

Brainstorming

POSITIVE

NEG (OPP. AREA)

NEUTRAL

MARKETING? LOW'S SUBSIDIES

HOW DO BUSINESSES STAY OPEN?

ENTREPRENEURIAL CULTURE (U. PRESENTATION)

EXCESSIVE PLANTATION OF NEUTRAL USELESS TREES

NO CONCEPT OF RECREATION STRATEGY

NO CONCEPT OF RECREATION ELEMENTS

LOW ACCESSIBILITY (KIMONO)

NEW TECHNOLOGY vs TRADITION CO-EXIST

LOW RENT. \$\$\$

LOW LIVING EXPENSES

VERY HEALTHY (GOOD, ACCESS, WATER, AIR)

V. CONFIDENT + PROUD OF JAPAN CULTURE

COMPROMISING EVERYTHING FOR CULTURE BY DISCOUNTING FORESTING

MAKE GOOD USE OF RESOURCES FOR THEMSELVES

GLOBAL

ORGANIC AGRICULTURE

TOURISTS HAVE DIFFICULTY IN BUSINESS NAV. (MOVES + SCHEDULE)

PERSONAL INTEREST RUNS THE SHOP

EXCESSIVE PROPERTY OWNERSHIP + ORGANIZATION OF FORESTRY

SOLVING IMMEDIATE ISSUES VS LONGTERM STRATEGY

DISCONNECTED BETWEEN YOUNG + OLD GENERATION

RESPONSE AT RISK BEING LOST

HOW TO USE TECHNOLOGY TO ENHANCE INSTEAD OF REPLACING?

WATER SYSTEM?

PEOPLE'S MENTAL HEALTH?

VALUES OF TREES?

OPINIONS, OVERALL CONCEPTS

CHARACTER

SHORT # SIGHTED

INHERITED

HIDA LETS TALK

WHERE THE KIDS AT

KIMONO IPHONE

CHEAP

IMPORTANCE OF TRADITION TO THIS REGION

EXTREMELY RESPECTED MOUNTAIN LIFESTYLE

PROPERTY OWNERSHIP (IMMEDIATELY INHERITED)

TIME

DIVIDED IN DIFFERENT ASPECT OF CULTURE

IS SUBJECTIVITY AN ISSUE OR ONE UNDERSTANDING

ADAPTABILITY TO TECHNOLOGY

OPPOSITION VS. COMBINATION OF TECH

YOUTH VOLUNTEER INVOLVEMENT PROGRAM

KOREAN HIGH CITY EDUCATIONAL + MACHINE TOOL

QUESTION:

ANTIQUE SHOP

KIMONO

COPOT

CARPENTER STUDIO

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

ECOLGY + FARMER LOCAL COMMUNITY.

TOURIST + LOCAL COMMUNITY.

DEMOGRAPHIC SHIFT

Ushimaru Couple

glances to ???

FINDING THE RIGHT TECHNIQUES AS SUPPORT

SEE 3.1

COMMUNITY NETWORK

WHAT MAKES THE COMMUNITY

DESIGNERS' OPINION

EMPATHY TO AUDIENCES

DESIGN CHALLENGE: WHICH APPROACH TO TAKE?

TOURIST VS. LOCAL

DISCONNECT

ASK AKIKO

LOST THE TRADITION

OTHER RURAL REGIONS IN JAPAN

OPPOSITION OF TECHNOLOGY

FAB CAFE

LOCAL

CULTURE

CONNECTION

MENTAL STATE

YOUNG GENERATION RECRUITMENT (SEE 3.0)

INFORMATION TO VACANCY HOUSES

POTENTIAL #ENHANCE

#UNCOVER

BARRIER TO

LOST THE TRADITION

Method

