name of the president of the Republic of Takata all those whom it may concern to allow the bearer to catch a fish in the river, enjoy life in nature and play music freely without hindrance and to afford him or her, every assistance and protection of which he or she may stand in need.

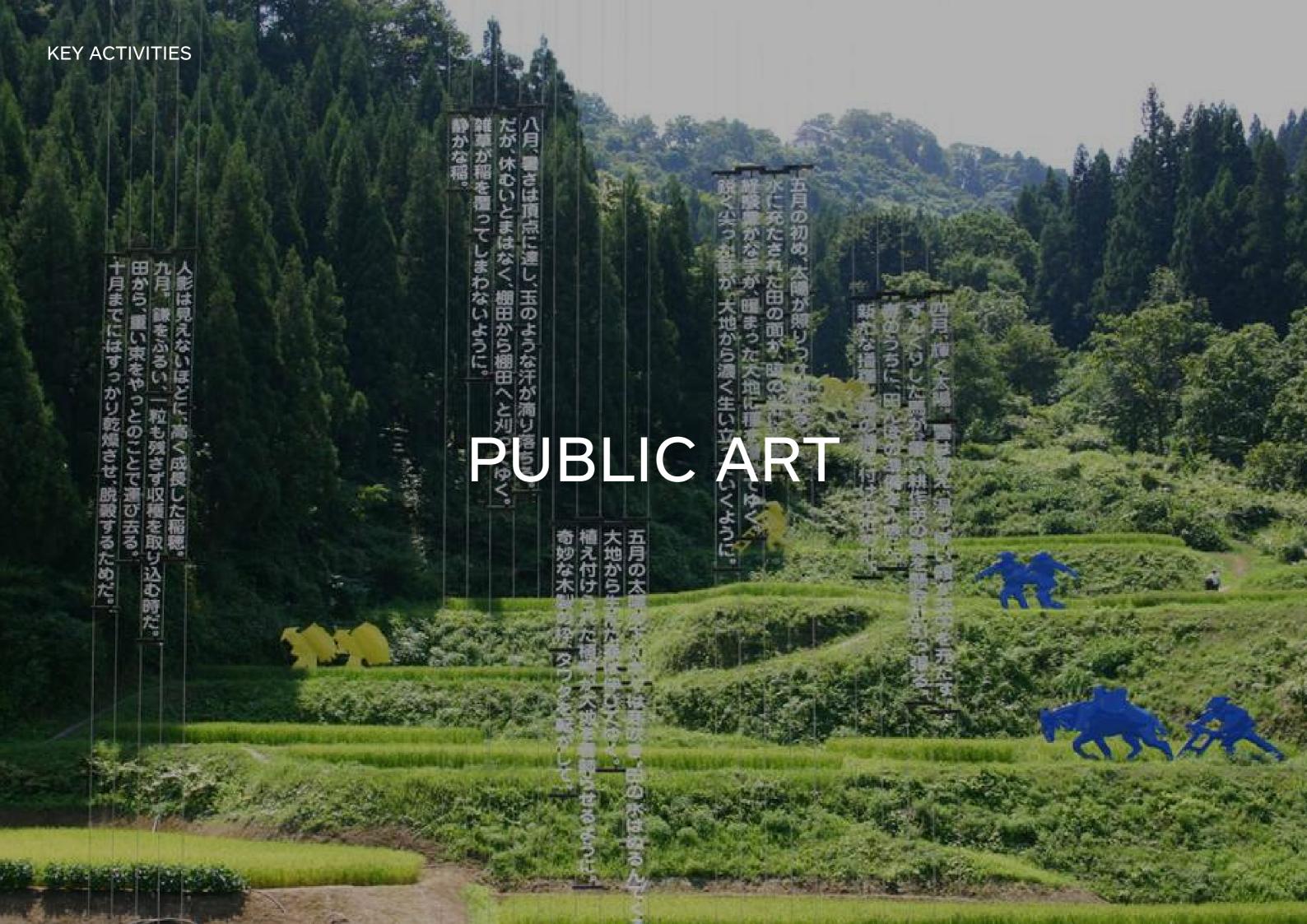
高田共和国

高田共和国民である本旅客の所持人は通路 故障なく川で魚釣りさせ、自然のある生活 を楽しませ、または音楽を嗜ませ、かつ、 同人に必要な保護扶助を与えられるよう、 関係の諸官に要請する。

高田共和国













PASSPORT



PASSPORT











意義

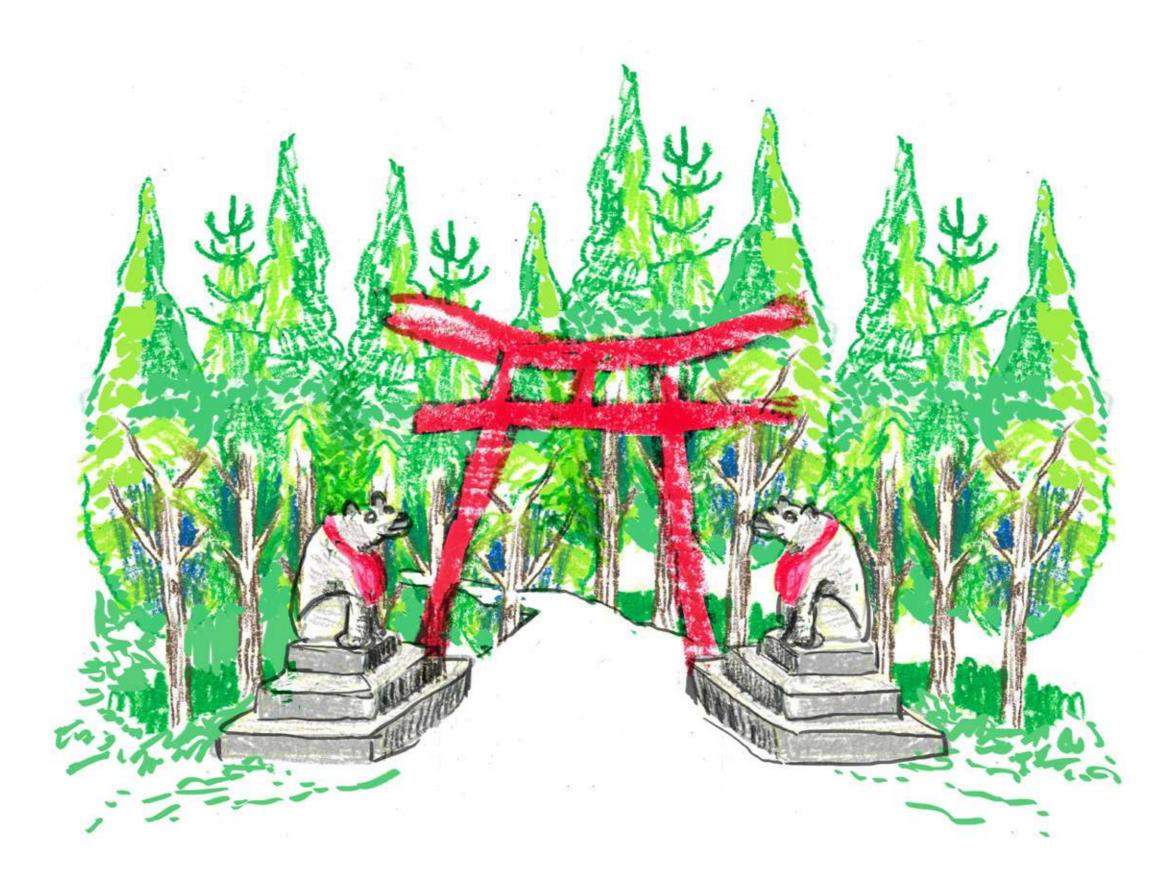
MEANING



帰属感

A SENSE OF

BELONGING



Thank You!