

# 2019 CAPE LOCAL DESIGN WORKSHOP

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## CHIBA

cape

Campus

Asia

Plant

Environment innovation



CHIBA UNIVERSITY

## ABOUT ISUMI-SHI

Isumi (いすみ市 Isumi-shi) is located on the east coast of southern Chiba Prefecture (千葉県 Chibai-ken), Japan. The area is noted for its beach resorts, and the landscape consists of rolling, sandy hills.

Isumi is approximately 1 hour and 10 minutes from Tokyo Station by limited express train via Ōhara Station on the JR East Sotobō Line. Ōhara Station is also the connecting point for the JR East Sotobō Line and the Isumi Railway Company Isumi Line.

Scenic Isumi City is surrounded by natural landscapes of gently rolling plains and its beautiful coastline. This place is perfect for surfing, fishing, and a dip in the sea.

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Scenic Isumi City is surrounded by natural landscapes of gently rolling plains and its beautiful coastline. This place is perfect for surfing, fishing, and a dip in the sea. Agriculture is Isumi's main industry. Rice and vegetables are grown, and livestock is raised in the flat part of coastal and inland areas. Also, Isumi has a lively fishing industry. The city benefits from fertile fishing grounds in neighboring areas that yields abundant seafood, including Japanese spiny lobster and octopus.



- Some of  
ISUMI BRAND products  
(いすみブランド認定産品)
- 1 Spiny Lobster
  - 2 ISUMIKKO (いすみっこ)
  - 3 Bluberry
  - 4 Abalone
  - 5 ISUMI BRAND mark





Isumi is also one of the cities of hosting Olympic surfing games. It is a great chance to promote Isumi to various visitors with different cultural backgrounds. In this workshop, we aim to make Isumi community more attractive by design works.

### PRELIMINARY ASSIGNMENT

The purpose of the preliminary assignment is to help students gain background knowledge of the subject before carrying out the workshop. Complete the assignments given below and prepare to give 10-15minute presentations on July 5th. Each University should have two presenting groups with different contents.

> Conduct a case study on how other local communities use their natural resources and features for local benefit&promotion. Research and analyze various cases of local branding and local products.

### OBJECTIVES OF DESIGN WORKSHOP

This workshop aims to solve the low tourist numbers of Isumi city and revitalize the local community by suggesting design solutions that involve 1) branding of Isumi city, 2) re-branding of Isumi local products, 3) festivals and regional identity, 4) convenience facilities for tourists and also inhabitants.

いすみ市 (Isumi-City)  
<http://www.city.isumi.lg.jp/>

いすみ市観光協会 (Isumi Tour Website) < Language (English, Korean)  
<http://www.isumi-kankou.com/>

いすみがく (Isumi-Gaku) < Chiba University's activity  
<http://cocp.chiba-u.jp/ismigaku/>

### WORKSHOP SCHEDULE

DATE	TIME	EVENT	LOCATION
JULY 5	12:50 - 13:00	Registration	Library Building 1, 3F, Ki-Wa-Mi Hall
	13:00 - 13:20	Orientation	
	13:20 - 13:50	Introduction to Each University	
	13:50 - 14:00	Break Time	
	14:00 - 15:00	Presentation - Preliminary Assignment	
	15:00 - 15:45	[Lecture] About Isumi City	
	15:45 - 16:00	Break Time	
	16:00 - 17:00	Meet&Greet -Ice Breaking Time	
JULY 6	08:20	Meet at Sho-In Hall	いすみ市, Isumi-shi  * We will rent the bus for field research. All workshop participants will ride the bus at Chiba University.
	08:20 - 10:00	>Bus	
	10:00 - 11:30	Minnamino Sato(里のMUJI みんなみの里) Tour + Lunch	
	11:30 - 13:00	>Bus	
	13:00 - 13:30	Isumi City Hall(いすみ市役所) + Lecture	
	13:30 - 14:00	>Bus, Ohara port + beach Tour (大原漁港、大原海水浴場)	
	14:10 - 15:10	Isumi-Gaku + Tour around Ohara Village + Isumi Tour Information Center (いすみがく、街、観光案内所、大原駅)	
	15:28 - 15:44	Isumi Train (Ohara>Kuniyoshi) (いすみ鉄道、大原15:28発⇒国吉15:44着)	
	15:44 - 16:30	Kuniyoshi Village Tour	
	16:30 - 17:00	>Bus	
	17:00 - 17:30	Cafe Pia-Miyasiki(カフェ ピアミヤシキ)	
	18:00 - 19:30	*Dinner Time or other schedules	
	19:30 - 21:00	>Bus, to Nishi-Chiba Station	
JULY 7		Design Research (Free Schedule)	
JULY 8	10:00 - 12:00	Group Work 1	Sho-In Hall 2F
	12:00 - 13:00	Lunch Time	
	13:00 - 18:00	Group Work 2	
JULY 9	10:00 - 12:00	Group Work 3 + Professor Review	Sho-In Hall 2F
	12:00 - 13:00	Lunch Time	
	13:00 - 18:00	Group Work 4	
JULY 10	10:00 - 12:00	Group Work 5	Sho-In Hall 2F  [Final Presentation] * Sho-In Hall 1F
	12:00 - 13:00	Lunch	
	13:00 - 14:00	Preparing Presentation	
	14:00 - 17:00	Final Presentation	
	17:00 - 18:00	Closing & Farewell Party	

## Teams

Students were divided into the following five teams.

Abbreviations:

CU-Chiba University;

SNU-Seoul National University;

## Professors

CU

Nagase Ayako

Abe Atsushi

Ikjoon Chang

SNU

Suzung Kim

Kyungsun Kymn

Jangsub Lee



## A

Aldo MEDINA CASS -CU

Rihoko OTAKA -CU

Hyunseo CHIN -SNU

Seoin SONG -SNU

## B

Yu Hsuan CHEN -CU

Shoko TANAKA -CU

AJeong KIM

Jinyoung YANG -SNU

## C

Hyemin JUNG -CU

Brenda Ojanguren Pinedo -CU

Emiri ITO -CU

Sung Jun KIM -SNU

## D

Sooyeon KIM -CU

Lilia Montserrat Silva Peña -CU

Fumina HISATSUGU -CU

Da Eun LIM -SNU

## E

Andintya ANISSA -CU

Victoria CARRICART -CU

Haruka TASHIRO -CU

Yunseon OH -SNU

## F

Cervantes Palacios Arantza Stefany-CU

Momoka OGAWA -CU

Sumiao LU -CU

Minwoo SONG -SNU

A

## Members

Aldo MEDINA CASS -CU  
 Rihoko OTAKA -CU  
 Hyunseo CHIN -SNU  
 Seoin SONG -SNU

## 'ISUMI Lifestyle Guide' with ISUMIE

Social community by women who live in Isumi-shi

- What** To Provide information about Isumi Town / Activate and promoting all kinds of categories in Isumi Town (SNS, Own business)
- Who** Isumi-shi residents
- Why** Connect / Promote / Guide / Social Contribution
- How** We will make various programs for connecting Isumi-shi residents (One Day Class, One Day Party, Catering Service etc)
- Value** Promote the community's own character and charm.  
 Making energetic connection of Isumi-shi.

