

20 16

Global PBL Yearbook

Shibaura Institute of Technology
Department of Engineering and Design
Product Design Course

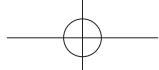


Shibaura Institute of Technology
Department of Engineering and Design
Product Design Course

SIT

KMUTT Design Workshop in Thailand
KMU Design Workshop in Tokyo
UOU Design Workshop in Korea
KMUTT Design Workshop in Tokyo
ASIA 5countries Design Workshop in Korea
UOU Design Workshop in Tokyo





刊行にあたって

芝浦工業大学は、文部科学省の進めるスーパーグローバル大学創成支援事業（SGU、2014年9月に全国から37大学が選ばれました）に、私立理工系単科大学として唯一採択されました。デザイン工学部でも、これを契機に海外大学との交流が、質、量ともに飛躍的に拡大することになりました。交流の意義は、多様な考え方で触れることで視野を広めることであり、急速にグローバル化する社会に対応できる人材の育成にあります。

この報告集は、2016年度開催したgPBLを記録したものであり、デザイン工学部のグローバル教育を進めていく上でも記念すべき第一巻です。学生たちは、異なる“学び”，言語，文化を背景にもちながら、英語などの言語だけでなく、スケッチを含む視覚表現などを駆使して、教員も驚かされるような多大な成果をあげるとともに、グローバル人材としての成長の一歩を踏み出しました。この報告書から学生たちの成長を感じとっていただければ幸いです。また、この場を借りて、gPBLを実施するにあたり、ご尽力をいただいた本学の職員の方々、ならびに課題提供などでご協力を賜った企業のみなさまに感謝の意を表したいと存じます。

芝浦工業大学デザイン工学部 学部長 古屋繁

In publication

Shibaura Institute of Technology was chosen as one of the universities for Top Global University Project (SGU project, there were 37 universities chosen in September 2014) by the Ministry of Education, Culture, Sports, Science and Technology. Our university was the only one chosen from the private universities of science and technology. At the college of Engineering and Design, the chances to study abroad and communicate with students from different nations have expanded magnificently in both quality and quantity ways for the past few years. The objectives of communicating with students of different background are for students to experience, be exposed and to get to know the different values that widen students view points and ways of thinking. We also aim to foster human resources who can adapt quickly into the global society.

This book is the record of the global PBL(Project Based Learning) which was held in 2016, also a memorable first volume of the gPBL at College of Engineering and Design to promote the global education of the college. The students who joined gPBL has taken a first step forward to become a human resources for global society through the learning with friends of different backgrounds, such as “language” and “culture”. Through the gPBL students have shown much results and excellent performances than expected, not only by using English but using visual aids including sketches as their communication tools. I hope this report is good enough to show such student's growth.

I also would like to express my sincere appreciation to the staff of the University for all the help given to implement the gPBL, and the companies cooperated for, such as giving the project theme..

Dean, College of Engineering and Design Shibaura Institute of Technology
Shigeru Furuya



KMUTT Design Workshop in Bangkok

2016.02.08-02.17

Introduction

Member: モンクット王トンブリー工科大学(2~3年生)、芝浦工業大学(2~3年生)、グループ編成: 1グループ(5名)
5グループ編成

King Mongkut's University of Technology Thonburi

Theme

心と体を健康に保つためのキッチンとその空間の提案

生活スタイルの多様化により、日常の中心となる食環境が劇的に変わった。多忙な毎日の中では効率性を重視し手料理が減少。それに伴って、コミュニケーション不足や健康問題も出ている。人々が心と体を健康に保つためにはどのようなキッチンが考えられるかという課題をもとに、日本とタイの食文化を生かし、また最新の技術を取り込むなどして、新しいキッチン空間を提案する。

A proposal of a spatial or product design of a kitchen to make people healthy, physically and mentally

The food culture around us has changed dramatically from the diversification of our life style. Our daily lives have gone way too busy so the number of times to make homemade cooking has decreased. And because of that, there is not enough communication between friends and family. In addition health problems are rising too. Originating from Japanese and Thai's food culture, and taking in the latest technology, we are going to make a brand new kitchen space which will lighten up the people's food culture physically and mentally.

Schedule

Discover	Define	Develop	Deliver
1-2day	3-4day	5-6day	7-8day
Observing Reality	Discussing Concept	Concreting Idea	Creating Design

Discussion & Research

バンコクの住宅を訪問し、実際に料理に参加することで、日本との共通点や異なる点を探った。

We visited the houses in Bangkok to find out what they want to treasure when cooking and eating with the natives.



Activity & Experience

王宮などの見学の他、繁華街、アジアティック ザ リバーフロントなどで文化やデザインの傾向などを観察した。
We visited the royal palace, Asiantique The Riverfront, and the downtown shopping center to experience their culture and design.



Korea

Japan

China



Group 1 /

Member : Mary Sukgul, Sirapat Srisan, Teeraadech Panyasak, OBA ATSUSHI, SAITO YASUMASA

Concept

CONNECT

自炊志向のひとり暮らしが抱える「献立を考える手間」「孤独感」に着目し、キッチン壁面にカメラとマイクを付属したディスプレイを配置し、より多くの人と料理を通して繋がるシステムを提案した。

We objected on the single's problems of "what to cook" and "isolation", and came up with a conclusion by setting a camera, a microphone, and a display on the kitchen wall so that the target user can contact with others by cooking.

Final Proposal



4

Design Process



CONNECT
Makes you creative.



Kitchen
for people **love** cooking

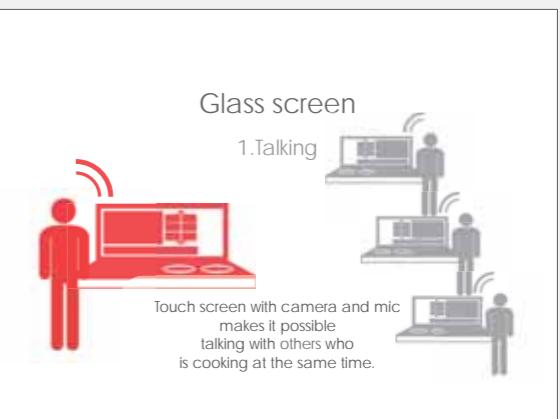
Presented by Group 1
16th Feb. 2016

Concept

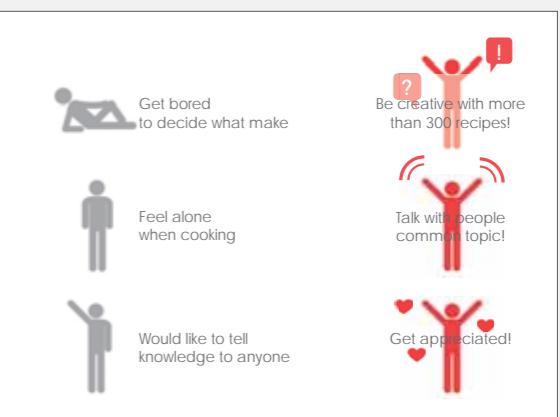
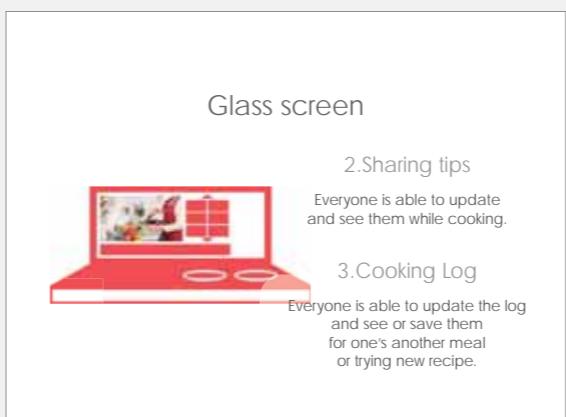


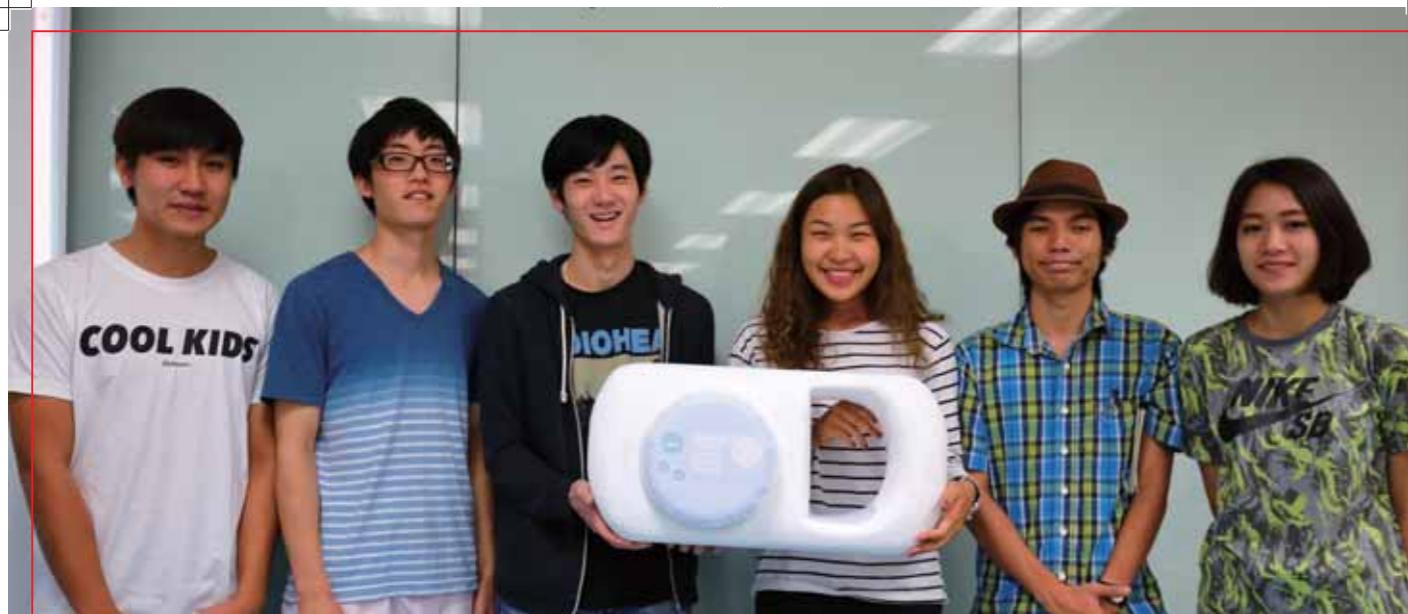
Target

people who live at condo alone
-middle class
-Intend health & hygiene more than price
-organized & creative
→would like to keep Quality of Life



Glass screen





Group 2 /

Member : Jutamas Pooranawatanakul, Tidarat Wutinapawat, Gunn Tangpojthaweepon, Pongsiri Taksinwattananon, TAKAGI RIKU, MATSUNAGA WATARU

Concept

CAPINET

専業主婦が抱える「調味料の保管方法・衛生面」という問題点から、調味料をカプセル化することで衛生面を確保し、ディスプレイの操作によってカプセルが自動で提供されるプロダクトを提案した。

There are problems about making the cabinet clean and tidy from the spices .We solved this problem by changing the spices into capsule type containers and mechanizing the cabinet using a display to choose and supply them.

Final Proposal



Design Process

KMUTT-SIT Design Workshop 2016

Team 2

The kitchen
in a futuristic way

Bam • Gun • Katip • Pongsiri TN
Wataru • Riku

MEMBER

Quick Review of the Midterm Presentation

	Self-esteem	Make good relationships between friends and family
	Desire	Good taste , hygiene
	Feel	Confidence in the ingredients , safe , proud
	Want	Hygiene ingredients in every cooking step
	Need	Cook and eat to survive
	Situation	Cooking in a single house

age : 35
status : married
job : House wife

The things she has in mind when cooking
 -She wants all of her spices inside the cabinet because the kitchen will **nice and tidy**.
 -She wants the kitchen to be cleaned all the time from providing the penetration of bugs lizards.
 -She cares about her kitchen to be **hygienic** all the time.

Quick review

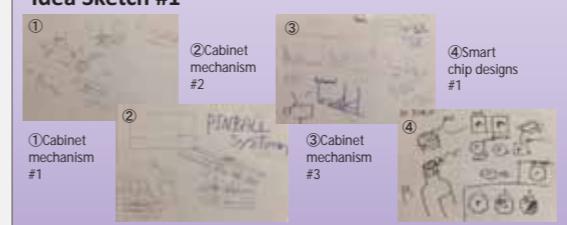
Direction • Tidying up the kitchen in a **futuristic way**.



Concept

- Easy accessibility in sauces , spices and in other ingredients.
- Making an easy management system inside the cabinet function.

Idea Sketch #1



Idea Sketch #2



Function

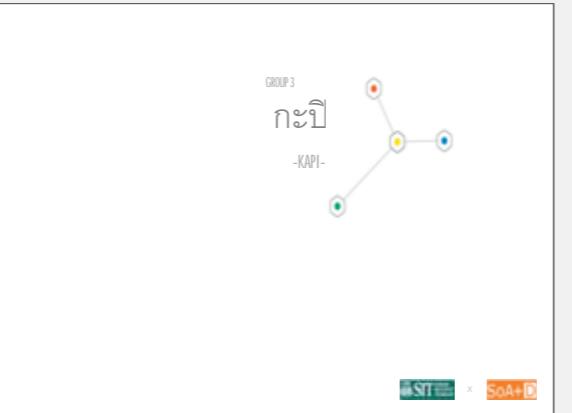
- peel the seal
pour all the ingredient in to the food
- squeeze
squeeze to pour the ingredients to adjust the amount you need in the capsule

Function

- stores the capsules automatically
set the tray and if slips into the stocking place, stores the capsules automatically.
- ingredients search system
for cooking menu
- information
for the remaining ingredients
- turn table
system



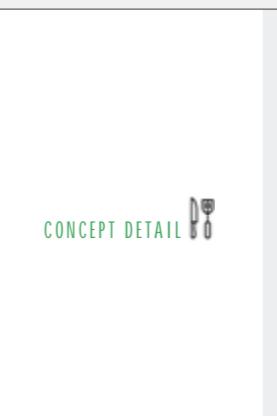
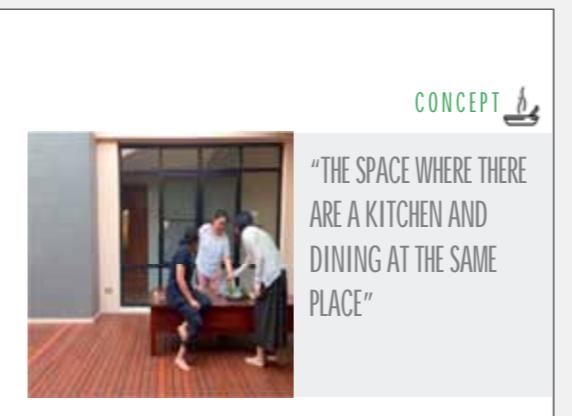
Design Process



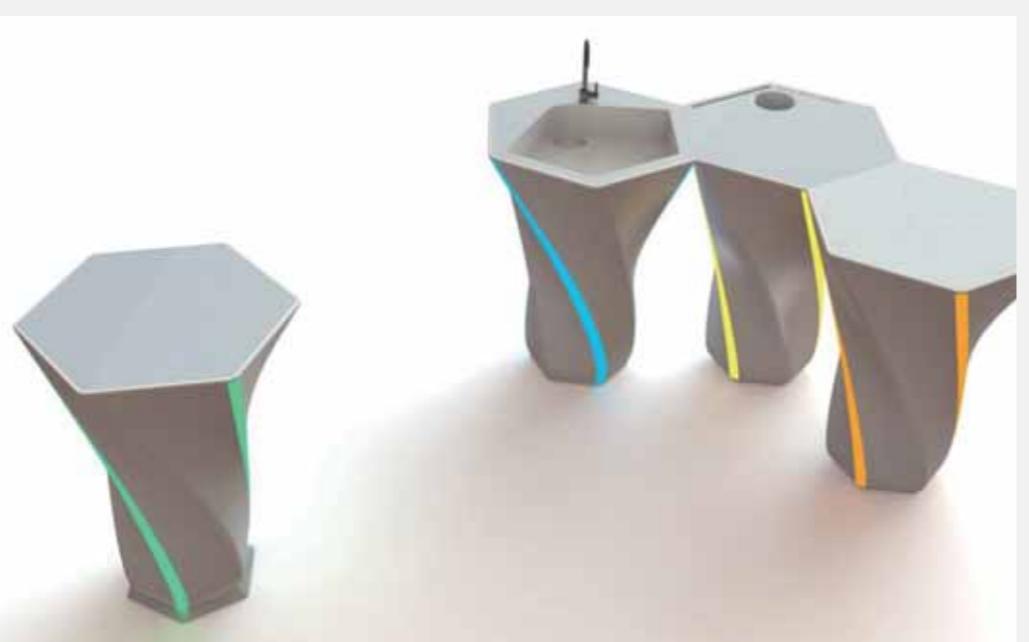
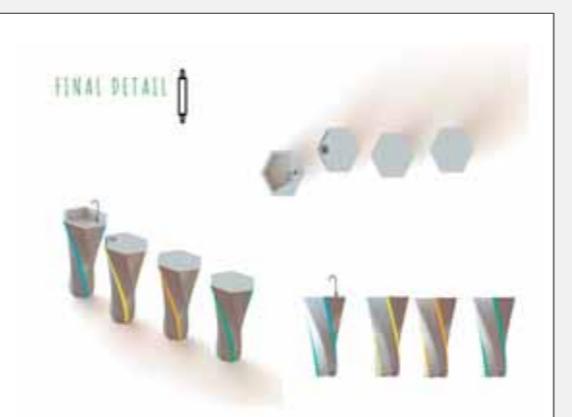
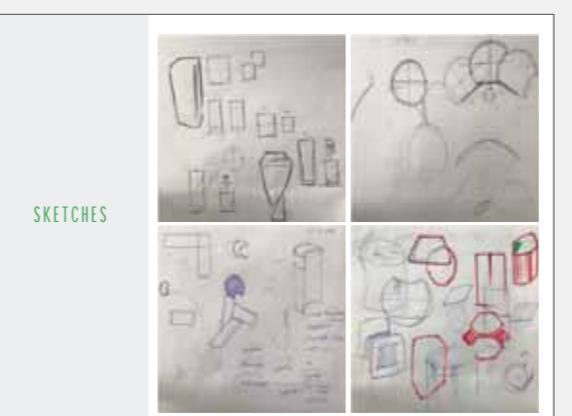
- Man refuse to get involve in the kitchen because they think That it's boring and it is woman's duty

- Woman think man's cooking skill don't reach the standard

- woman likes to work alone



- CAN PARTICIPATE MORE
- CHANGE ATTITUDE
- MIX GENDER



Group 3 /

Member : Napatsorn Paitoonwongweera, Panakorn Kheangtong, Pimpetch Tanakijkamthorn
Warot Angsriprasert, AOYAMA KOUKI, OKUBO YUKI

