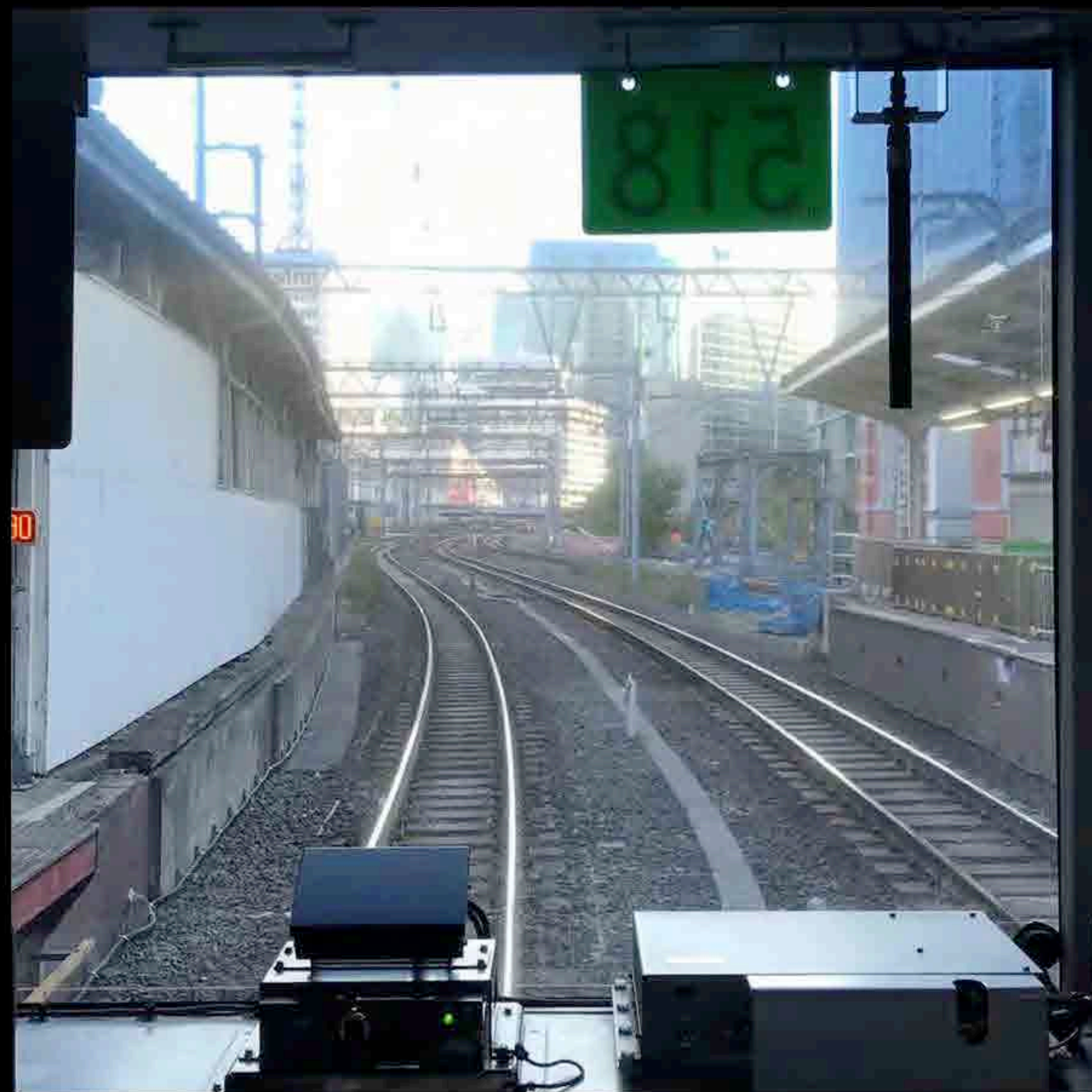


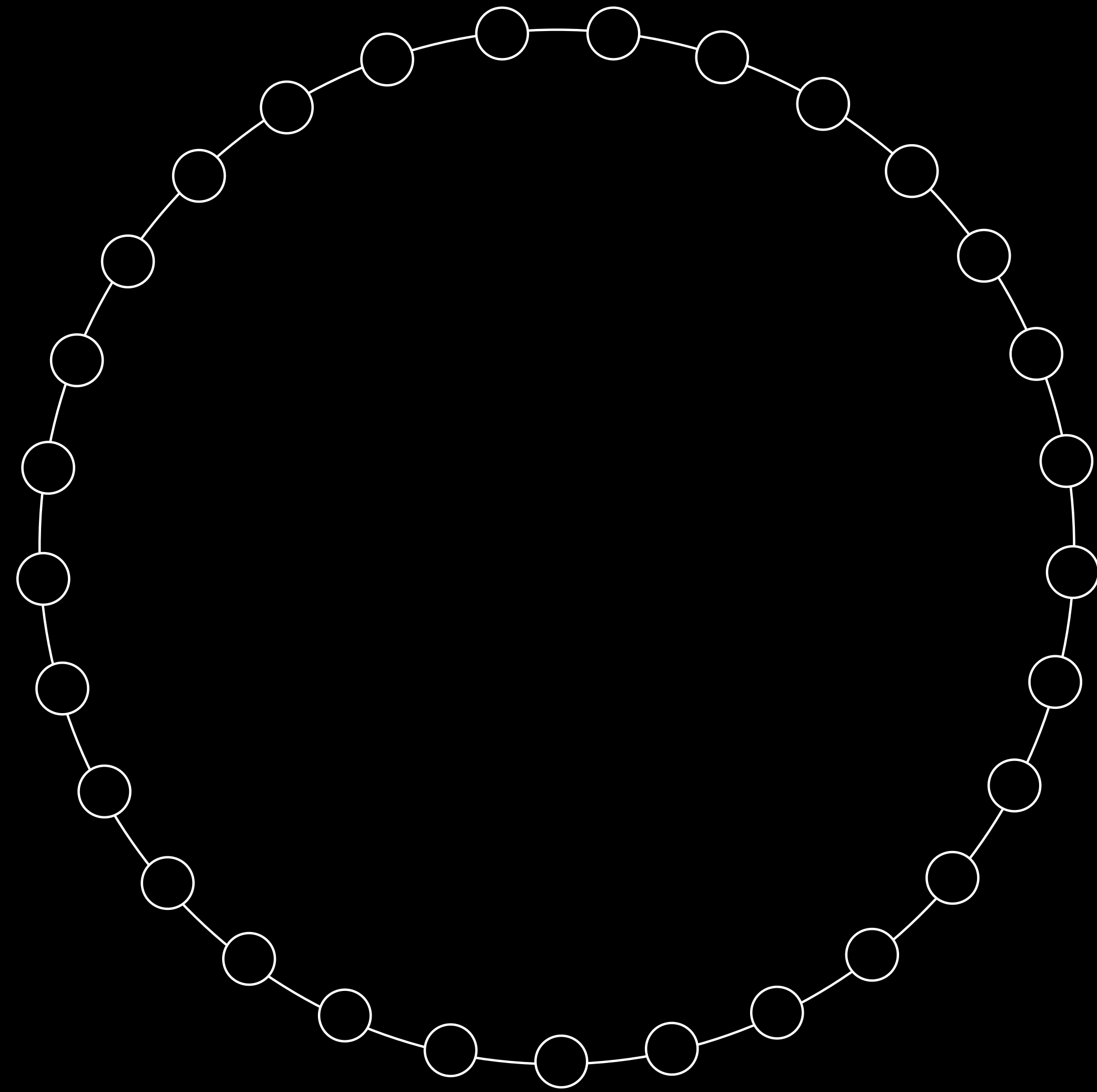
こんにちは



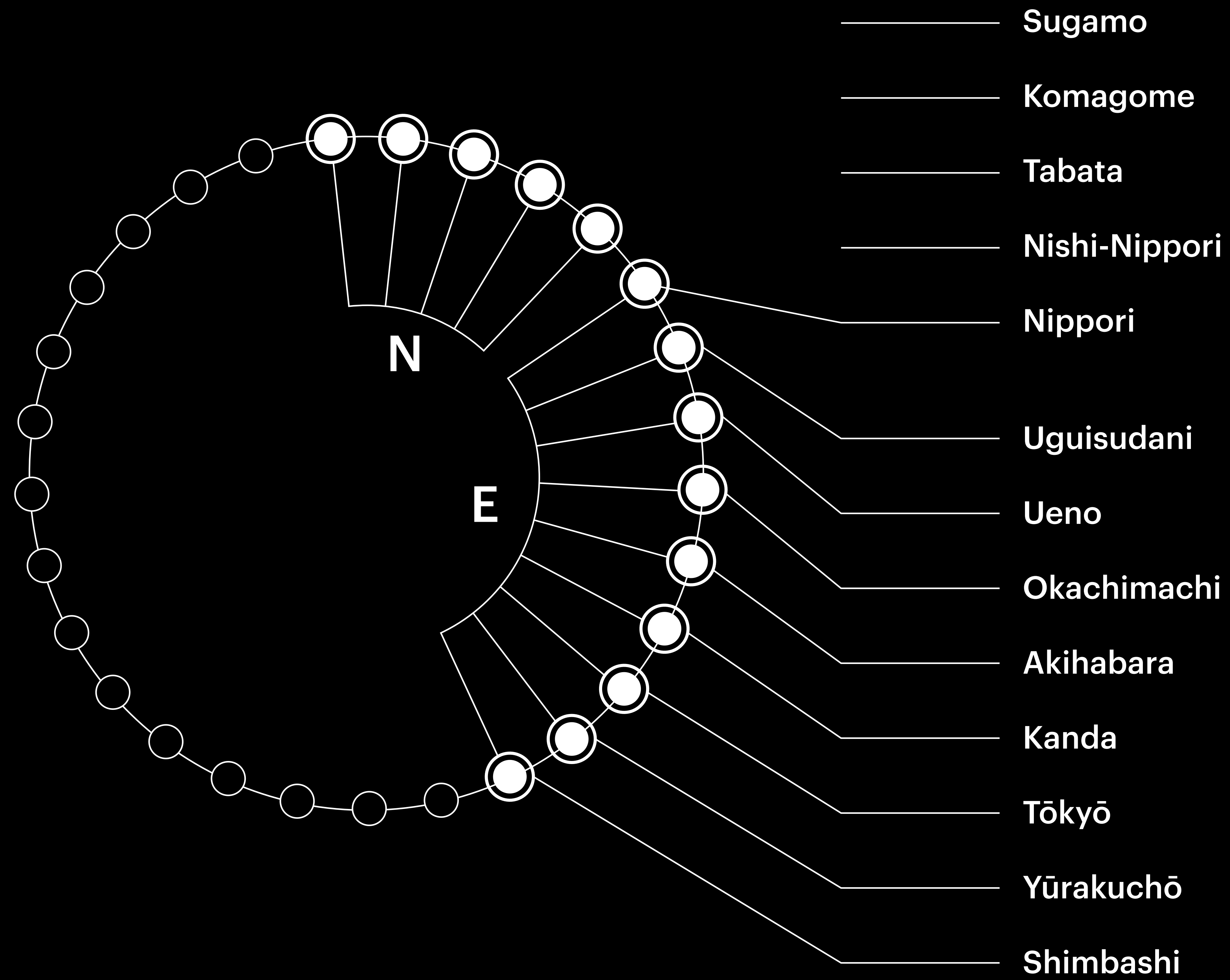




yamanote line

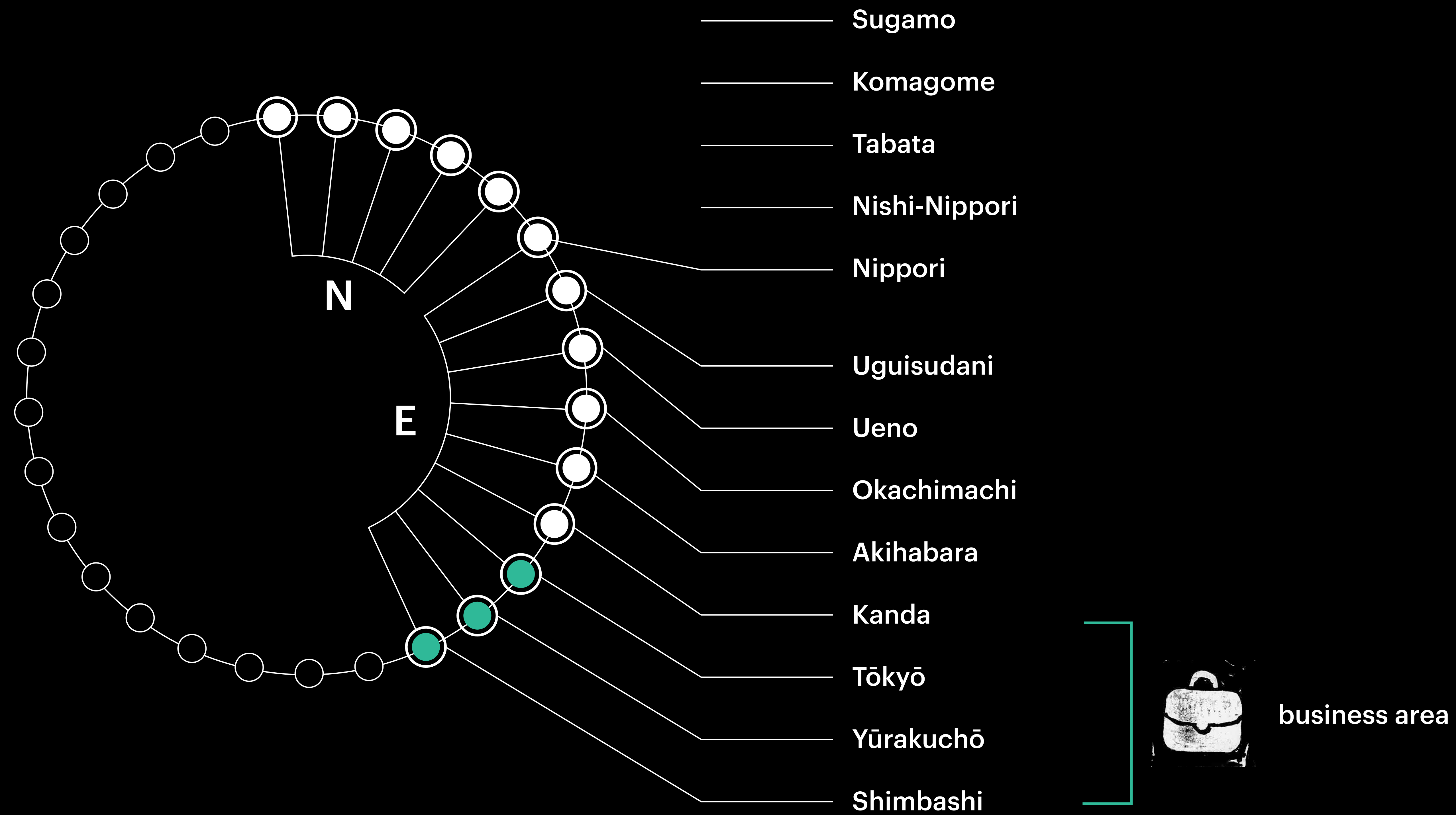


# north & east stations

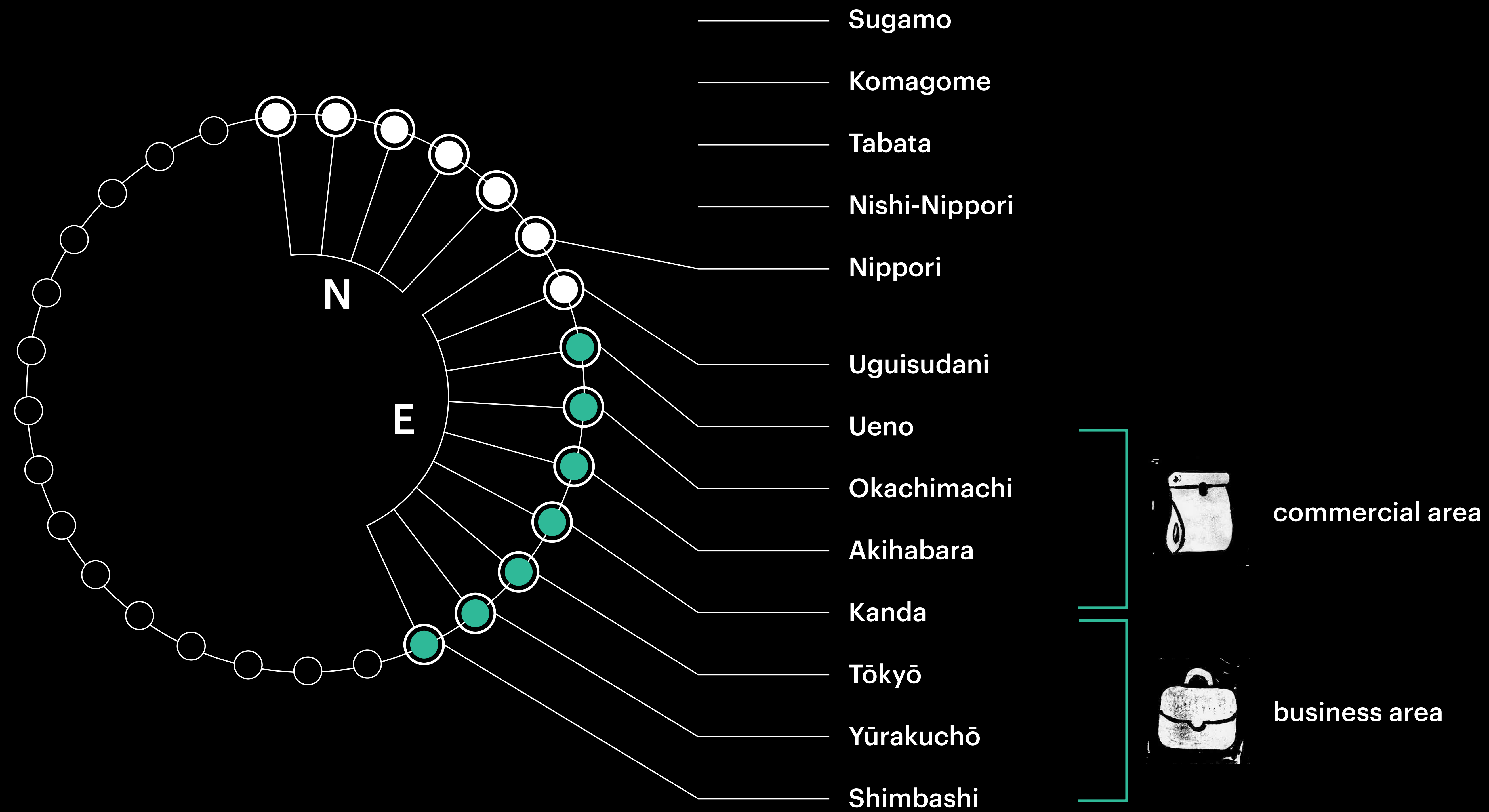




# north & east stations

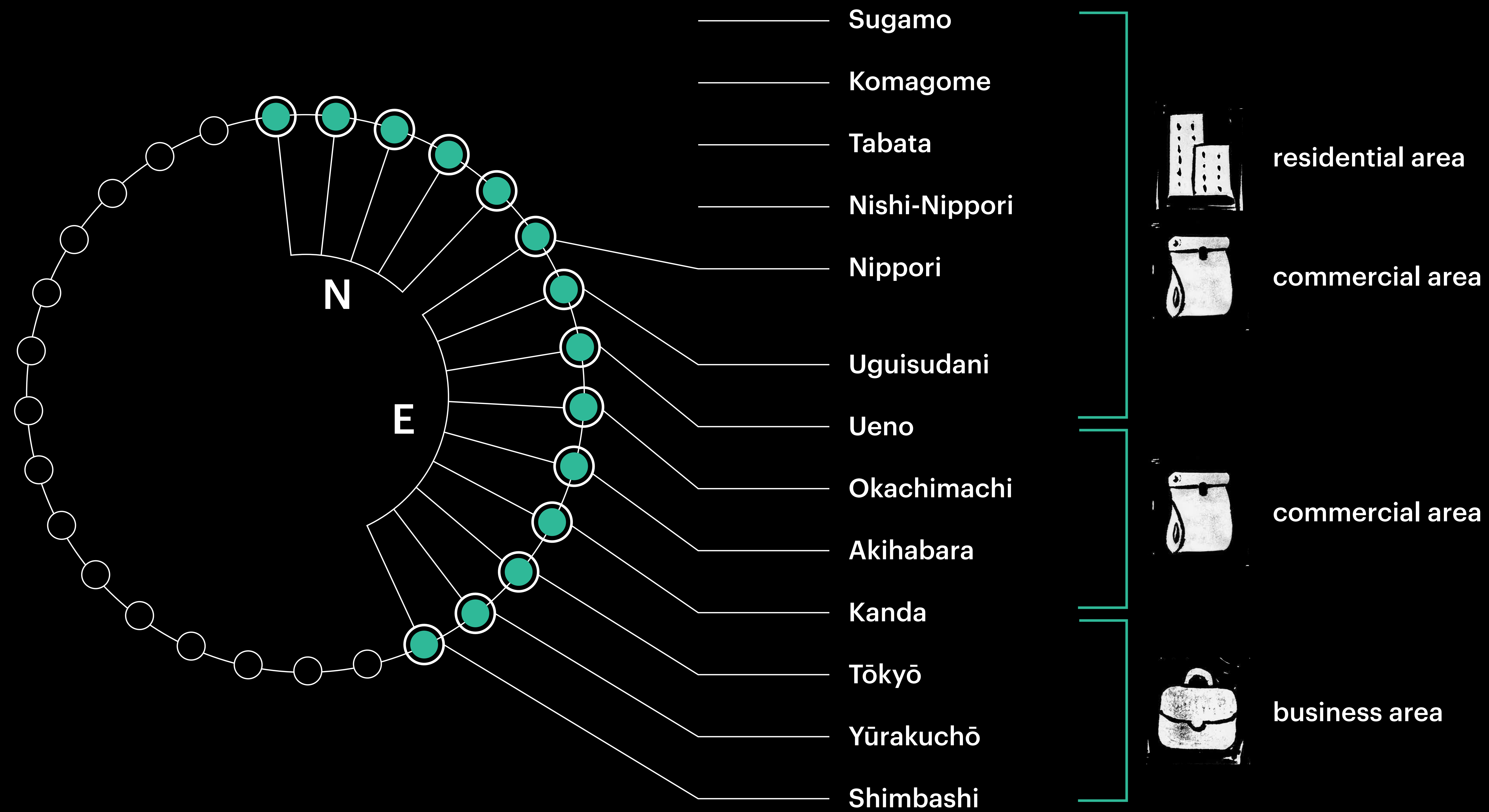


# north & east stations

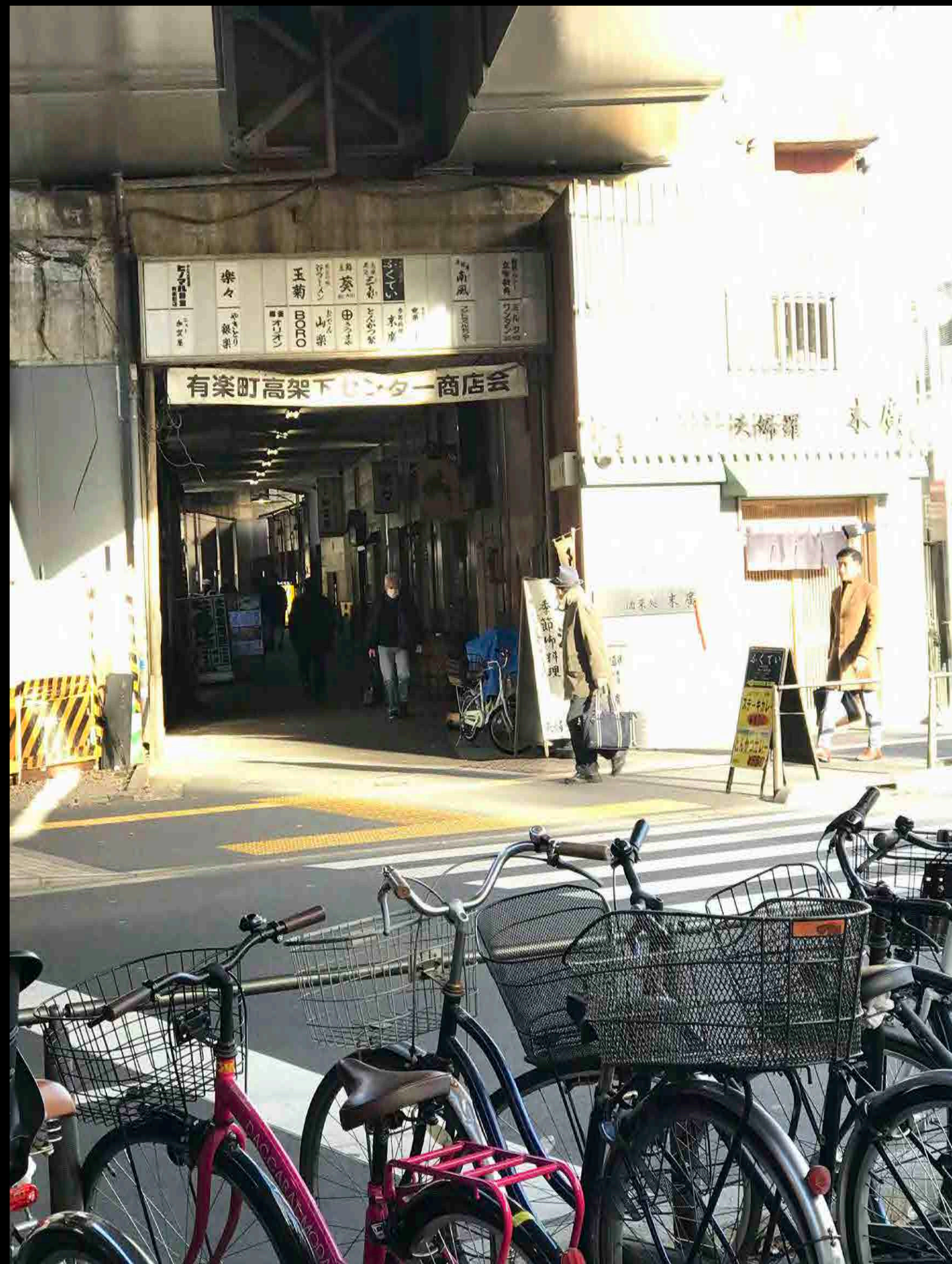




# north & east stations

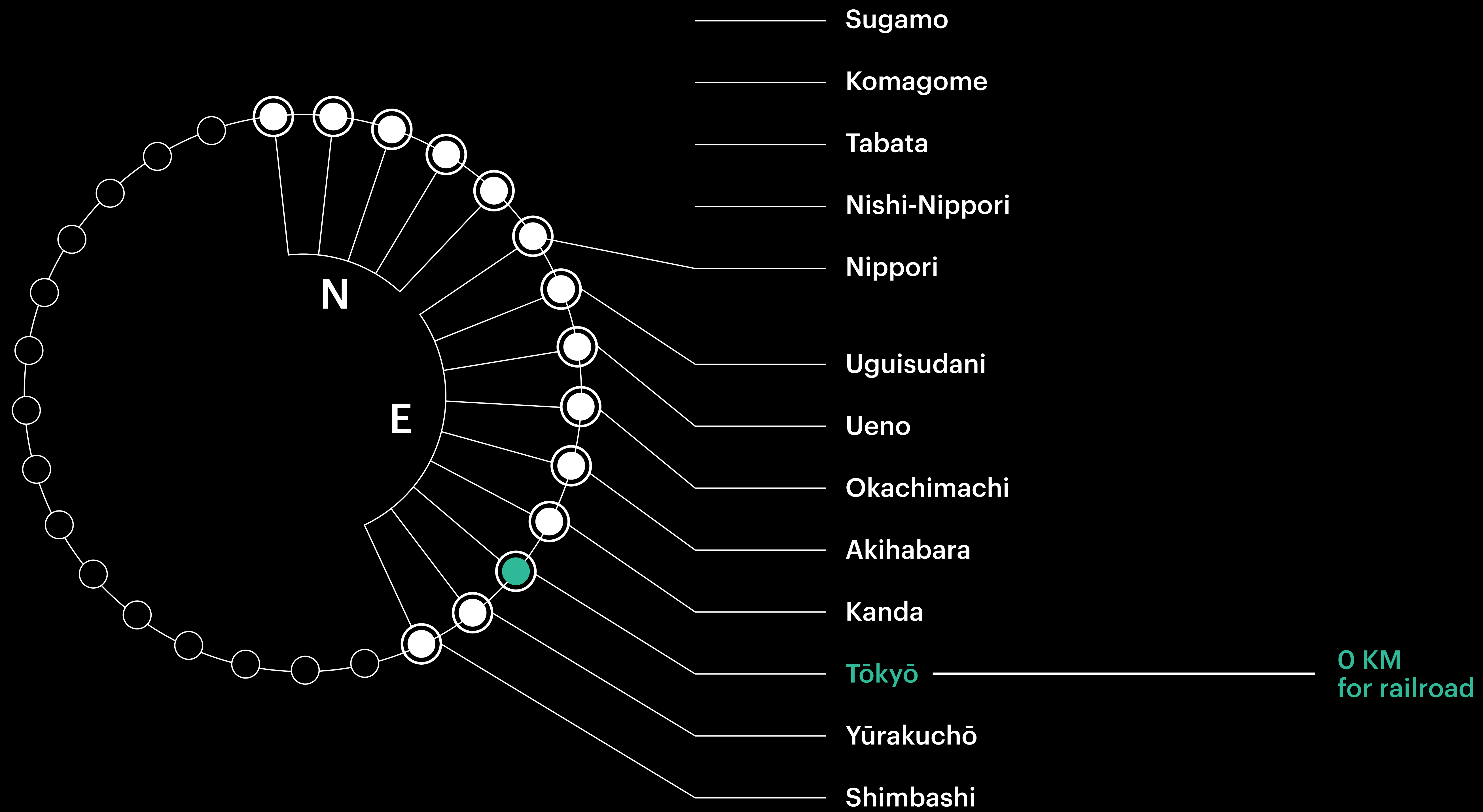




















ZIROKIRO is a project,  
inspired by 2K450,  
one that is to  
revitalize Japan's  
culture, arts and  
lifestyle, by utilizing  
the space under East  
Yamanote Line  
railroad





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ZIROKIRO has  
