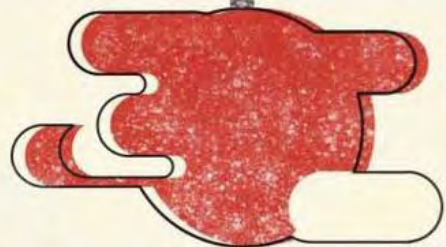
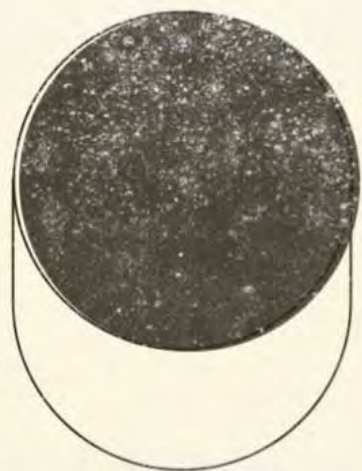


אָפּטאַקל



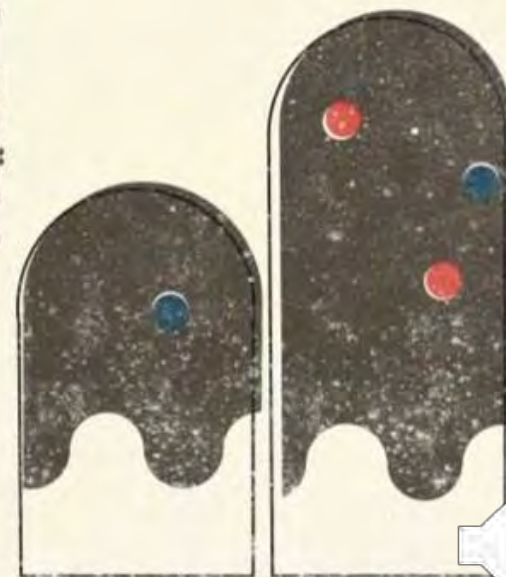
אָרענזשן

# YATAI

GROUP A/JPN

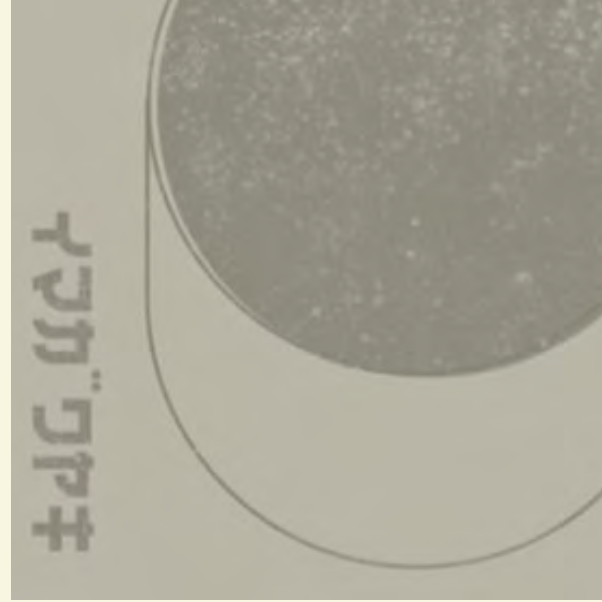
*renjun yu / miho kawada / nanao suzuki  
/ kaoruko kito / reiko go*

אָפּטאַקל





# EVOLUTION OF PROBLEM STATEMENT



# FINAL SOLUTION: *YATAI*



Re-designing Yatai as a stylish store to spread its culture and improve sustainability



# THE SWEETS



## IMAGAWA-YAKI

Japanese pancakes with filling such as sweet red bean paste. Best eaten warm!



## ANZU-AME

Candied apricot, a sweet that uses apricot instead of the "apple" in candy apples

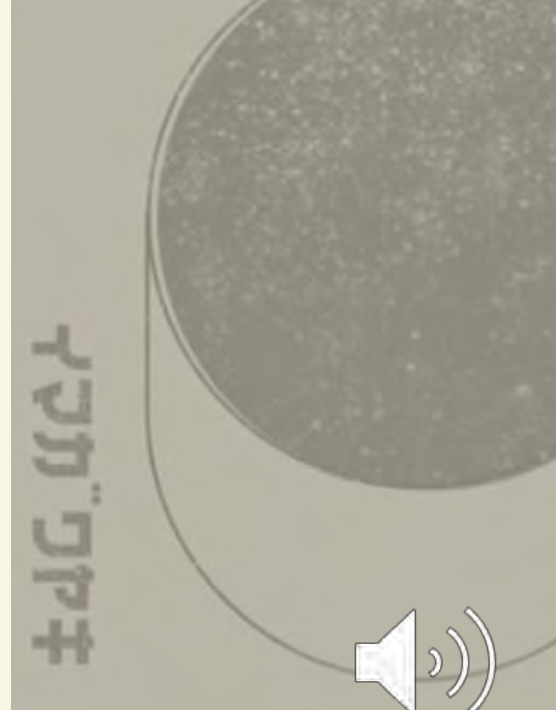


## CHOCO BANANA

Chocolate-covered banana, usually with colored sprinkles on the chocolate.



# PACKAGE DESIGN

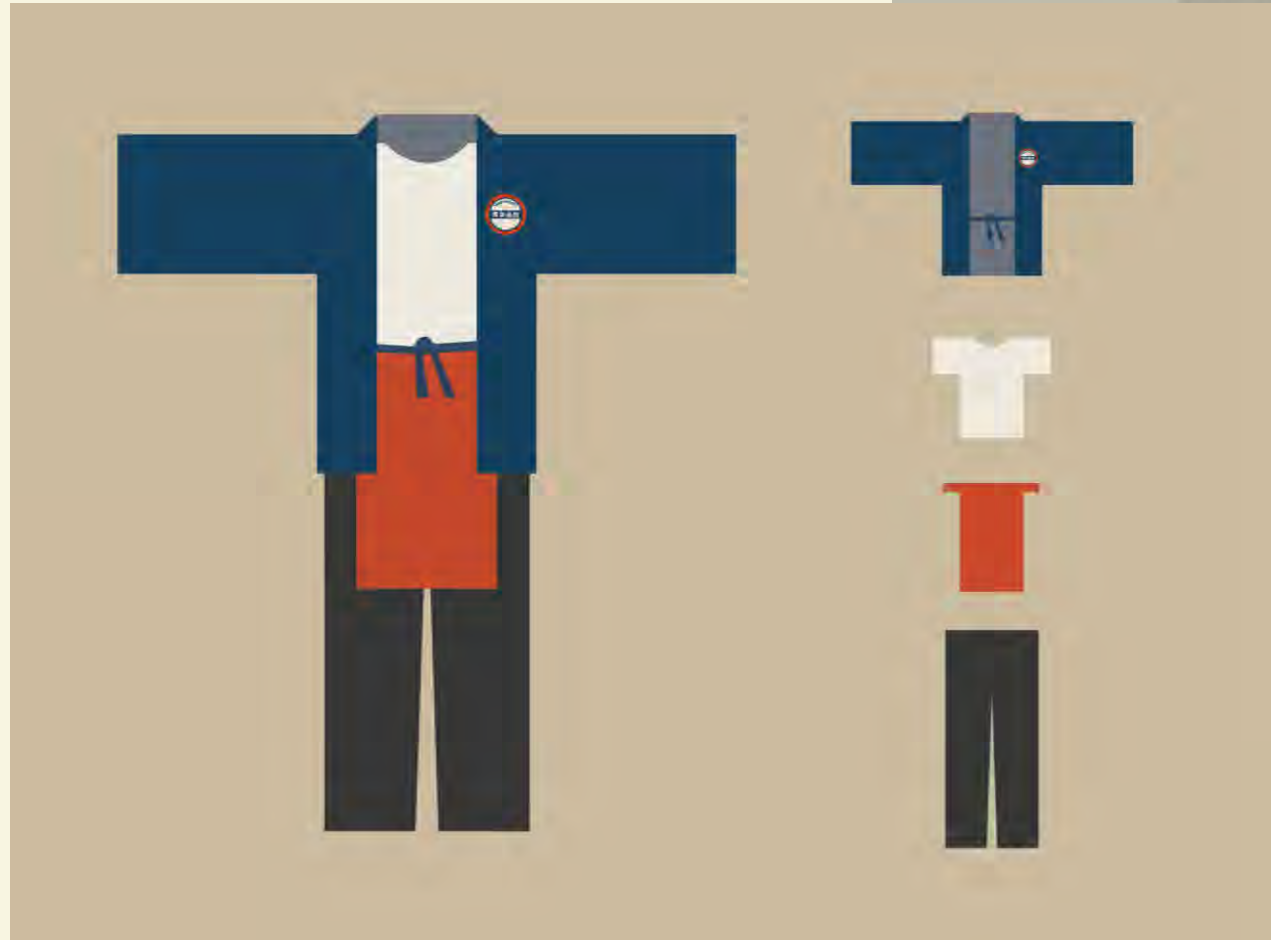


# SHOP DESIGN



# UNIFORM

APRON  
X  
HAORI





**THANK YOU FOR LISTENING**



まる福



M A R U F U K U

Marufuku

~fruit daifuku~

Group B

Mao Ikegami • Otowa Ichimura • Kyoko Kodama • Naoko Mukai

# What is daifuku?

大(big)福(fortune)

daifuku is considered a lucky food!

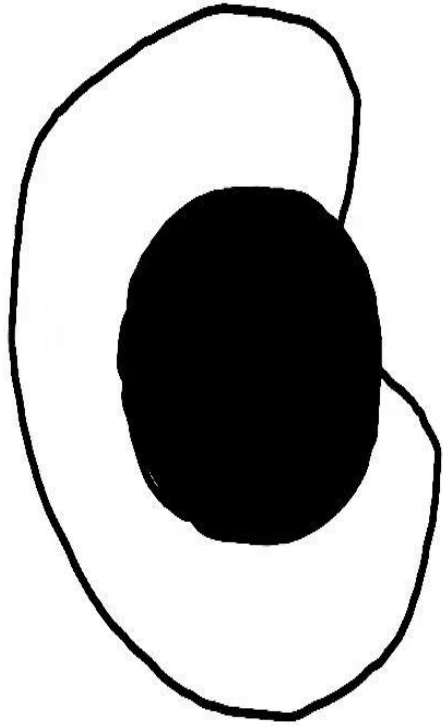
They can be eaten  
with just one hand



anko paste  
made from azuki beans

(usually the paste is either  
kosi-an or tsubu-an: smooth  
or chunky.)

thinly stretched mochi dough  
made from rice



FlipaClip



# What is Marufuku?

fruit daifuku shop



# What is Marufuku? - our concept

---

use the local fruits to make daifuku more approachable:

the shop in Indonesia will use fruits from Indonesia, the shop in Poland will use fruits grown in Poland, etc....