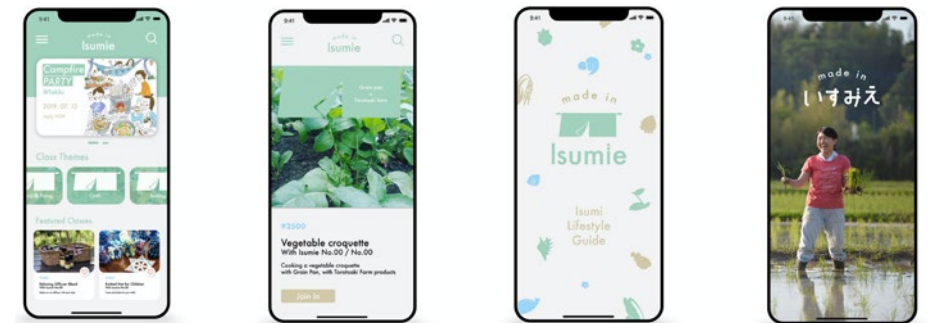
## Service Flow



## Design



## -Application\_ APP Design



## -Symbol Type Signature





## B

## Members

Yu Hsuan CHEN -CU  
Shoko TANAKA -CU  
AJeong KIM -SNU  
Jinyoung YANG -SNU

## Service Flow

## 'ISUMImasen' (いすみません)

Platform for utilizing empty space in Isumi-shi

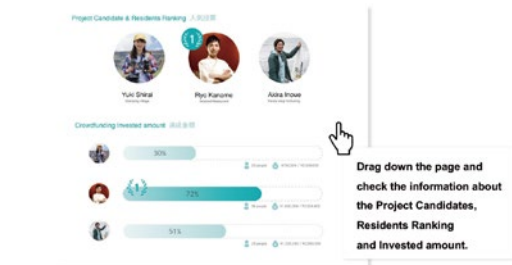
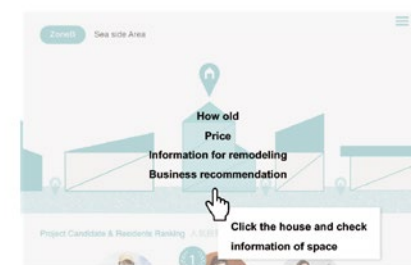
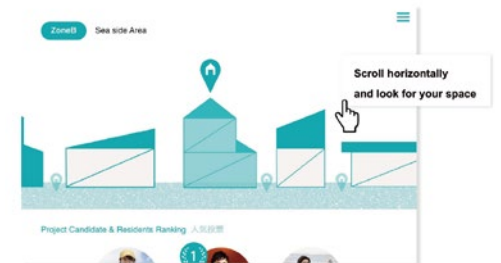
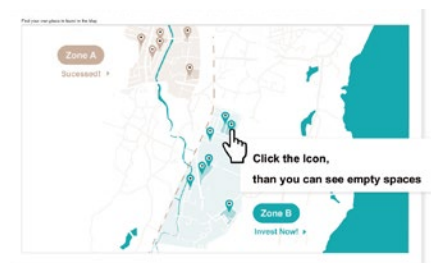
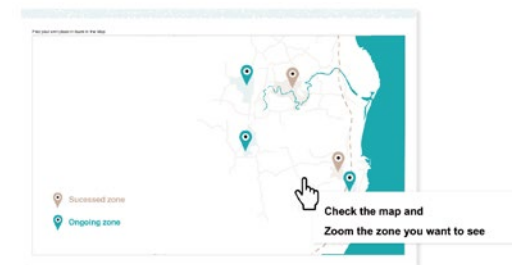
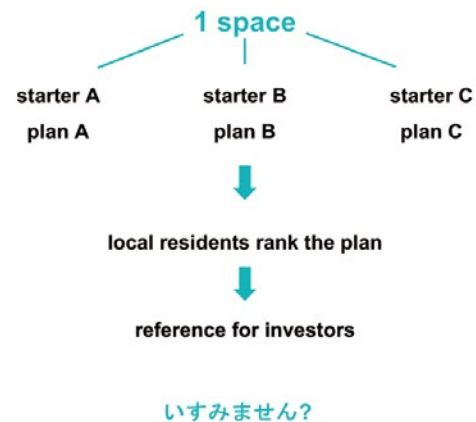
- What** 'ISUMImasen' is a crowd funding platform for young starters. (website+mobile application)
- Who** Isumi-shi residents + Young people from outside
- Why** In Isumi-shi, for sustainability, young residents are more important than temporary visitors.
- How** Connecting investors and starters by platform (Crowd funding system). Young people who want to start a new business or new life in Isumi-shi
- Value** Empty can be attractive. Young people can make their own space, shop and individual life in Isumi-shi with lower price than Tokyo.

## Design

## Visualization - Logo



## Competition Crowd funding System



## C

## Members

Hyemin JUNG -CU  
Brenda Ojanguren  
Pinedo -CU  
Emiri ITO -CU  
Sung Jun KIM -SNU

## Service Flow

## LIVING ISUMI (いすみとくらす / ISUMITO-KURASU)

Vacation Program in Isumi-shi

- What** Three weeks of experience program for students.
- Who** University students + Young people from outside
- How** Students will live in Isumi city and get to learn from activities related to Isumi's culture and services for a reasonable price and get university credits. While learning, they get to know Isumi-shi and can experience 'Living in Isumi.'
- Value** Get a chance to promote Isumi-shi to young people by organizing the program. Revitalization of abandoned spaces in Isumi-shi.

## Design

## 3 WEEK PROGRAM STRUCTURE

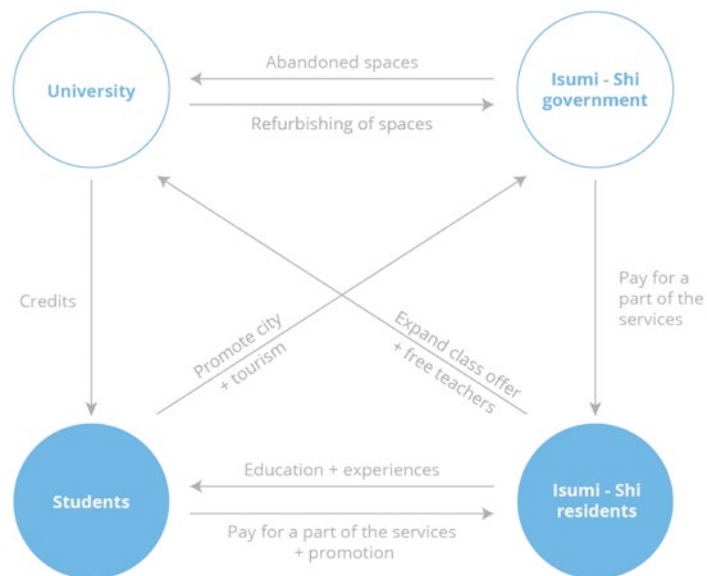
**1 week**  
Pick 1 of 3  
theoretical  
programs



**1 week**  
Free time  
to visit Isumi



**1 week**  
Pick 1 of 6  
extra-curricular  
activities



 <p><b>AGRICULTURE PROGRAM</b></p> <p>The students will participate in field tours to farms and factories. Through direct contact with the people in charge of this places, they will learn about the production processes of the products and the management of the businesses.</p> 	 <p><b>RURAL ART AND HISTORY PROGRAM</b></p> <p>Students will participate in field tours to local art and history facilities as well as meet local artists. Through these visits they are encouraged to think about the importance of preserving rural art and history as well as the joy of exploring.</p> 
 <p><b>ENVIRONMENTAL &amp; SOCIAL BUSINESS PROGRAM</b></p> <p>Students will meet various social and environmental business and owners. Through talks and Q&amp;A they will be able to learn about the practical issues when running a non-profit business.</p> 	<p><b>EXTRACURRICULAR ACTIVITIES</b></p> <p>Classes are run by locals as well as university faculty staff. The students get to learn and practice new activities for a discounted price.</p> 

## D

## Members

Sooyeon KIM -CU  
 Lilia Montserrat Silva  
 Peña -CU  
 Fumina HISATSUGU -CU  
 Da Eun LIM -SNU

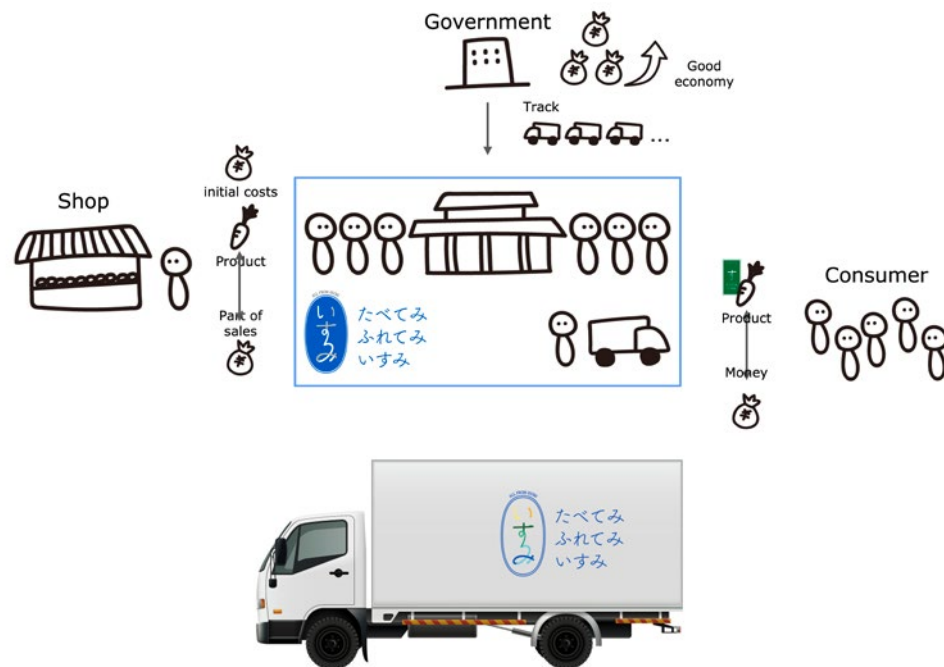
## Isumi specialized product truck

(たべてみ・ふれてみ・いすみ / Tabaete-mi, Huretea-mi, Isumi)

