



Confused

Lonely
...



Communication Gap

Tourist

Elderly Local

Brainstorming

- POSITIVE **NEG (OPP. AREA)** **NEUTRAL** **OPINIONS, OVERALL CONCEPTS**

POSITIVE

- NEW TECHNOLOGY BRINGING TRADITION TO-EXIST
- LOW RENT. \$\$\$
- LOW LIVING EXPENSES
- VERY HEALTHY (GOOD, FOREST, WATER, AIR)
- V. CONSCIOUS + PROUD OF JAPANESE CULTURE
- ORGANIC AGRICULTURE
- VALUE OF TREES?
- PEOPLE'S MENTAL HEALTH?

NEG (OPP. AREA)

- TOURISTS HAVE DIFFICULTY IN BUSINESS NAV. (HOURS + SEASON.)
- EXCESSIVE PLANTATION OF NEUTRAL USELESS TREES
- NO CONCEPT OF PRESERVATION STRATEGY
- NO CONCEPT OF RECREATIONAL ELEMENTS
- LOW ACCESSIBILITY (KIMONO)
- WATER SYSTEM?
- HOW TO USE TECHNOLOGY TO ENHANCE INSTEAD OF REPLACING?

NEUTRAL

- HARVESTING? LOWY SUBSIDIES
- HOW DO BUSINESSES STAY OPEN?
- ENTREPRENEUR CULTURE (U. PRESERVATION)
- EXTREMELY RESERVE MOUNTAIN LIFESTYLE
- IMPORTANCE OF TRADITION TO THIS REGION
- NO PROPERTY OWNERSHIP + ORGANIZATION OF FORESTRY
- SOLVING IMMEDIATE ISSUES VS LONGTERM STRATEGY
- DISCONNECTED BETWEEN YOUNG + OLD GENERATION
- ADAPTABILITY TO TECHNOLOGY
- IS SUBJECTIVITY AN ISSUE OR ONE UNIFORM STANDARD?
- YOUTH VOLUNTEER PROGRAM
- RECREATION CITY (EDUCATIONAL + RECREATION TOOL)

OPINIONS, OVERALL CONCEPTS

- # CHARACTER
- # SHORT & SHIRTED
- # INHERITED
- # HIDA LETS TALK
- # KIMONO IPHONE
- # WHERE THE KIDS AT

QUESTION:

ANTIQUE SHOP KIMONO COPOLY CRAFTSTUDIO

OPPOSITION COMBINATION

OPINIONS TOWARD TECHNOLOGY

AEIOU

ACTIVITY, ENVIRONMENT, INTERACTION, OBJECT, USER.

1. WATER INFRASTRUCTURE 2. FOREST LANDSCAPE 3. COMMUNITY SOCIAL SYSTEM?

INDIVIDUALIZED BUSINESS.

LACK OF ENTREPRENEURIAL SENSE.

LOW RENT

LOW LIVING EXPENSE

APPRECIATION OF THE CULTURE

SMALL & TIGHT COMMUNITY NETWORK

WHAT MAKES THE COMMUNITY

INSIGHT INTO PRODUCT

UNDERSTANDING OF USHIMARU COUPLE

glances to ???

FINDING THE RIGHT TECHNIQUES AS SUPPORT

SEE 3.1

ECOLGY & FARMER LOCAL COMMUNITY.

TOURIST & LOCAL COMMUNITY.

DEMOGRAPHIC SHIFT

BOTH INDIVIDUAL & COMMUNITY.

EMPATHY TO AUDIENCES

DESIGNERS' OPINION

DESIGN CHALLENGE: WHICH APPROACH TO TAKE?

TOURIST VS. LOCAL

DISCONNECT

ASK ~~AKIKO~~ AKIKO

MENTAL STATE

YOUNG GENERATION RECRUITMENT (SEE 3.0)

BARRIER TO

POTENTIAL #ENHANCE #UNCOVER

INFORMATION TO VACANCY HOMES

OTHER RURAL REGIONS IN JAPAN

OPPOSITION OF TECHNOLOGY

FAB CAFE

LOCAL

CULTURE

LOSING THE TRADITION

COMMUNITY NETWORK

FAMILY NETWORK