# What is Marufuku? - our concept

---

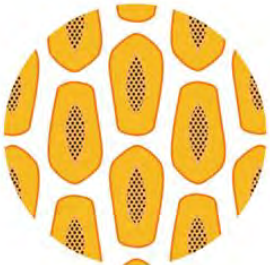
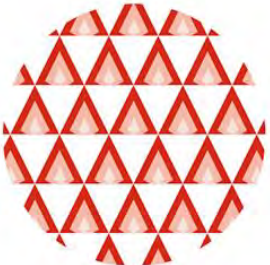
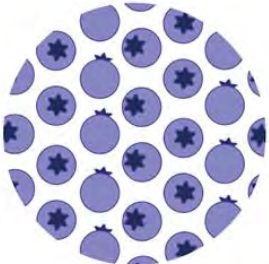
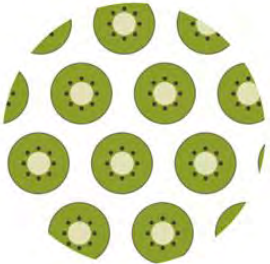
Our goal:

to make daifuku sustainable in each country  
and to connect people together with our fruit daifuku.



# What is Marufuku? - our concept

Graphic inspired by the fruits of each country



Japan

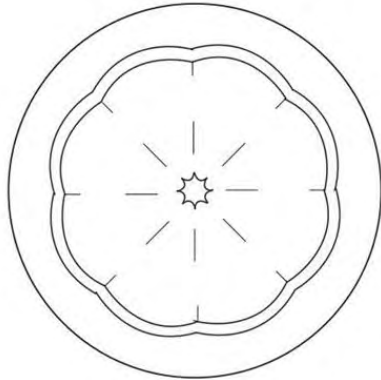
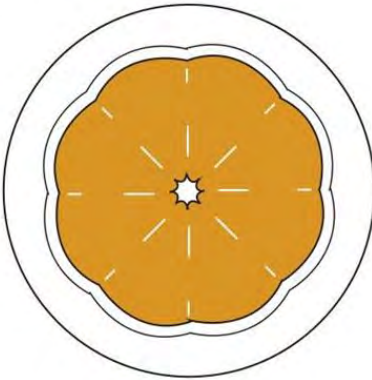
Indonesia

Malaysia

Poland

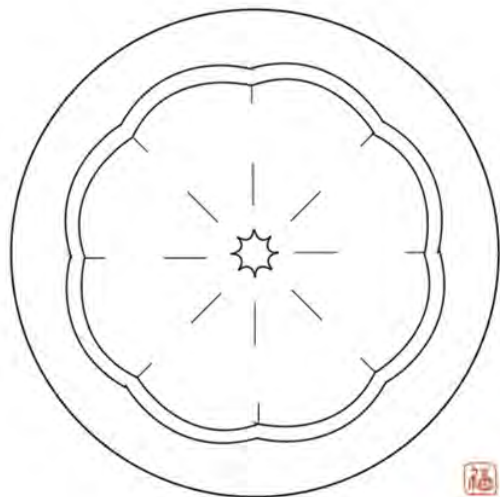
# Logo design

---



# Logo

daifuku 大福  
福(fuku) - luck, fortune



M A R U F U K U

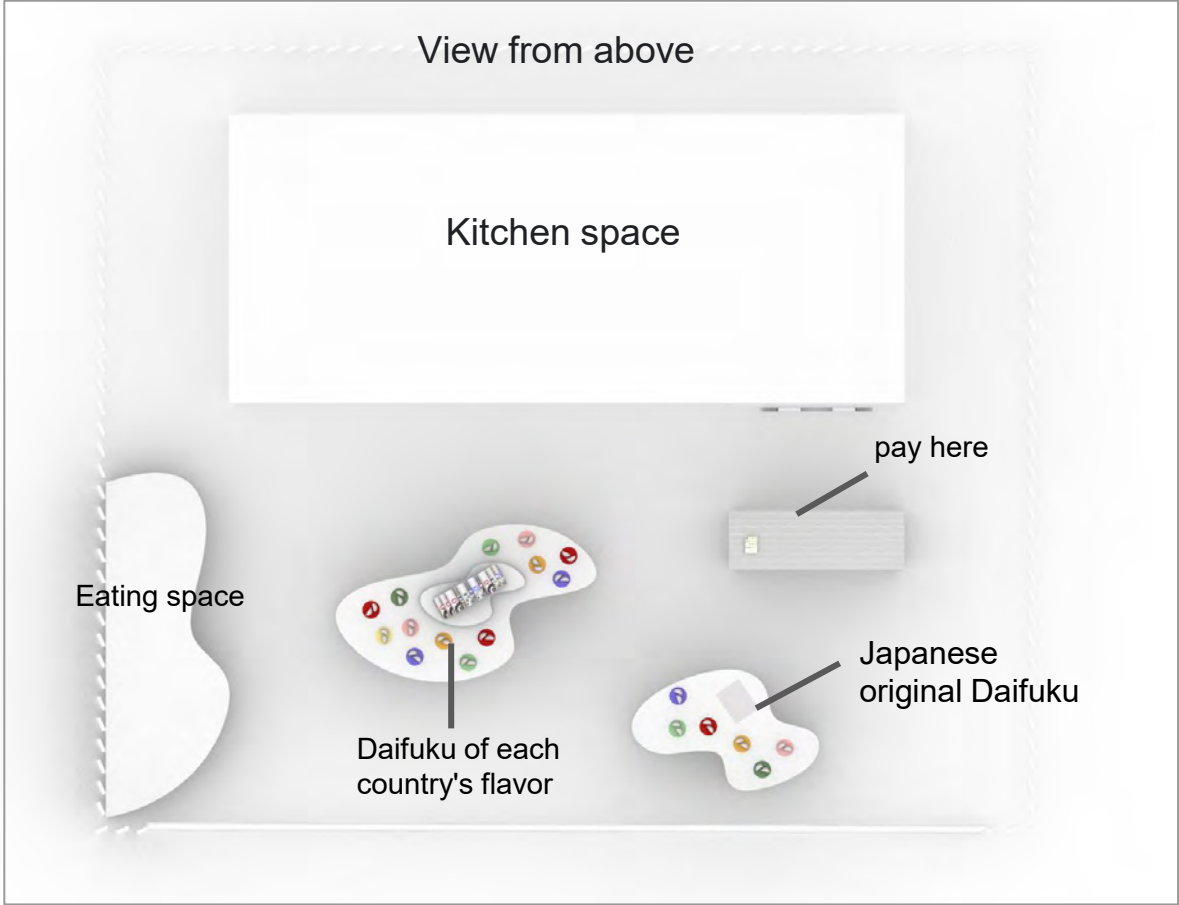


M A R U F U K U

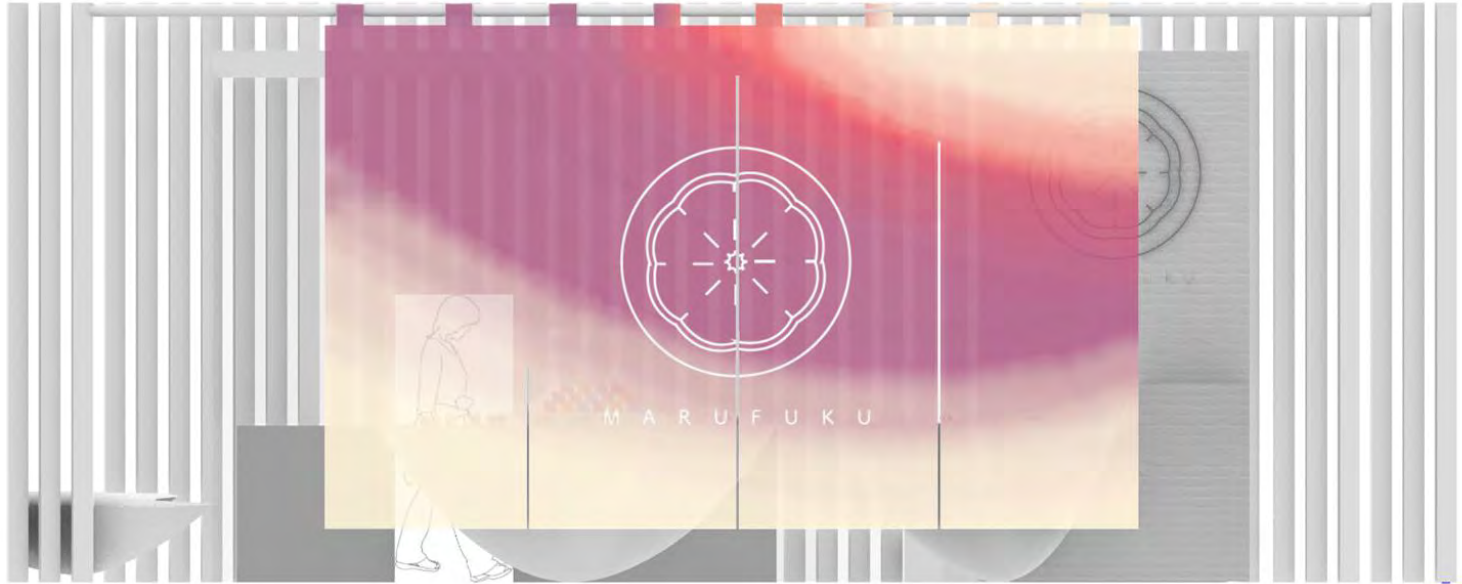


M A R U F U K U

# Shop design



entrance



Noren is a curtain hung in the entrance of a store.

# exterior



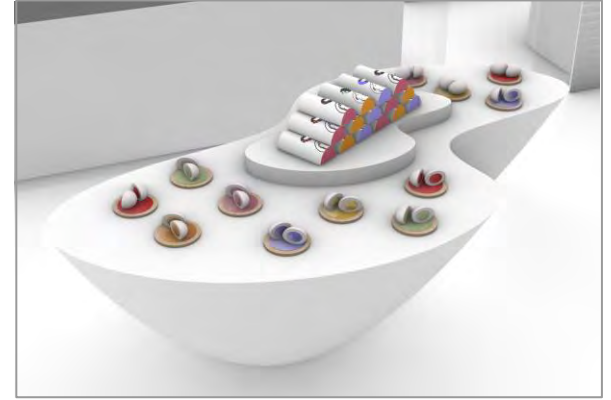
The outer wall where the room can be seen or not depending on the angle.

# Interior



A person is about  
this size

Kitchen space transparent with glass.

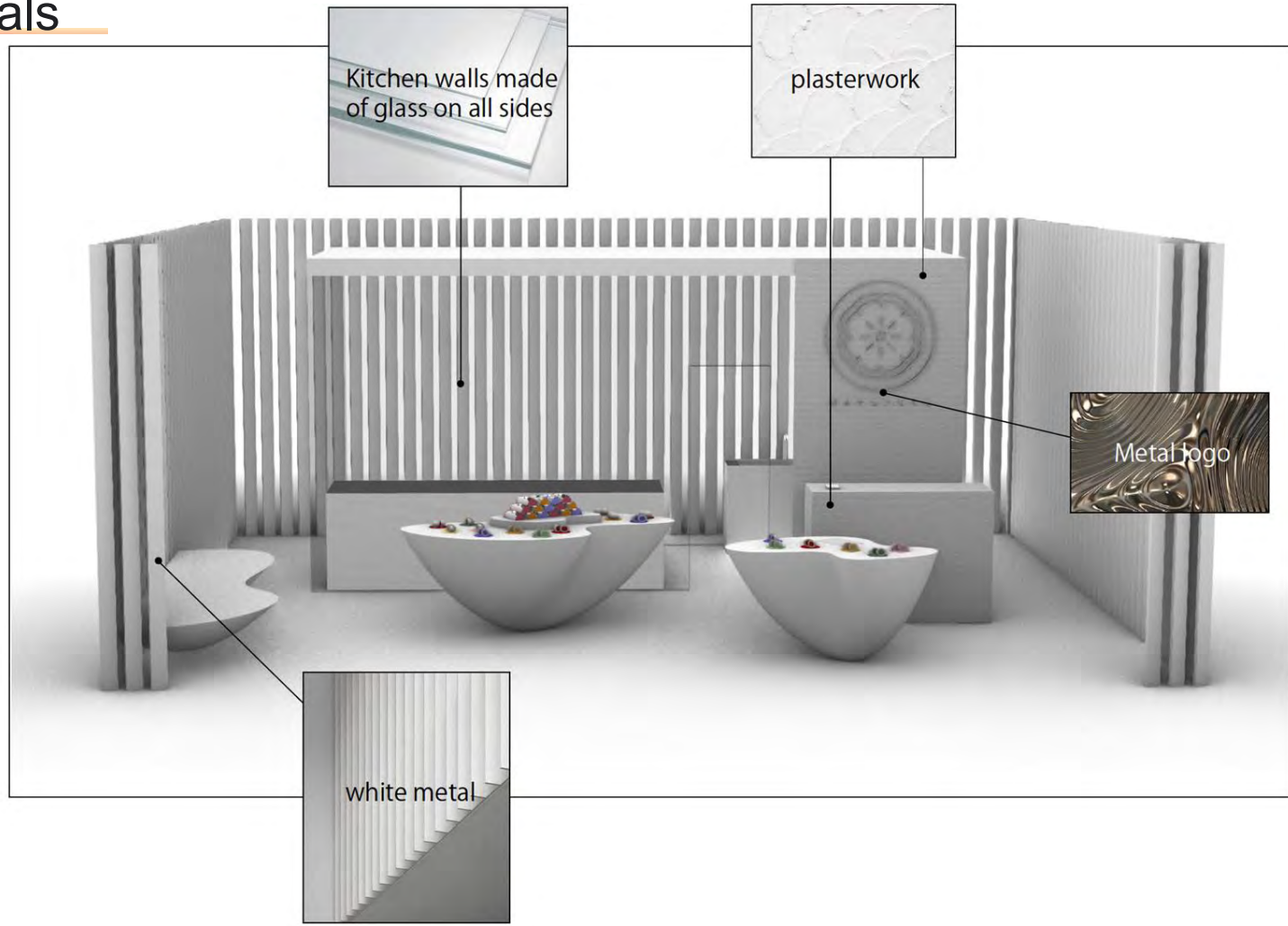


Daifuku display



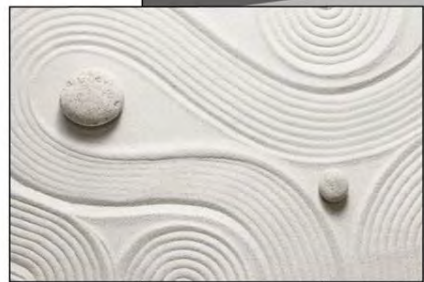
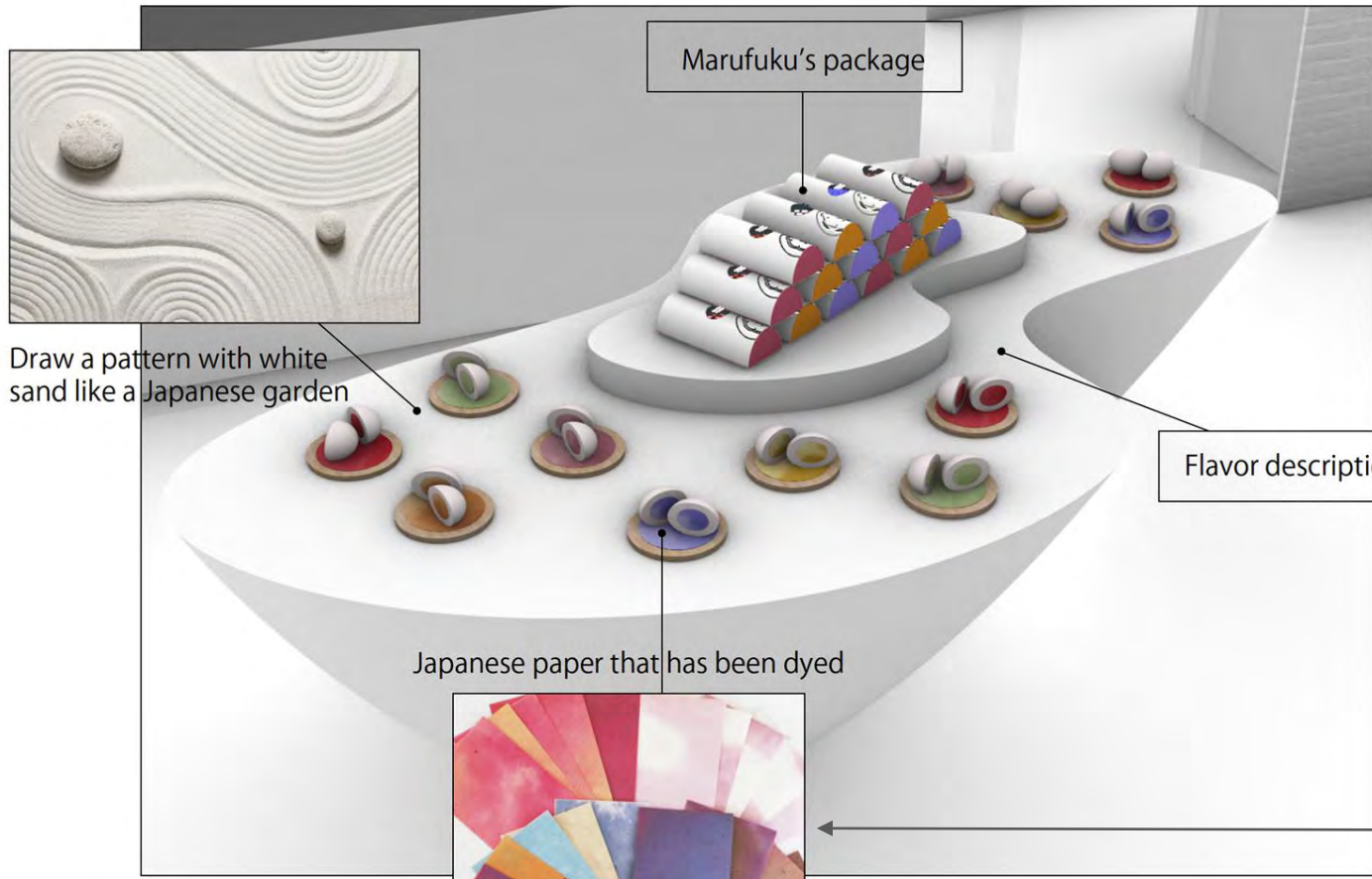
Logo of the background  
of the place to pay

# Materials

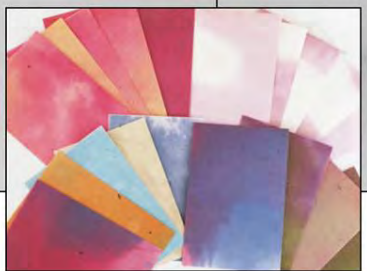




# Daifuku display with fruits from various countries

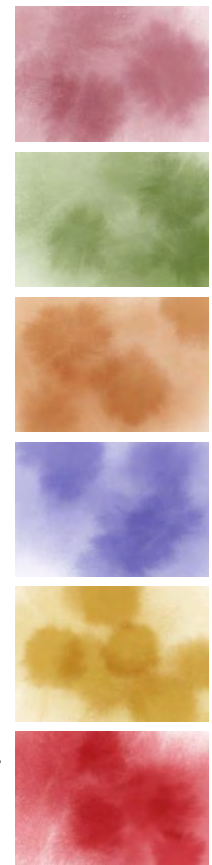


Draw a pattern with white sand like a Japanese garden



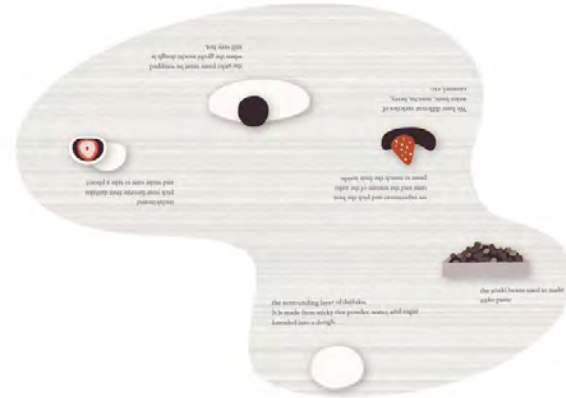
Japanese paper that has been dyed

Japanese traditional paper sample



Flavor description

# Shop design - display





this is daifuku-chan.  
check out our instagram  
@daifukuchanjapan to get  
more information about us!

fruit daifuku:  
daifuku with fruits inside



ichigo(strawberry) daifuku:  
- gyuhi mochi dough  
- anko sweet bean paste  
- strawberry

## what is marufuku?

We are a fruit daifuku shop.  
Our goal is to unite people around  
the world with fruit daifuku.

daifuku: a Japanese traditional sweet



the basic daifuku:  
- gyuhi mochi dough  
- anko sweet bean paste

We make fruit daifuku  
using fruits that are local  
to each countries.



the azuki beans used to make  
anko paste



It is made from sticky rice powder, water, and sugar  
the surrounding layer of daifuku,  
kneaded into a dough.



we experiment and pick the best  
taste and the texture of the anko  
paste to match the fruit inside.



We have different varieties of  
anko: basic, matcha, berry,  
caramel, etc.

itadakimasu!  
pick your favorite fruit daifuku  
and make sure to take a photo!



the anko paste must be wrapped  
when the gyuhi mochi dough is  
still very hot.

# Shop design - noren

---

Noren is a curtain hung in the entrance of a store.

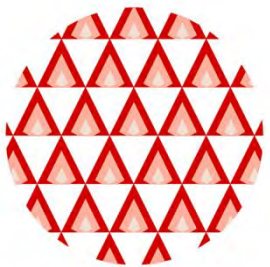


# Package design

per piece - bird's eye view



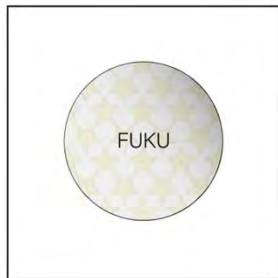
Strawberry  
↓



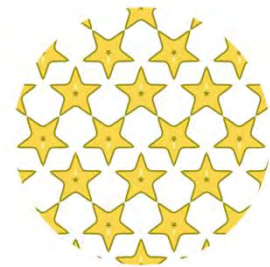
Orange  
↓



Kiwi  
↓



Star fruit  
↓



# Package design

box







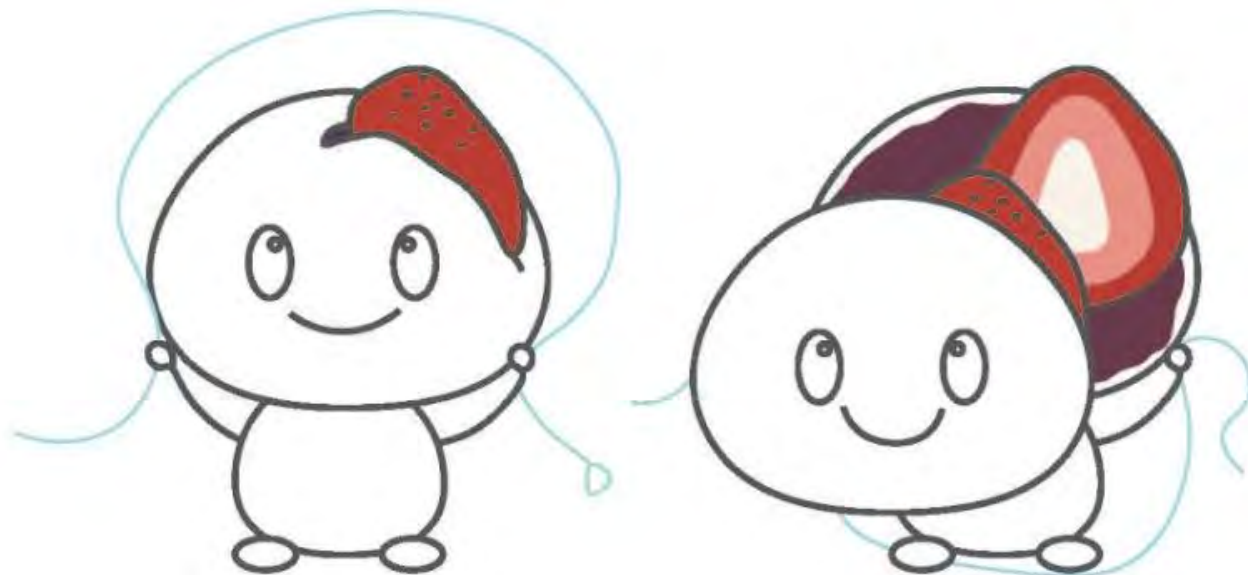


# Poster



# Character

---



Instagram @daifukuchanjanpan

# Thank You !

Group B



落雁

RAKUGAN

GroupC Ai Hirose, Mari Kawahara, Saya Morita, Hana Ikubo, Syuuka Hiruma

# What is Rakugan?

- Traditional Japanese sweets
- Colorful
- Shape
  - animal
  - flower
  - seasonal food ...etc
- Event
  - tea ceremony
  - offering (Buddhist)



# Research



Ise Jingu



Depachika



Supermarket



# What is a problem?

-Young people think Rakugan is not cool and impression of Rakugan is so bad.





# What should we do to make Rakugan more popular?

- Making Rakugan shop in Harajuku.
- Making Rakugan pop, cute and more photogenic.



Takeshita Street in Harajuku

Our Design Idea



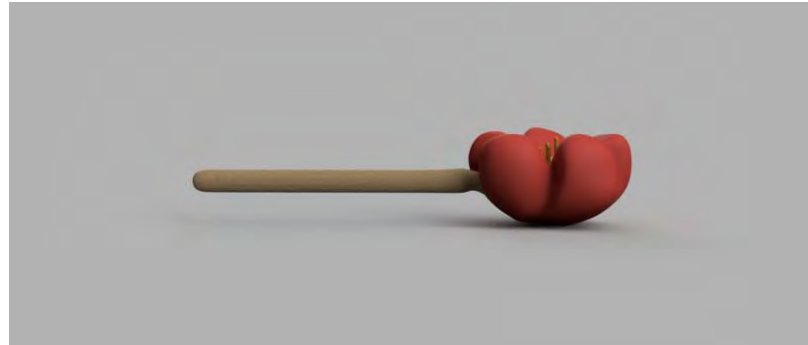
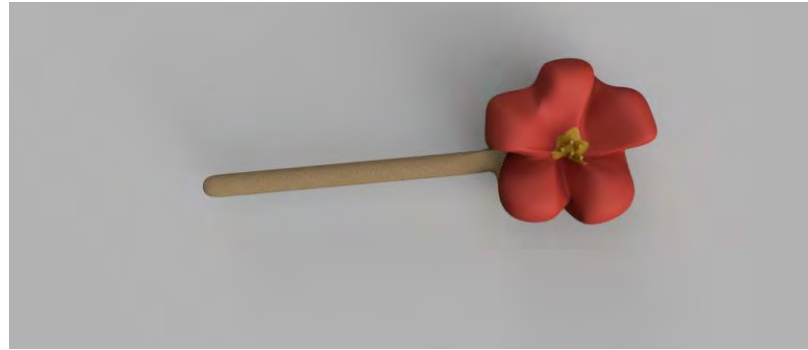
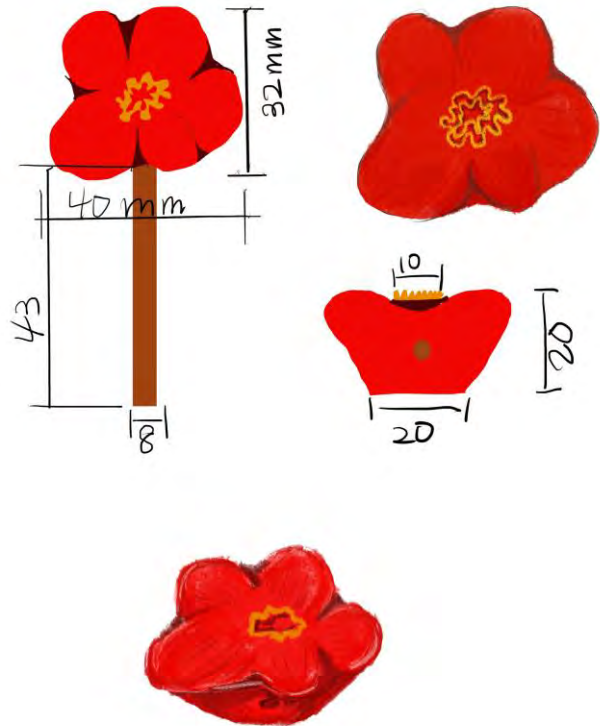
# Logo Design

- *Kanji*
- Cherry blossom
- Simple

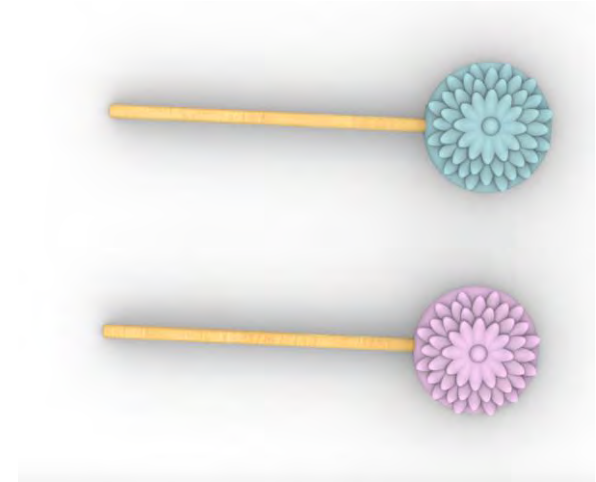


# Design of Rakugan

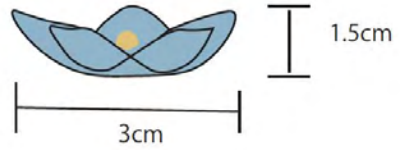
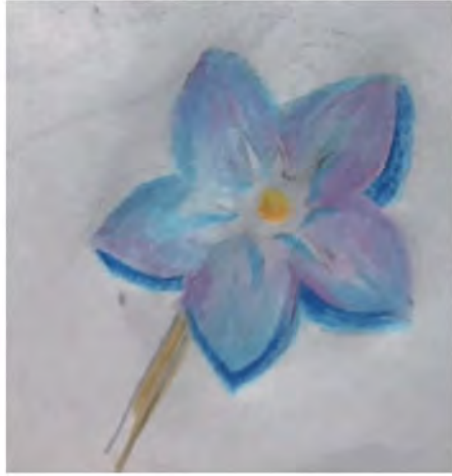
*Tubaki*



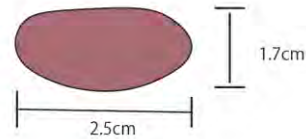
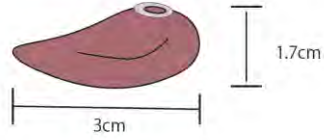
*Chrysanthemum*



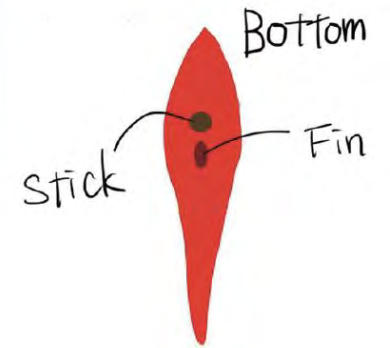
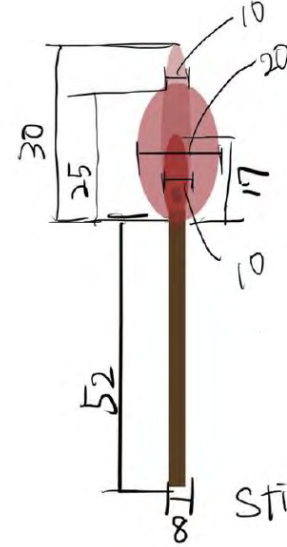
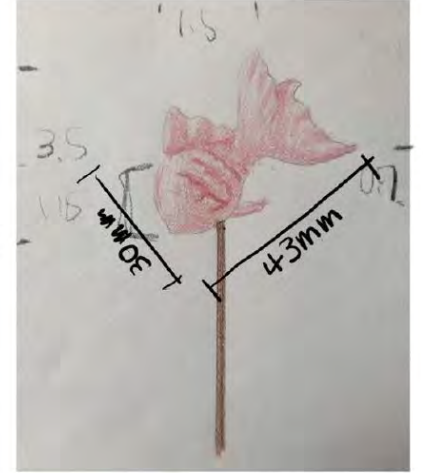
Flower



Red snapper



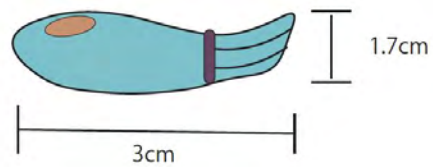
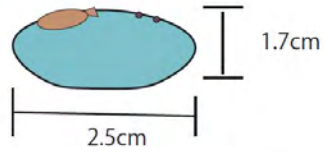
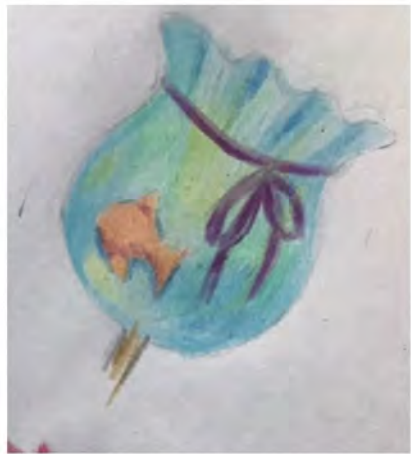
Gold fish



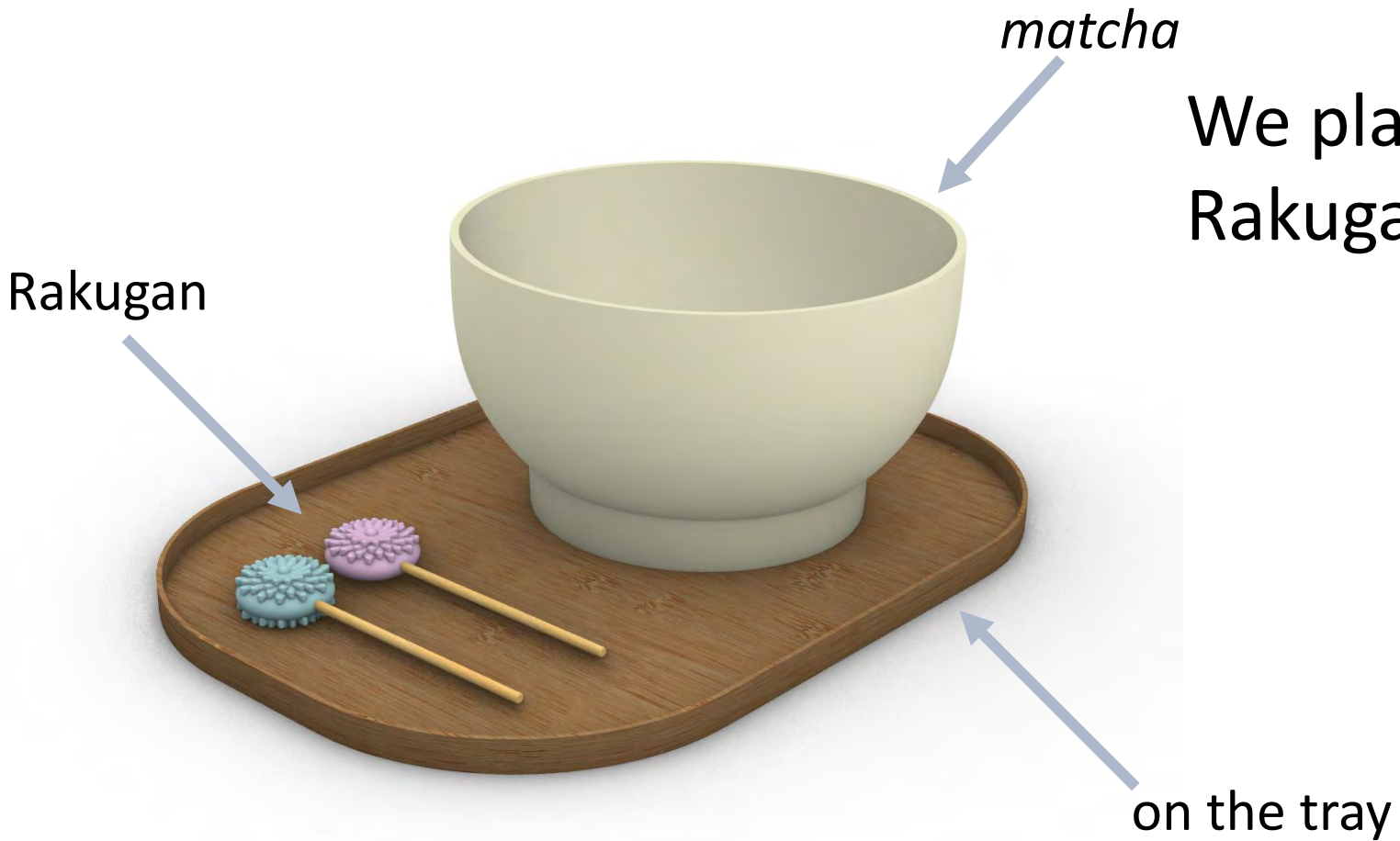
Top



Fish



# Shop Menu



We plan to serve *matcha* and Rakugan on the tray.



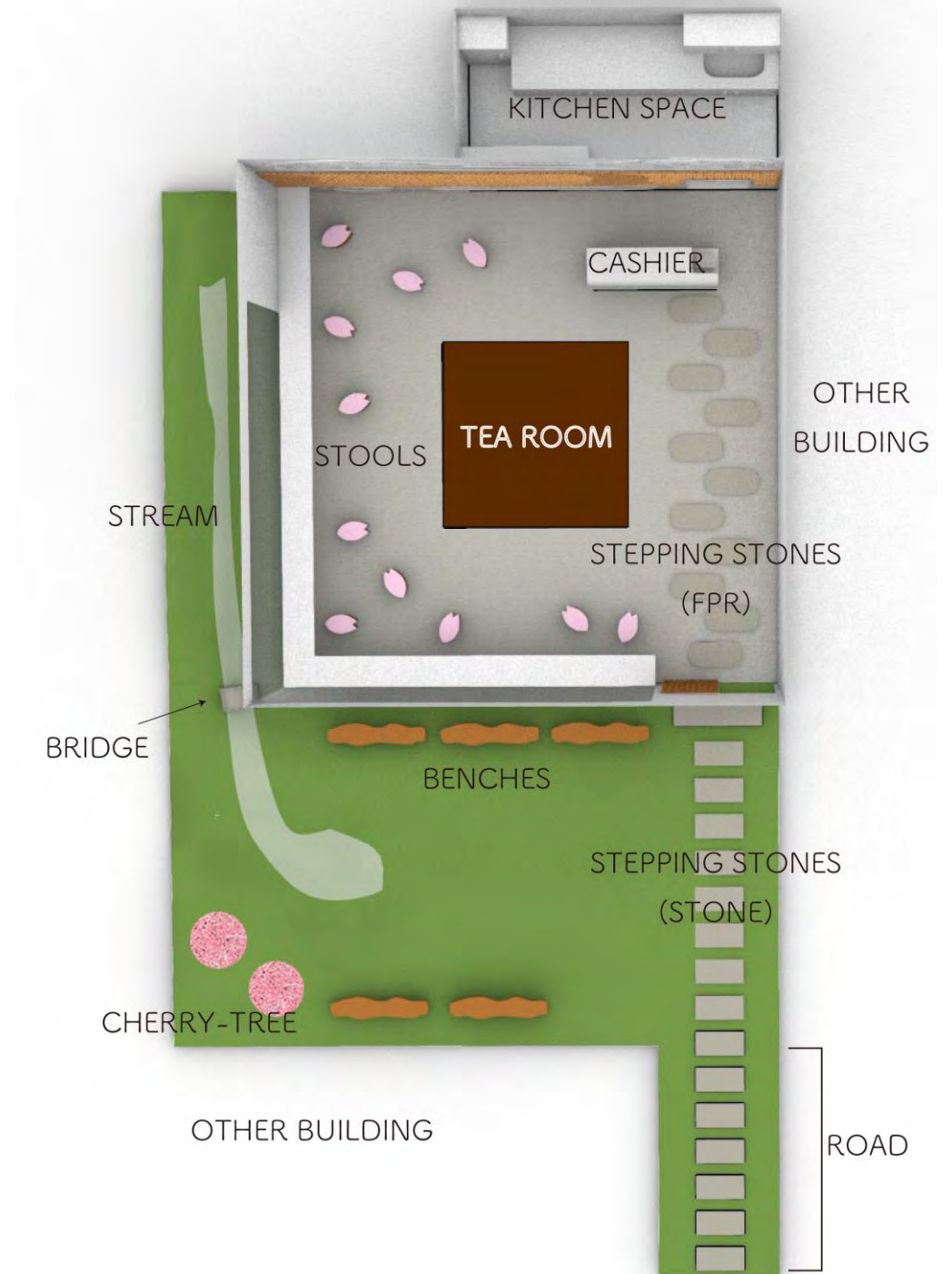
# Overview of the Shop

## Inside

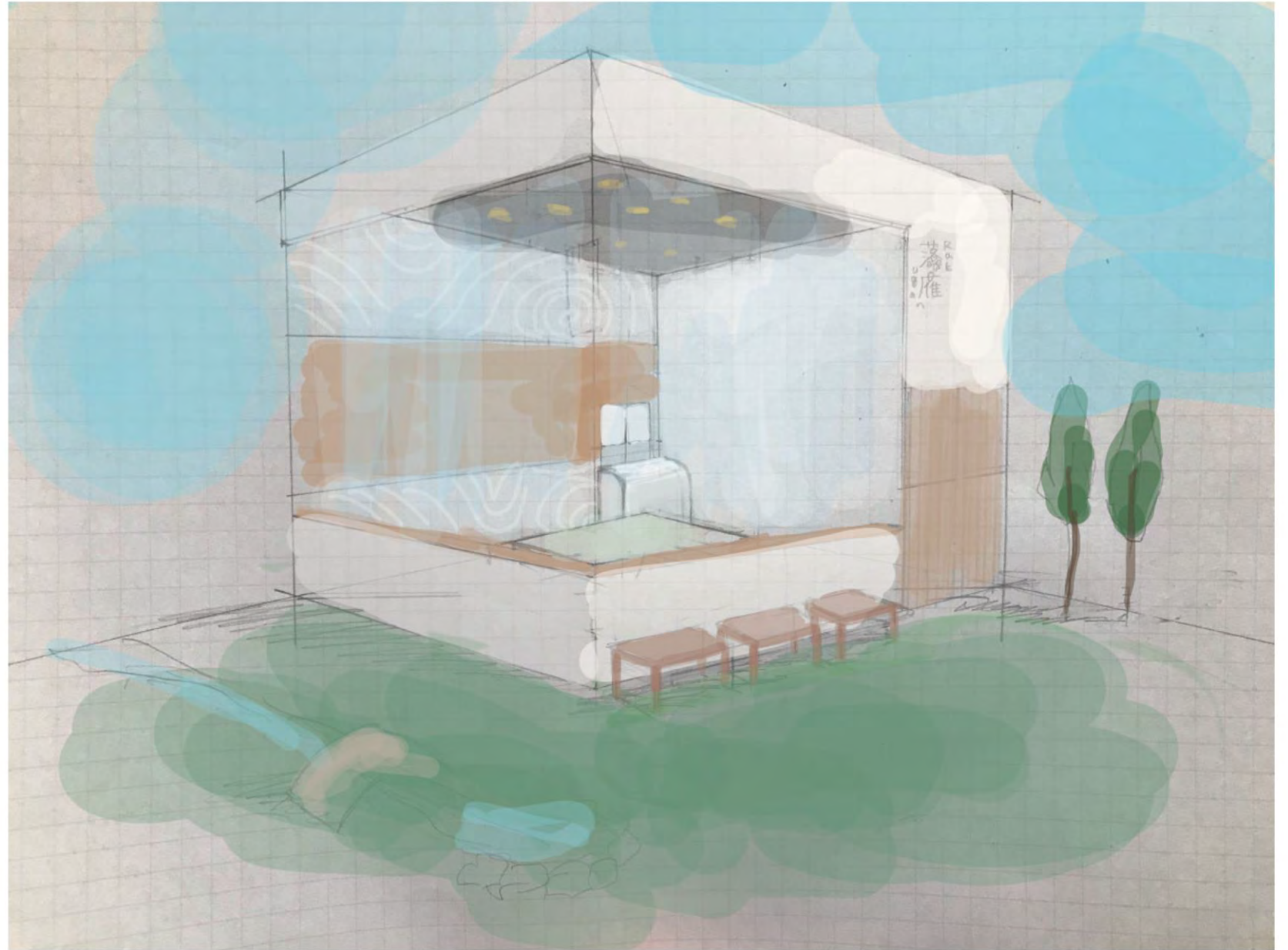
- 4 and a half jyo[273×273cm<sup>2</sup>] Tea room
- Calm space
- Stools
- kashigata on the wall

## Courtyard

- Turf
- Bench
- Small stream
- Cherry-tree



# Exterior



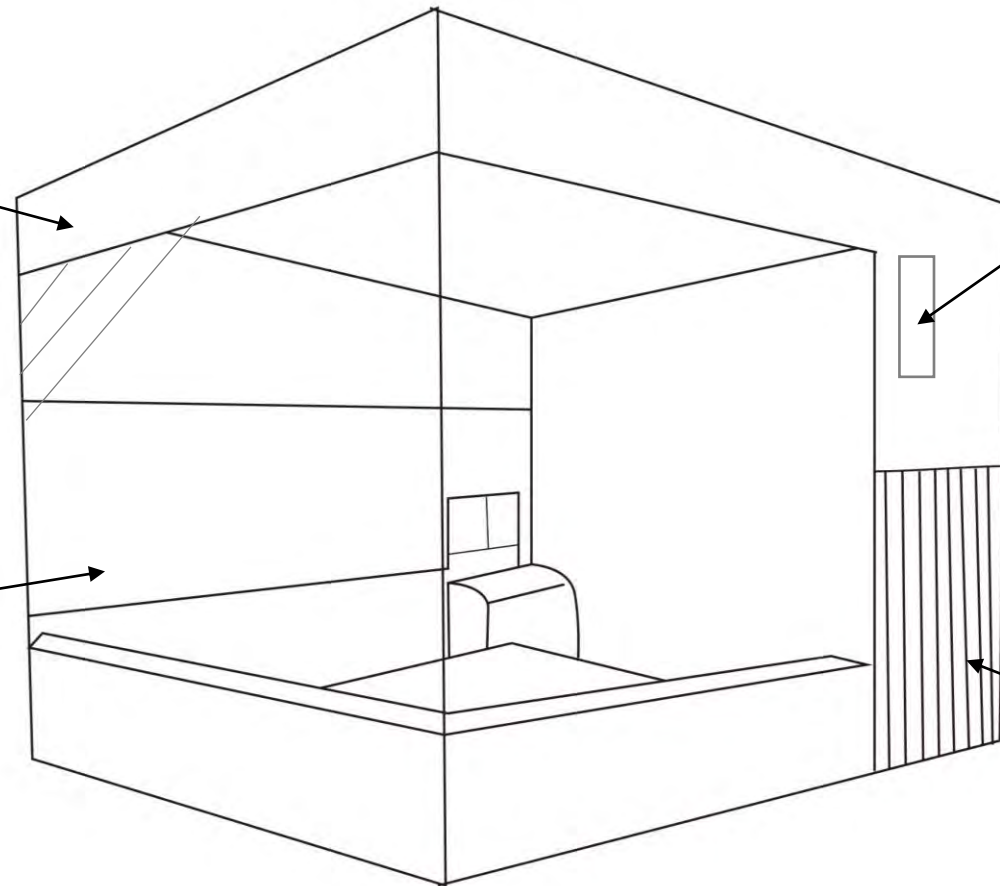
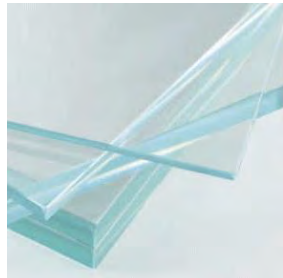


# Exterior Material

Stucco (outer wall)



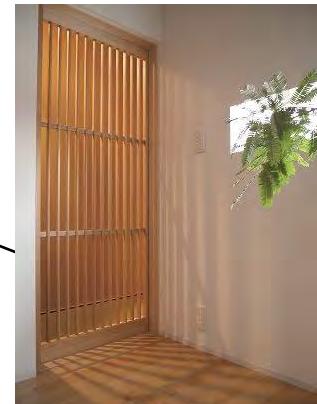
Glass



Logo



Sliding door



# 3D Model



# Animation



# Interior

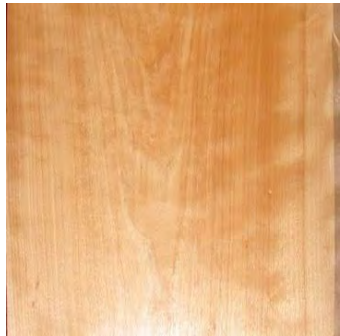


# Interior Material

Wall - Lithin splay  
(Like a *karesansui*)



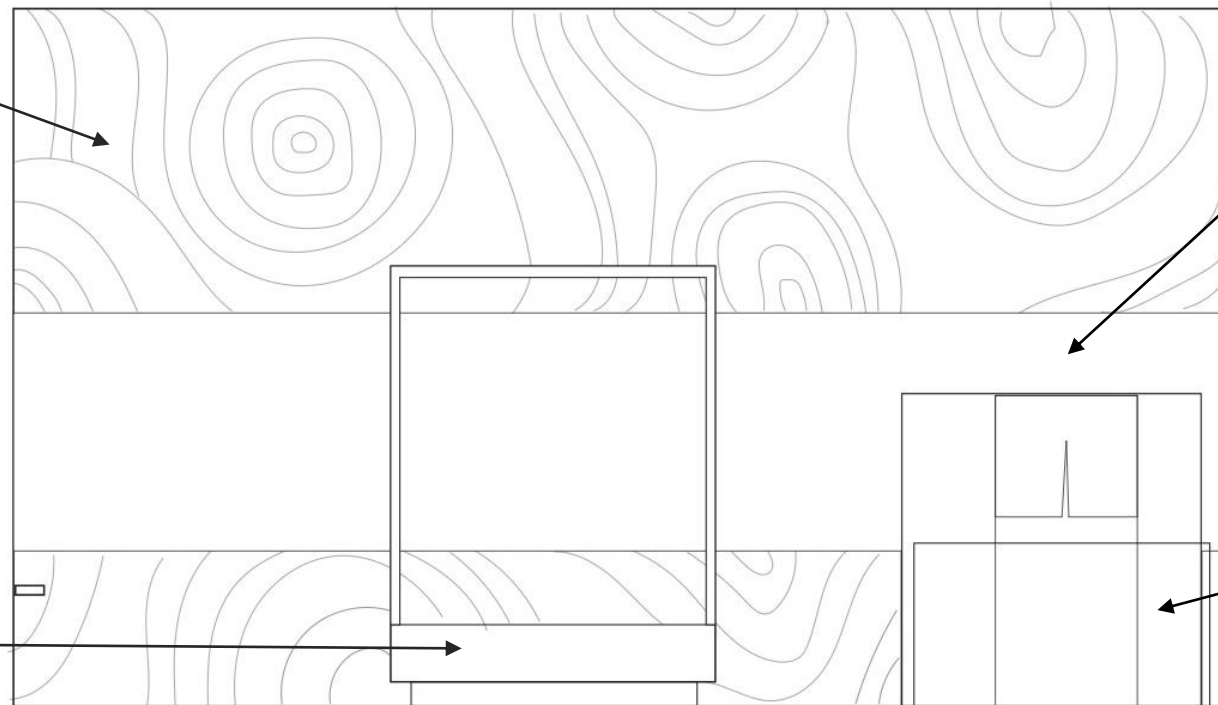
Tea room – Wood  
(cherry)



Wall - Kashigata

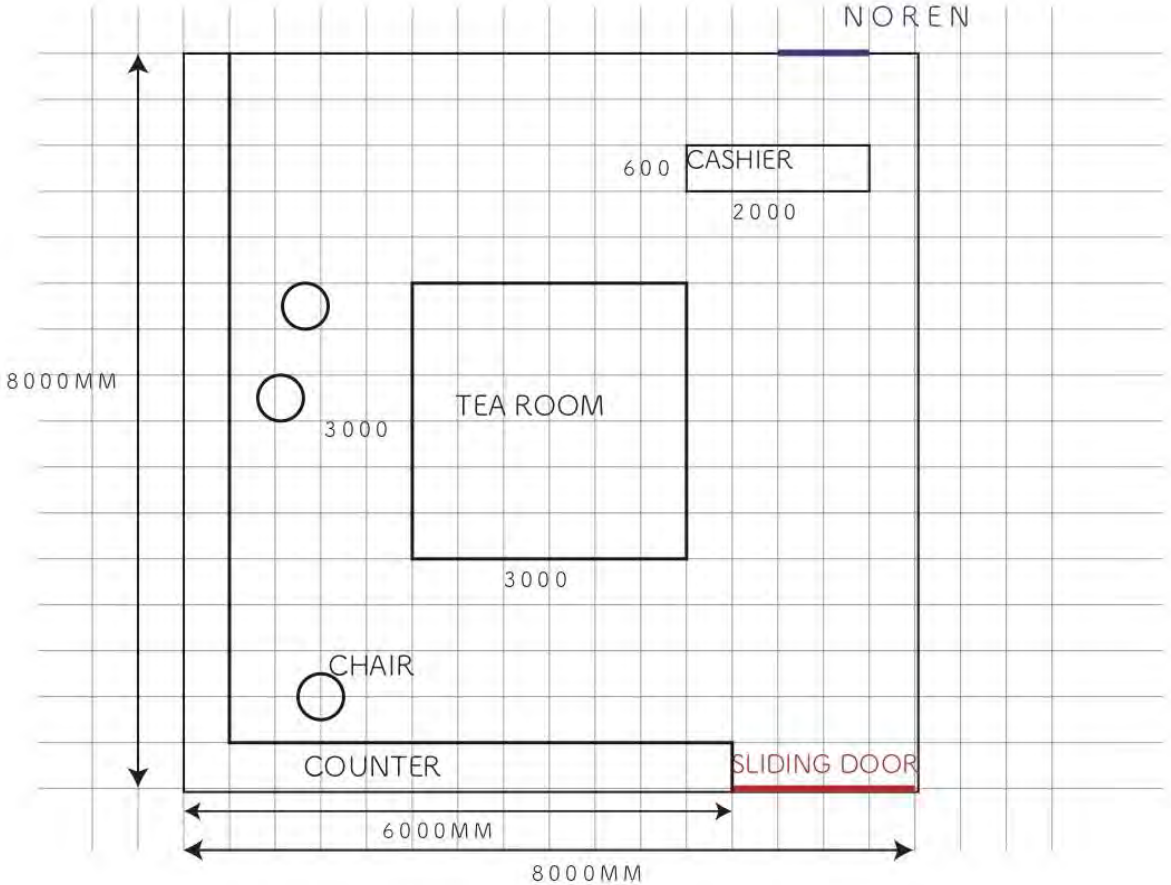


Casher counter - Stucco

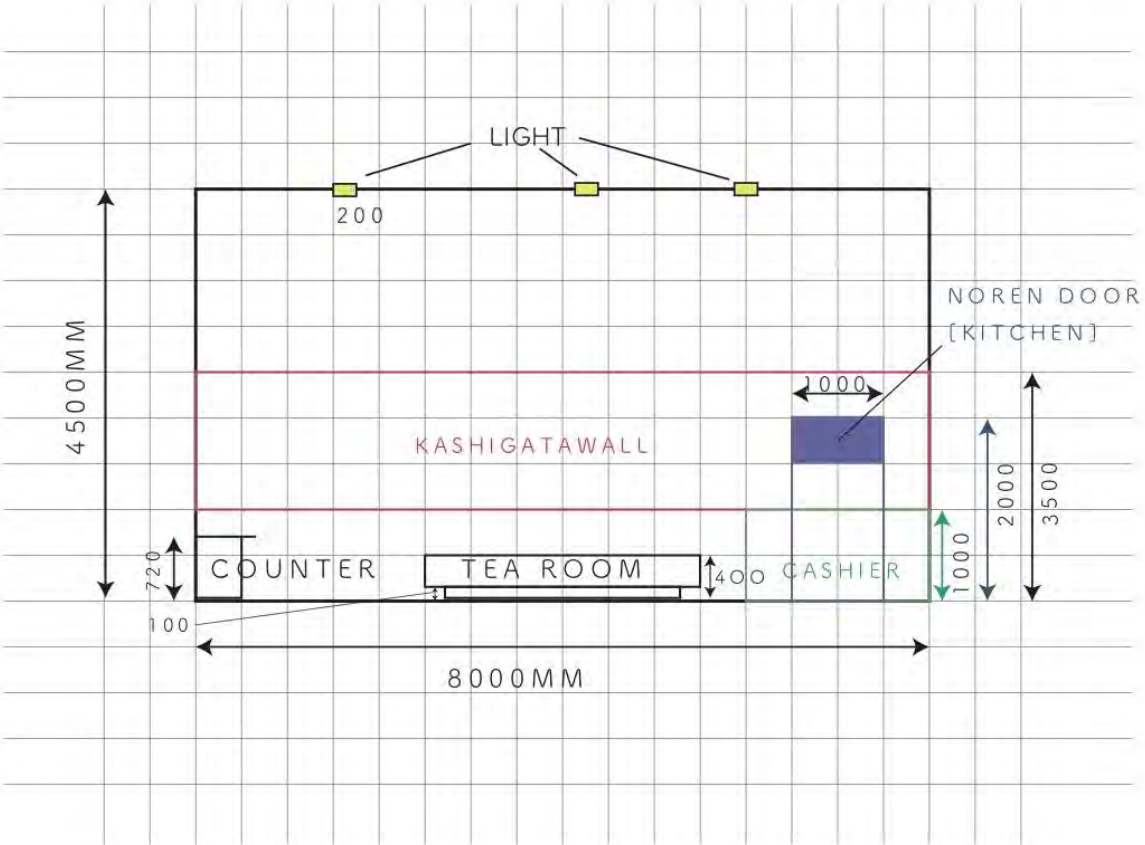


# Interior Plan

Top



Front

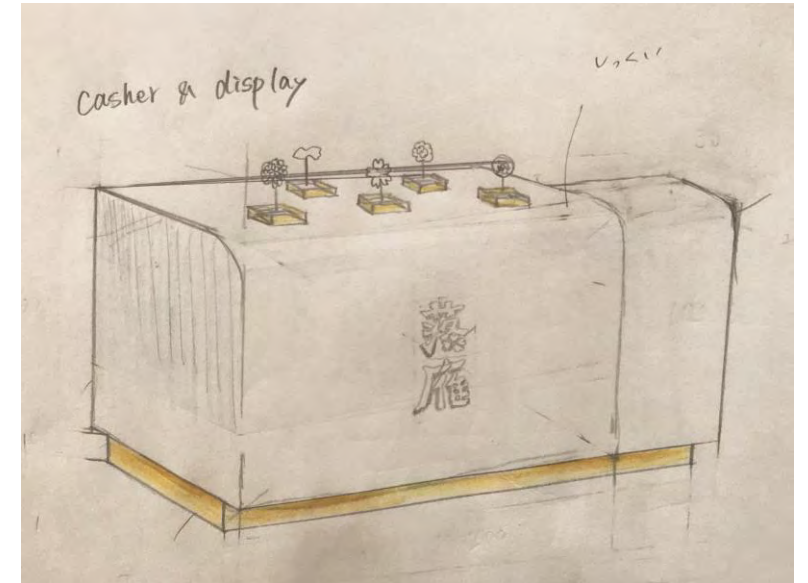


# Casher Counter & Display

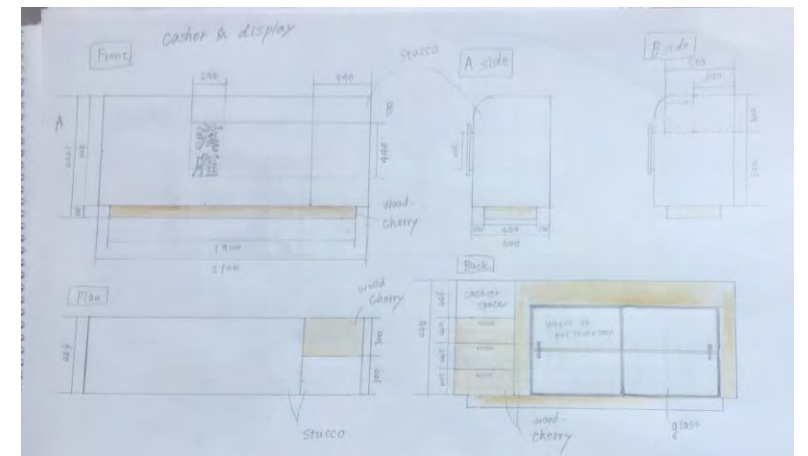
3D Model



Idea sketch

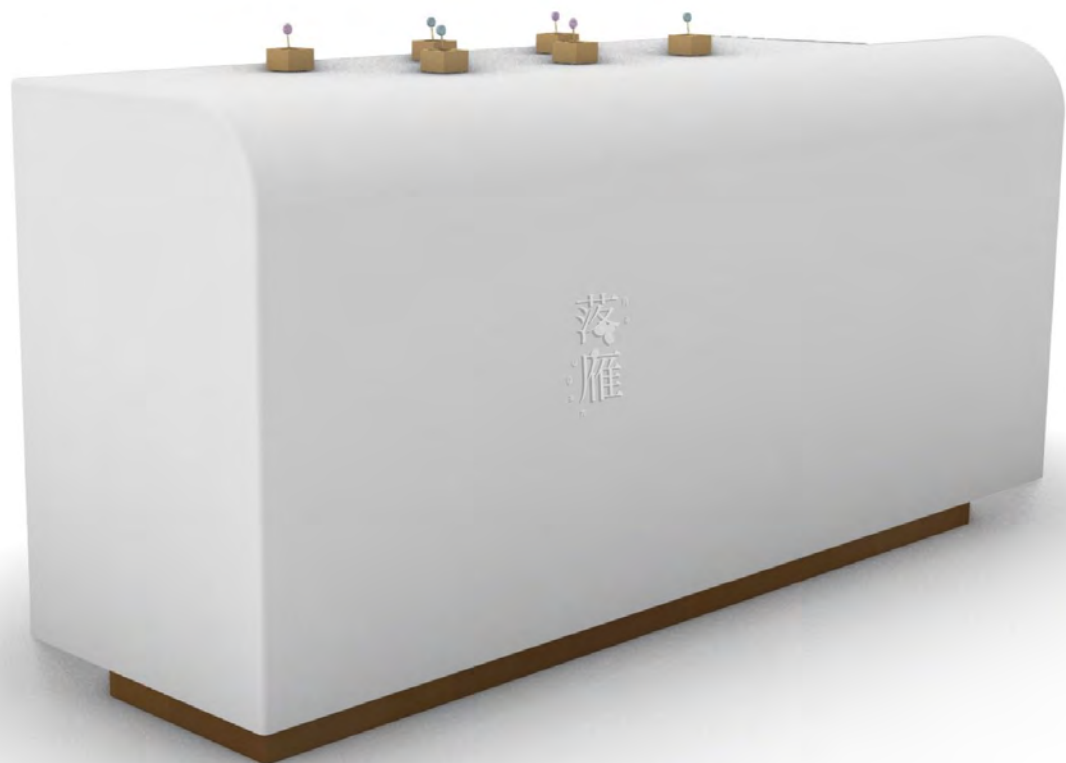


Plan

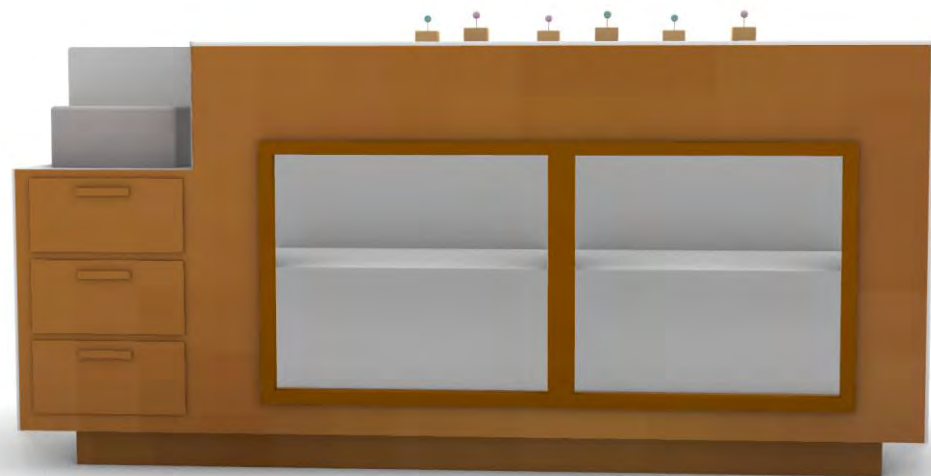


# 3D Model

Front

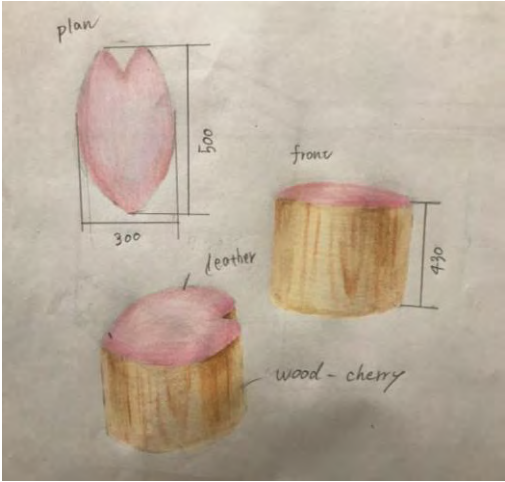


Back

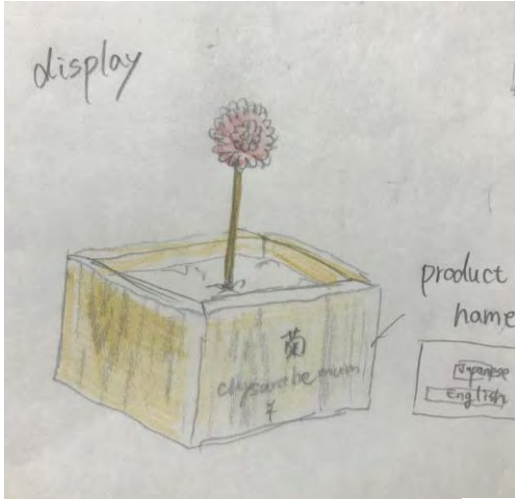
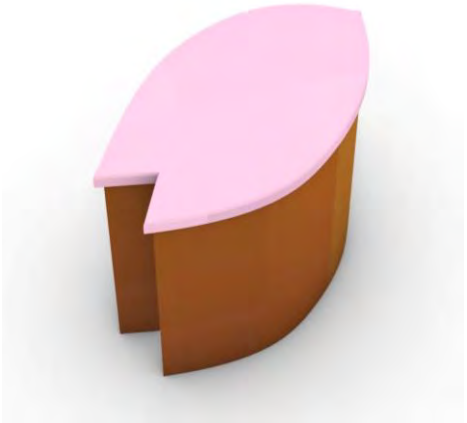
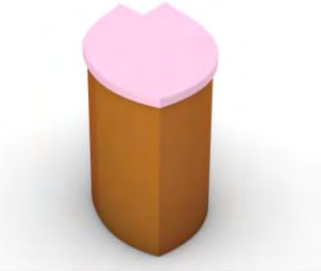