Concept

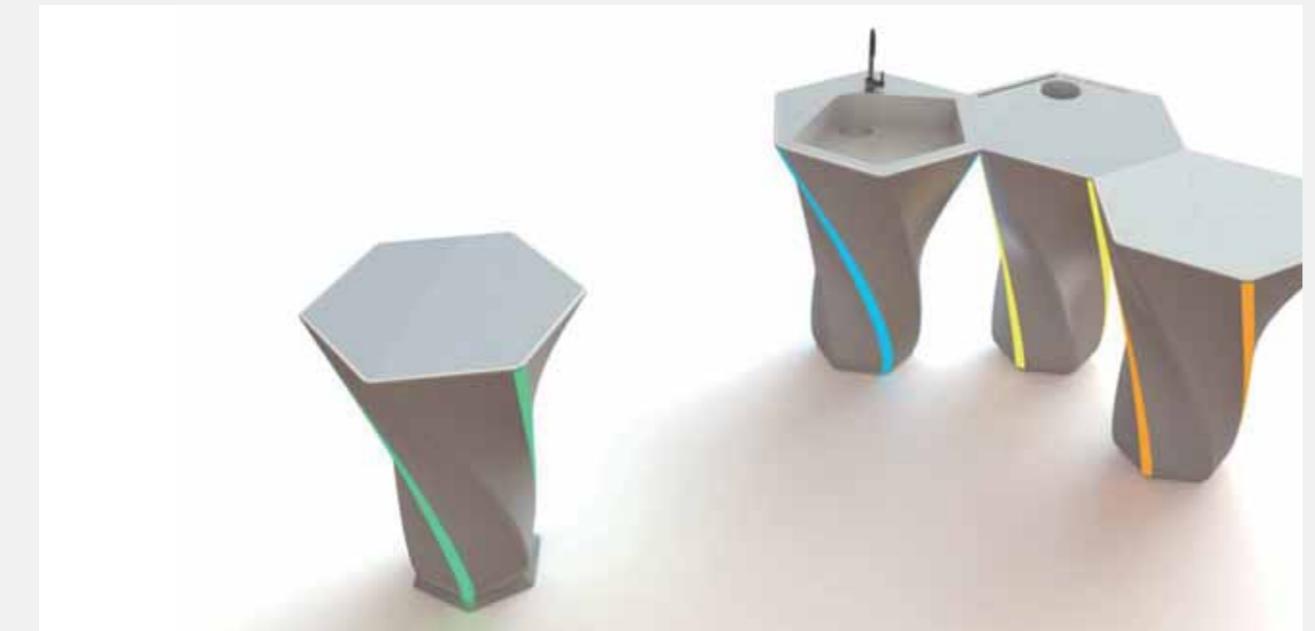
キッチンとリビングが共存する空間

[A room where a living and a kitchen coexists]

退屈さやスキルの問題で男性が料理に参加していないとい
う現状から、状況に応じてキッチンの形態を変えることで
男性も料理に参加しやすいような提案をした。

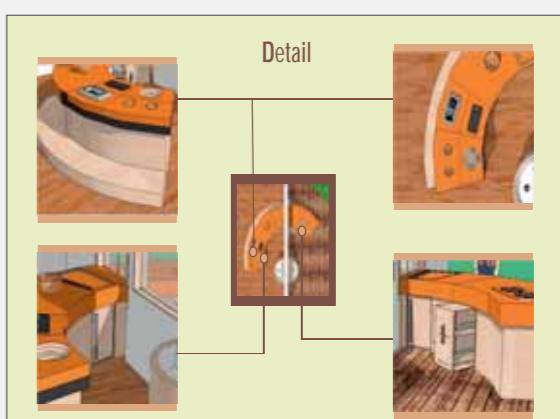
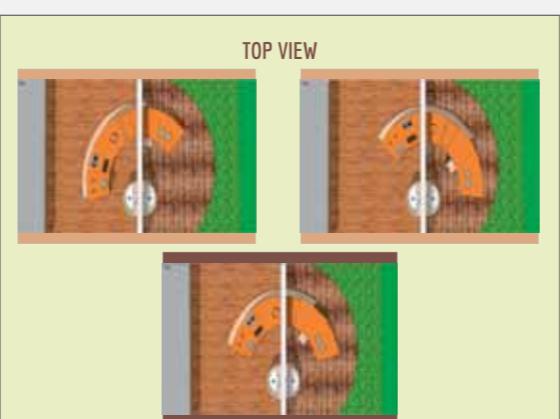
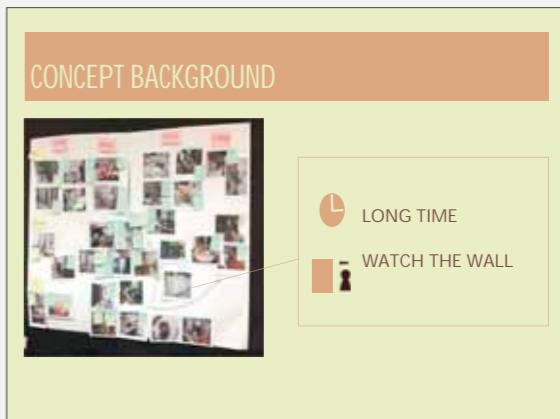
There are present situations which men don't participate
the role in cooking from tiredness and not having enough
skills. So our conclusion was to make a transformable
kitchen table to make men easy to take part in cooking.

Final Proposal





Design Process



Group 4 /

Member : Piyakorn Siravorakul, Thanat Ageprapai, Peeraphat Pongtawornpinyo
Satikorn Teeraganon, UEHARA NATSUKI, SAWAHATA YUI

Concept

3つの「A」[3A's]

タイの大家族のために Adjust (シーンに合わせて調理場を室内外で使い分けられる) / Assemble (皆で料理ができる) / Amuse (長時間でも楽しく料理ができる) なキッチンを提案。

We made a kitchen which concepts with 3 A's. A for [Adjust (changing the cooking space inside-out matching different situations)] , [Assemble (all the member can take part)] , [Amuse (to have them enjoy a long term cooking)]

Final Proposal





Group 5 /

Member : Danicha Treejaturan, Thanaphum Thiraporn, Peerachart Ratchatavitayakul
Phoomrapee Panichpat, YOKONO HIRONA, UMEYA TOMOYO

Concept

アクティブキッチン [Active Kitchen]

学生寮に住む学生が能動的に料理をしたくなるように、友人とともに調理や食事を楽しんでもらいやすい共用キッチンを考えた。

We came up with a kitchen for common use inside a student dormitory so that the students can enjoy cooking and communicating with others.

Final Proposal



Design Process



RESEARCH

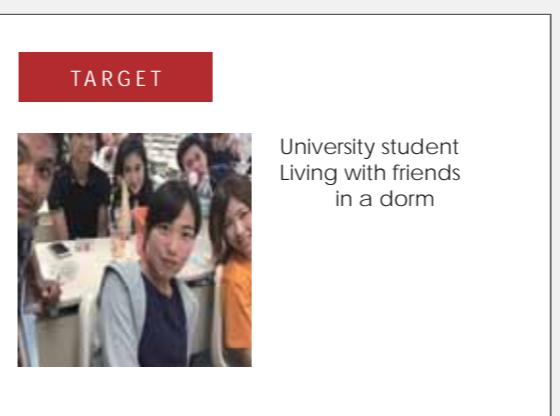
We visited two Thai people's house. We knew how the kitchen is, how to cook, and what kind of kitchen tools they use. Not only that but also there are other things we notice.

We notice that it is important to be interested in not just a meal but also in the cooking.



WHAT'S ACTIVE KITCHEN?

- Want to cook actively
- Customization
- Enjoy cooking together
- Able to know taste of home
- Teaching recipe each other
- Eating together
- One of common space
- Can make new friends
- Good for the health



University student
Living with friends
in a dorm





KMU Design Workshop in Tokyo

2016.02.12-02.19

Introduction

「異文化体験によるデザインワークショップ」：韓国の国民大学大学工業デザイン学科と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出することにより、交流・協力する目的として東京でワークショップを開催した。

"Design Workshop Through Different Cultural Experiences": Kookmin University and Shibaura Institute of Technology Department of Design Engineering held a workshop in Tokyo in objective to exchange and cooperate with others by creating opportunities to experience different cultures and creating common values.

Theme

感情の分かち合い

言葉の壁を超えて、人と人の感情を分かち合うための方法について英語を用いて議論とフィールドワーク調査を行い、コミュニケーションを助けるプロダクトやサービスを提案する。

Share Emotions

While overcoming the language barrier, we will conduct fieldwork surveys and discussions on ways to share feelings between people and people, and propose products and services that will help communication.

Schedule

Discover	Define	Develop	Deliver
1-2day Observing Reality	3-4day Discussing Concept	5-6day Concreting Idea	7-8day Creating Design

Discussion & Research

感情を表す言葉から様々な議論を行った。

We held various discussions from word that describe emotions.



Activity & Experience

東芝未来科学館に行ったり、日本の文化体験を行ったりした。

Went to places like Toshiba Future Science Museum and did things like Japanese culture experience.





Group / Big Hero 6

Member : Kim Yong Hwan / Lee Ye Ji / Park Hye Min / Saki Oshino / Mariana Kussaba
/ Momo Natori

Concept

Happiness attract happiness

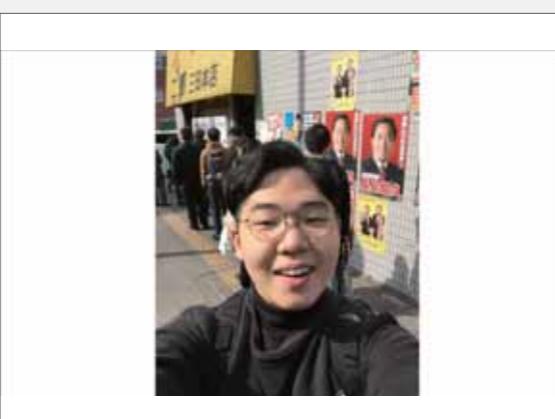
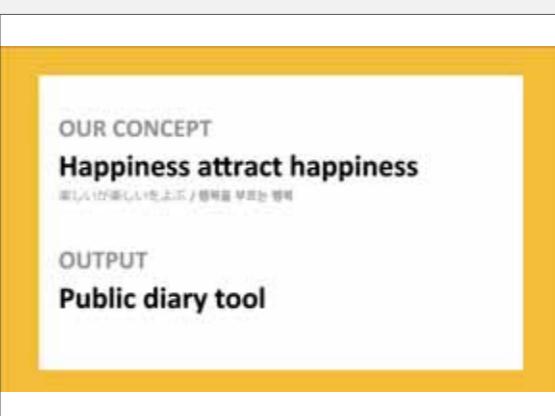
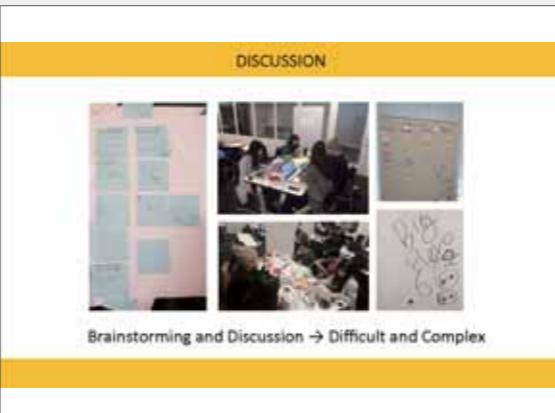
幸せな瞬間の顔を撮り、SNSにあげる。そのあげられたたくさんの幸せな顔を合成するアプリ。

Taking pictures of faces of happy moments and uploading it on social media. Then an application will create a composite image of the numerous images of happy faces uploaded.

Final Proposal



Design Process





Group 5 / ごぼう

Member : Kyungmin Lee / Hojung Cha / Minji Yoon / Toshiki Matsuo / Ryo Sawahaji
/ Yuka Narui

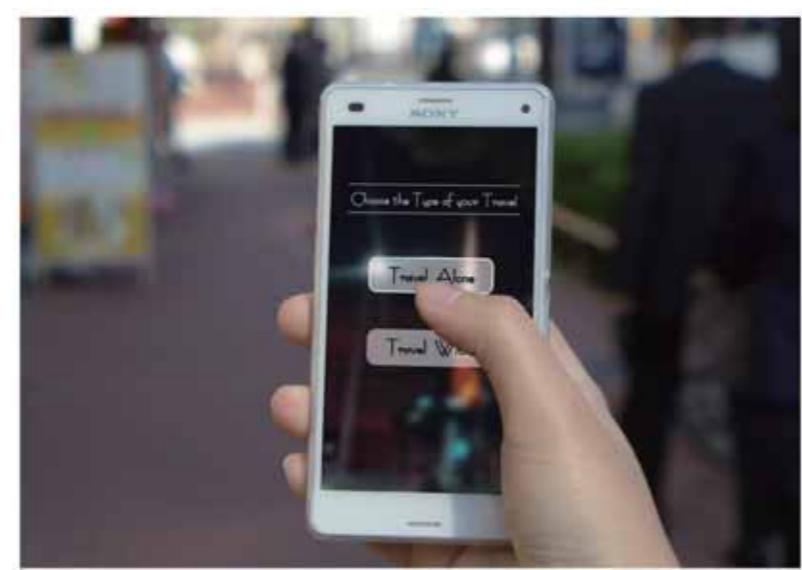
Concept

Analog from Digital

旅先で撮った写真に感情を表すアイコンを足して、思い出
を感情とともに思い出せるアプリ。アルバムとしてアナロ
グ化して残せる。

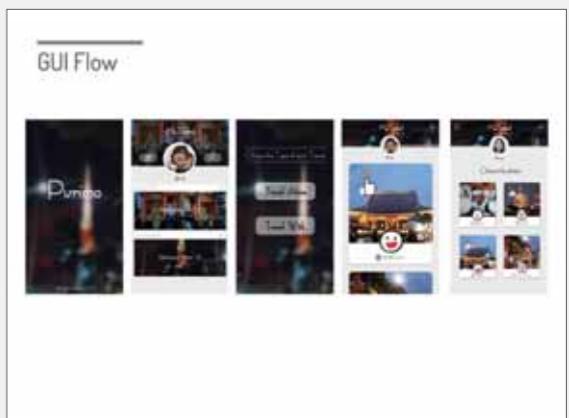
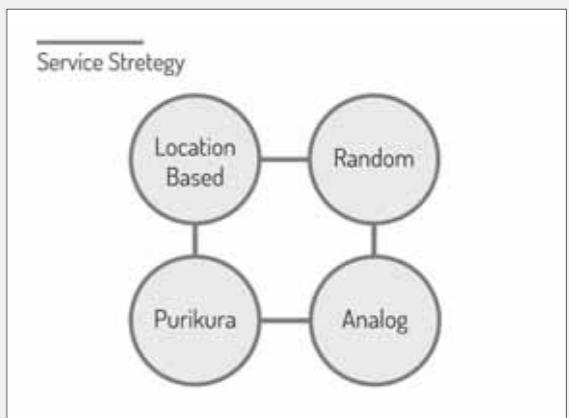
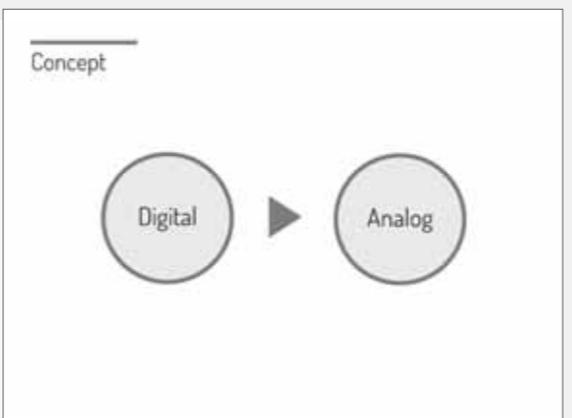
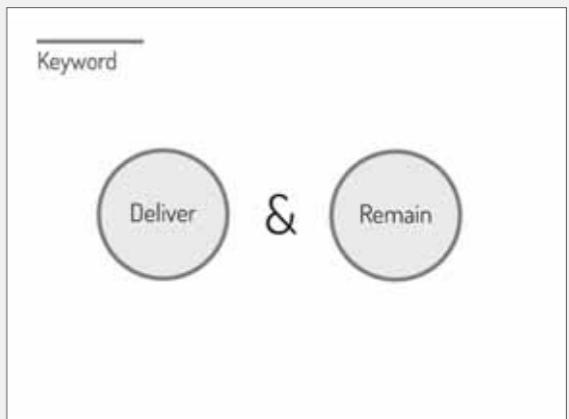
An app that adds emotional icons to photos taken during
vacations and reminds you of memories along with
feelings. It can be analogized as an album to save.

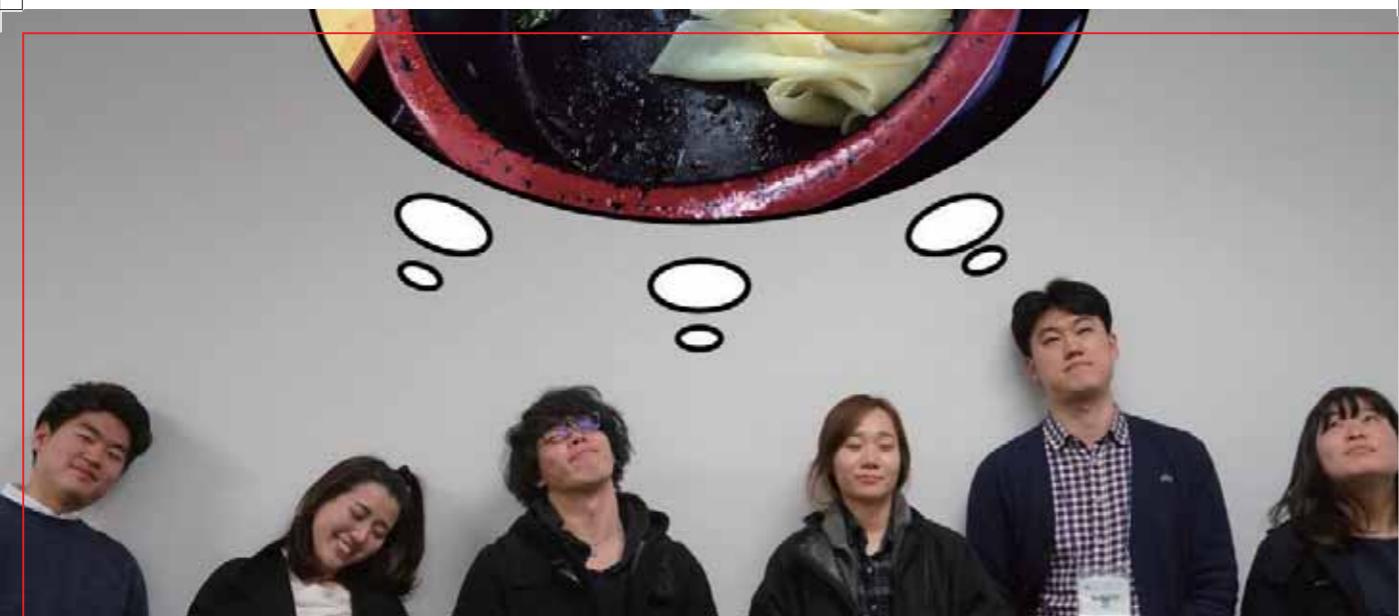
Final Proposal



Purimo

Design Process





Design Process



In SHIBUYA
Every Saturday
1PM in Early Feb.
YOU ARE HERE

EMOTION
Share the Emotion! Release the Emotion!
at the same moment / all over the world
JOIN US

In Seoul
매주 토요일
1PM in Early Feb.
YOU ARE HERE

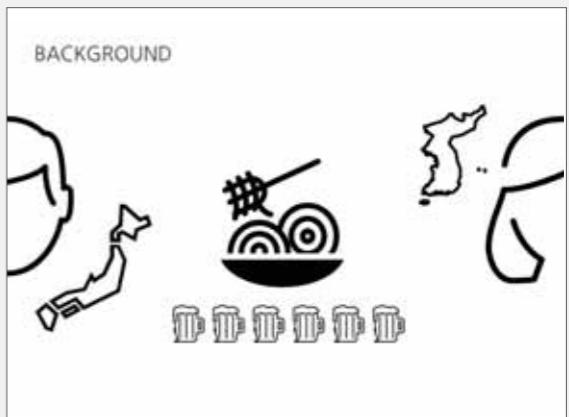
EMOTION
Share the Emotion! Release the Emotion!
at the same moment / all over the world
참여하세요!



Design Process

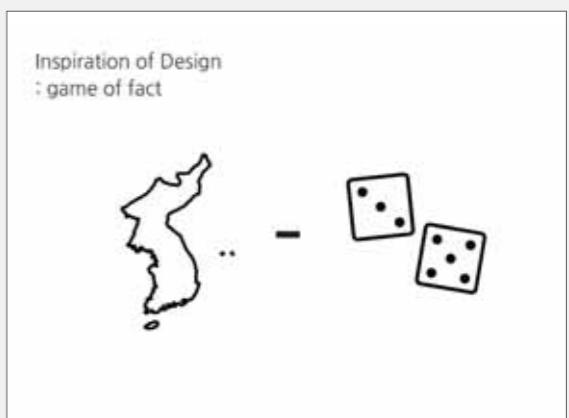
THEME
: Sharing Emotion

Drinking can make us talk!



Goal : Deep conversation

Express emotion easily



What to do



How to play



Group 1 / Mygumi

Member : Mun Hyun Hun / Hur Gyu / Yoon Jin Hee / Naoya Shibata / Tomoya Nakamura
/ Manatsu Inoue

Concept

More Alcohol, Deeper Story

真実ゲーム用のラベル。これを使用することで関係をより深めることができる。
A label for a truth game. You can deepen relationships by using this.

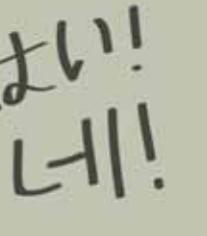
Final Proposal



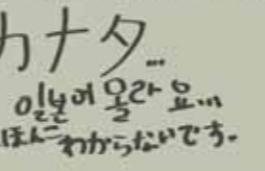
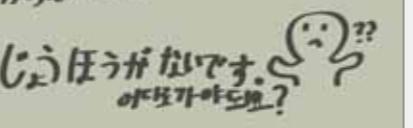


Design Process

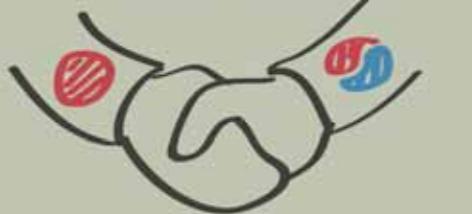
To Japanese
Q. WHY JAPANESE PEOPLE EAT ALONE?
 **BUSY!**
Q. WHAT DO YOU THINK ABOUT THIS?
 **LITTLE LONELY..**

Q. HOW DO YOU LIKE MEETING FOREIGN PEOPLE?
WILL YOU ENJOY?
 **はい!**
 **ネ!!**

Japanese student said they will enjoy the experience with foreign friends.

To Korean
Q. WHAT IS THE HARDEST THING IN JAPAN TRAVEL?



Korean students' problem was language, and too little information.

SO, WE FOCUSED ON BOTH GROUPS PROBLEM.


LET'S MATCH
LONELY JAPANESE AND TRAVELING KOREAN!

Group 8 / 豪快

Member : Yeongchae Choi / Jeonghye Yoon / Yongtae Chung / Kosuke Inoue
/ Takanori Hirohashi / Kai Tsuda

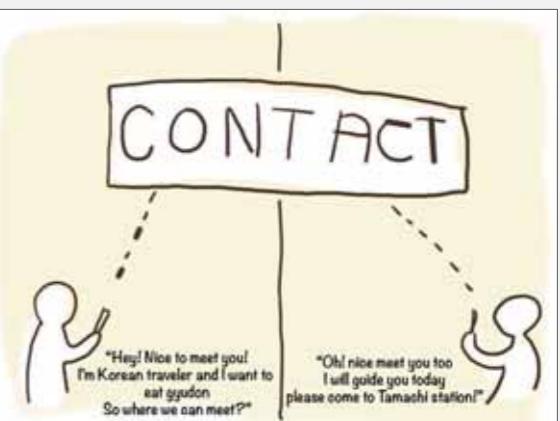
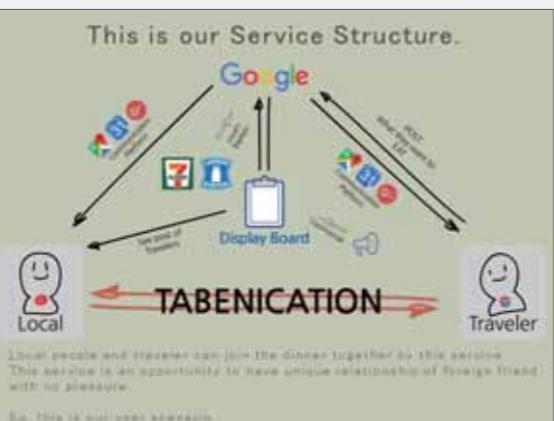
Concept

Let's match lonely japanese and traveling korean!

一人寂しくご飯を食べる日本人と旅行に来た外国人をマッチングするサービス。
A service that matches someone in Japan that is eating alone and foreigners who came to Japan for a vacation.

Final Proposal

TABENICATION





Group 4 / PIKA

Member : Hyunjin Yoo / Haneum Lee / Junghyun Park / Satoshi Yahiro / Nao Kanbe
/ Megumi Karasumaru

Concept

Give my story, Get other's story

その場所で感じたことを手紙に書き、このボストに入れる
とほかの人の手紙が出てきて、その場所での感情を共有す
ることができる。

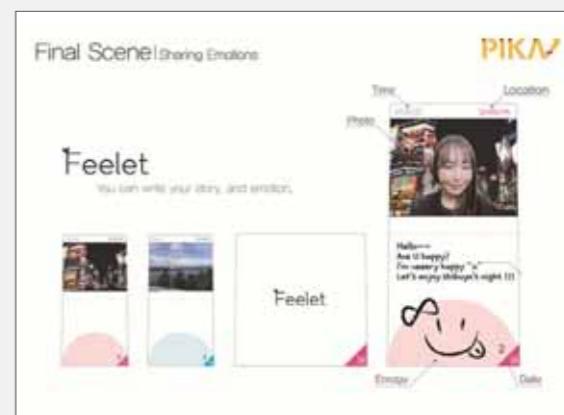
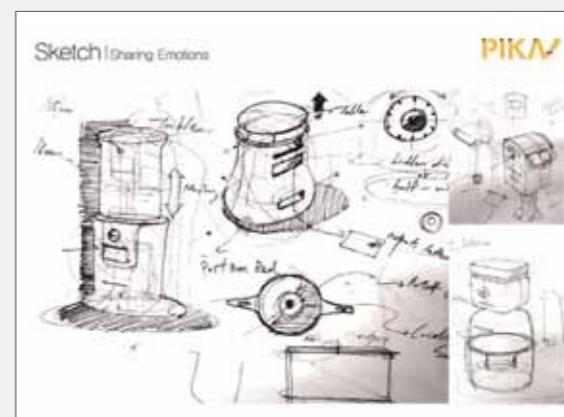
Sharing emotions with someone at a place by writing
down your thoughts down on a letter and placing it in a
post box. You will receive someone else's letter in return.

Final Proposal



FEELING POST

Design Process





Design Process

Summary
Decide meeting time

Our experience about

Love + Emotion

- Letter
- Portrait
- LINE
- KAKAO TALK
- Korea vs. Japan
- (meeting time/ date course)
- Pure communication
- Stereotype (fixed idea)



Group 2 / SHY - KO

Member : Joon Chan Ho / Yang Su Ji / Lee Hye Min / Yuho Yanagida / Keitaro Sato
/ Mahuyu Wakana

Concept

Dating Service Purpose & Brain Controller "Scent of Memory"

VR 空間上でデートができるサービス。相手のにおいも感じることができる。
A service that lets you go on a date through VR space. You can smell their scent.

Summary
Decide meeting time

Conclusion

"We will make service about dating environment for People who are far away from their Lover."

User
Couple (long distance, Different country)
Family
Friend
Pet

Project concept
Purpose

"Service purpose are Exist same place and time."
Express using VR

"Focus on Smell (One of the Five senses)."
using Brain controller

Project concept
Brain Controller "Scent of Memory"

Scent of Memory (SOM)

Define

This is a machine that scan brain's electronic signal and save signal data. When we use this, we can remind our emotion we felt in past and present VR expressing visual impression.

Signal Transfer Process

Scan Brain → Save Emotion Data on Smell → Transfer sense

Project concept
Brain Controller "Scent of Memory"

How to use (Scent of Memory)

Offer VR dating service
User's brain signal conversion to VR
Scent of Memory's memory transfer to VR environment
User control themselves
Create an illusion

Background Technology
<http://scentofmemory.com/>

Scenario & Persona

Female

- Name : YOUNG SUJI
- Age : 21
- Country : Korea
- Hobby : Shopping
- Job : Office lady
- Favole date course : Triple, Red velvet cake

Male

- Name : SATO KEITARO
- Age : 25
- Country : Japan
- Hobby : Video game
- Job : M&E couple in IT graduate school
- Favole date course : Hikone, House

Female - SUJI's Focus

- She is a college student at Yonsei University.
- She is a computer engineer at her job.
- She is a 2nd year dormitory life.
- She is a member of the school's basketball team.
- She is a 3rd year dormitory life.
- She is a member of the school's basketball team.
- She is a 3rd year dormitory life.
- She is a member of the school's basketball team.

Male - KEITARO's Focus

- He is a college student at Yonsei University.
- He is a computer engineer at his job.
- He is a 2nd year dormitory life.
- He is a member of the school's basketball team.
- He is a 3rd year dormitory life.
- He is a member of the school's basketball team.
- He is a 3rd year dormitory life.
- He is a member of the school's basketball team.

Final Proposal





UOU Design Workshop in Korea

2016.06.08-06.10

Introduction

「異文化体験によるデザインワークショップ」: 韓国の蔚山大学大学製品環境デザイン専攻と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出することにより、交流・協力する目的で韓国に訪問してワークショップを行った。

"Design Workshop Through Different Cultural Experiences":

Shibaura Institute of Technology, College of Engineering and Design visited Korea for workshops with the purpose of exchanging and cooperating by creating opportunities for understanding and common values through experiences of intercultural experience with the Department of Product Environment Design at Ulsan University.

Theme

自分にとって「幸せ」の意味は

それぞれの国的学生が自分にとって幸せとは何かを共有しあって理解する。そのご、新たなモノやサービスを提案する。

My own meaning of "happiness"

Students in each country shared and deepened understanding in what happiness is for themselves. After that, we proposed new products and services.

Schedule

Discover	Define	Develop	Deliver
	1day		2-3day
Observing Reality	Discussing Concept	Concreting Idea	Creating Design

Discussion & Research

3日という短い時間でもお互いが納得できるよう、しっかりと議論しあった。

We have a firm discussion so that we could understand each other well even though it was as short as 3 days.



Activity & Experience

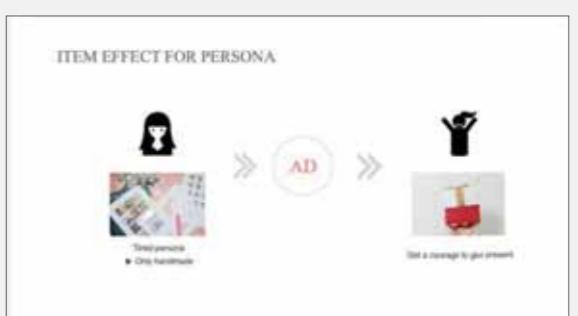
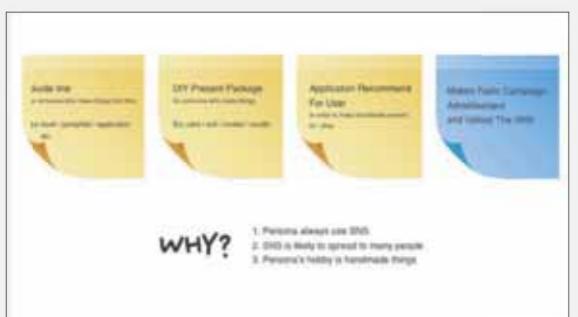
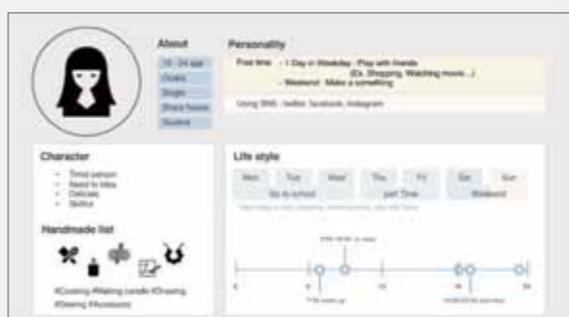
市場で食文化を学んだり、美術館や DDP など様々な建築物や芸術品等にも触れた。

Learned about door culture at the market, got to see various buildings and arts at the museum and DDP.





Design Process



Group 1 / KIMCHI CHEESE

Member : Kim Song I / Kim So Yeon / Kim Jeong Hyeon / Shotaro Kuwamoto
/ Shuma Ito / Yuuka Yonekura

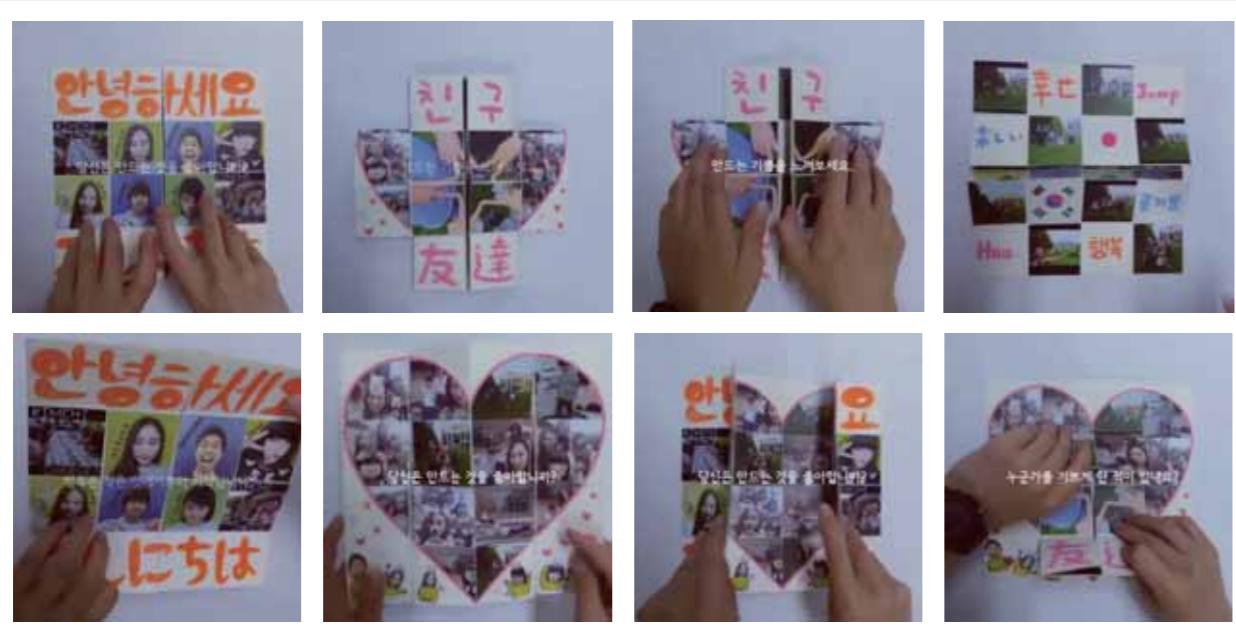
Concept

Makes Public Campaign Advertisement and Upload The SNS

自分たちの立てたペルソナは常にSNSを利用している。また SNS は多くの人に拡散できる。さらに、ペルソナの趣味がハンドメイドであったことから手作り公共広告にした。

The persona we created used SNS on a daily basis. SNS allows you to share with many people. Also, because our persona's hobby was handmade craft, we decided on handmade public advertisement.

Final Proposal





Group 2

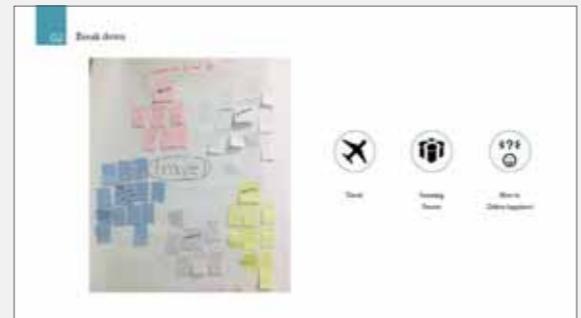
Member : Kang Kye Jung / Jo Yea Hong / Chu Se Eun / Eriko Mizuguchi / Tsubasa Tabuchi

Concept

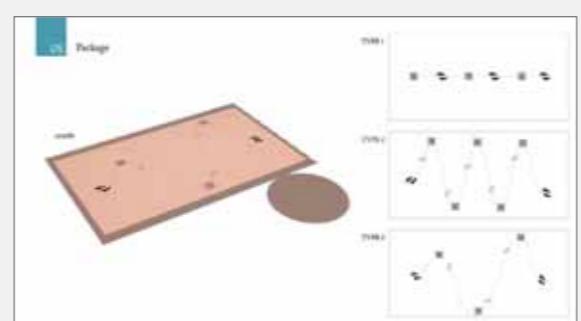
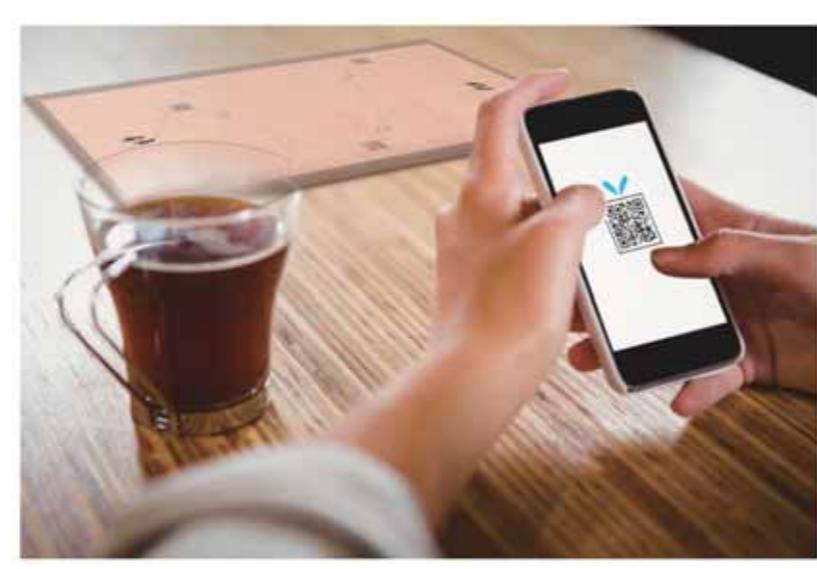
We will send the happiness memories to you.

幸せの思い出をパッケージにして人にあげるプロダクト。
A product that turns happy memories into wrapping.
クト。

Design Process

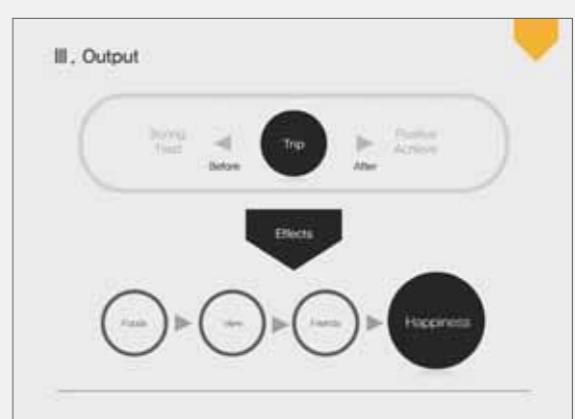
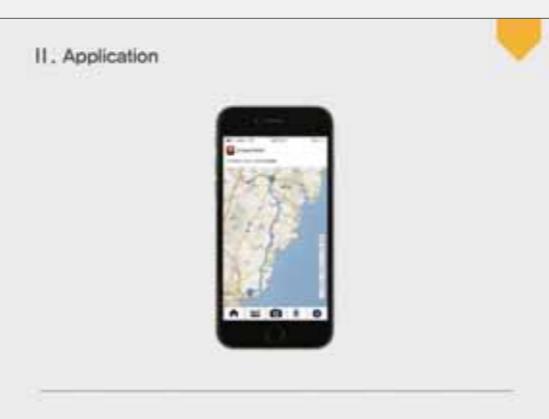
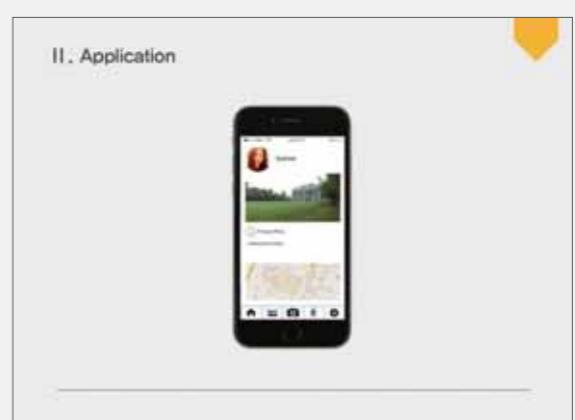
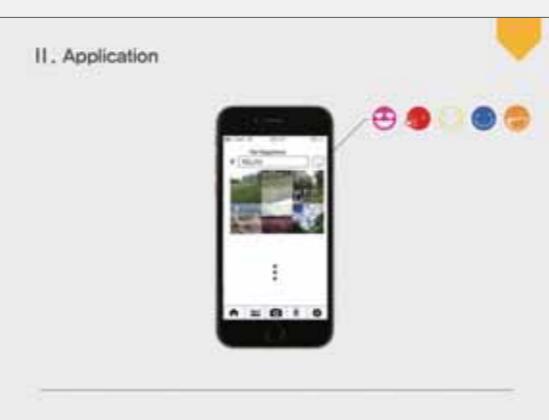
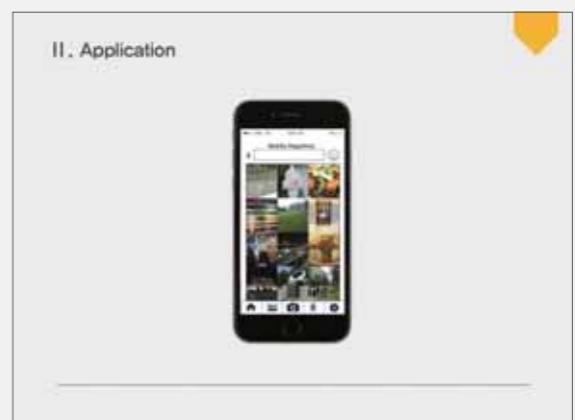
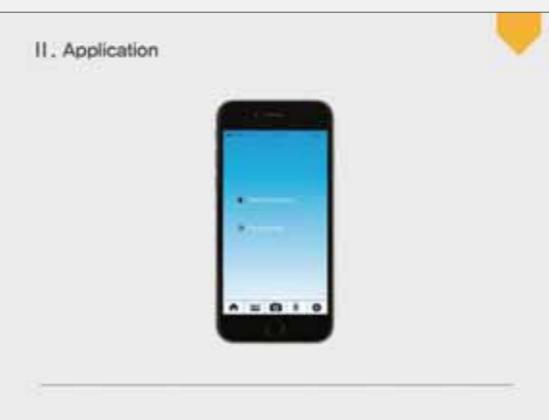
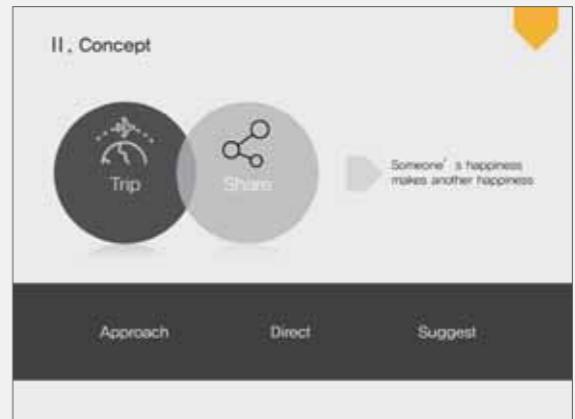


Final Proposal





Design Process



Group 3 / Crooked

Member : Yang Ji Min / Byun Hea Jung / Lee Min Hee / Keitaro Sato / Natsuki Uehara

Concept

Share happiness makes another happiness.

幸せに感じたスポットの写真をあげて人々と共有する SNS アプリ。
An SNS app that allows you to share photos of places you felt happy.

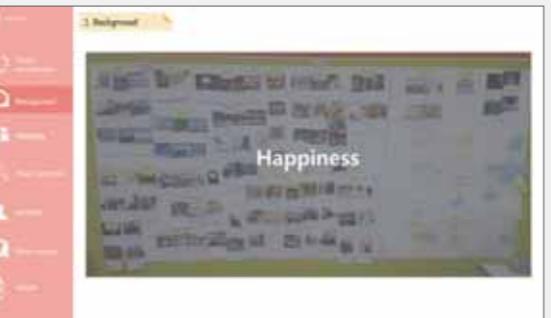
Final Proposal



HAPPINESS PLANET



Design Process



Group 4 / LINE HEART

Member : Jaewan Park / Dawoon Han / Soo Jin Kang / Kazuho Watanabe / Akira Obasa

Concept

Link

Connection • Communication • Relationship のでき
る場所を提供する。

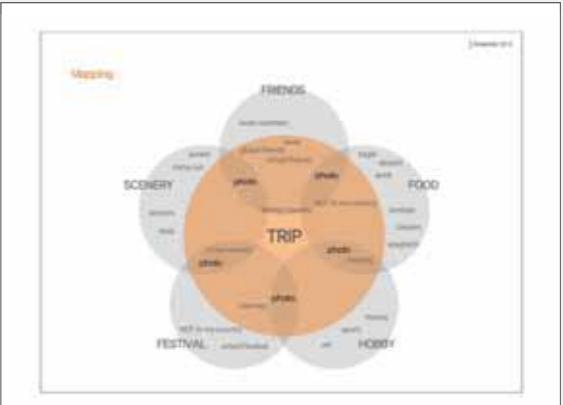
Providing a place where you can connect, communicate,
and relate.

Final Proposal





Design Process



Group 5 / APPLE TEAM

Member : Eunbin Jang / Hyunah Kim / Nahoko Kawamura / Mamatsu Inoue

Concept

Polaroid that can contain memories

携帯しやすい小さなポラロイドカメラ。その場で写真を共有できる。
A polaroid camera that is compact and easy to carry around. You can share your photos instantly.

Final Proposal





Group 6 / わくわく

Member : Hyeji Lee / Jihyun Choi / Sanghoon Park / Yuka Narui / Yuri Enomoto
/ Riho Arayama

Concept

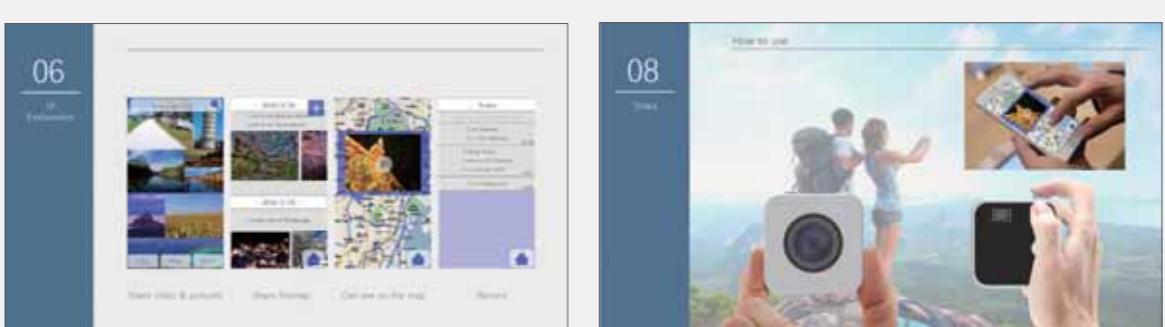
New experience of travel

撮った写真を SNS にそのままアップロードできる
カメラ。
A camera that lets you upload that photo you took directly
on SNS.

Design Process



Final Proposal





Group 7 / Bossammate

Member : Kim Jiill / Jeong Ahyeon / Lee Hyein Minami Naemura / Chiaki Hatazaki

Concept

Share the special & Remember friends

海外で仲良くなった人と交換して、離れてもお互いを忘れずにいられるキーホルダー。

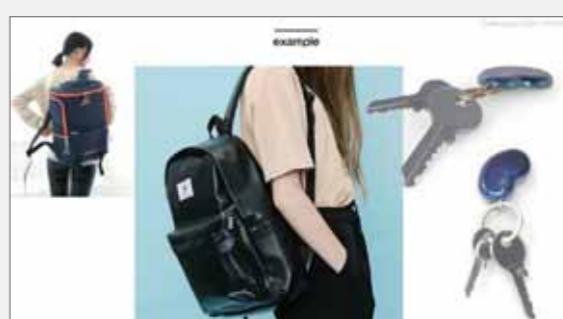
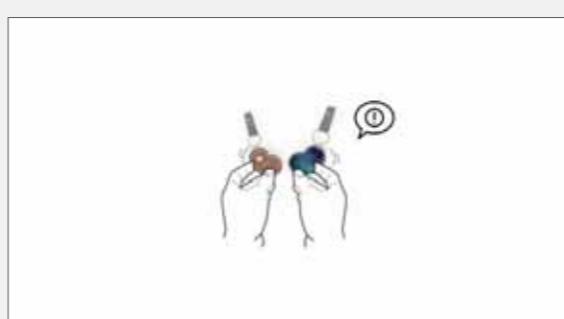
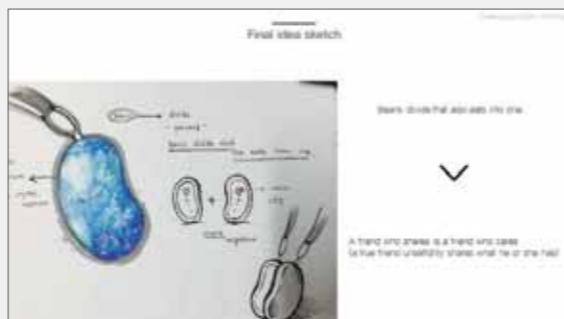
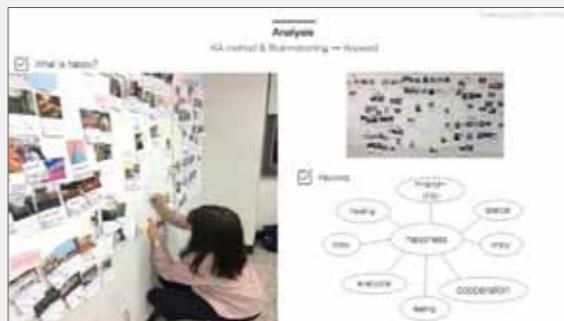
A keyholder that you exchange with people you met and got to know on your journey. It will remind you of each other and won't let you forget about each other even if you are far apart.

Final Proposal



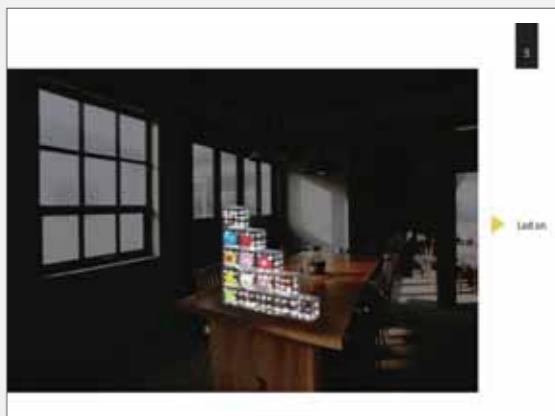
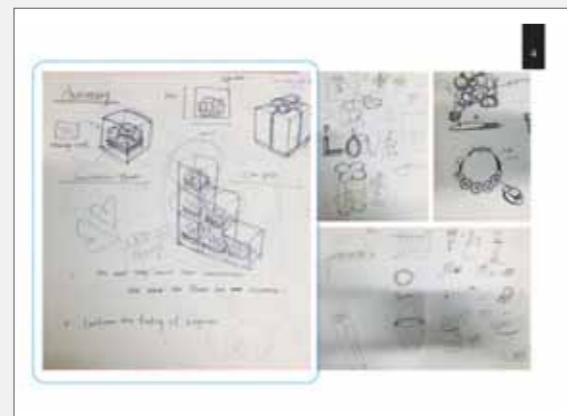
BEAN HODER

Design Process





Design Process



Group 8 / Honey Butter

Member : Park So Jung / Jeong Se Eun / Hirona Yokono / Mana Hattori

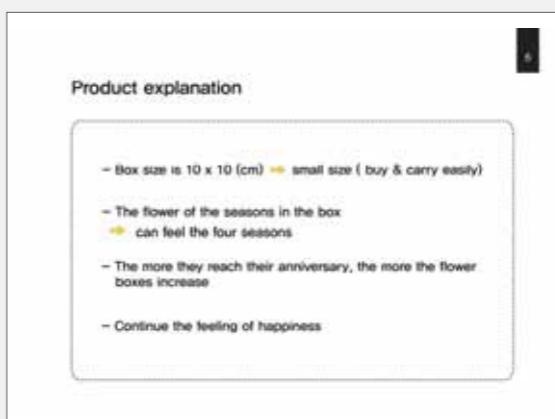
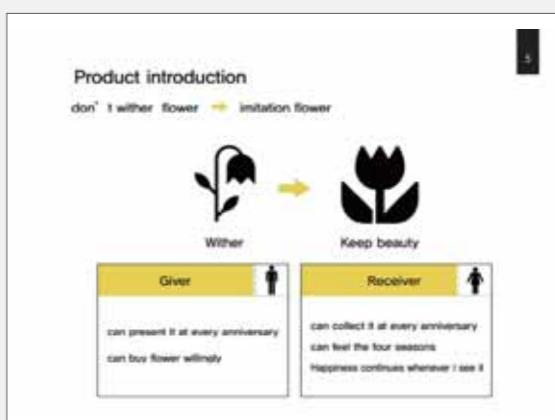
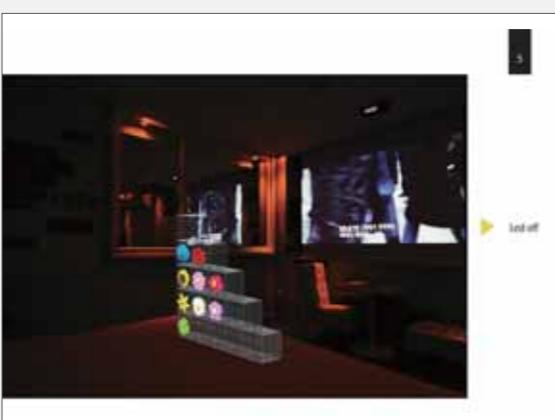
Concept

FLOWER & HAPPINESS

季節の花が入ったボックス。もらえばもうほどこの箱が増えて幸せになれる。

A box that has seasonal flowers inside. The more you receive the more boxes you get and you will be happy.

Final Proposal





KMUTT Design Workshop in Tokyo

2016.07.31-08.08

Introduction

Member : モンクット王トンブリー工科大学(2 ~ 3年生)、芝浦工業大学(2 ~ 3年生)、グループ編成:1 グループ(5名)
5 グループ編成

King Mongkut's University of Technology Thonburi

Theme

5つの企業から出された課題製品について「Kawaii」要素を加えて魅力的なデザインを提案する。これらの企業にとって「Kawaii」要素は製品に必要であるという認識はあるが、具体的にどのように取り入れるかが課題であった。

A Group : Beverage Bottle (ASAHI BREWERIES, LTD)

B Group : Trash box (IWATANI MATERIALS CORP)

C Group : Faucet with Water Purifier (TAKAGI CO.,LTD)

D Group : Office Furniture (OKAMURA CORPORATION)

E Group : Color measurement machine (Suga Test Instruments Co., Ltd.)

We were given several task products from 5 industries and worked to redesign them by taking in the elements associating from the word "KAWAII". There were recognitions on these industries that they needed "KAWAII" elements on their products, but it was challenging how to take them in. This time our job was to find out the solutions on those "how to"s.

A Group : Beverage Bottle (ASAHI BREWERIES, LTD)

B Group : Trash box (IWATANI MATERIALS CORP)

C Group : Faucet with Water Purifier (TAKAGI CO.,LTD)

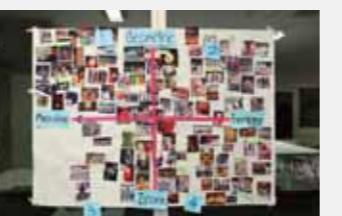
D Group : Office Furniture (OKAMURA CORPORATION)

E Group : Color measurement machine (Suga Test Instruments Co., Ltd.)

Discussion & Research

市場調査を行い、課題の製品について「Kawaii」要素を決定し、評価した。次にターゲットを決め、かわいいデザインを提案した。

First, we researched on our surroundings and extracted the "KAWAII" elements which we will take in to the selected task products.



Korea



Activity & Experience

市場調査をしながら、関連商品を調査したり、東京の新しいスポットを探査した。日本には「Kawaii」文化がたくさんある。

During the field research, we visited the places filled with "KAWAII" elements. There are many "KAWAII" culture in Japan.



Singapore



China





Group A

Member : RAWISSARA MAWONG, NAPATSORN PAITOONWONGWEERA,
CHANANCHIDA HONGRATTANAPORN, TOMOYO. UMEYA, AKIRA. OBASA, HIKARU. AKIYA

Concept

Beverage Bottle

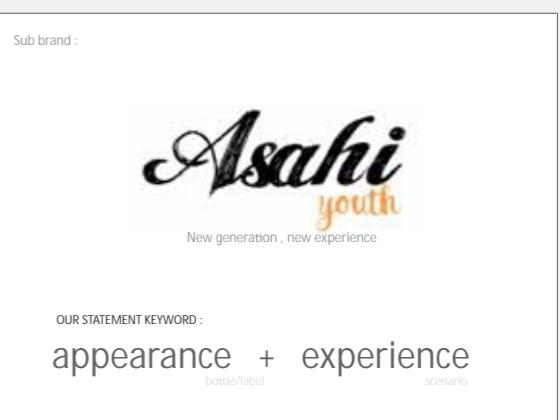
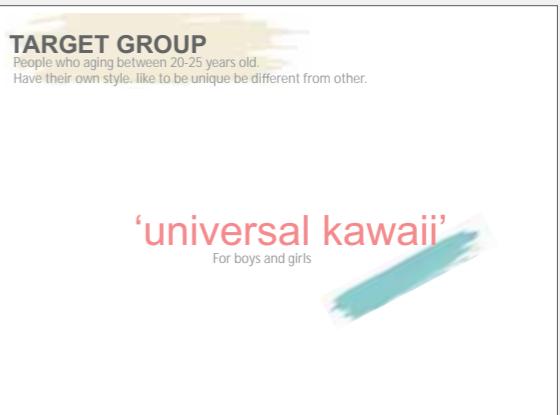
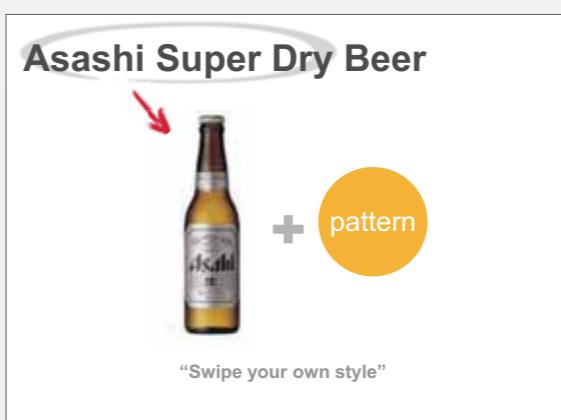
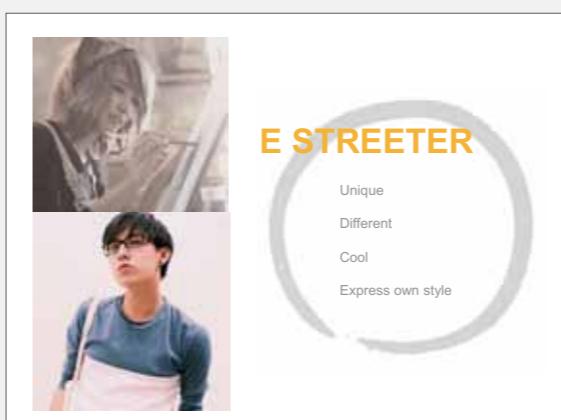
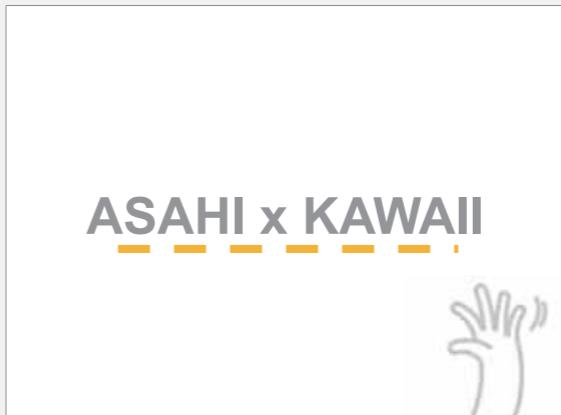
20 年代の様々なスタイルを持つ若者に向けてボトルをデザインした。これらのボトルはかわいらしさを表しているだけでなく、ラベルを回すことによってボトルをオリジナルデザインに変えられるという新しい体験をすることもできる。

We designed a beverage bottle for 20's who has obsession to their sense of style. These bottles are not only seeking cuteness, but also can experience a new way of style by "changing the bottle to your very original, by spinning the label".