3 main program:

# pop-up library

# pop-up library

Providing an easy access to information and education with a more segmented and focused reading materials.

## Types of library:

- History
- Arts & Design
- Japanese Literature
- Music and Performing Arts

## Location:

- Tokyo, Akihabara, Uguisidani
- Ueno, Nippori, Yurakucho
- Shimbashi, Tabata, Kanda, Okamachi
- Nishi Nippori, Komagome



pop-up library  
coworking space



# pop-up library coworking space

Providing an affordable space for designers, artist, musicians, writers and creating networks with facilities as shared space and meeting rooms.

Building new startups by submitting proposals for the space to be used as a small office or studio rentals .

Location:  
Closer to business area such as Shimbashi, Tokyo, Yurakucho and Ueno



pop-up library  
coworking space  
workshop space



# pop-up library coworking space workshop space

Providing community building and network by providing other lifestyle.

Types of workshops:

- Arts & Craft
- Music
- Cooking
- Writing
- Design, etc

focusing on traditional Japanese culture



pop-up library  
coworking space  
workshop space  
exhibition space

Workshops results should be encourage to be exhibited or performed.





**ZIROKIRO project  
should be measurable  
in terms of  
effectiveness and  
awareness**

**Introducing,  
ZIROKIRO KIT that  
includes:**

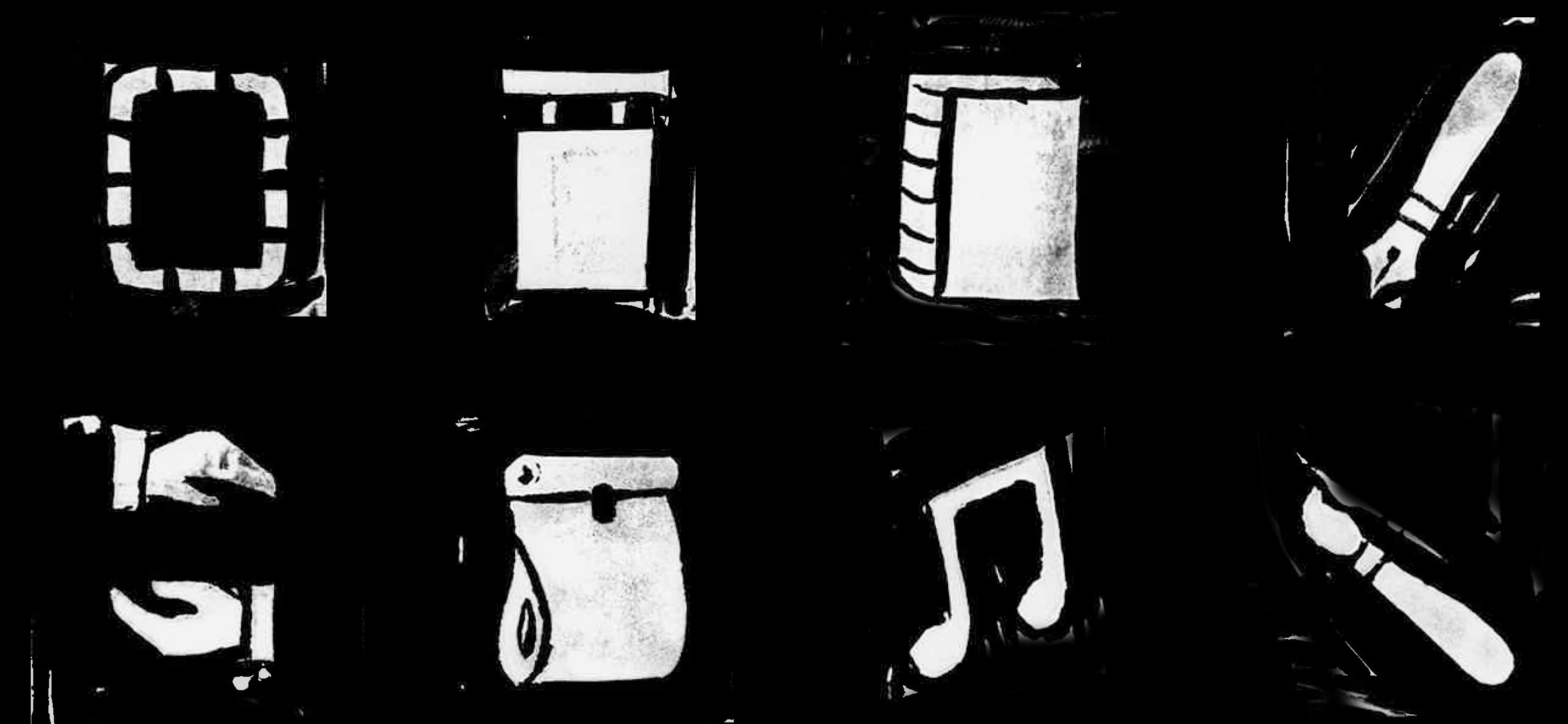
- Stamp Passport**
- Map**
- Magazine + info**





ZIROKIRO passport is your check in points to all ZIROKIRO programs. Stamping is also a way to state that you are present.

Collect stamps from any activities such as borrowing books, attending events, attending workshops, shopping and get a special Suica Card











**ZIROKIRO map is a part of way to revive neighbourhood stories and culture.**

**In the map, it will show what kind of place it is and a description of the stamps that is available in each station.**





Kunming

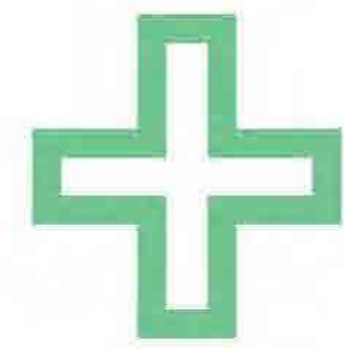






become a member of our  
-----KIT-----

Understand Tokyo better by  
revealing the story behind every  
Station in the Eastern and  
Northern side of Yamanote line.



The more **STAMPS** you collect  
the more chance you have to get  
the **SPECIAL SUICA CARD**

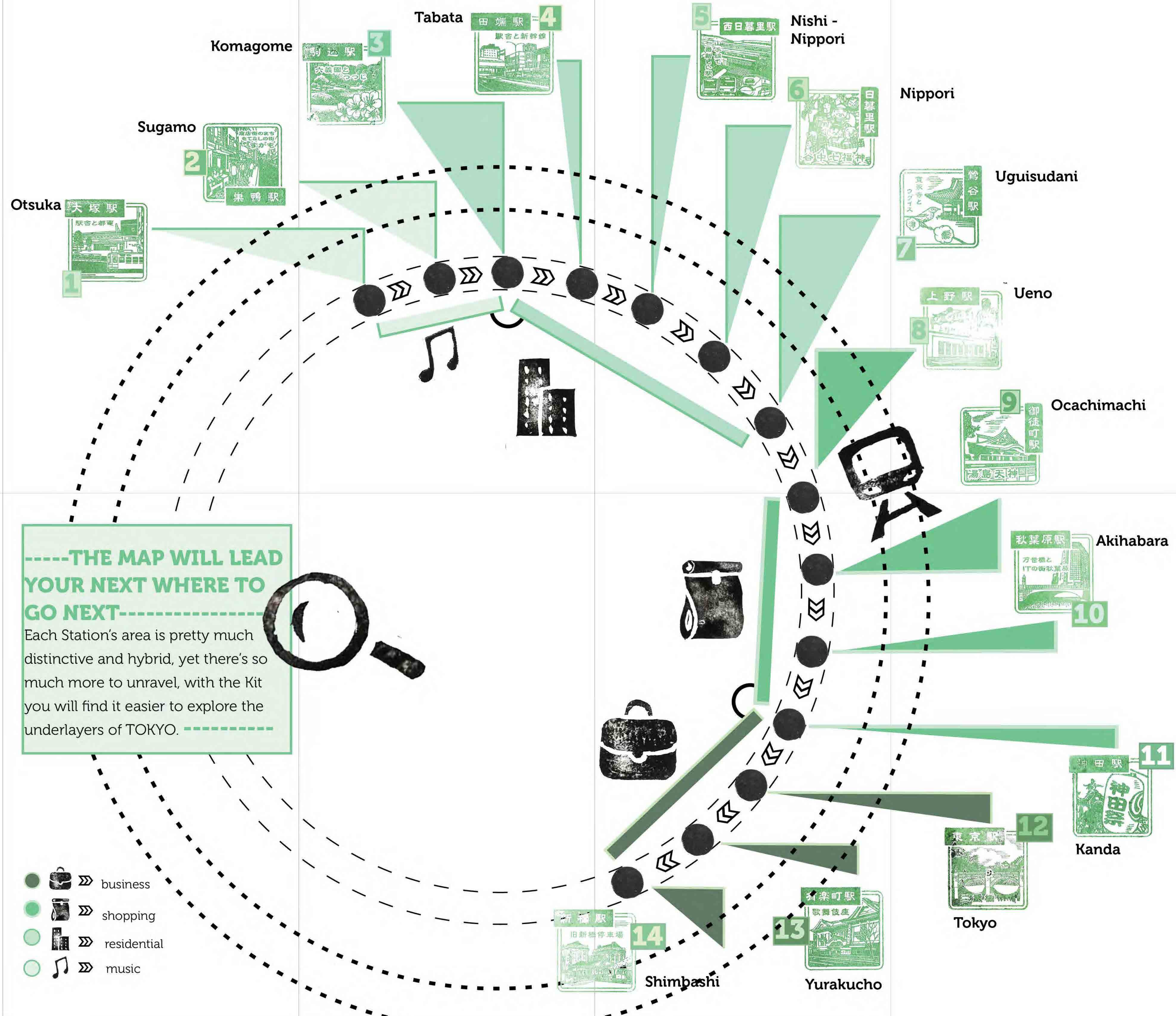
-----SO GET YOUR  
**STAMP PASSPORT**



**HOW?**



Step 1- Download  
the App





# REVIVAL OF **CULTURE** THROUGH **STAMPS**



The more STAMPS you collect  
the more chance you have to get  
the SPECIAL SUICA CARD



The more STAMPS you collect  
the more chance you have to get  
the SPECIAL SUICA CARD



The more STAMPS you collect  
the more chance you have to get  
the SPECIAL SUICA CARD



The more STAMPS you collect  
the more chance you have to get  
the SPECIAL SUICA CARD



## Seven Lucky Gods :

1 God for each temple and each God  
has it's own representation such as:  
wealth - health prosperity happiness



The more STAMPS you collect  
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the SPECIAL SUICA CARD



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The bridge is a significant rep-  
resentation of power since the  
Emperior time because the bridge  
connects to the Palace



Shimbashi was founded in 1872  
which makes oldest train station in  
Tokyo.



Kabuki is a traditional Japanese  
Theatre - Next to Ginza, it's where  
their performances where held  
starting from 1889





**ZIROKIRO magazine**  
is a collectable  
magazine that  
contains information  
on ZIROKIRO

Each magazine covers  
a specific Japanese  
culture, once  
collected, you would  
have an encyclopedia  
of a compact version  
of each culture.









# いろいろな 和紙

all about washi



## zirokiro のお気に入りの ワークショップ! メンバーになる触発されます。

zirokiro's favorite workshop!  
Become a member and be inspired.  
詳細はQRコードをスキャンしてください  
Scan the QR code to learn more.





---

# いろいろ な 和紙

all about washi

---





Both beautiful and durable, Mino Washi is a traditional craft that commands a history of over 1,300 years. It was used in the creation of family registers dating back to the Nara period (710 ~ 784 CE) of Japanese history, the remains of which are now thought to be "Japan's oldest paper" and are stored in the Shosoin Repository in Nara Prefecture. It is created using a traditional method that leaves the paper with no wrinkles, and makes even the thinnest piece as tough as cloth, in addition to being pleasing to the eye. Souvenir shops in the area stock a variety of items made from Mino Washi aside from just paper, like envelopes, fans, socks, and towels. Guests can try making Mino Washi for themselves at the Mino Washi Museum, and those who visit in October can enjoy the annual Mino Washi "Akari" Art Exhibition that has the old streets of Mino decorated with illuminated paper sculptures made from Mino Washi paper ("Akari" art pieces can be seen year-round at the Mino Washi "Akari" Art Gallery, as well). In recognition of its global significance, this tradition was designated an Intangible Cultural Heritage by UNESCO in 2014.

美濃和紙は美しく耐久性があり、1,300年以上の歴史を持つ伝統工芸品です。日本史の奈良時代(紀元前710~784年)に遡る戸籍の作成に使用され、遺跡は現在「日本最古の紙」と考えられ、奈良県の少佐レポジトリに保管されています。これは紙にシワを残す従来の方法を使用して作成され、目に喜ばれることに加えて、最も薄い部分でさえも布のように丈夫にします。お土産屋さんには、封筒、扇子、靴下、タオルなどの紙だけでなく、美濃和紙から作られた様々なアイテムがあります。美濃和紙博物館で美濃和紙を自分で作ってみることができます。10月に訪れる人は、美濃和紙紙の美しい紙の彫刻で飾られた美濃の古い通りが並び、暁のアートギャラリーでも年中無休です。その世界的な意義を認識して、この伝統は2014年にユネスコによって無形文化遺産に指定されました。





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これは紙にシワを残す従来の方法を使用して作成され、目に喜ばれることに加えて

Story of over 1,300 years. It was used in the creation of family registers dating back to the Nara period.

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このプロセスは、OzuWashiで利用可能です。  
最寄り駅: 東京駅  
This process is available at OzuWashi  
nearest station: Tokyo Station

<http://www.ozuwashi.net/>







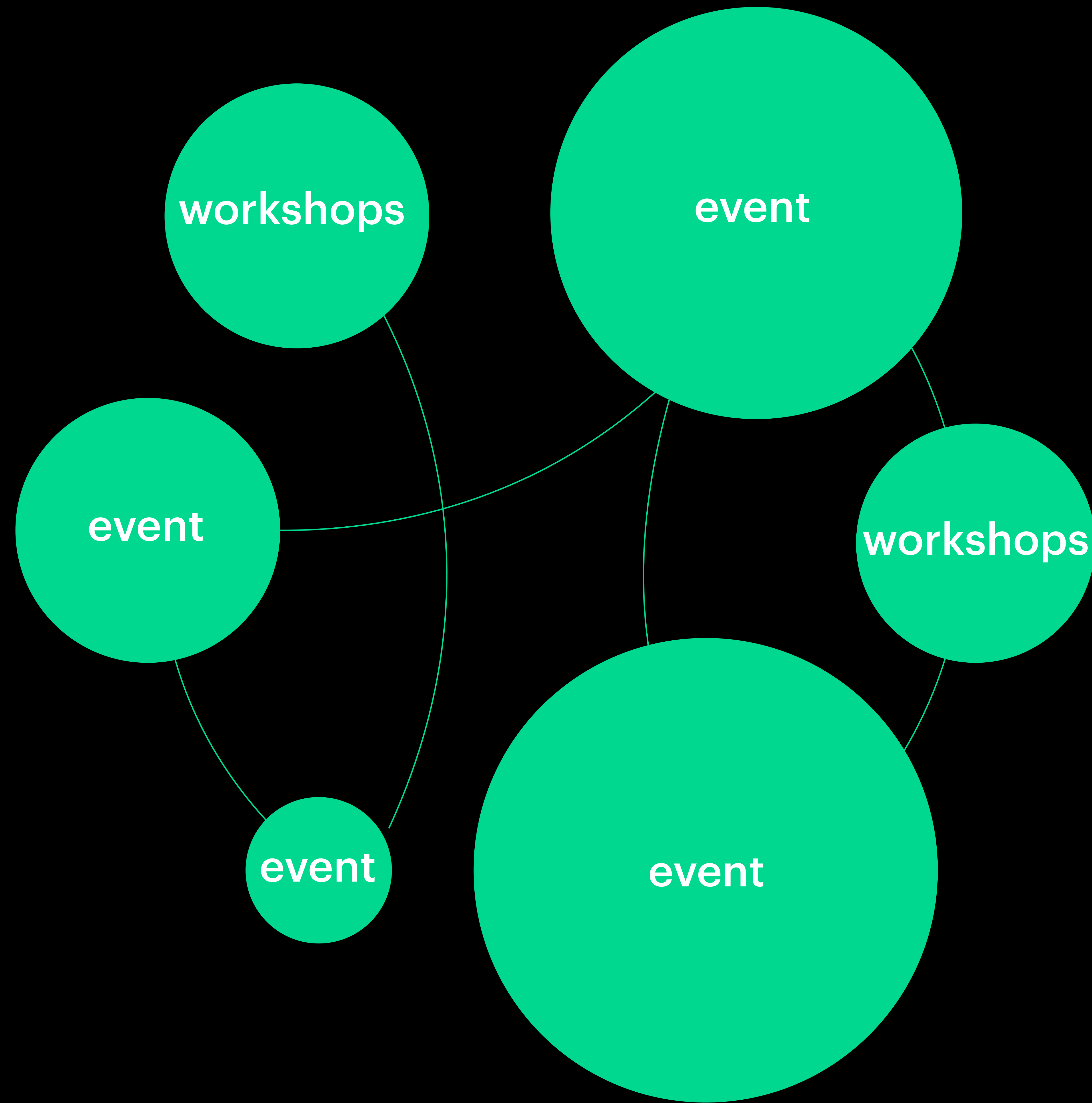
## ZIROKIRO special SUICA CARD

It's a form of reward  
for the community  
from JR East  
Yamanote Line.  
Collect a certain  
amount of stamps  
and get this card.

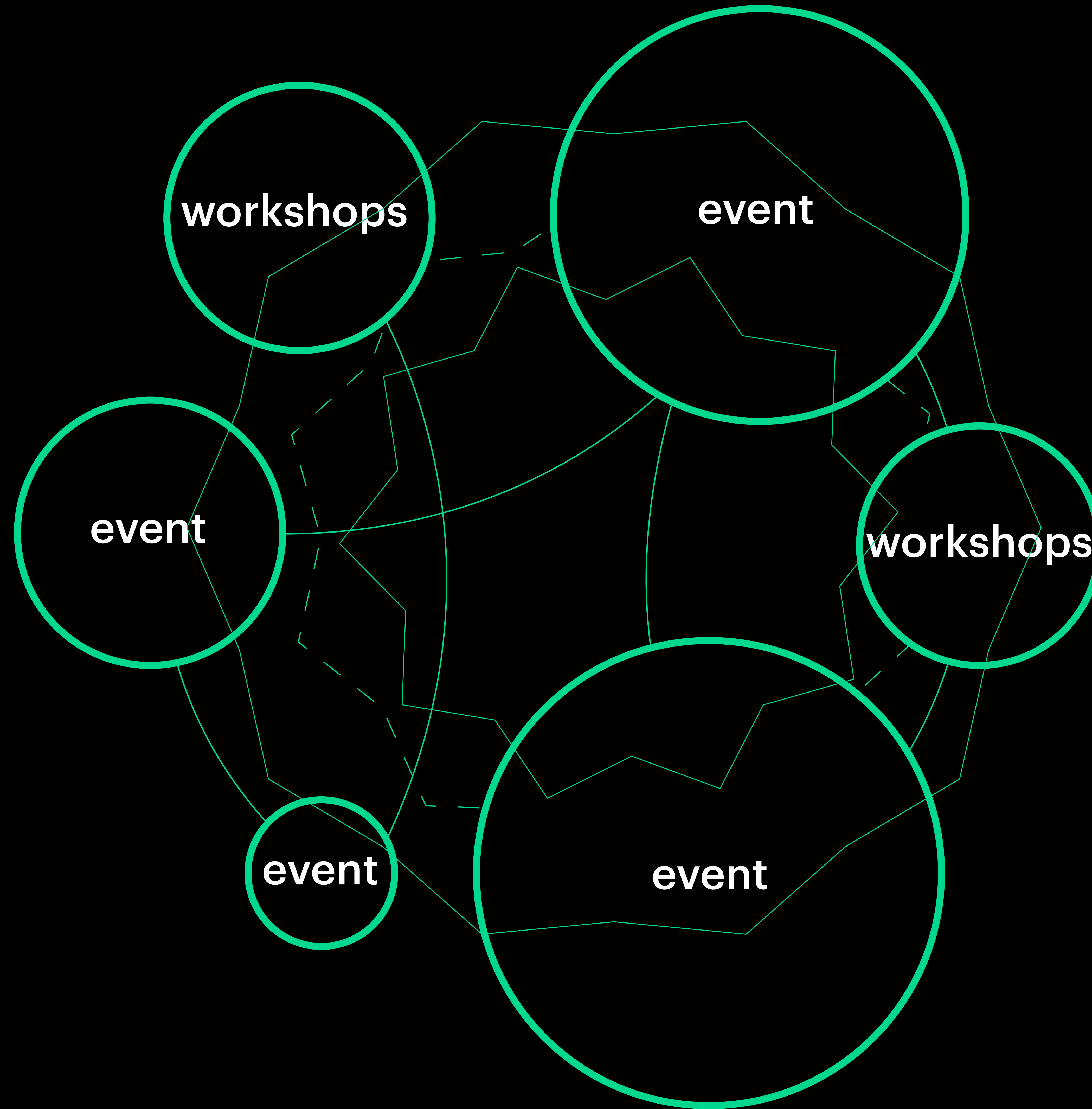


**we live in a digital world  
where fast access to information  
is required**











Using Yamanote Line as a network of education, tradition and entertainment that could reach out of touch areas.

With Zirokiro, once an event has finished there would be a memory about the experience.

A badge in your phone that works as stamps do.





ZIROKIRO

9m ago

RIGHT NOW! The Koto Ensemble at Nippori Station! ~300mts

Slide for more



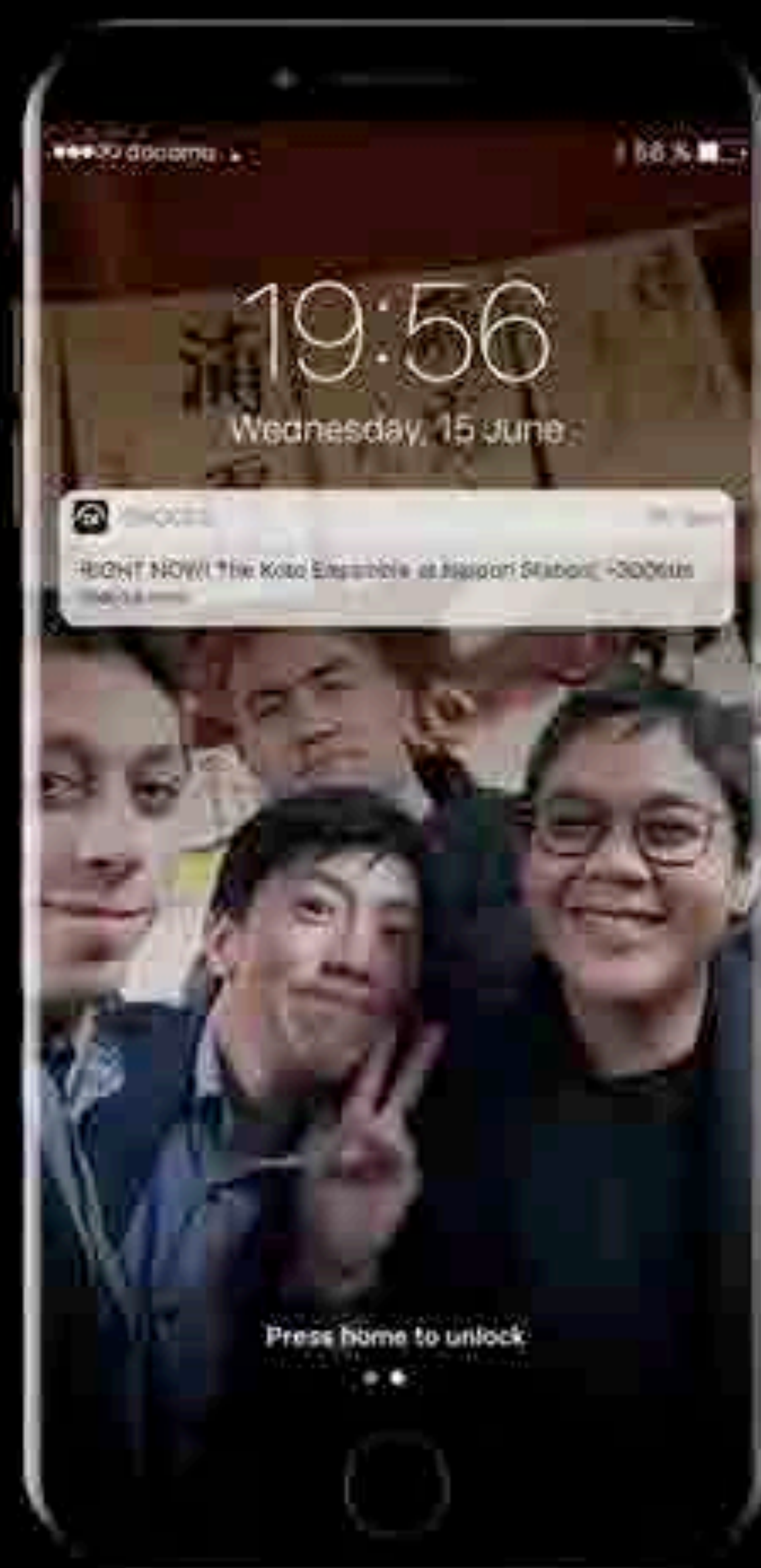
ZIROKIRO

9m ago

ただ今、300メートル先、お琴の演奏会が行われています！

Slide for more







docomo

58 %

Events > Tokyo



# The Koto Ensemble



The Koto Ensemble is an innovative music group of professional Japanese folk and jazz musicians. The ensemble was established 2003.

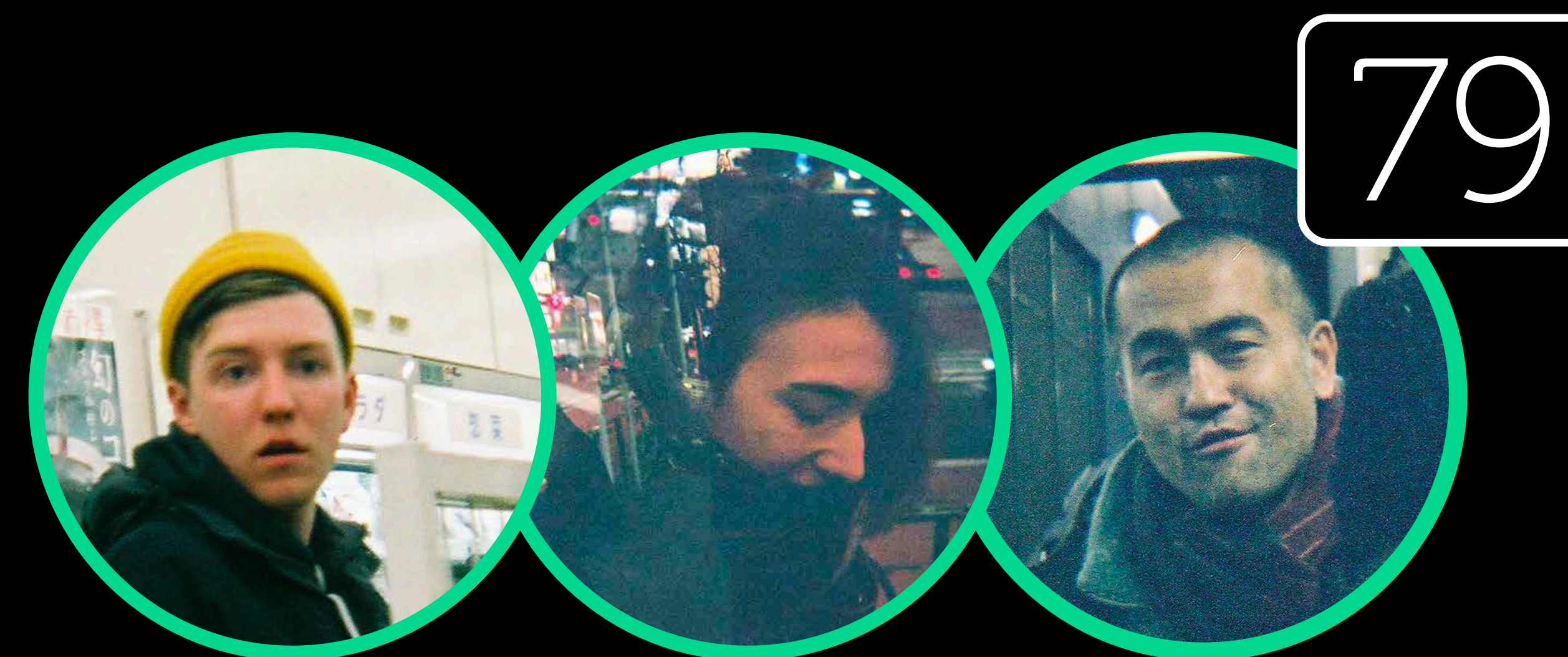
800<sup>m</sup> away



79

friends going

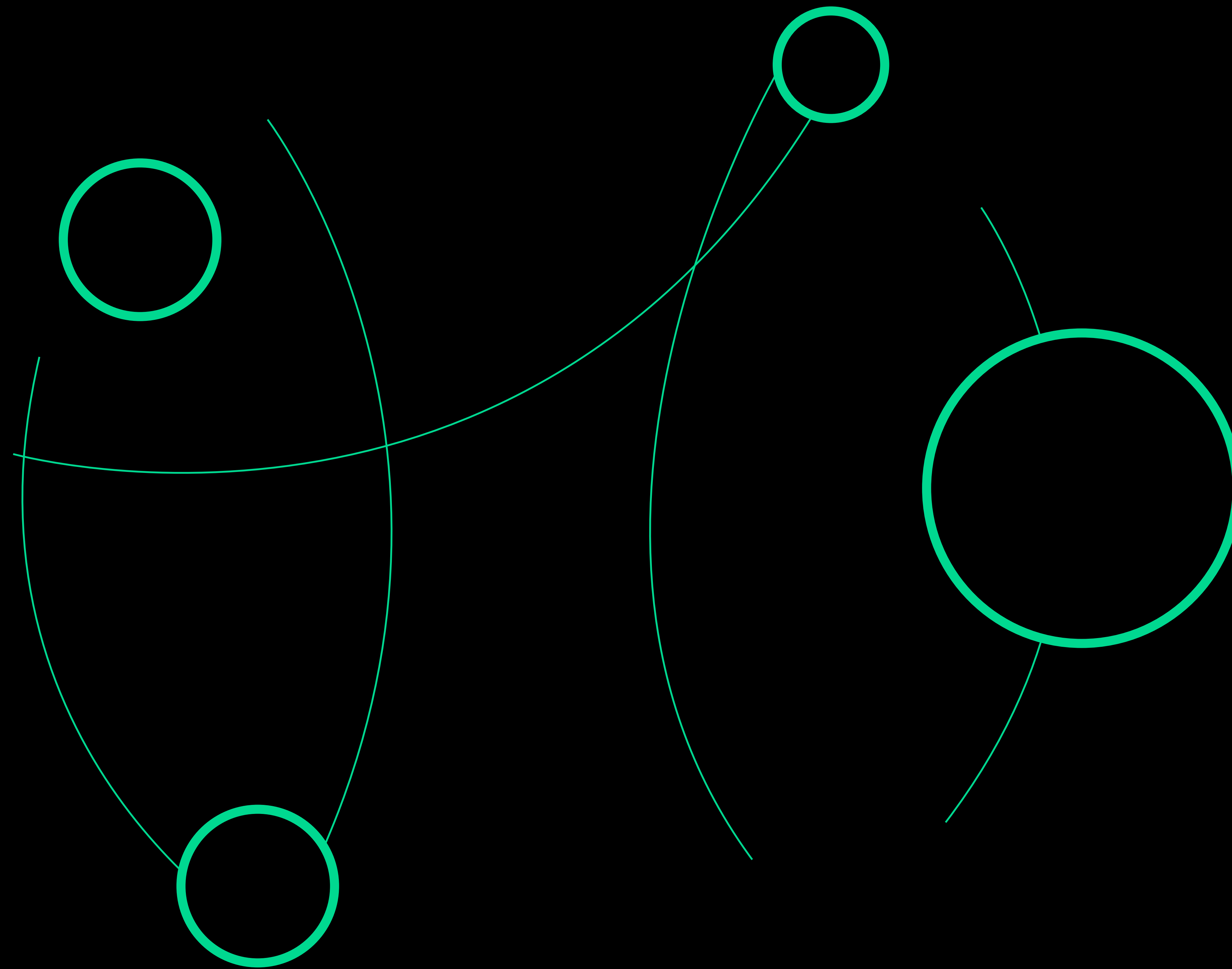




friends going

**Events can be shared with friends in real time.**



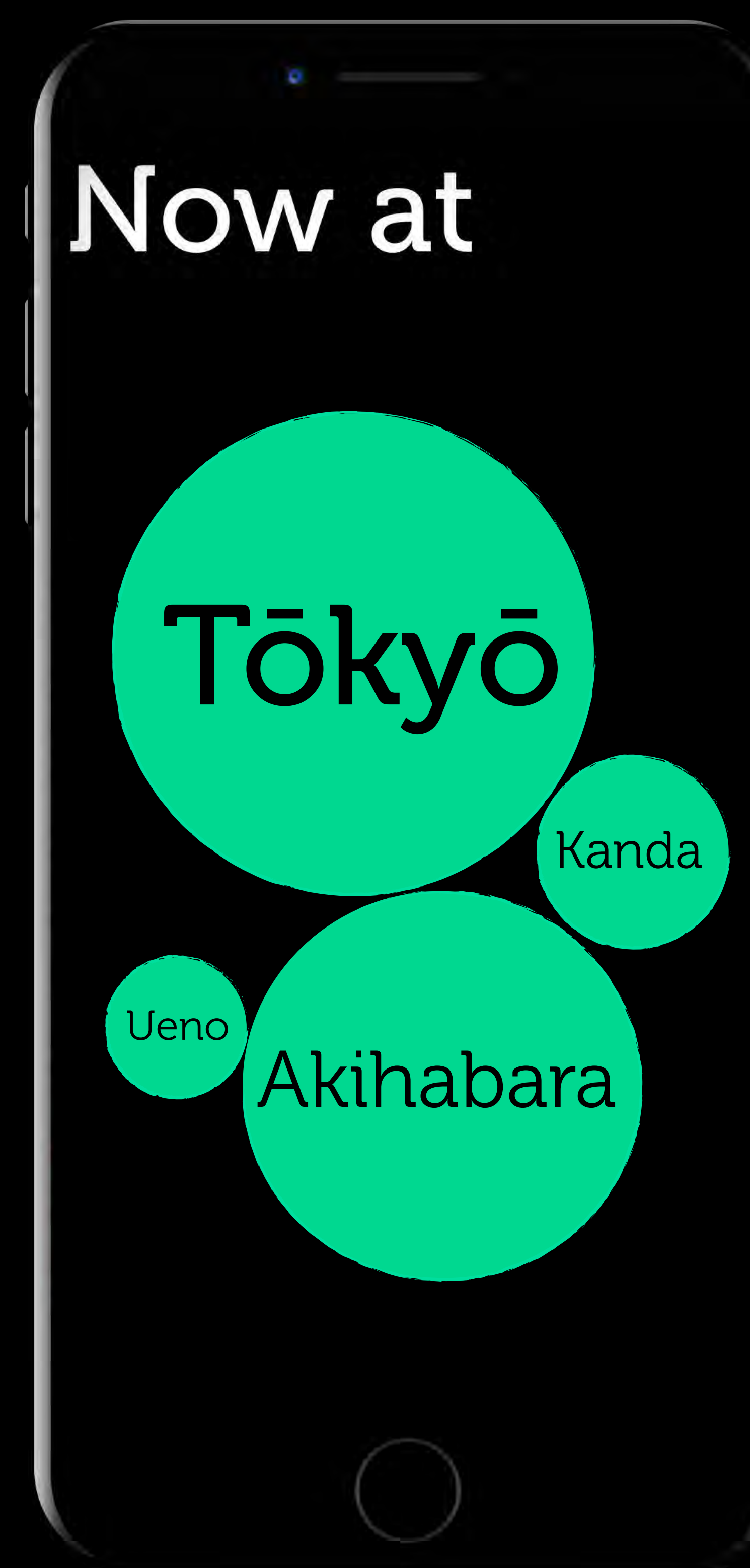