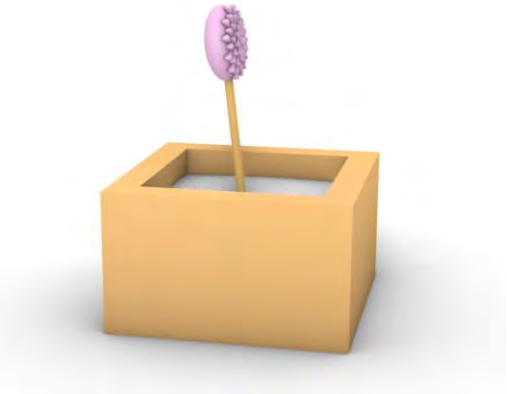
# Stools and Display



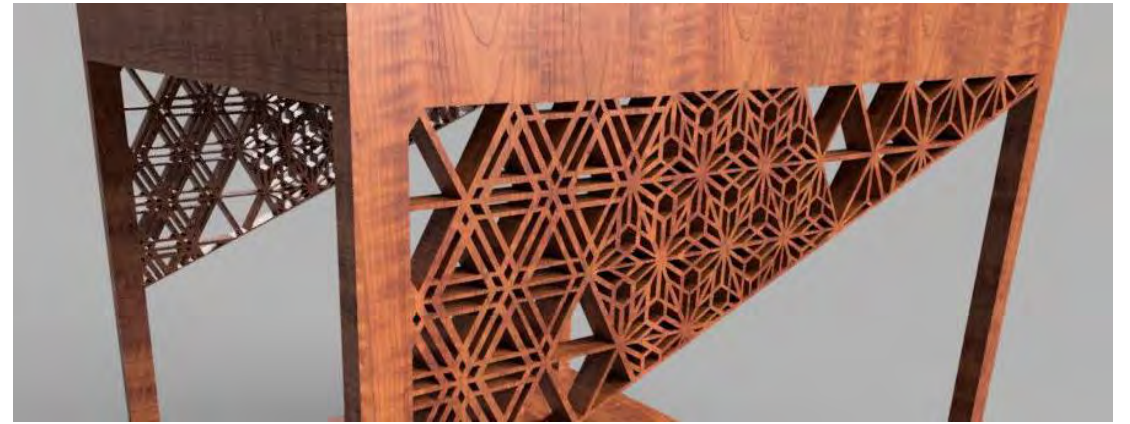
**Stool**  
Wood(cherry),Leather  
[L500 × W300 × H430]



**Display**  
Wood(cherry),Cloth  
[L80 × W80 × H50]

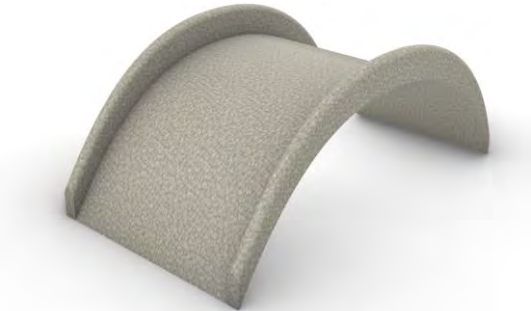


# Tea room



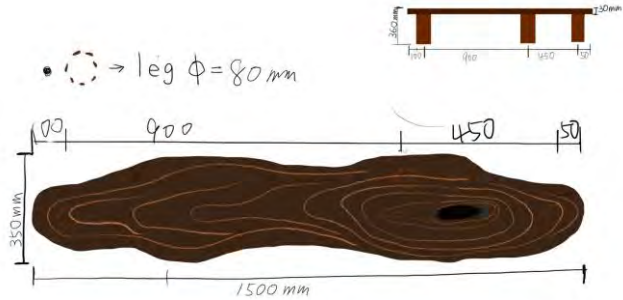
- [W3000 × D3000 × H2500(mm)]
- Material - Wood (walnut)
- Water mark - Hemp leaf pattern

# Courtyard



Bridge  
material : stone

Bench  
material : cherry wood



Road image

# Original "NOREN"



Gate plan



3D model



Thank you

ありがとうございました