Final Proposal



Design Process





Group B:

Member : YANISA RONGBUNDIT, PHUTISET CHERDCHUPONGLAM, CHANACHAI SERMSINTHAM, HITOMI. SANO, CHOI. JIYEON, TAIRA. KURIBAYASHI, SHOICHI. MIYAMAE

Concept:

Trash box

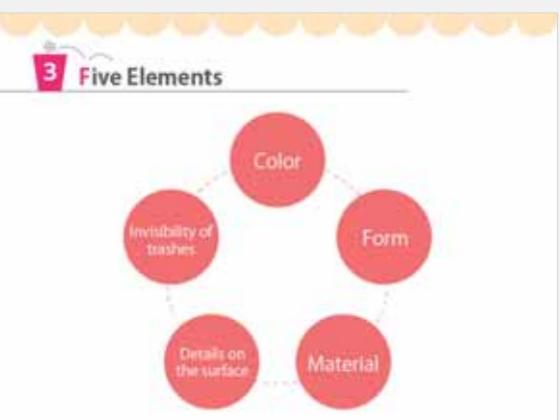
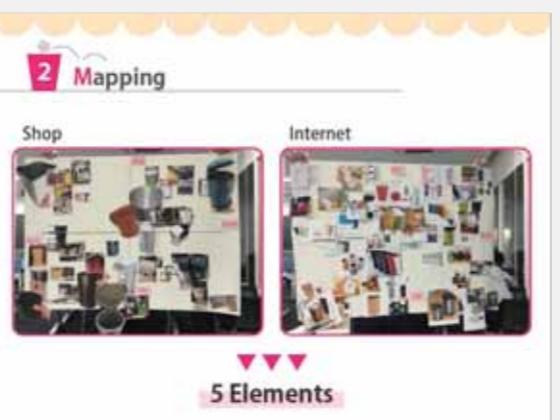
自然物 = かわいいと定義し、公園等の公共施設向けの「trade」は人型をモチーフに、家庭や私室用の「Bloom」は花をモチーフにした。「Bloom」はセンサーに手をかざすと蓋となる花が咲くような動きをする。

We concluded "natural objects" as "KAWAII" and design two trash boxes. One is for public facilities called "trade" and motived on human outlines. The other one is for personal use called "bloom" motived on flower , and has a sensor on the top to open . The move is resembled to blooming flowers..

Final Proposal:



Design Process





Group C

Member : PATTAPOL KEAWMANEE, JUTAMAS POORANAWATANAKUL, MS. CHAWISA PONGAMPAI
MAYU. KASUU, WATARU. ODA, KAN. MATSUSHITA

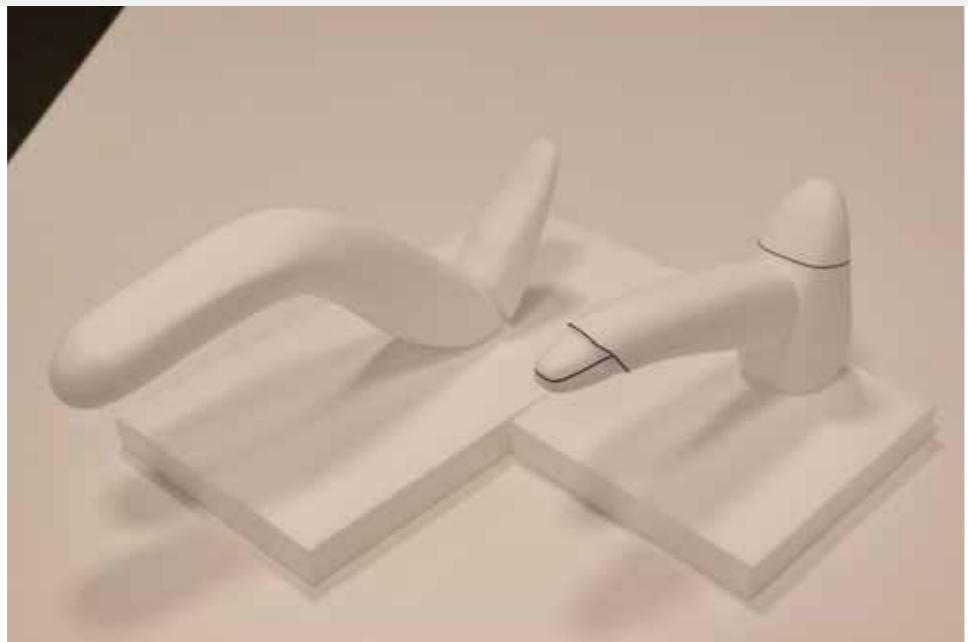
Concept

Faucet with Water Purifier

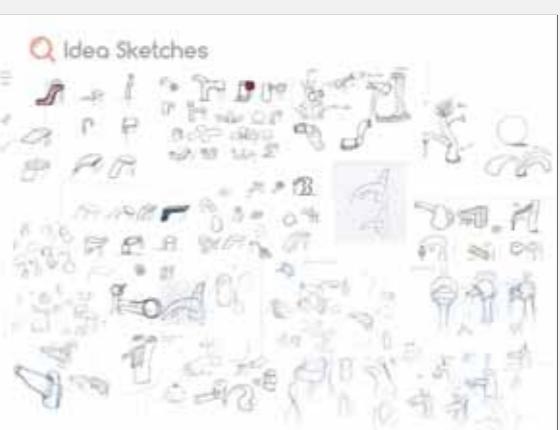
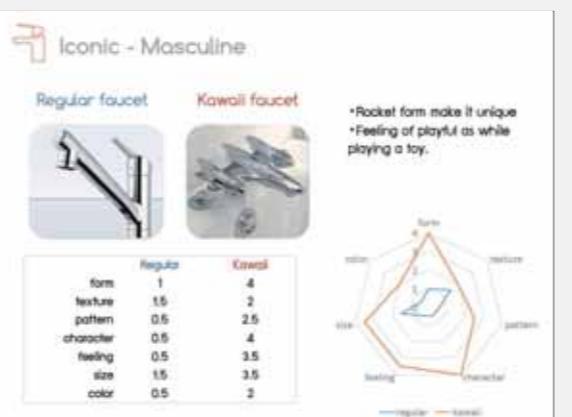
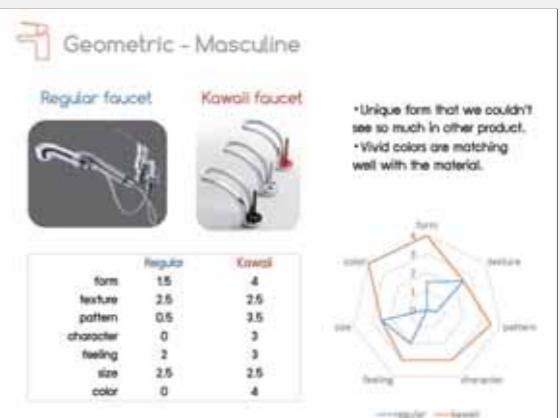
様々な製品の“かわいい”の要素を分析し、その中でも「中性的な可愛さ」に着目して浄水器一体型水栓をよりジオメトリックなものとアイコニックなもの2種類デザインし提案した。

We analyzed the “KAWAII” elements on several products and focused on the “neutral cuteness” and proposed two faucets with a geometric design and an iconic design.

Final Proposal



Design Process





Group D

Member : NINNART SUBMUNKONGTAWEE, TANYATORN KITIVESHPHOKHAWAT, THANAPAT TUTTANANURAT, KOKI. AOYAMA, CHIKARA. ISHBASHI, HIRONA. YOKONO, MASAYOSHI. TAKAYAMA

Concept

Office Furniture

「KAWAII」にはチームの創造力を上げる力があると感じ、それをコンセプトとして小型ホワイトボードと収納ボックスを提案した。ターゲットは学生と会社員で、主にグループワークで使うことを設定した。

We expressed "KAWAII has the ability to raise the team's creativity" as our concept word to create a small size white board and storage, aimed to students and company employees. These products are used when they have to work as a group.

Final Proposal



Design Process





Group E

Member : PIMPETCH TANAKIJKAMTHORN, NEERAMPORN SIRISONGKOL, RIKU. TAKAGI,
KIM SIN HEON, KEITARO. SATHO, NATSUKI. UEHARA

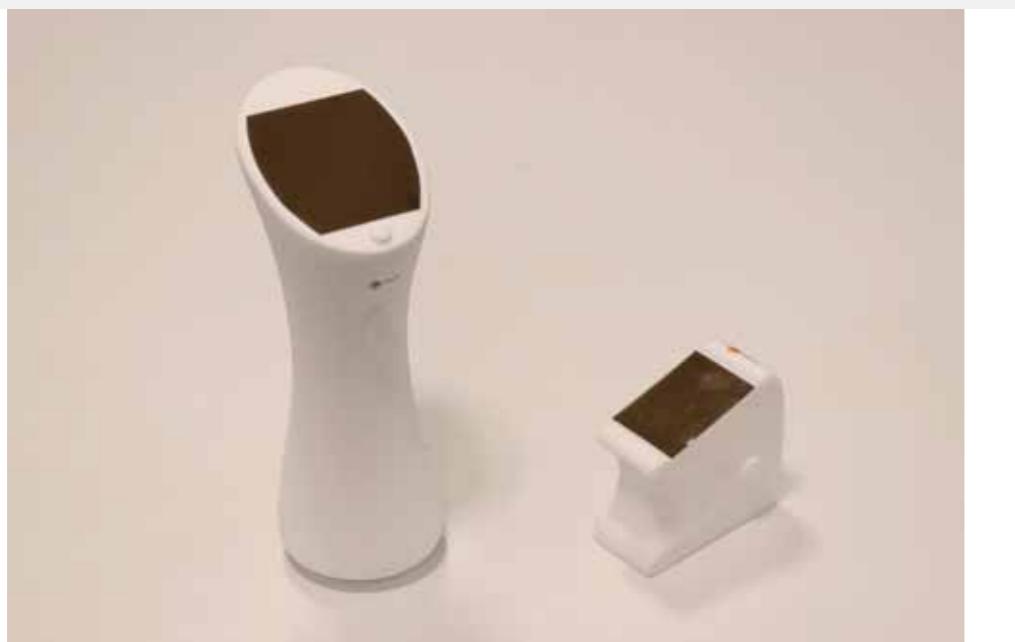
Concept

Color measurement machine

B to B の製品には性能の質を追求しているものは多いが、本当の意味で扱いやすい形状の追求を行っているものは少ない。そこで近年増えてきた女性ユーザーにとって「持ちやすい」「計測しやすい」「画面の見やすい」計測機のデザインを提案した。

There are many B to B products which is aiming how to upgrade their functions. But most of them are not thinking about their shapes on how to make them more useful. So we proposed on the designs of the measurement instruments which is "easy to hold", "easy to measure" and "easy to look at the screen" for women users.

Final Proposal



Design Process



Positioning

Our objective is to repositioning to simple and portable product.



Target Users



Gloss Meter



Color Meter

	Suga	X-rite	Konica minolta
Size	2	4	3
Color	1	2	2
Form	1	4	2
Material	3	3	2
Screen	1	0	4
Want to keep	1	4	3

Legend: Suga (blue), X-rite (orange), Konica minolta (grey).

want to keep: size, color, screen, form, material.

	suga	Igt	zehntner
Size	4	4	1
Color	3	2	2
Form	1	3	2
Material	3	2	1
Screen	1	2	1
Want to keep	2	3	3

Legend: Suga (blue), Igt (orange), Zehntner (grey).

want to keep: size, color, screen, form, material.

Color



Analysis





ASIA 5 countries Design Workshop in Korea

2016.08.02-08.09

Introduction

弘益大学、Nanyang Polytechnic、北京理工大学、はこだて未来大学、芝浦工業大学

「2016 HI-FIVE Asian Design Workshop」アジア5カ国6つの大学がアジアを代表するグローバルデザイナーの育成する目標を基に、異なる文化のコラボレーションによる共通の価値（Asian Vision）を創出することにより、新概念の交流・協力するプラットフォームを設けた。

Hongik University, Nanyang Polytechnic, Beijing Institute of Technology, Future University Hakodate

Based on the aims of nurturing global designers that represents Asia, we have established a platform to exchange and cooperate with new concepts by creating common values (Asian Vision) by collaborating with different cultures.

Theme

Weaving

織る。様々なものを組み合わせて一つのものを作り上げていく。
例えば、東&西、古い&新しい、文化&技術、プロダクト&(情報、インターラクション、インターフェース、デジタルメディア、コミュニケーション)

Weaving

Creating new ways of thinking by Collaborating & Converging multiple things. For example, East & West, Old & New, Culture & Technology, Products & (Information, Interaction, Interface, Digital Media, Communication)

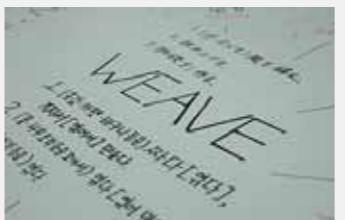
Schedule

Discover	Define	Develop	Deliver
1-day	3-4day	5-6day	7-8day
Observing Reality	Discussing Concept	Concreting Idea	Creating Design

Discussion & Research

各グループがそれぞれの "WEAVE" とは何かを突き詰めていった。

Each group discussed thoroughly about "WEAVE" means to them.



Activity & Experience

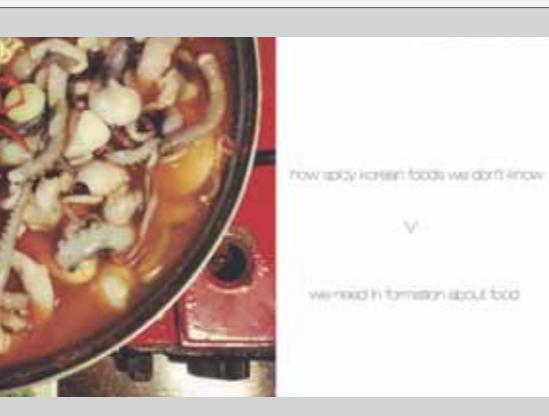
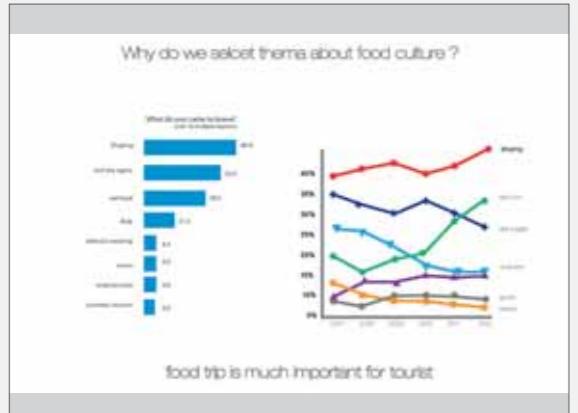
ソウルにある DDP (東大門デザインプラザ) のほか様々な名所に行き、韓国の文化を体験し親交を深めた。

Went to various places such as DDP (Dongdaemun Design Plaza) that located in Seoul and deepened friendship by experiencing Korean culture.

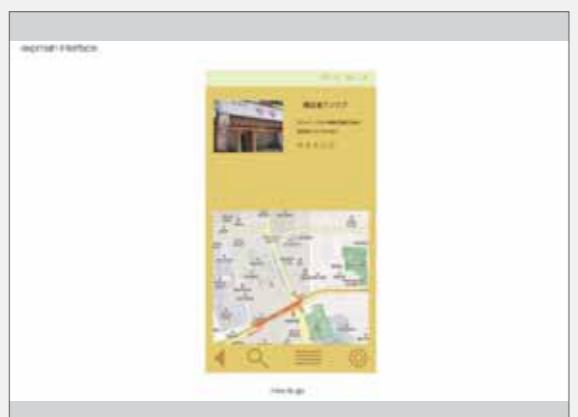
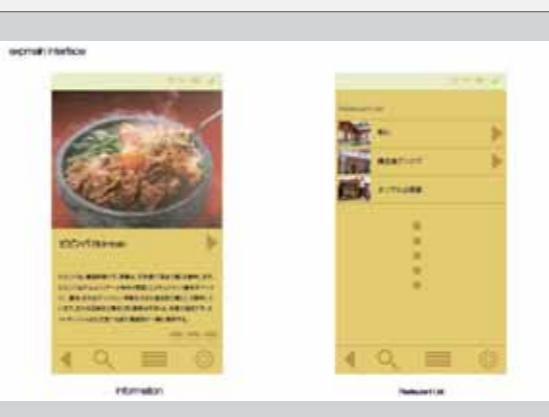
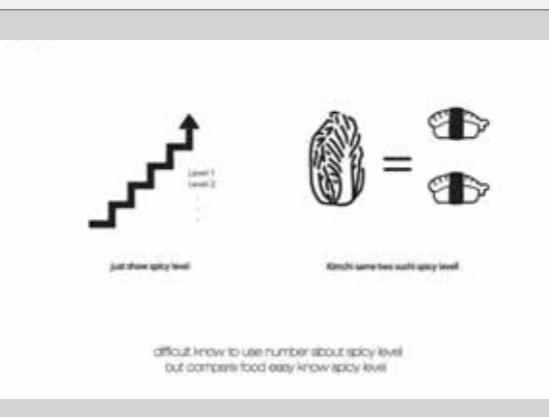




Design Process



make app about taste level to compare other nation food



Group 1 / triangle

Member : Ko Jeong jin / Lee Da yeah / Shota Nakano / Ito Hiroto / Guo Guannan

Concept

Understand other foods

国ごとの食べ物のや味覚の違いを比較し共有するアプリケーション

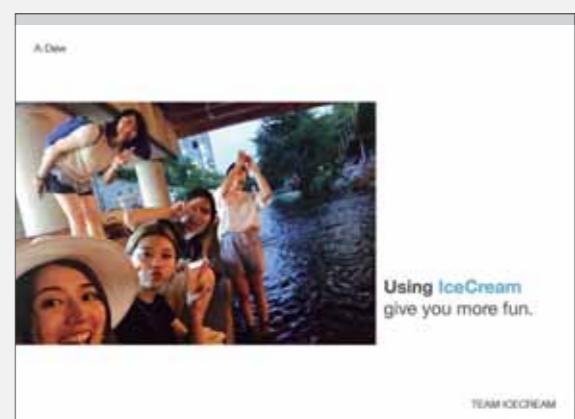
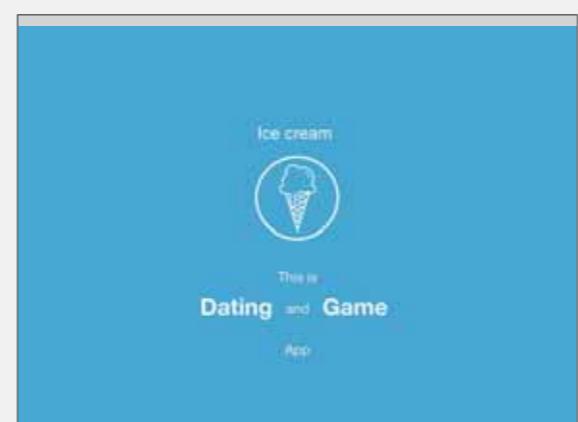
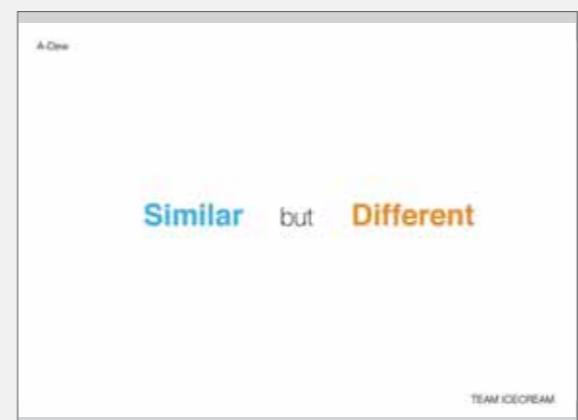
An application that compares food and the difference in taste between countries.