Isumi specialized products &amp; foods truck

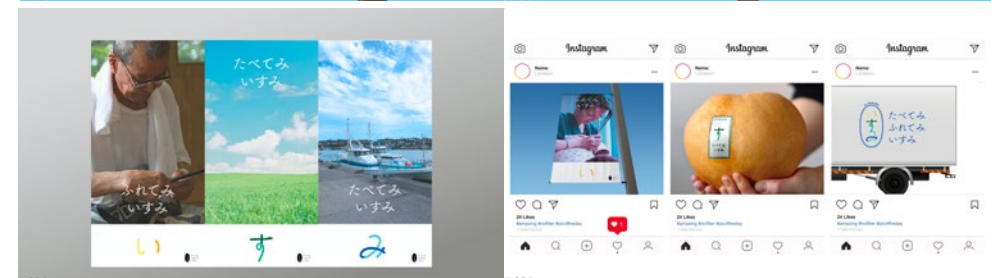
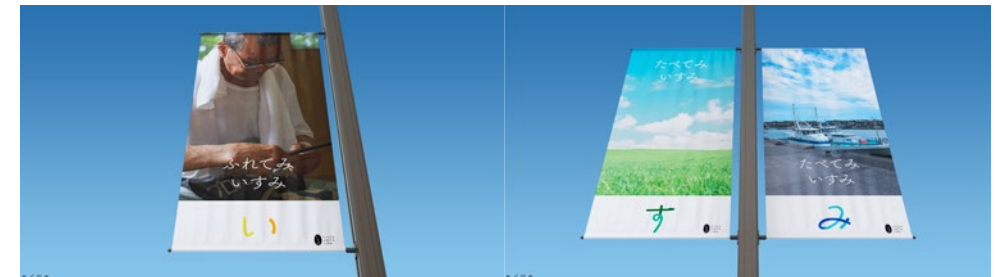
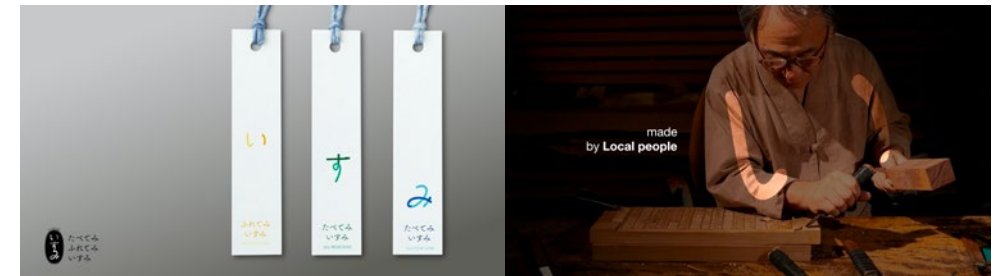
- What** Suggest the truck project to promote Isumi-shi's specialty and products.
- Who& Why** For locals (Stores are too far apart each other), For tourists (Hard to move place to place), For people outside (Can't notice the attractiveness of Isumi)
- How** Operate a food truck(specialized product truck) all arounds.  
 Also using SNS(food truck ad) to promote Isumi-shi.
- Value** People outside Isumi can get fresher products and get a chance to know an attractive place. Isumi government can improve the economy parts and get new tourists.

## Service Flow



## Design

## Logo Design





## E

## Members

Andintya ANISSA -CU  
 Victoria CARRICART -CU  
 Haruka TASHIRO -CU  
 Yunseon OH -SNU

## "Ishumi, I love me"

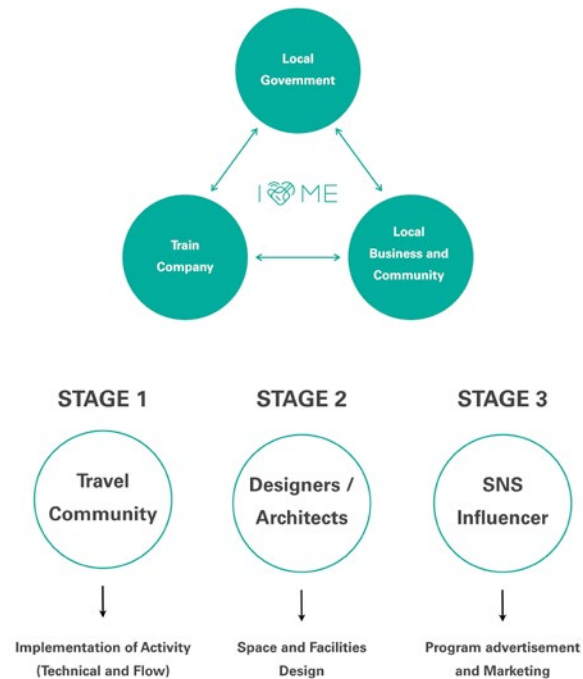
Platform for utilizing empty space in Isumi-shi

