

# Konnichiwa

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# Japan Railway Yamanote Line Strategy & Proposal

# Insight

For over 30+ years, JR has perfected its train services to be globally recognised as the best in the world.

Both the population of Japan and JR employees take great pride in their trains.

## JR Pride of Trains in Japan



### Annual Design Prizes

Awards such as the Laurel Prize are awarded each year. Laurel prize is presented annually in Japan since 1961 by the Japan Railfan Club. It is awarded for railway vehicles that entered service in the previous year and voted by the selection committee as having the most outstanding functional and design features



### Large Press Events for New Designs

Photograph of an unveiled testing car of the new N700S series bullet train that is set to be introduced in 2020.



### Train Line Souvenirs

JR take great pride in their designs by often making posters and toy models of the latest designs.



### Delay Certificates

If train is late by over 5 minutes passengers get a formal apology/delay certificate.



Improved design and efficiency. More retail units, bigger stations and more jobs. There have been many profitable business successes of JR over the years.

During this time of growth and financial success, JR has lost touch with customers and local residents on a human and emotional level.

People believe that JR offer an amazing service, but contribute much less to the day-to-day culture of the people.

# Proposal





# Introducing “Laurel”

A Digital Culture Platform from JR focusing on the positive impact and growth of culture on the Yamanote Line.



**1.**

**Connect**

Resource a diverse team made  
from amazing local relevant talent.

**2.**

**Relationships**

Connect and listen to local  
communities and cultures.

**3.**

**Positive Impact**

Help facilitate the growth of  
culture where possible.

## 1. Connect

JR will build a digital culture and content team under the name, **Laurel**. (named after one of the annual train design awards)

The team will be made up from people in the community already shaping culture across art, sustainability, music, food, fashion, photography, sport and more.

Acting as a sub-brand of the JR group, **Laurel** will not be overtly JR branded to feel more authentic.



## 2. Relationships

Every week, visits to studios and community spaces will take place.

Visits will be relaxed, informal and often documented. The focus is to build genuine long-term relationships and to gain relevant insights around that particular culture or movement.



Studio Visit with Digital Artist Daito Manabe Rhizomatics  
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### 3. Positive Impact

Once insights are identified, proposals will be made and the right support allocated.

#### Possible Outcomes

E.g Hold an exhibition in a station showcasing a photographers new project

E.g Hold a workshop to help promote sustainability in fashion, curated by a local sustainable designer

E.g Financial contribution to a young skate team to build a meet-up app for skaters in Tokyo



The Tokyo Art Book Fair



Still from Rhizomatiks Installation  
© Rhizomatiks

All projects will be documented and archived on a Laurel website and social media channels by the Laurel editorial team.

JR will move away from being confidential, to being one of the most open and forward thinking transport brands in the world—Supporting and sharing thousands of amazing culture stories a year through their new Laurel digital Platform.



N.B this is not designed. To communicate concept only.

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