Final Proposal





Design Process



Group 2 / Ice Cream

Member : Kim Min Ki / Lee Ji Su / Riho Arayama / Kawaguchi Kyoko / Fukasu Noriki
/ Liu Cangsha

Concept

Melt

様々な国の人と仲良くなるために、それぞれの国の
ゲームを交えて交流する SNS アプリケーション

An application that you can interact with foreigners by playing other
country's games.

Final Proposal



TEAM ICECREAM



Group 3 / RGB

Member : Jooyeon Park / Sejin Kim / Ayano Ota / Hikaru Uga / Kosuke Inoue / Songjing Gan

Concept

Weave is powerful

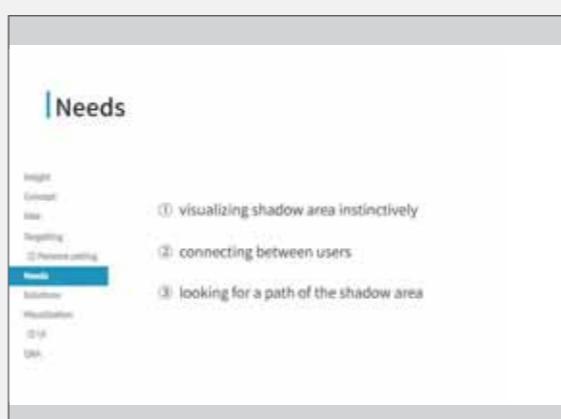
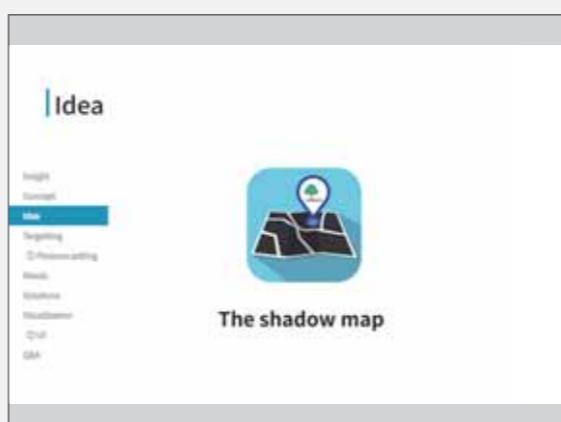
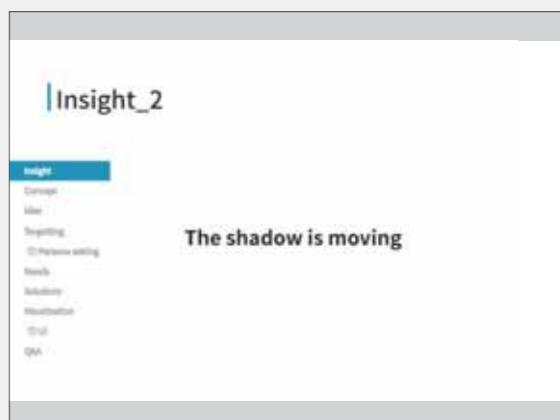
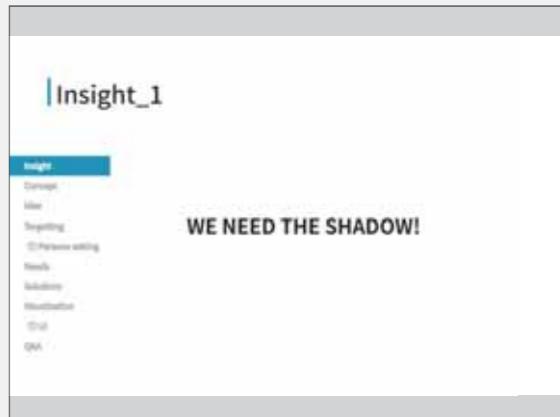
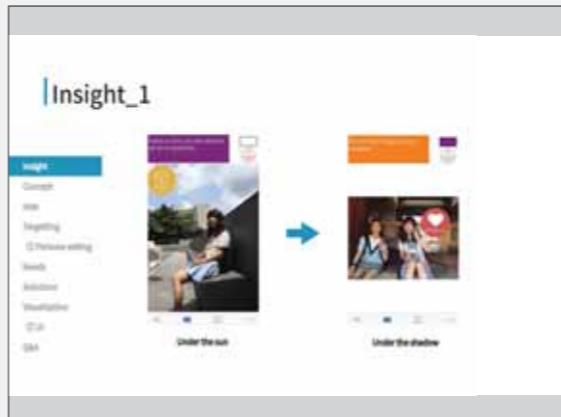
真夏の街を歩くために、地図に日陰を表示すること
で避暑するアプリケーション

To walk the town in summery days, a map application that shows
you where shades are and you can avoid hot places.

Final Proposal



Design Process





Group 4 / Circle

Member : Teng Ying Shi / Tomomi Sekine / Yuri Akahira / Cha Young Tae / Park Na won
/ Shunto Takei

Concept

Learning Manner

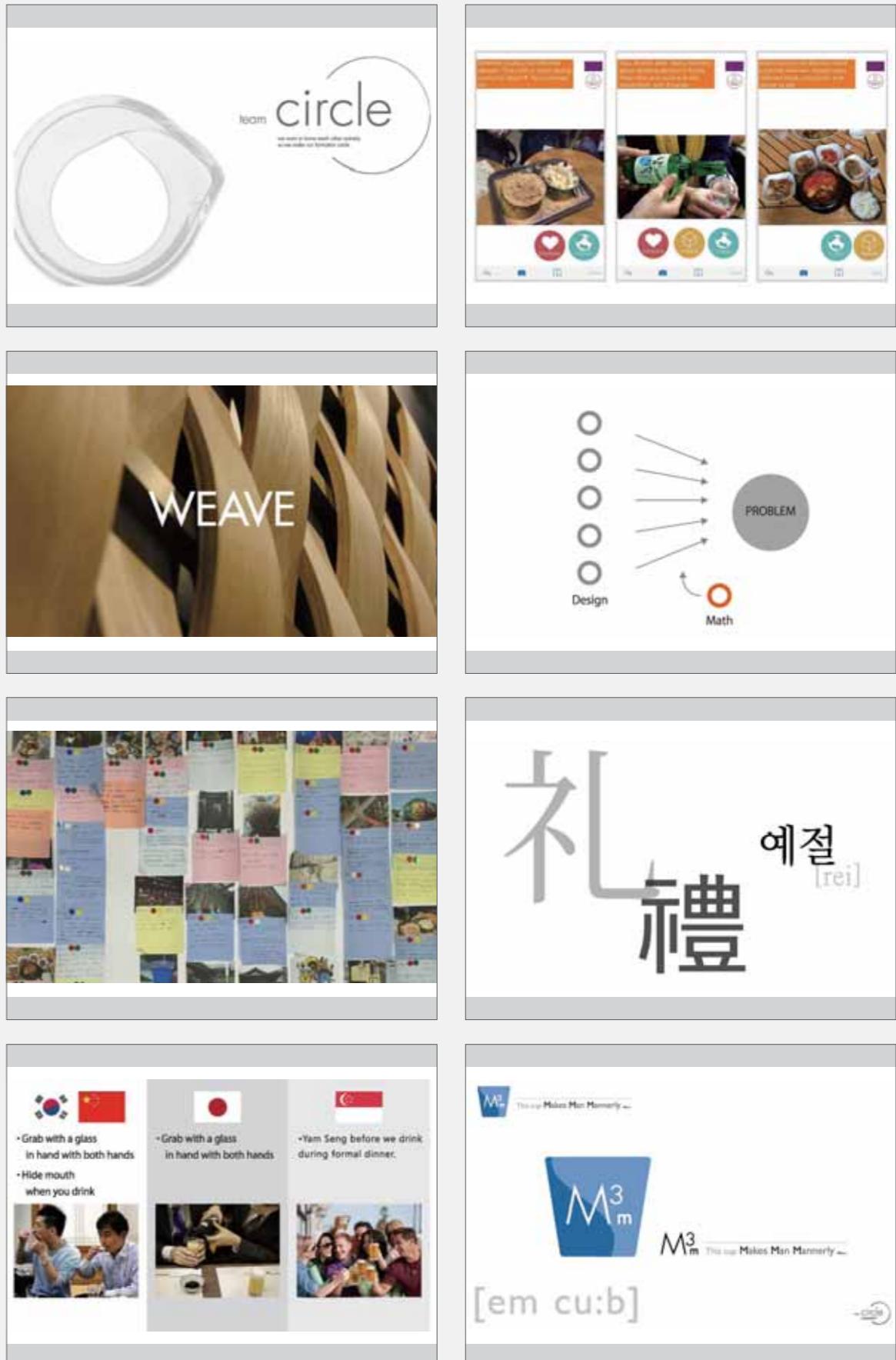
他国のマナーを知らなくても自然に礼儀正しく振る舞えるグラス A glass that you can naturally interact politely with, even if you don't know about the other country's manners.

Final Proposal



70

Design Process



71



Design Process

GROUP 5| TOUCH & TOUCH

DISCUSSION

GROUP 5| TOUCH & TOUCH

CONCEPT

TOUCH & TOUCH

We share all the photos and make comments on every picture together.
We found we all have the same feelings in same scenes.
but comparing to communicate in language, the body touch is more easy to get understand.
What's more, a friendly touch brings multiple feelings.

GROUP 5| TOUCH & TOUCH

PROCESS

WHO	WHEN	WHERE
Some visitor	Take a rest Play	In Laser Room
WHAT	HOW	WHY
Make a Music	Touch the Laser	To Communication

GROUP 5| TOUCH & TOUCH

GROUP 5| TOUCH & TOUCH

DESIGN

You can gather a small speaker.
In addition, the functionality of the speaker alone.
This is why you need a speaker has made this device able
to try to use externally, rather than only using the room.

GROUP 5| TOUCH & TOUCH

DESIGN

GROUP 5| TOUCH & TOUCH

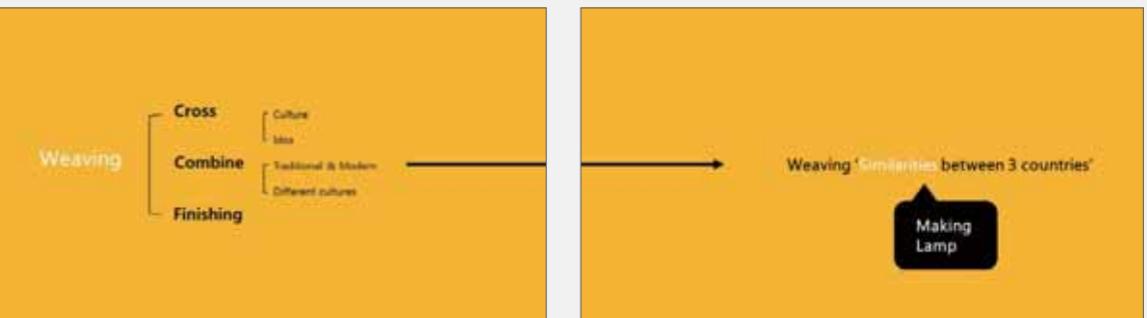
GROUP 5| TOUCH & TOUCH

USING SCENE





Design Process



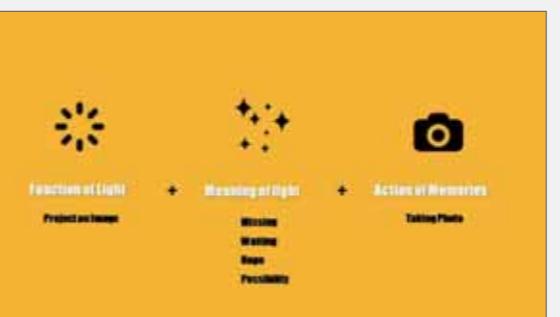
Group 6 / BANANA

Member : Megumi Karasumaru / Xiaozing Wang / Dongeun Lee / Kento Sasaki
/ Kaito Nagahama / Heejoo Shin

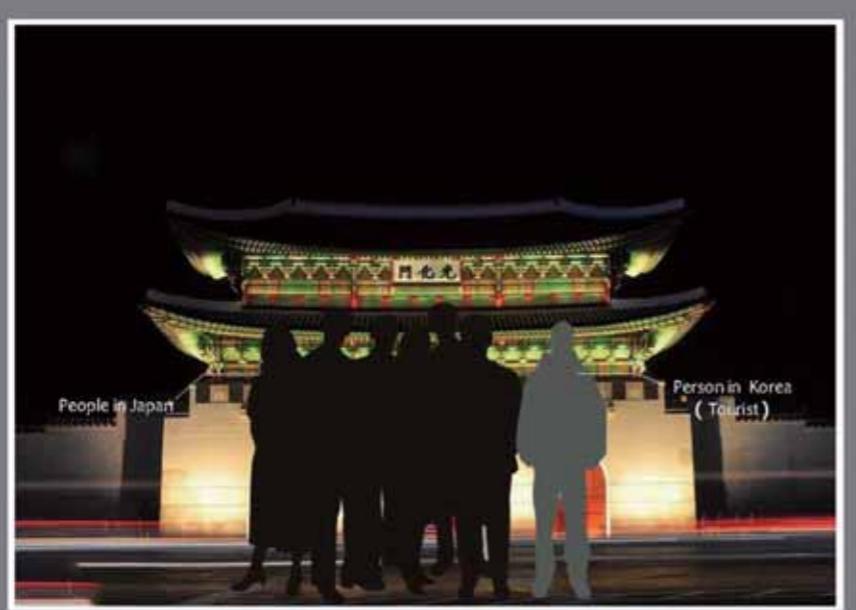
Concept

Making Memories & Having Fun

違う場所にいても一緒に記念撮影して思い出を作る
A tool that lets you take a photo together and create memories even
ことができるツール
if you are not together.



Final Proposal





Design Process



Group 7 / VARIETY

Member : Kano Shunpei / Kyung seob Yang / Ji yeon Lee / Sonoko Matsuoka
/ Marina Kawagoe

Concept

TRAFFIC

快適な移動を提供し、寝てしまっても目的地で起こしてくれるクッション

While providing a comfortable transportation, the cushion will wake you up at the destination even if you have fallen asleep.

Final Proposal



TRAFFIC

-Spend the waiting time comfortable

WEAVE

-Can adapt to Korean life style
-Fusion of digital and analog

How to Use



How to Use



Detail



Detail





Group 8 / Dachi

Member : Hwang hee ji / Kim Youngeun / Roh jin young
/ Momoko Miura / Yuho Yanagida / Huang Yigang

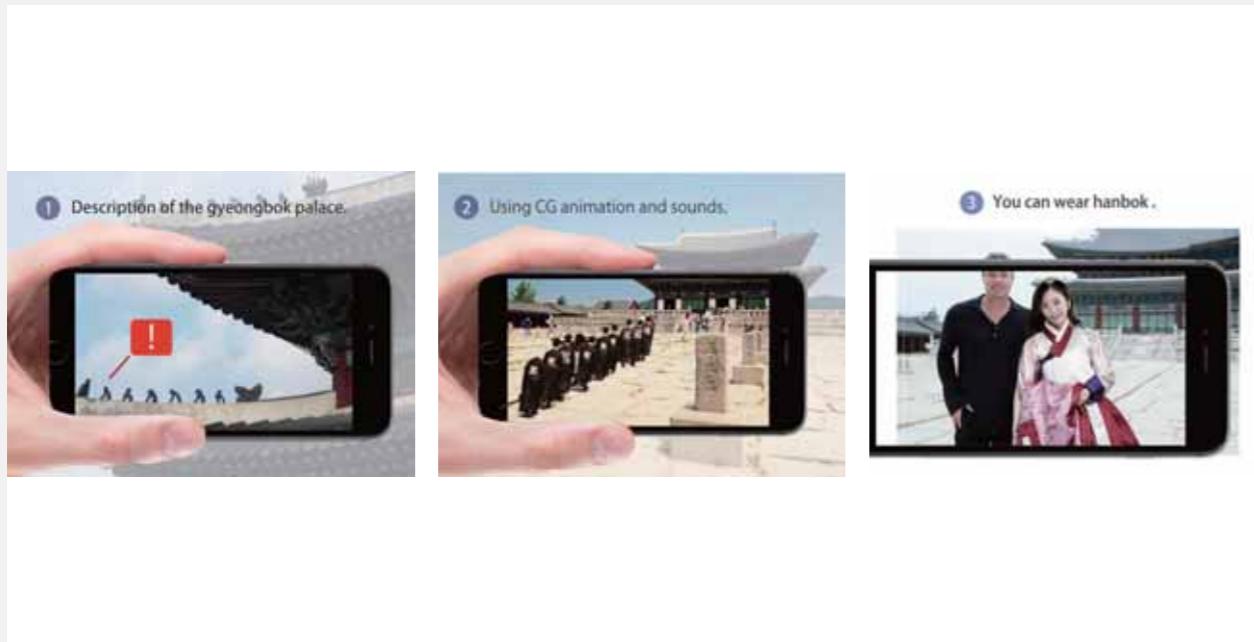
Concept

Time Slip

過去と現在を繋げて画面に表示し、歴史や伝統文化
を学べるアプリケーション

An application that shows an image of the past and present
connected and shows it on the screen so that you can learn the
history and traditional culture.

Final Proposal



Design Process



Purpose of the design

Easier to use!
Easier to image!
More fun!
More valuable!



Application using AR

5W1H

When	When I going to gyeongbok palace
Where	Gyeongbok palace
Who	Mainly foreigners
Why	It is difficult to use existing kiosk.
What	Application
How	The application uses AR.

What is a weave?



Function of application 「Chaget」

- 1 Description of the gyeongbok palace.
- 2 Using CG animation and sounds.
- 3 You can wear the Korean costume with an AR.
- 4 You can get a map to the palace.





Design Process

 Foreigners who come to korea visit a lot of cosmetic shop.



In Cosmetic shop
*Foreigners(Japanese, Chinese) know What it is.
BUT
*Foreigners don't know What feature does it have.

Without language we can know about all of the world cosmetic features.
With pictogram
Unified simple pictogram is composed of moisture, whitening, perfume.
With App
If you scan the QR code, it offers the product information.
Information is only composed of pictogram.









Group 9 / Nan-Da-To

Member : Naoya Shibata / Mnamni Naemura / Aine Takahashi / Da young Choi / Su jin Song
/ Seung min Kim

Concept

Beauty

外国人旅行者がお土産のためにコスメを選ぶ際に、分かりやすく簡単に買えるよう支援するアプリケーション

Final Proposal



Wo - Co

World Cosmetic



Group 10 / 163

Member : Kwon Hye Min / Koga Yamaguchi / Yosuke Kimura / Hye seung Nam / Huiran Xie
/ NG. Shimin Claudine

Concept

Share Food

大勢で分け合う料理を食べる時、剥くことで常に衛生的箸に保つ箸

Chopsticks always kept sanitary by peeling when eating food that is shared with many people.

Final Proposal



Design Process



163

3 Definition

1. Average height
2. 10 – team number
3 – number of people
3 – 3 different means i product, information, spatial design

Asia Design Workshop

Nanyang Technological University

Nanyang Polytechnic

Singapore Management University

NTU Nanyang Polytechnic

SMU Singapore Management University

SGU Singapore Management University

WEAVE

reaching out for shared food all at the same time, weaving many threads

Asia Design Workshop

We added our experiences

Asia Design Workshop

We will be showing a simulation.

Asia Design Workshop

parchment paper

Heat resistance is up to 250°C.
Waterproof and grease – proof.

Asia Design Workshop

6 W

WHEN/ WHERE	Take out/Party
WHO	Everyone (ex. foreign travelers)
WHAT	Prevent messy eating
WHY	Respect eating habits of other people, not easy to clean chopsticks all the time
HOW	Tear dirty part out and use the clean part.