**connect with local talent**











Now at

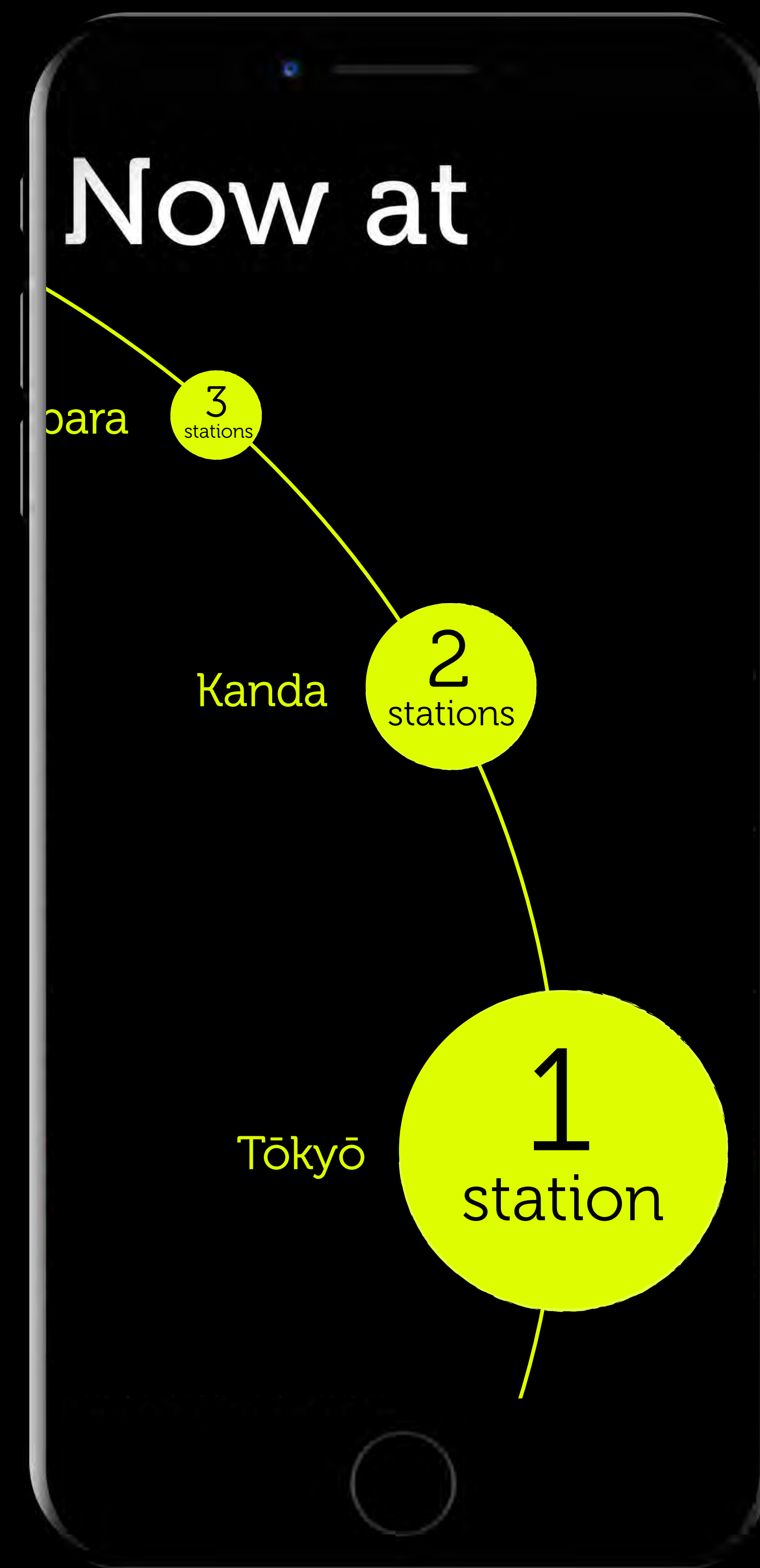
10 friends  
Tokyo

11 friends  
Kanda

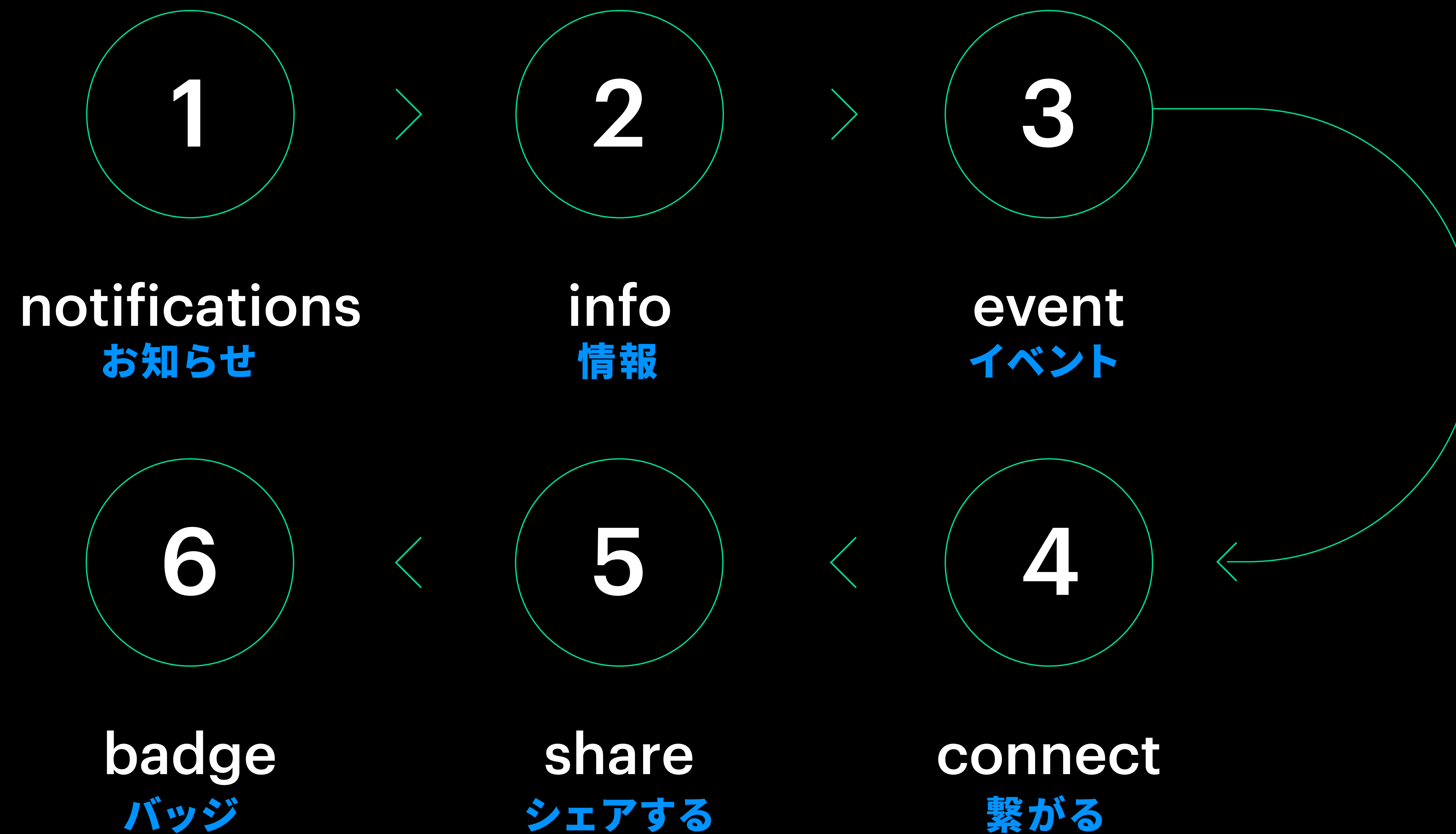
22 friends  
Ueno

53 friends  
Akihabara















so,  
thanks.

よろしくお願いします。