- What** This program wants to highlight the high quality of rice sake produced by Isumi-shi to young people from Tokyo, while being entertained by Isumi-shi nature and delightful seafoods. This program aims to re-introduce city people how to enjoy a simple life, refresh their mind, and to rediscover their self-love.
- Who** Late Twentys - Thirtys who live in a city (like Tokyo)  
 OL (Office Lady, Women who have good taste)
- How** Program's main concept: Enjoying slow life.  
 Program Sample : Sake+Herb experience, Port seafood and sake bar etc
- Value** Get a chance to promote Isumi-shi to young people.  
 Revitalization of Isumi-shi.

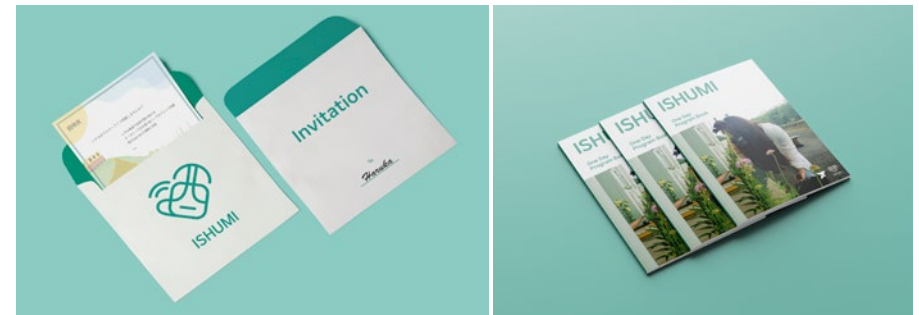
## Service Flow

### Pre-event:

Isumi-shi local government send an invitation to Japanese people from different industries to get early feedback, in several stages



## Design



## F

## Members

Cervantes Palacios Arantza  
Stefany-CU  
Momoka OGAWA -CU  
Sumiao LU -CU  
Minwoo SONG -SNU

## Service Flow

## The trip of Ebi(Shrimp)

Re-branding of Morning Market in Isumi-shi

- What** Morning fish market, which is located in Ohara Fishing Port
- Who** Tourists, People outside Isumi
- Why** In order to promote the market products to tourists
- How** Train Plan\_ food & Isumi products in train (like mini-market.)  
Put advertisements to outside of the train.
- Value** Isumi-shi promotion by train market



## ISUMI/MARKET

## FORENGERS

## TRAIN COMPANY

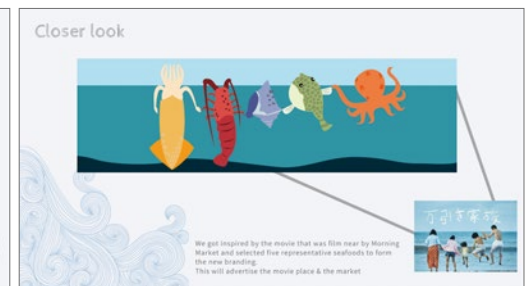
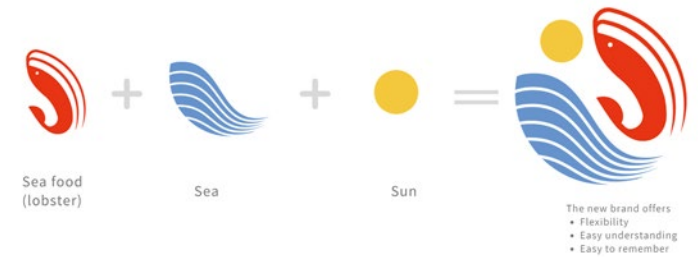
- New medium to promote the city.
- Increase of tourism.
- Local economy can be activated.

- New experiences for the people through this project.
- They can buy fresh seafood from Isumi Morning Market easily.

- The event will attract people, so more passengers would like to access the route.

## Design

## Re-brand of Morning Market













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SEOUL NATIONAL UNIVERSITY

2019

CAPE LOCAL DESIGN WORKSHOP

CHIBA, JAPAN

JUL. 5 – 10, 2019

CHIBA UNIVERSITY JAPAN

SEOUL NATIONAL UNIVERSITY KOREA

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Prof. Jangsub Lee SEOUL NATIONAL UNIVERSITY