Asia Design Workshop

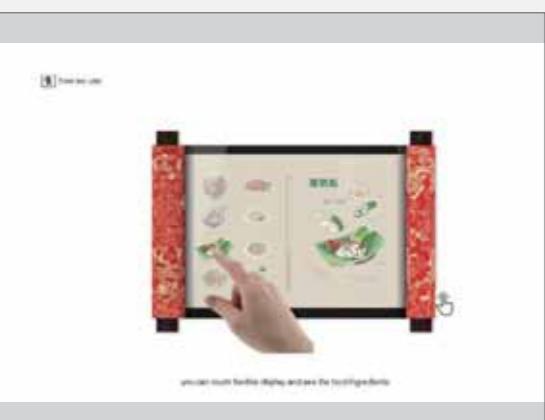
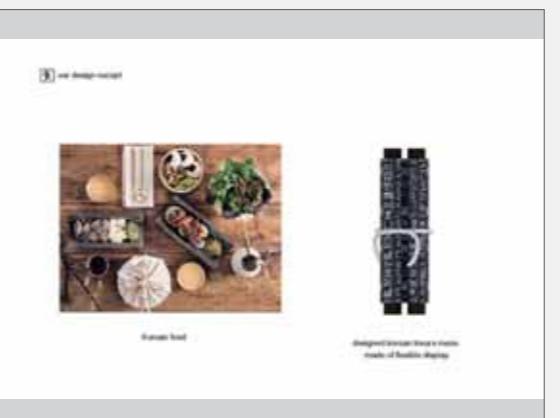
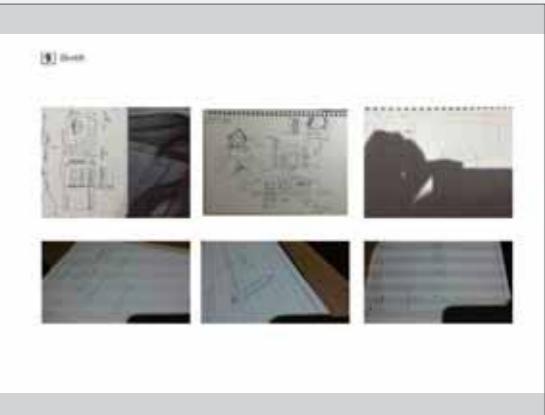
Disposable wooden chopsticks < CHOP-CHOP

More eco-friendly (reusable), More hygienic (clean)

Asia Design Workshop



Design Process



Group 11 / chopstick

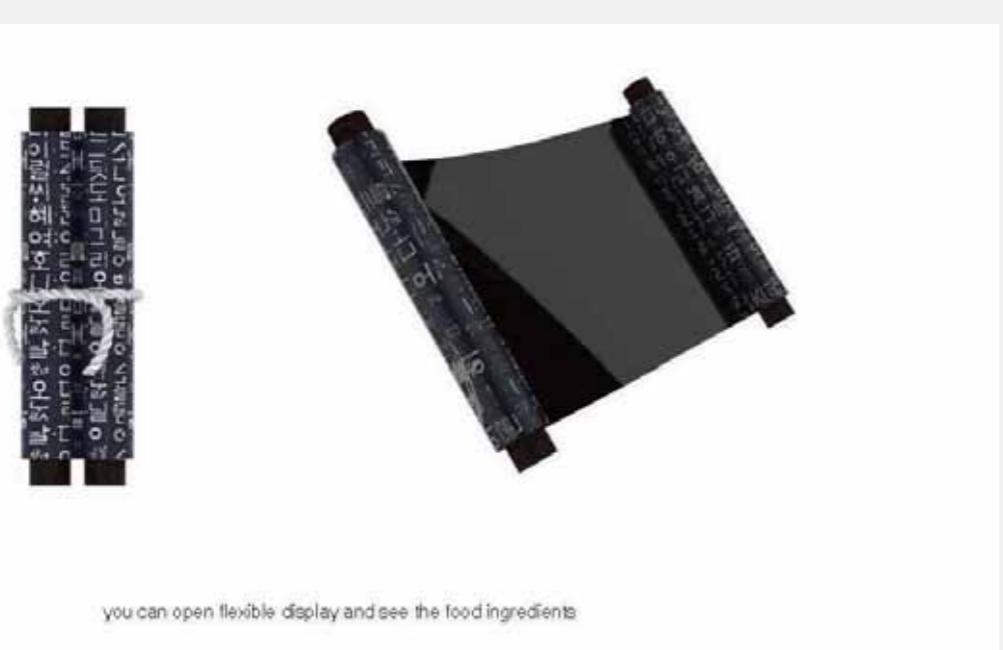
Member : WI Yeojin / Han hee joo / Sho Hamamoto / Mikaze Imai / John ho jun yi
/ yi nong Chen

Concept

Eating is bigger than God

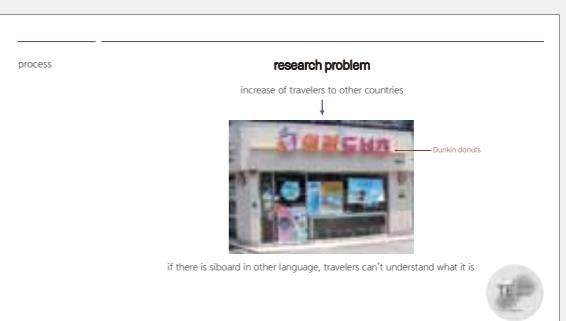
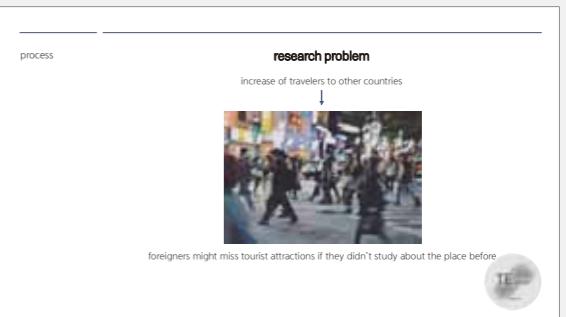
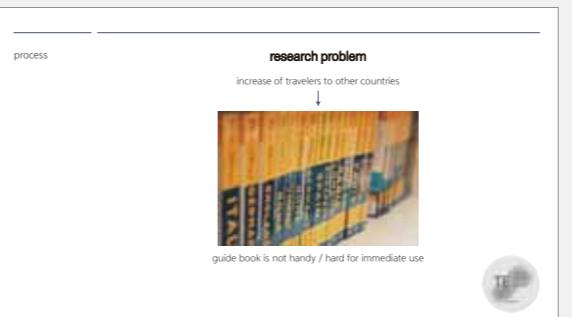
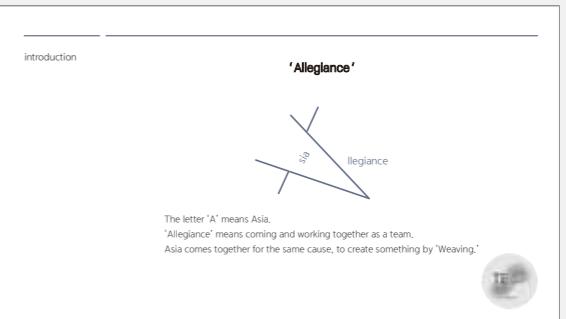
それぞれの国の料理に対応した巻物の形をした電子デバイスメニュー Electronic device menus in the form of rolls corresponding to the cuisines of each country.

Final Proposal





Design Process



Group 12 / Allegiance

Member : Yang Wanyou / Satoshi Yahiro / Yoshihiro Nakazawa / Soo Bin Lee / Chanbin Park
/ Angel Javier

Concept

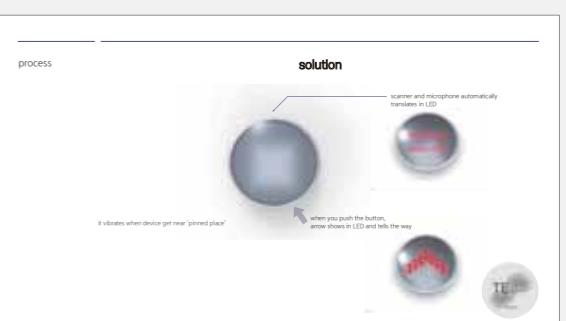
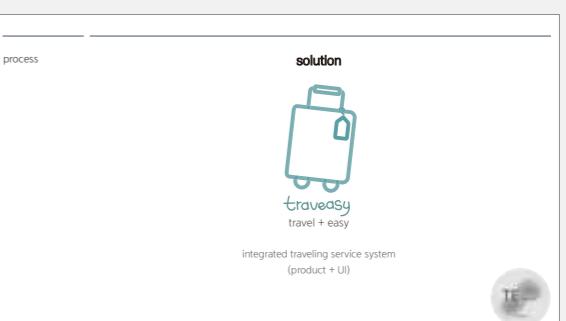
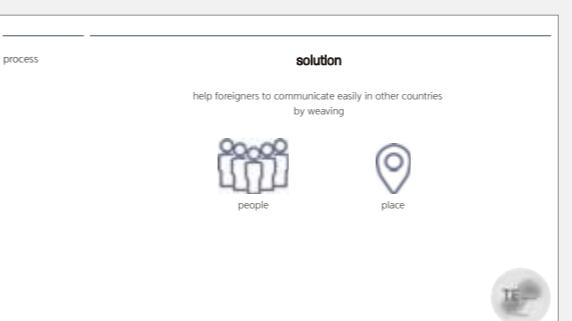
travel + easy

旅行中の様々な障壁を無くし、旅を充実させる言語支援ツール Language support tool that eliminates numerous barriers during your vacation and lets you have a satisfying vacation.

Final Proposal



https://invis.io/WT87AVD4N#/179550172_App_D-06





Group 13 / sunkist

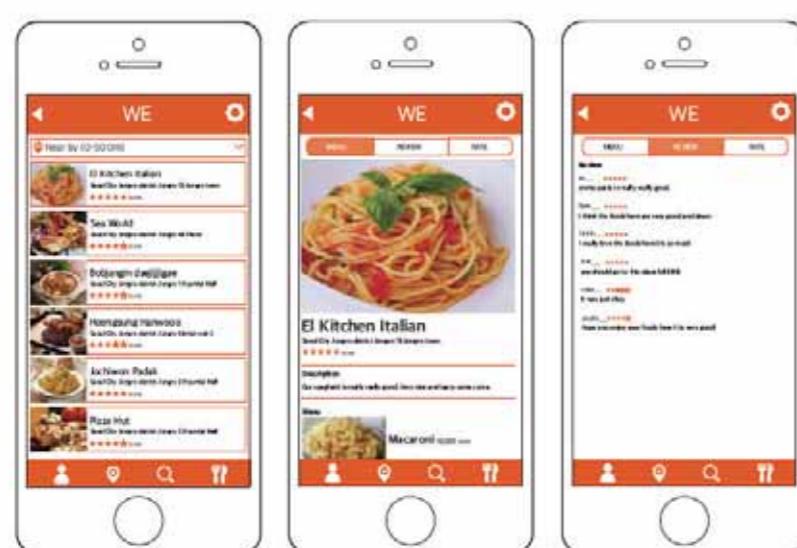
Member : Kosuke Gyotoku / Yukiko Umeniwa / Yeji Kim / Kim Tae Sik / Wang Ying Xuan
/ Loke Shin Yi

Concept

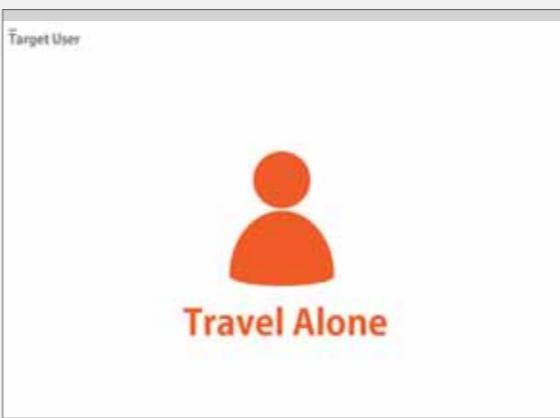
People • Food • Culture

ひとりでの旅行する人向けの食事や文化を知ること
ができるアプリケーション Application that lets you know about meals and culture for travelers traveling alone.

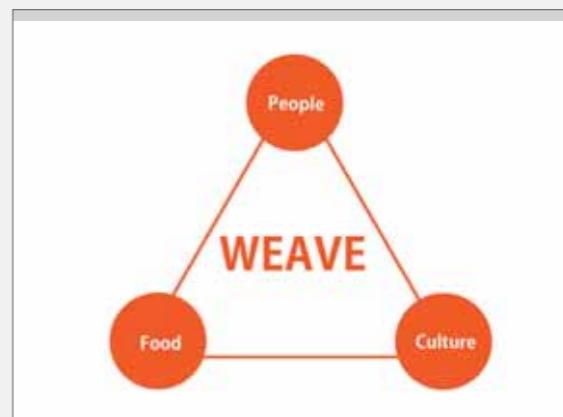
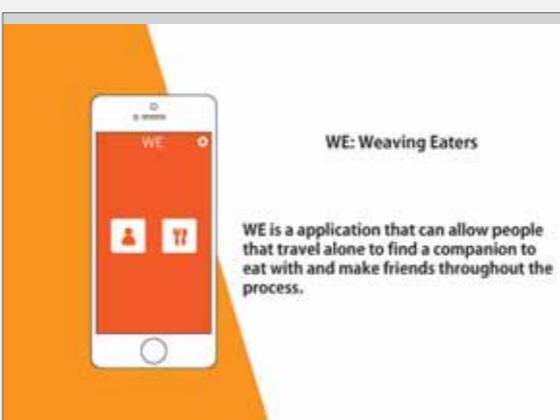
Final Proposal



Design Process



Problems occur when travel alone	
Difficult to understand the local language	
Hard to use the transportation	
Cannot know the taste of the local foods	
Difference of the weather	
Hard to know the cultural behaviors	
Cannot share our own opinions directly	
Hard to take care of our own stuffs	
Hard to take care of our own safety	





UOU Design Workshop in Tokyo

2016.08.19-08.25

Introduction

「異文化体験によるデザインワークショップ」：韓国の蔚山大学大学製品環境デザイン専攻と芝浦工業大学デザイン工学科は異なる文化の体験による相手の理解と共通の価値を創出することにより、交流・協力する目的として東京でワークショップを開催した。

"Design Workshop Through Different Cultural Experiences":

Ulsan University and Shibaura Institute of Technology Department of Design Engineering held a workshop in Tokyo in objective to exchange and cooperate with others by creating opportunities to experience different cultures and creating common values.

Theme

プロダクトにおけるコンテンツの活用（コンテンツ + プロダクト）

GTI(Global Technology Initiative) コンソーシアムとして、三報社印刷株式会社からテーマを与えられてそれを問題解決する。日本の魅力あるコンテンツをプロダクトデザインに活用することで新しい価値を生み出す。

Utilizing content in products (Contents + Product)

As a GTI (Global Technology Initiative) consortium, a theme is given from the SANPSHA printing company to solve a problem. We created a new value by utilizing attractive contents in Japan for product design.

Schedule

Discover	Define	Develop	Deliver
1-2day	3-4day	5-6day	7-8day
Observing Reality	Discussing Concept	Concreting Idea	Creating Design

Discussion & Research

コンテンツの活用法についてじっくり議論した。
Discussed about the usage of contents throughly.



Activity & Experience

グループでいろんなところへまわったり、異文化体験を行ったりした。
Went to various places as a group and experiences cross-cultural experiences.



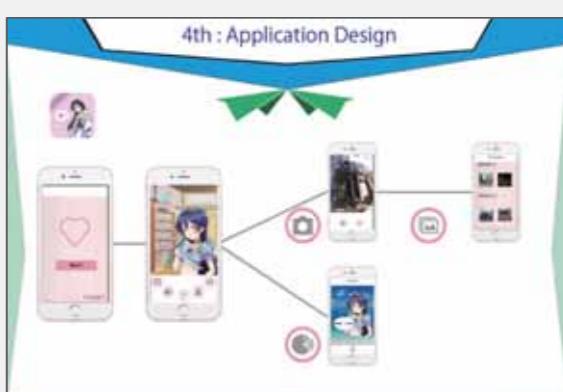
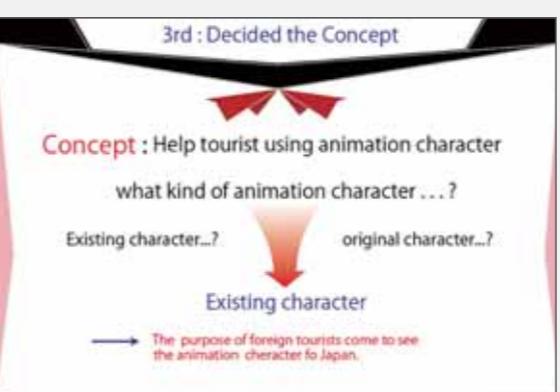
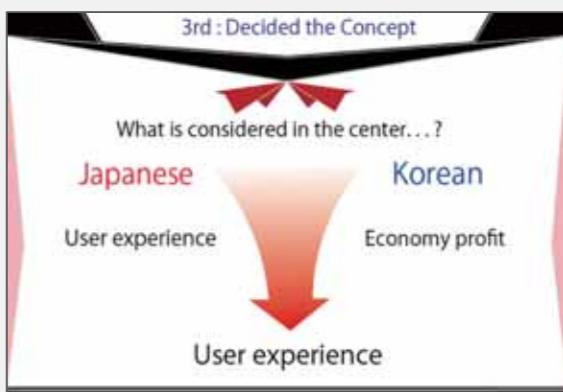
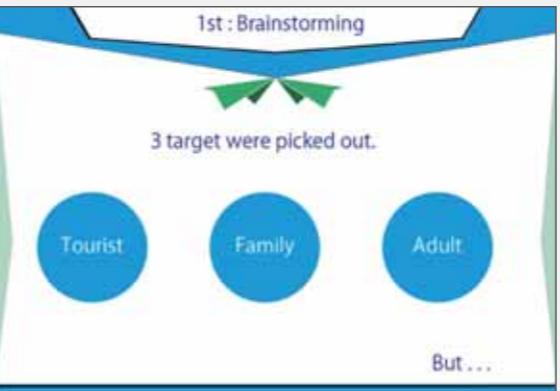
Korea

Japan

China



Design Process



Group 1 / Nakanaka Yaru :

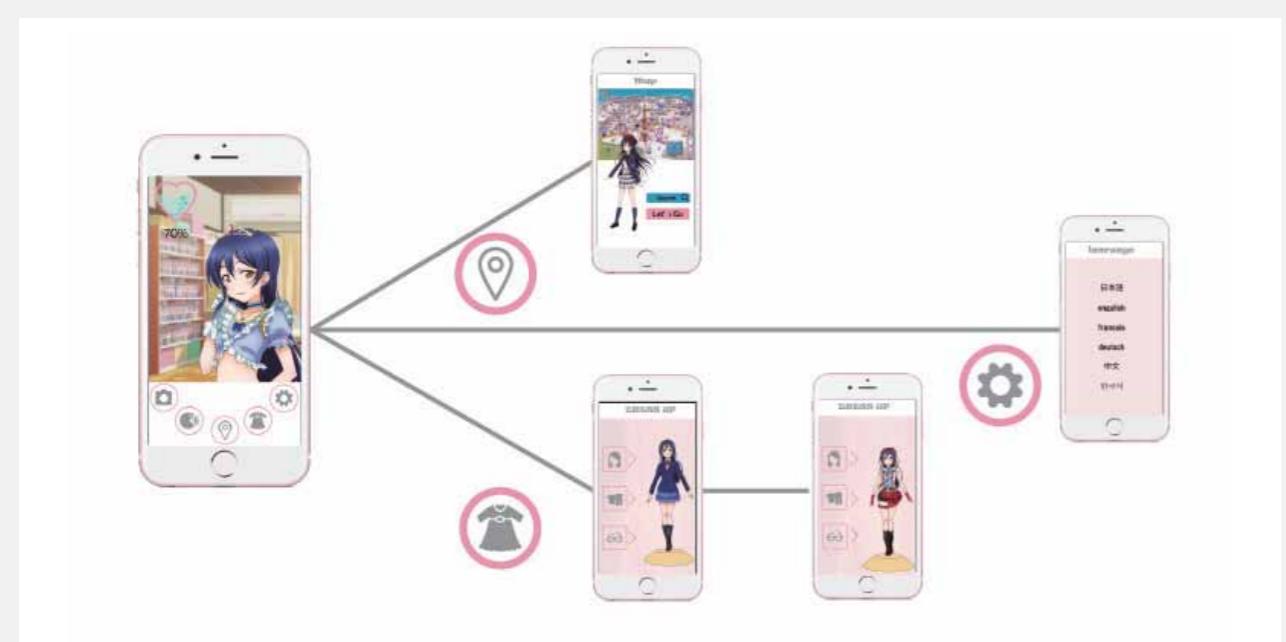
Member : Kim Ji Ikk / Choi Ji Hyun / Lee Hye Ji / Saaya Taniguchi / Tsubasa Tabuchi
/ Taira Kuribayashi

Concept:

Help tourist using animation character what kind of animation character

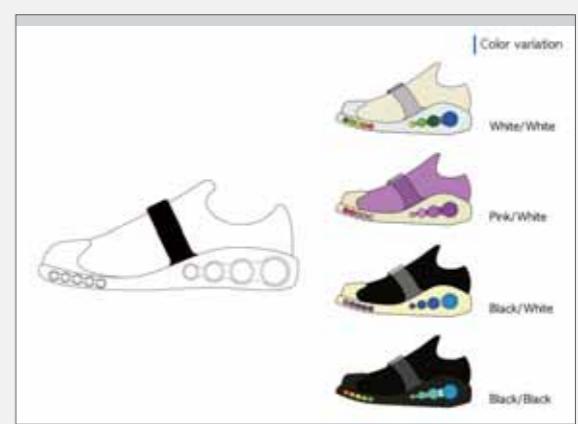
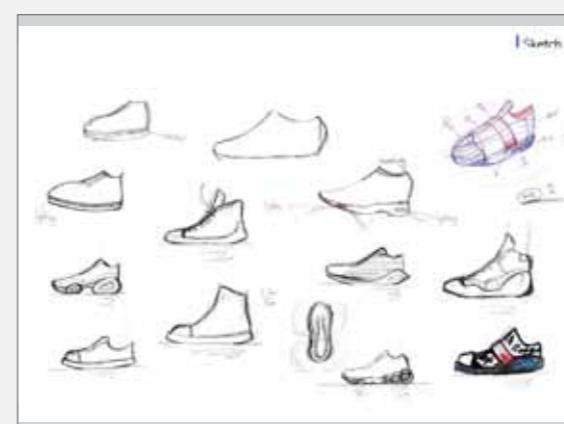
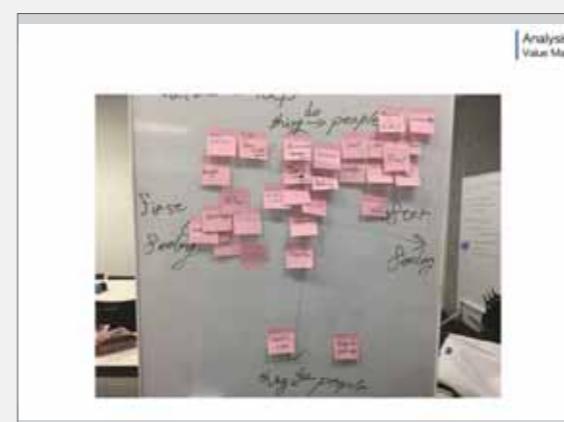
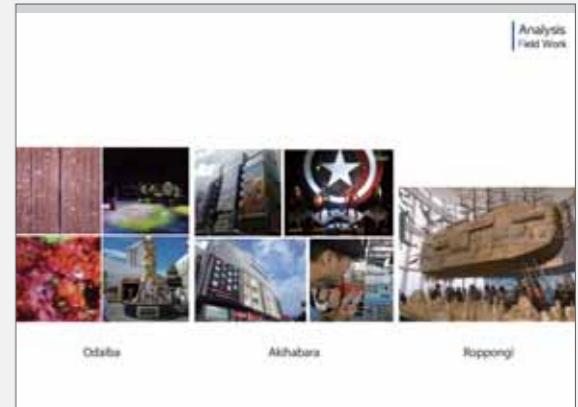
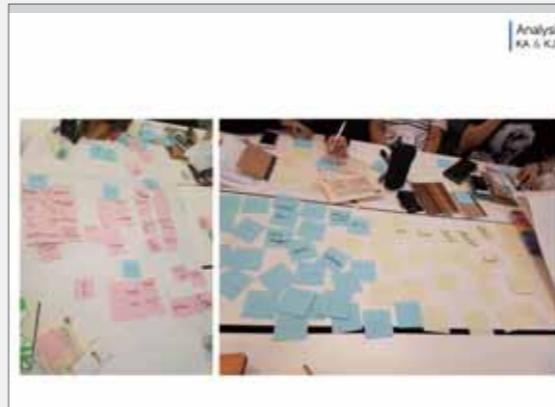
日本のアニメのキャラクターを見るために訪れてくる外国人 The target is foreigners visiting Japan to see anime characters.
人がターゲットである。

Final Proposal:





Design Process



Group 2 / AKIRAKIRA

Member : Parksang Hoon / Kim So Yeon / Kim Hyun Ah / Jang Eun Bin / Akira Obasa
/ Kan Matsushima / Nao Kambe

Concept

Shoes that can walk safely at night

21歳の大学生をターゲットとした。このデザイン
した靴を履けば、一人の夜道でも楽しい気分で歩く
ことが可能である。

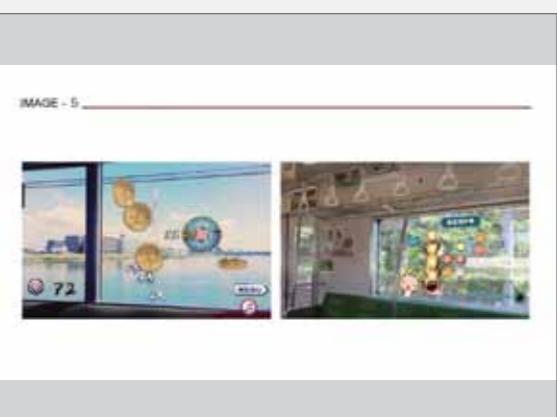
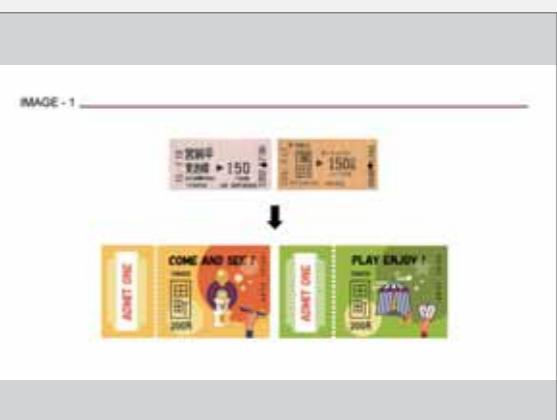
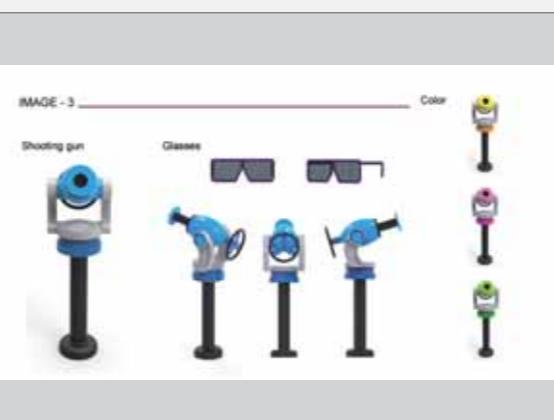
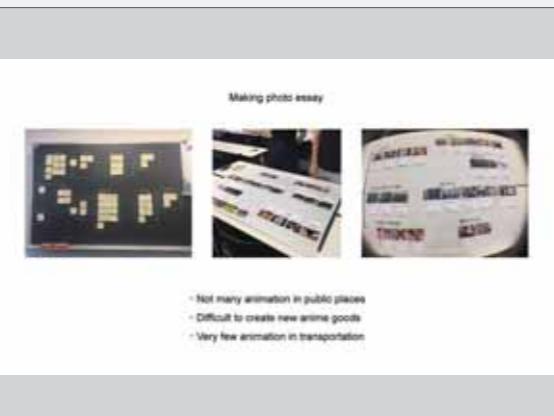
We targeted college student who is 21 years old. By wearing this
designed shoes, it is possible to walk alone in a pleasant mood even
at night.

Final Proposal





Design Process



Group 3 / team oishi

Member : Yang Ji Min / Byun Hea Jung / Lee Min Hee / Manatsu Inoue / Miki Oishi / Satoshi Yahiro

Concept

New concept theme trains that can get rid of the boredom

退屈している乗車者のために、アニメーションゲームを使って移動中を楽しくする電車である。

It is a train that turns traveling fun by using animation games for bored passengers.

Final Proposal





Group 4 / TWINKLE

Member : Jeong Se Eun / Kang Soo Jin / Kim So Yeon / Han Da Woon / Nahoko Kawamura
/ Minto Yamaguchi / Takanori Hirohashi

Concept

Easy to guide the person

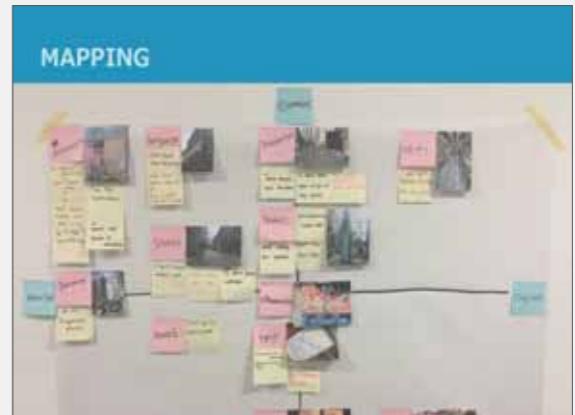
3D レーザーを用いた道案内サービス。レーザーで示すことで、前を向いて移動できる。
Direction guidance service that uses a 3D laser. By showing using lasers, you can walk while looking straight forward, without looking down.

Final Proposal

PHONE CASE AND LASER



Design Process





Group 5 / Team E!!!!

Member : Park Jaewan / Kim Song I / Kim Jeong Hyeon / Kazuho Watanabe / Rei Kataoka
/ Kim Sin Heon

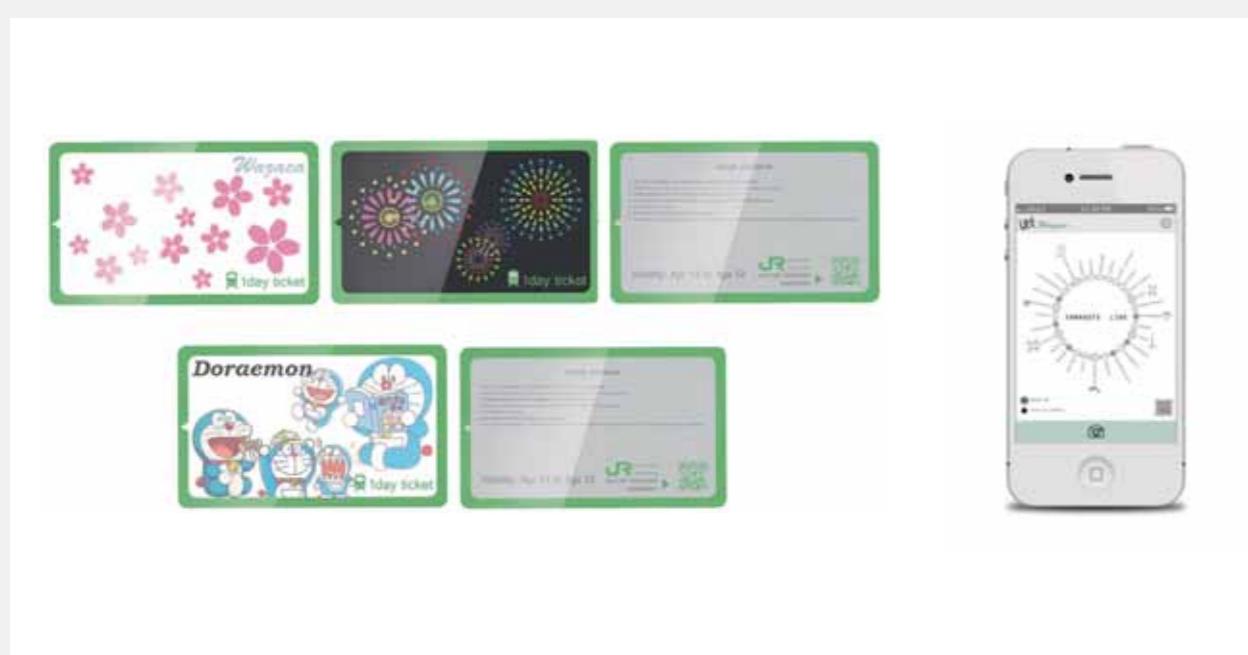
Concept

Transportation

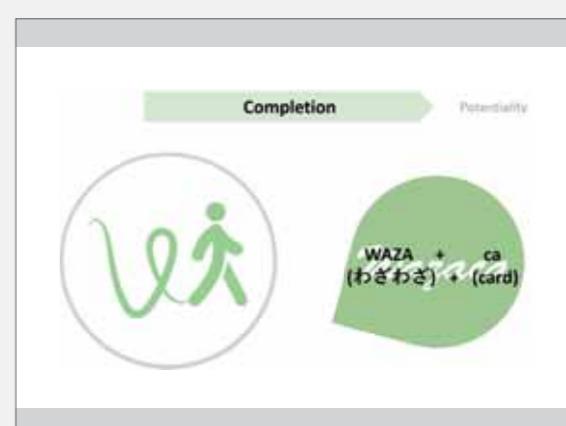
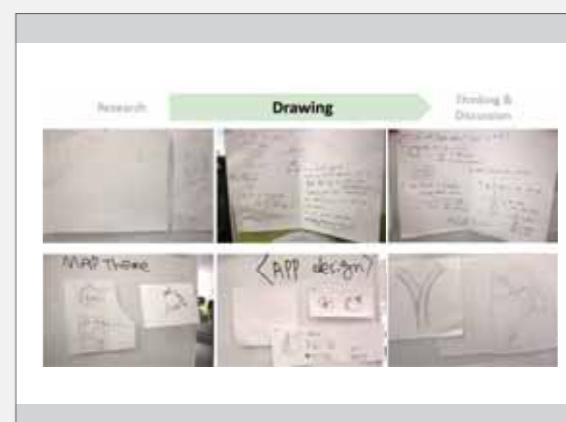
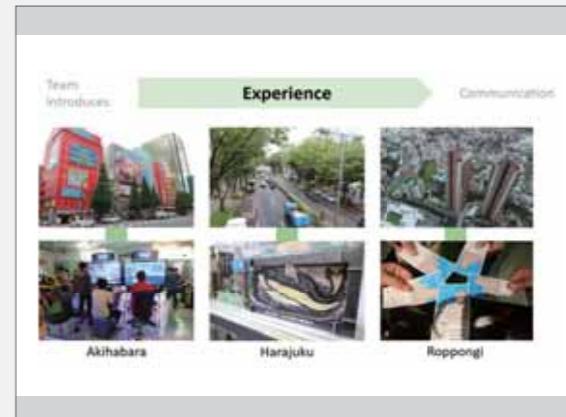
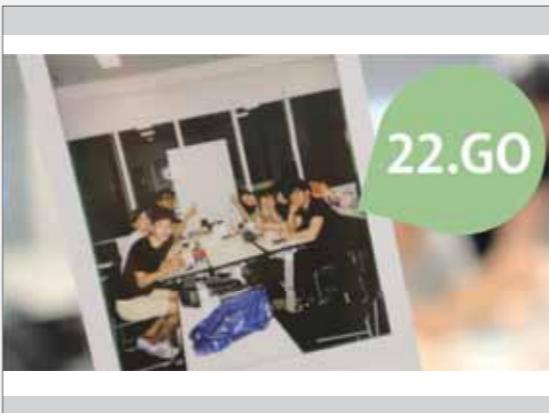
外国人観光客の旅行をより楽しく快適なものにし、
その思い出も持ち帰ることができる交通カードとそ
れを支援するアプリケーション

Transport cards that makes foreign tourist's traveling time more
pleasant and comfortable and lets them bring back their memories
using applications in support.

Final Proposal



Design Process





Group 6 / LEGO

Member : Rikuto Takeda / Yuri Enomoto / Choi Ji Yeon / Park So Jung / Lee Hye In
/ Jeong Ahyeon

Concept

Tourism

初来日で滞在期間が1週間以内の外国人観光客が、
より日本を楽しむことができるアプリケーション

Application in which foreign tourists who are visiting Japan for the first time and staying for less than one week will use to enjoy Japan more.

Final Proposal

Design Process

LEGO

Team member

PROCESS

Brainstorming (target, place, scene)

PROCESS

Fieldwork _ Akihabara - Shibuya - Harajuku

< To do list in field work >

- 01. Things that you think it's inconvenience in japan
- 02. Services or Something you need in japan
- 03. Marketing research
 - Existing Anime
 - Goods of the survey

THEME

Concept , Target

Target: Foreign tourists stay within one week of the first visit to Japan

Concept: Enjoy more the Japan at the stay time

SOLUTION

APP & User Interface

PERSONA

LEGO SMITH

Name	lego smith	Hobby	Travel	Staying times
Gender	male	National	Love eating	1 Week
Country	U.K.(United of states)	Personal	Social	
Age	23	Care	Anxiety	
Job	student	Technology		

Needs: Want to get information (Famous restaurant, Famous place (landmark), Searching hotel, Searching shop)

Behaviors: Using SNS on everyday (Outgoing (not stay at home), Like take a picture, Like eye shopping & Buy)

Customer Journey Map

Stages	Touchpoints	PERSONA
Searching for the shop	Smartphone signage	Deciding the shop to visit
Research shops on Internet	Smartphone	Go to the shop
Chose the shop on web	Smartphone signage	Estimating the shop
Relying on the map on the Internet	Smartphone	
Writing the review		

Thinking: I don't know which shop is good, Where do I want to go?

Feeling: Perplexity, Worried, Excited, Disappointed

CONTI

Storyboard (After use APP)



Group 7 / GENIUS

Member : Kang Kyejung / Cho Se Eun / Jo Yea Hong / Kousuke Gyotoku / Akiya Hikaru
/ Yoshida Haruki

Concept

Garbage can × Omiquizi

2020年の東京オリンピック開催期間中はスタジアム内にゴミを残していく人々の出現が予測できる。よって、私たちはゴミを入れた袋と引き換えにクーポン付のおみくじが手に入るシステムを提案する。

It is almost certain that some people leave garbage in stadium at Tokyo 2020 Olympic. So we propose that the system the people can get omiquizi with coupon in exchange for garbage bag.

Final Proposal



Design Process

TOKYO 2020

Shibaura & Uisan
Workshop Presentation
Team GENIUS

Yoshida Haruki Kang Kyejung Jo Yea Hong Cho Se Eun
Kousuke Gyotoku Akiya Hikaru

Background

Japanese have a high level manner that they pick up garbage by themselves.
We take pride in this Japanese soul and we should get visitors to know it.

TOKYO 2020

Field work

Theme is "Product utilized Contents' merit".
We went to Asakusa as a field work.
We did the Omiquizi.
We came up with the Omiquizi from this experience.

Suggestion

Garbage can × Omiquizi

Product Content

TOKYO 2020

1. Distribute garbage bag widely

At the entrance, ticket checker hand an original garbage bag.
This bag has unique feature.
Plastic bottles and Can are not allowed.

2. Trash to own bag

With unique bags encourage dumping oneself.
And people who have this may join picking garbage.

TOKYO 2020

Ideas of garbage bag-1

Ideas of garbage bag-2

3. Hand out character printed bags
2. Bags expand when visitor trash
3. Now we can copy character's action
4. They let clean up more fun!
"DigDug" is Japanese old game.
We expand enemy and beat them.

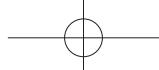
TOKYO 2020

3. Trash and...2

People get a special sheet in exchange for dumping garbage.
The sheet includes the Omiquizi coupon.

4. Use the tickets

Coupon holder can receive a discount of goods, service, and so on.



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