

**Creative Director:** Hyunseo

**Designer:** Maame

**Zoom:**

[https://drive.google.com/file/d/1essRh\\_G0SuFKNpQxZcN-Hkk44gHLCm6r/view?usp=share\\_link](https://drive.google.com/file/d/1essRh_G0SuFKNpQxZcN-Hkk44gHLCm6r/view?usp=share_link)

**Resources:**

<https://www.japan.travel/en/>

<https://wikitravel.org/en/Japan>

[https://en.wikipedia.org/wiki/Tourism\\_in\\_Japan](https://en.wikipedia.org/wiki/Tourism_in_Japan)

**Osaka, Tokyo:** (mainly focus)

- Popular tourist sites like castles, museums, shrines
- Food: Sushi, Matcha, Takoyaki, Ramen
- Language: Japanese & English

**Audience:**

- 3 out of 4 foreign tourists came from other parts of East Asia, namely South Korea, Mainland China, Taiwan, and Hong Kong.

**Concept(style):**

- The tone should be polite and friendly. Since the Japanese have a worldwide reputation for being uncommonly polite, social, and welcoming.
- Japanese design, grounded in simplicity and a connection to nature, features clean lines, rough-hewn textures, a neutral palette, and minimal styling.
- Japanese design is lauded for the beauty it finds in simplicity. Words like minimalist, elegant, and subtle, with objects that fool our eyes, could be seen as airy and light.

Format: Paragraphs under photos. 3 images or so per paragraph, spread out, sans-serif.

Latest info: In the footer

- Compared to before the Corona 19, the number of foreign tourists visiting Japan has decreased to 5%. The travel route to Japan, which was completely blocked due to Corona, but was gradually lifted this year, was closed entirely after two and a half years.



- This could be good for homepage header

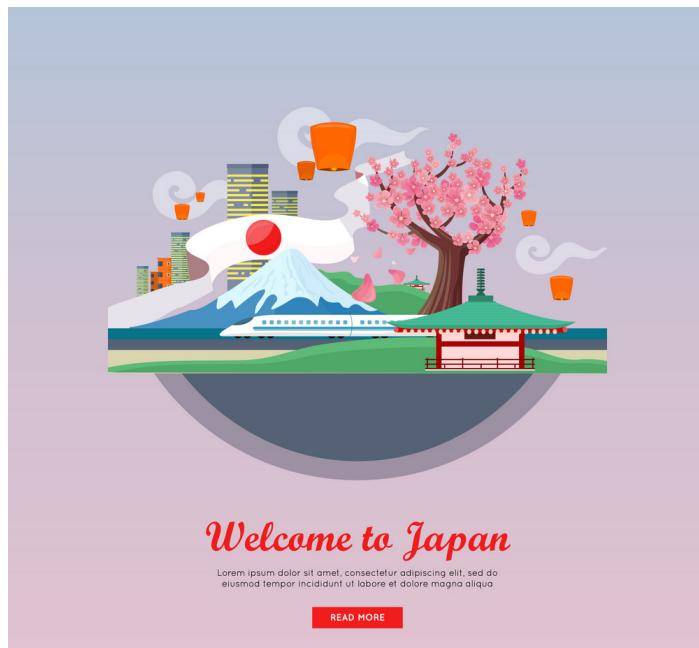


Image reference: