

# Ebisu Station Proposal

## About Tokyo Seeds

Tokyo Seeds is design residency that brought six graphic designers from six different countries together for two weeks in Tokyo. We worked with JR East to develop proposals aimed at increasing interaction between stations on the Yamamote line and the surrounding communities. The goal was to highlight the charms of Tokyo to international visitors and locals alike.



## Who we are

Florencia Gavilan is a graphic designer, illustrator and educator from Buenos Aires, Argentina.

Sarah Baugh is an American graphic designer who is interested in the relationship between people and the places they call home.



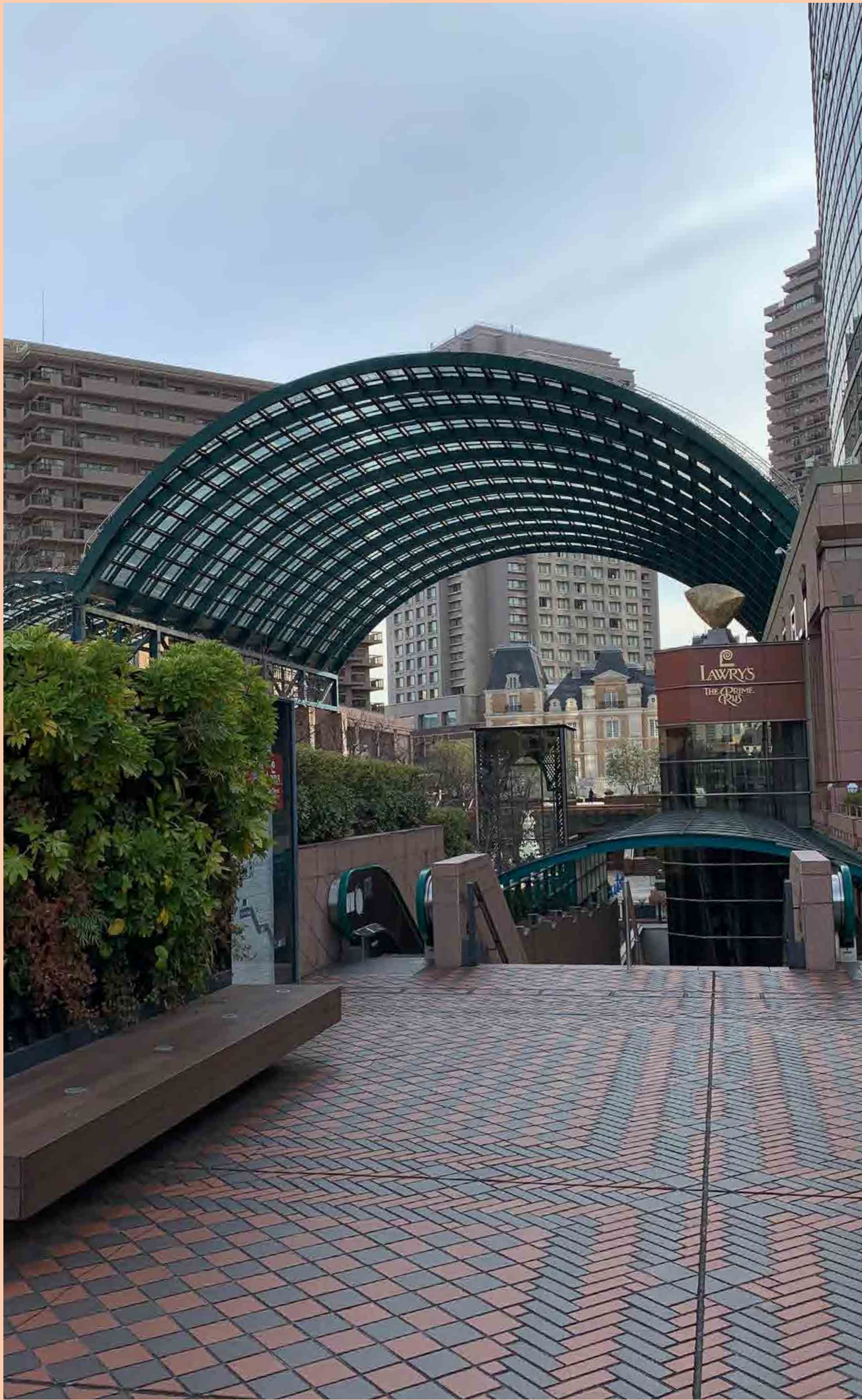
Together, we developed the following proposal, which was presented to JR staff on January 24, 2020 at Ebisu Station in Tokyo.



## The neighborhood

Ebisu is a hip and laid-back neighborhood that draws Tokyoites in to eat and drink at its many restaurants and bars. In contrast to the busy commercial streets of neighboring Shibuya, Ebisu has an independent and relaxed vibe with green spaces and quiet alleys to explore.







## Observations

While there are many new shops, galleries, restaurants, and festivals that continue to attract visitors, the influx has also brought increased rents and the loss of some longstanding community values. It's becoming more common to not know your neighbor's name and the sense of community is becoming more fragmented.







# History

Both the station and the neighborhood owe their name and origin to the Yebisu Brewery. In fact, the station was built in 1901 not to transport people but to transport beer.







Today Ebisu station continues to  
serve as a means to connect.



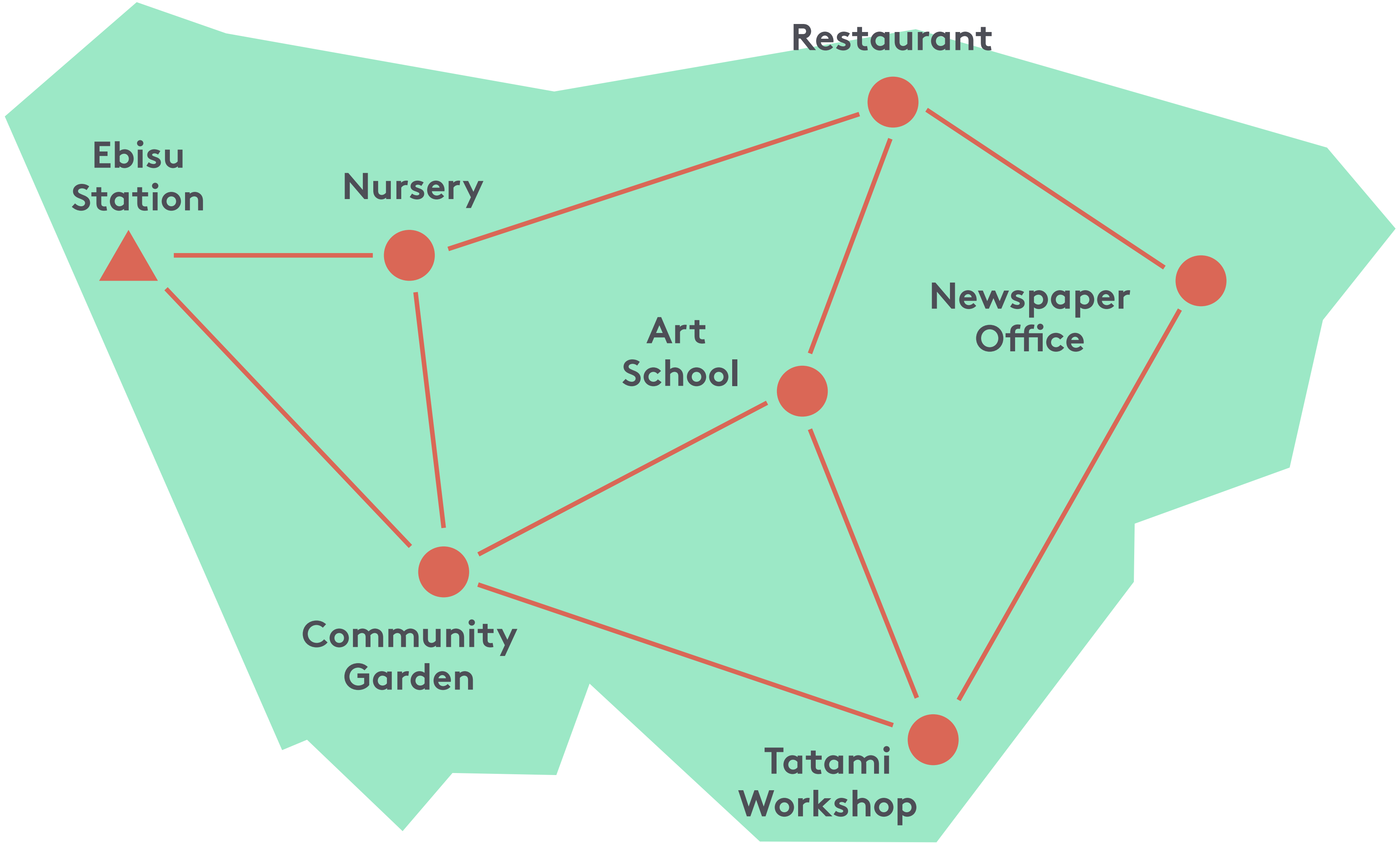
## Connections

Ebisu is made up of a vibrant network of people and places.

It's the connection between these things that gives Ebisu its special character.



Connections



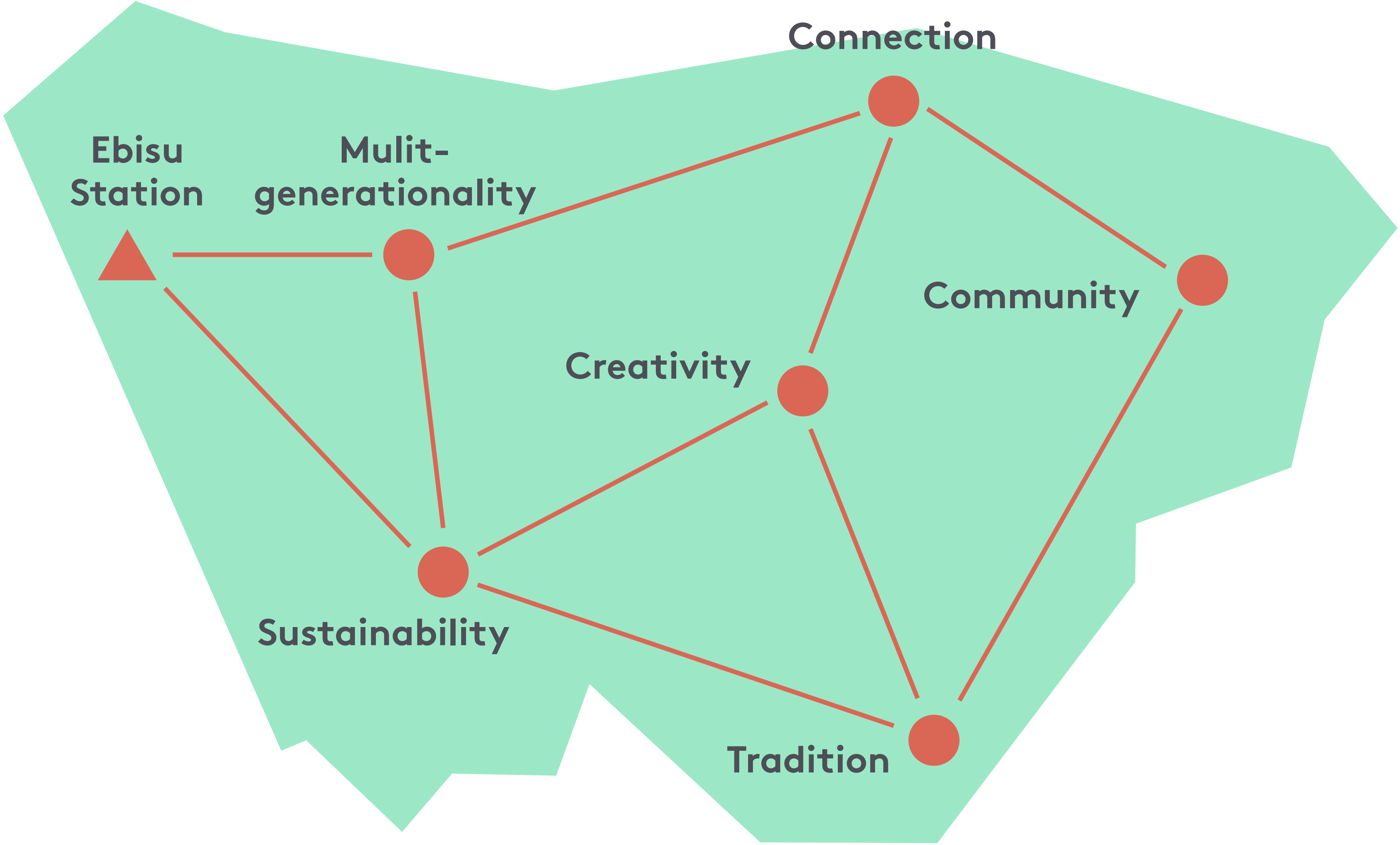


## Values

This network creates a unique set of values. Some are easy to see, while others highlight underlying the characteristics that have built Ebisu into the creative community and imbibing destination it is today.



Values





## Values in practice

We had the opportunity to meet a cross-section of people living and working in Ebisu. Here we saw the neighborhood values in practice.



# Creativity





# Community



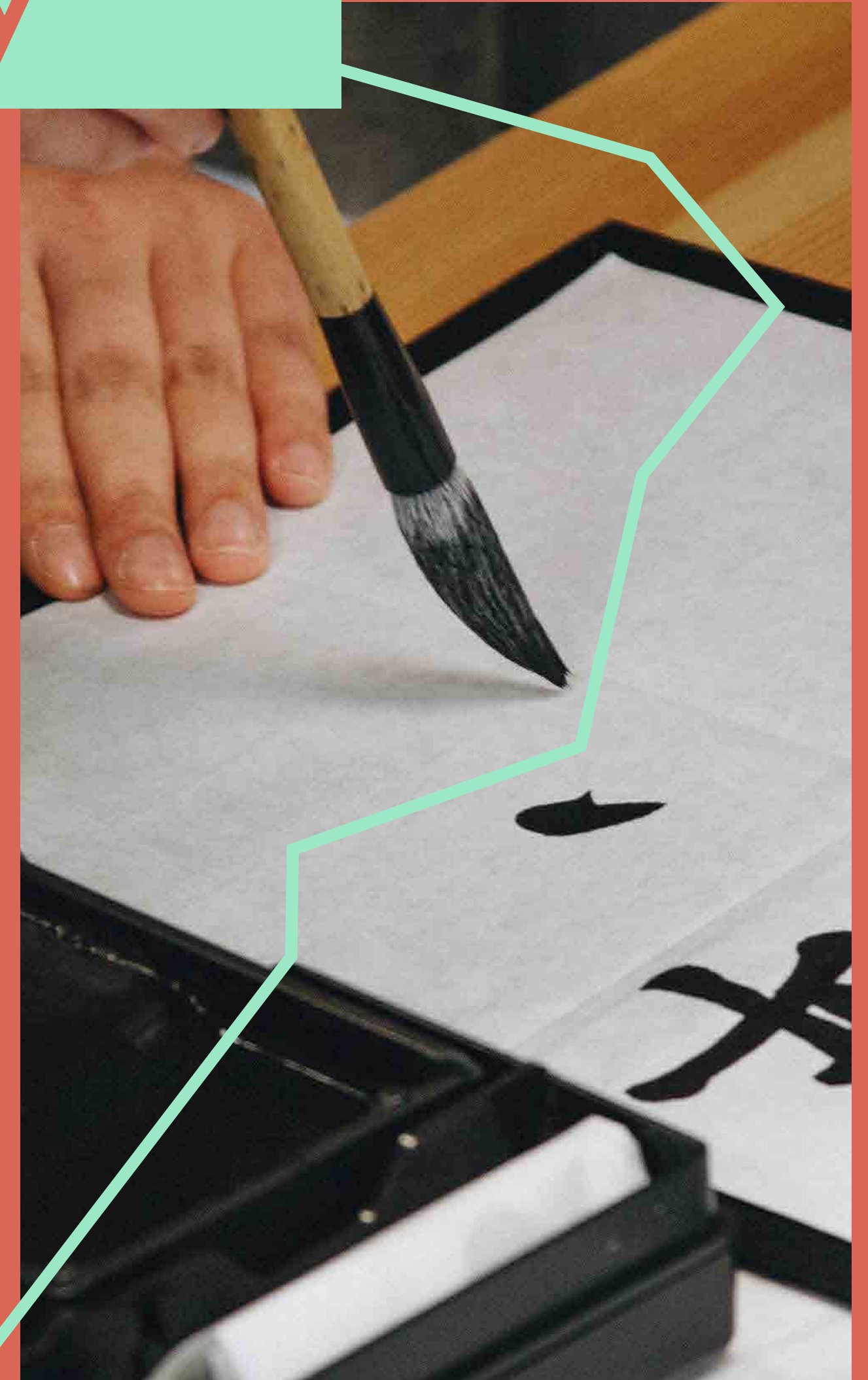


# Connection





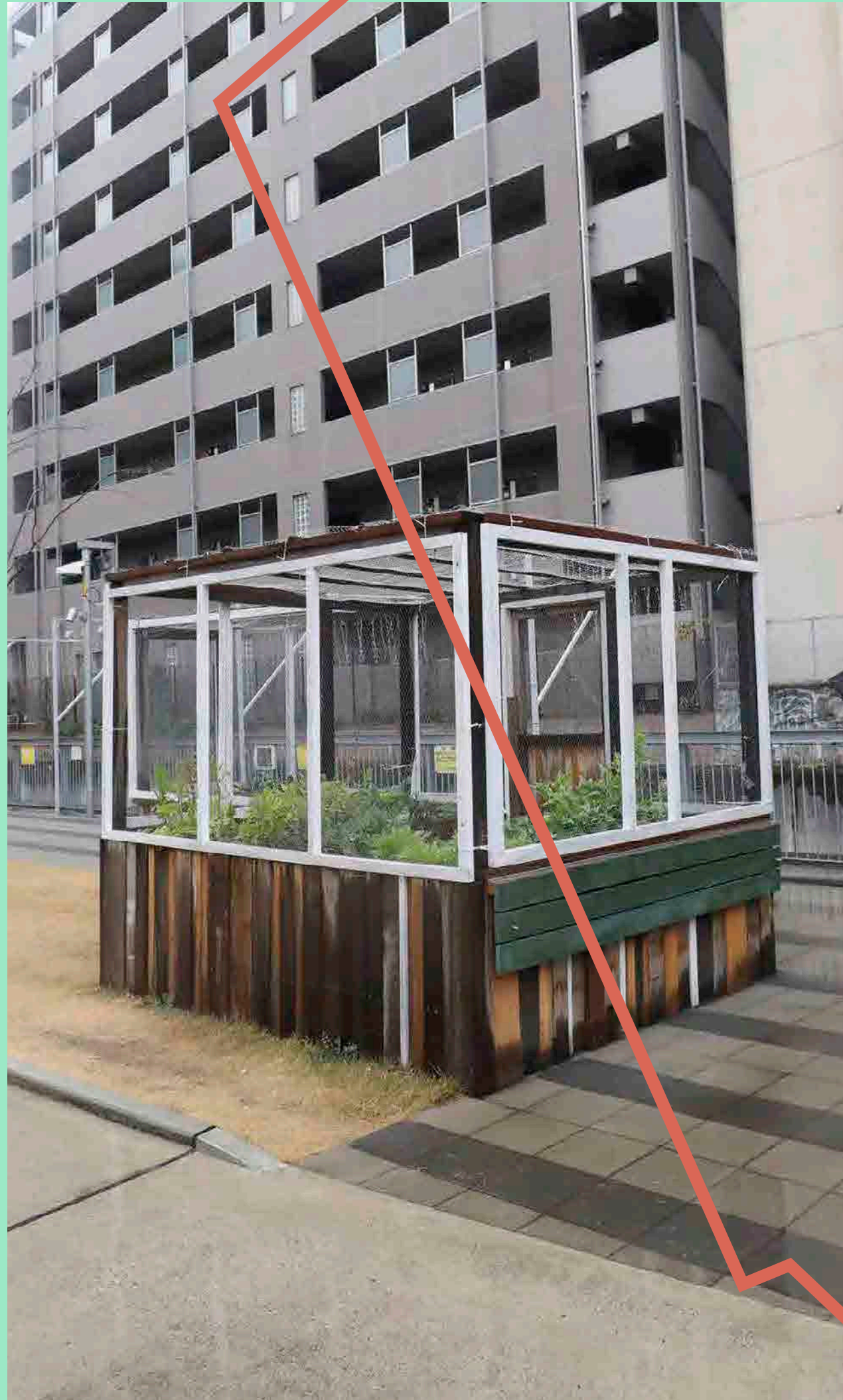
# Intergenerationality



Ebisu's roots are in the passing down of local traditions and crafts

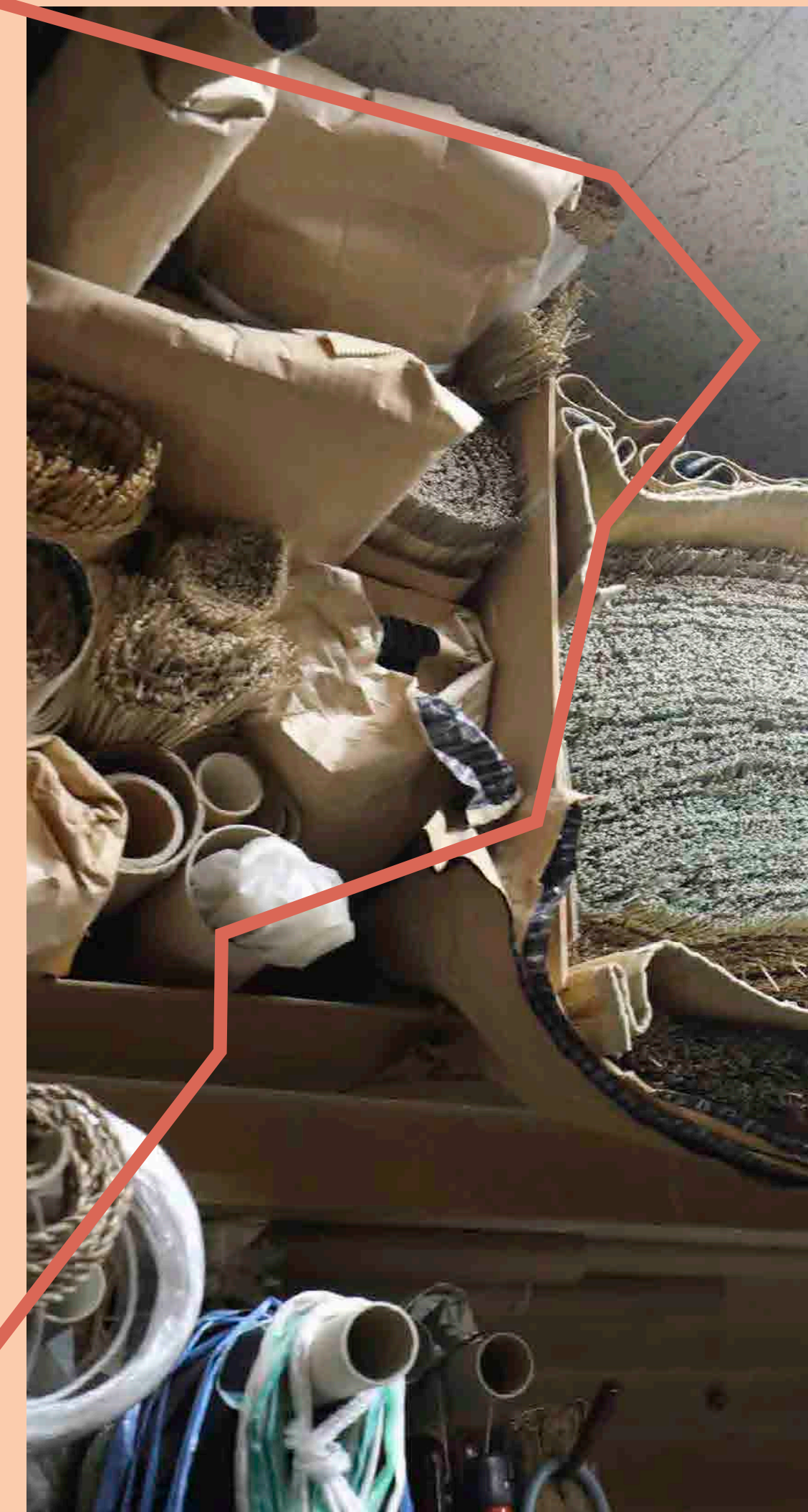
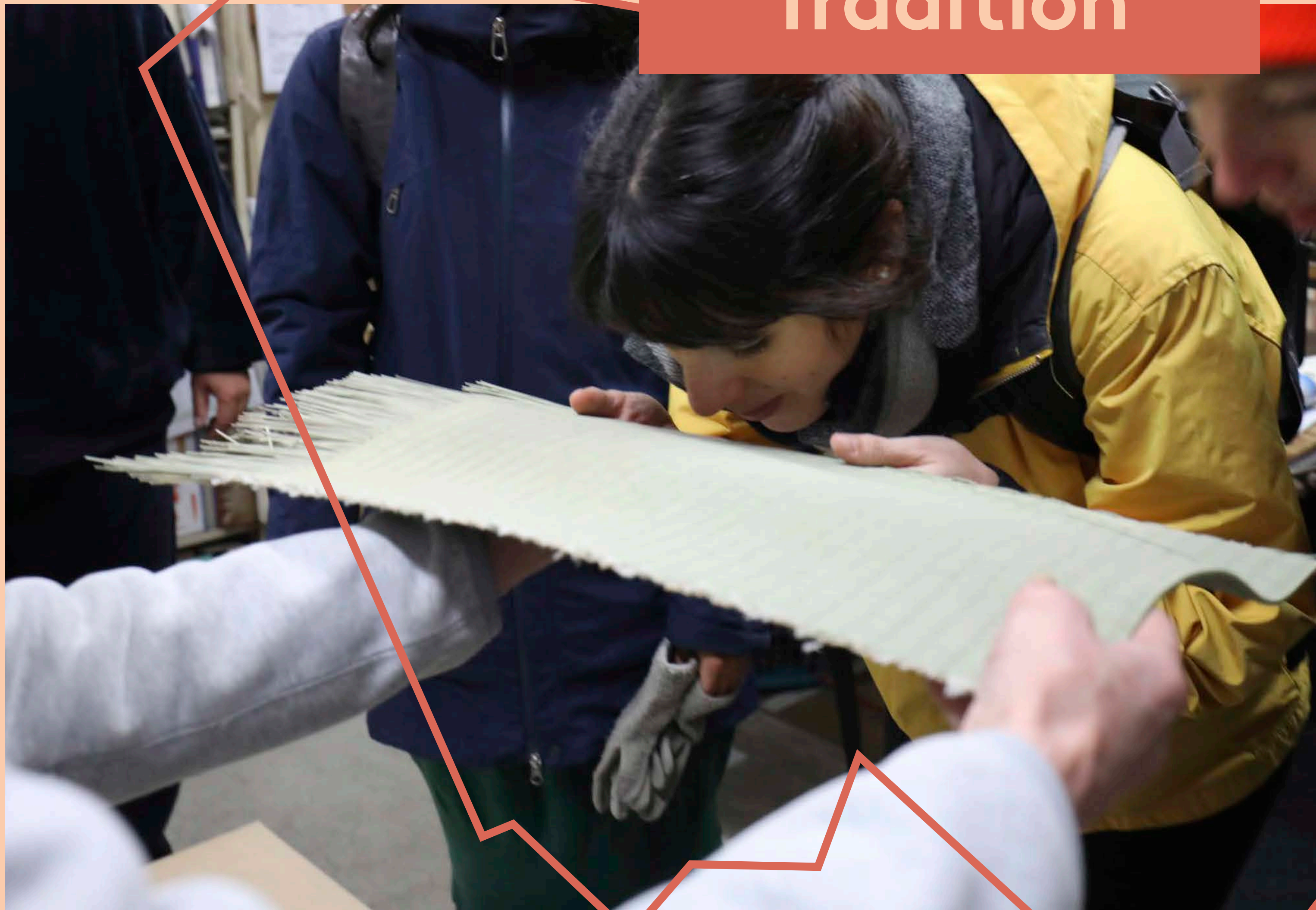


# Sustainability





# Tradition



Second-generation tatami mat workshop



# Objectives



**How can the station connect  
train users to the neighborhood?**

**How can the neighborhood feel  
connected to the station?**



## Background

Everyday 300,000 passengers pass through Ebisu station. The majority of them are commuters followed by visitors who come to Ebisu for the nightlife. The culture of Ebisu is rich and complex yet the station itself is often a transitory place. Everyone is busily making their way to their job at a design studio or to dinner with friends.





## Challenges

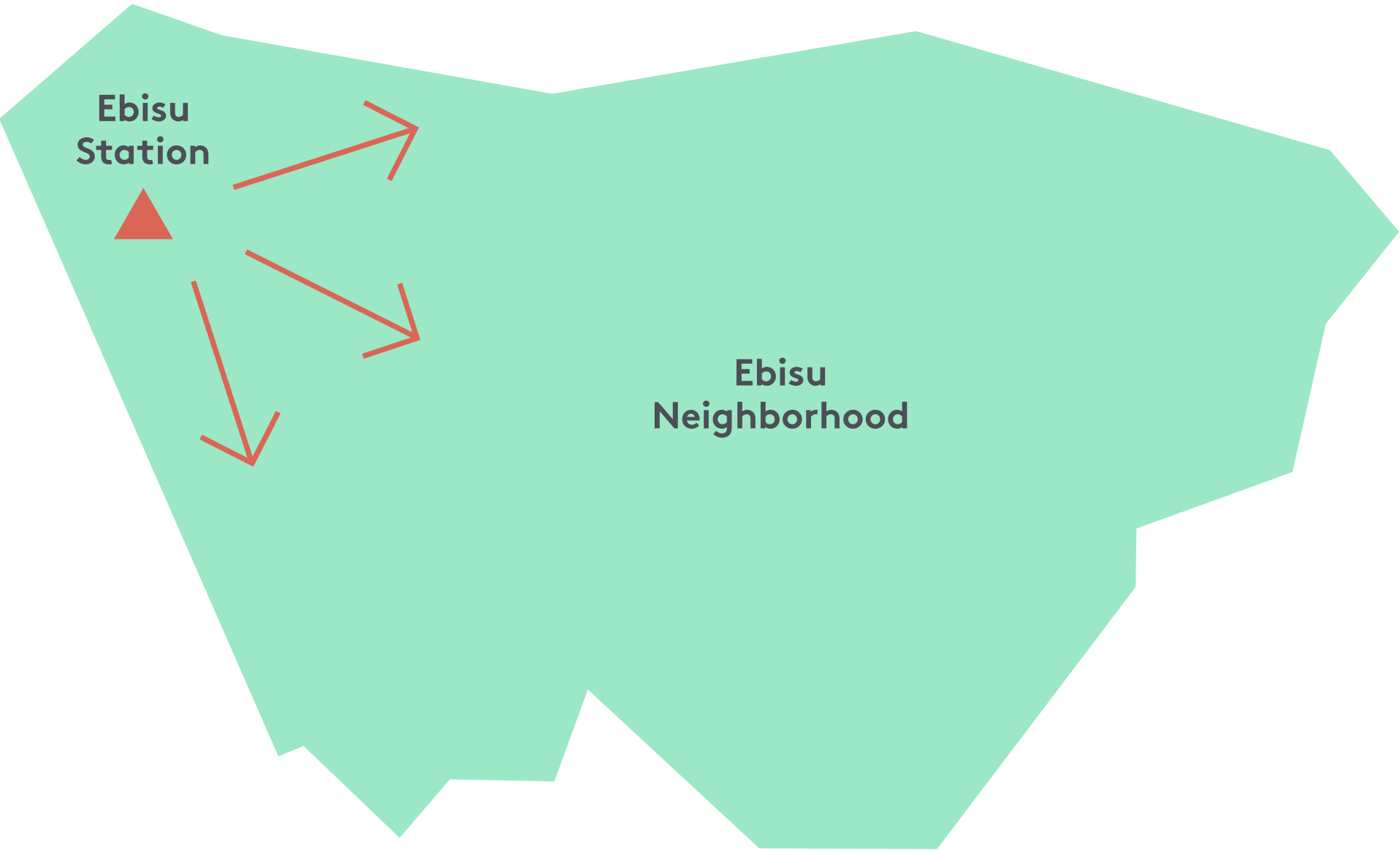
Currently, there is a perception that the station is not integrated into the neighborhood and it does not fully reflect the qualities of the community it serves. In other words, the station is seen as the gateway to the neighborhood but not part of the neighborhood itself.

## Strengths

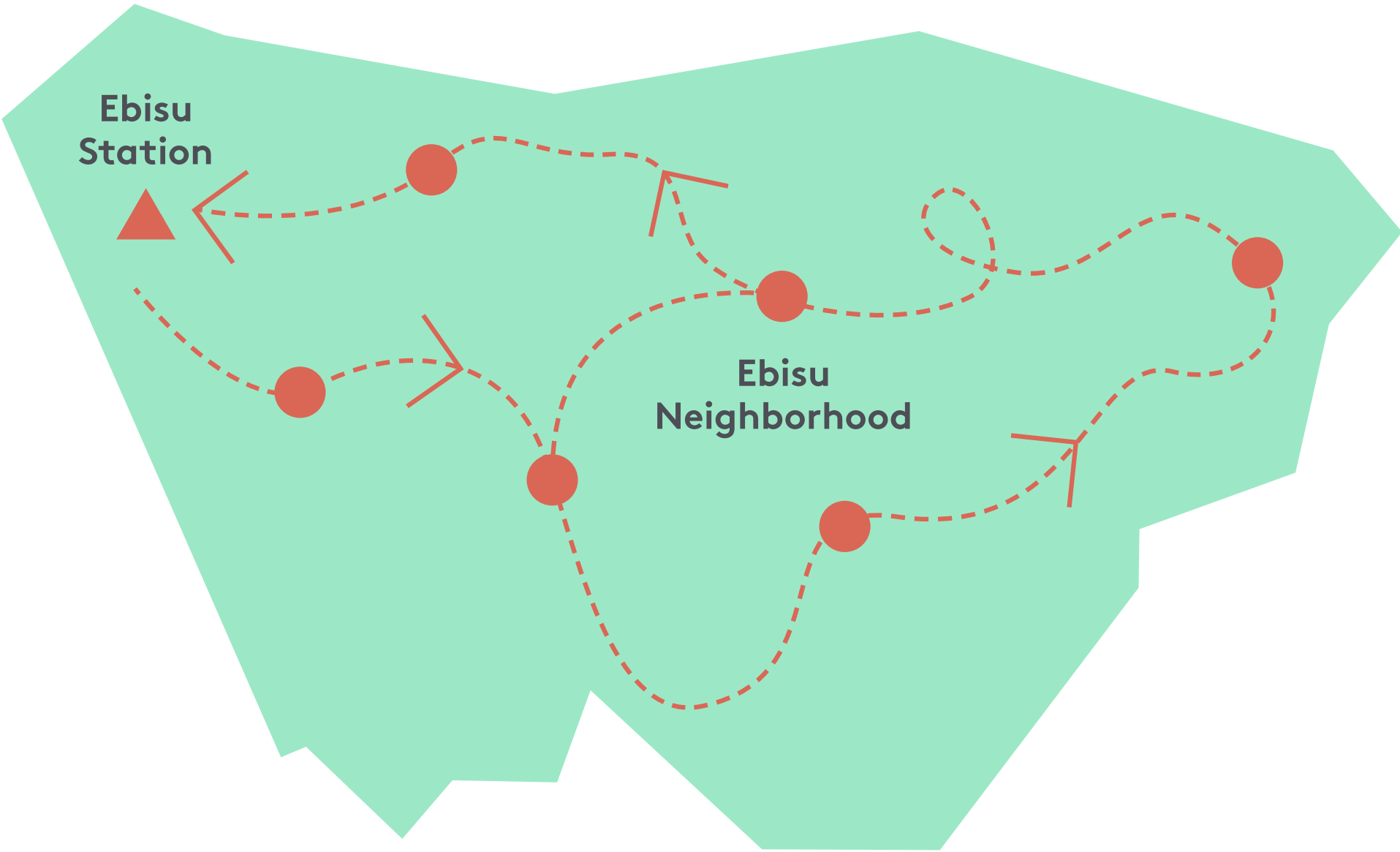
In reality, the station is a vital part of the network. Both the station and the surrounding area have much to offer each other.



# Perception vs Reality



Gateway

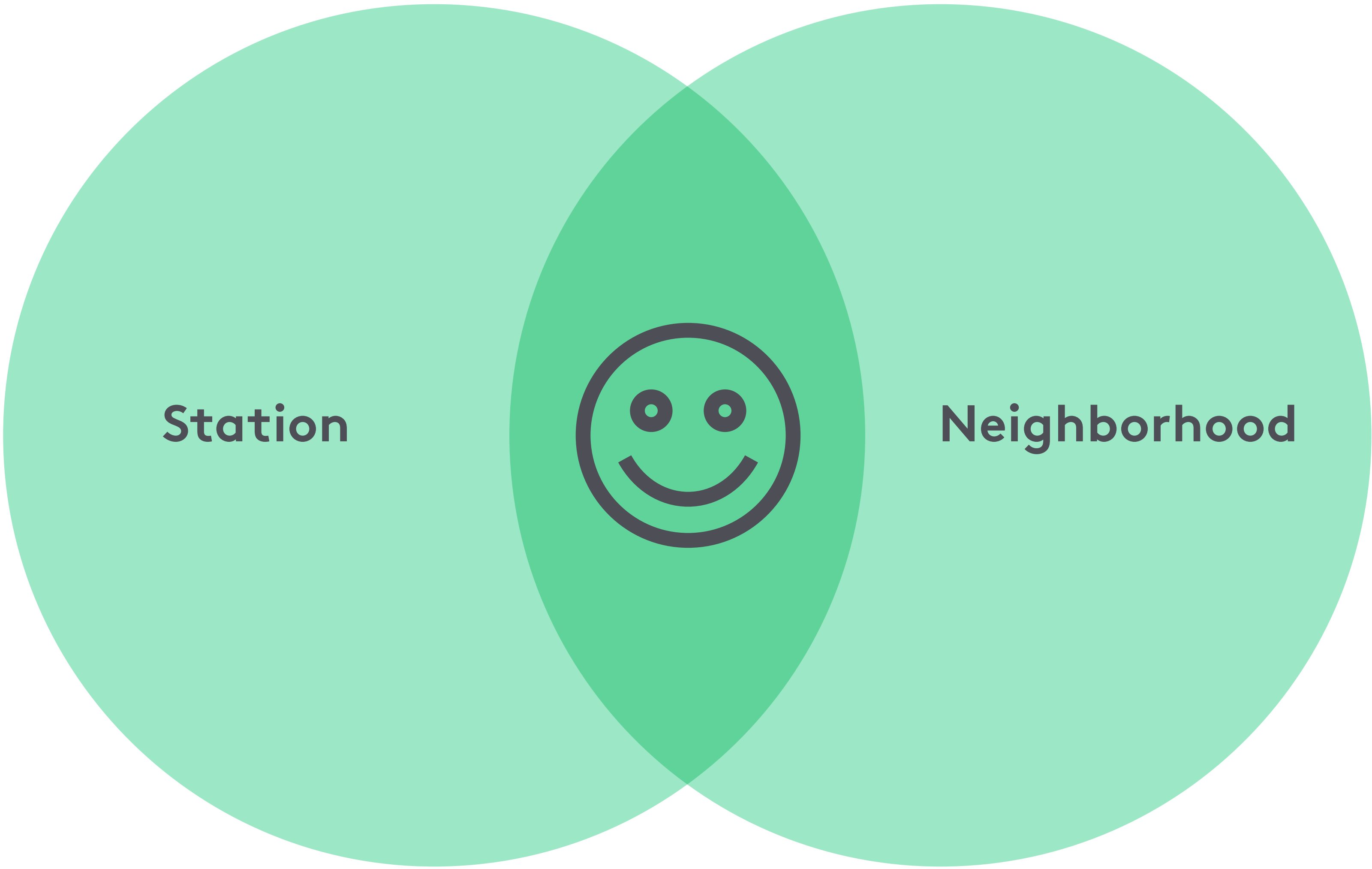


Network



# Our Proposal







## Proposal

**We'll create a campaign that connects people between Ebisu Station and the neighborhood.**

**We'd like to create joy and happiness through a series of interactive events that will surprise and delight visitors, locals, and JR employees — leaving them with a smile on their faces.**





**We were inspired  
by the smiling  
face of the God  
Ebisu. His statue  
is a well known  
place for locals to  
meet each other  
at the station.**



## nico nico

It's the sound of a smile. This onamonomimetic playful and fun to say, all while referring to a very basic expression with the power to bring people together.





**nico nico**



**wordmark**

The sound of a smile.

nico nico

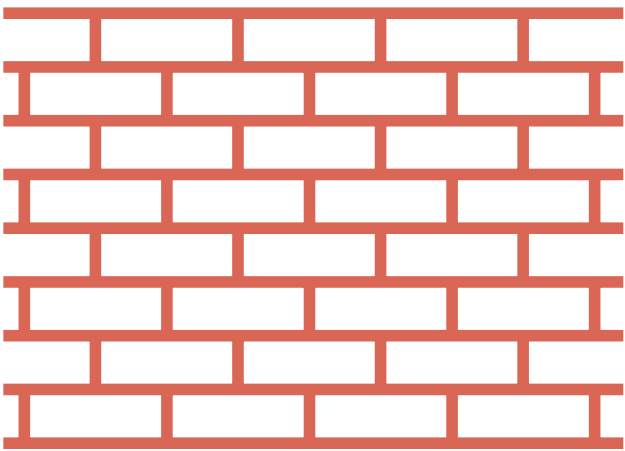
**graphic mark**

The faces of Ebisu.



**pattern**

References the iconic brick of the station and Yebisu beer factory.



**color palette**

The primary color references the brick, while the secondary colors are bight and cheerful.







# Pin + Connect

ピン + コネクト



## Objectives Recap

How can the station connect train users to the neighborhood?

How can the neighborhood feel connected to the station?



## Background

JR currently has programs in place addressing these objectives but we want to expand their audiences and improve user participation.

Stamp collecting is relatively successful but it's focus on manga doesn't resonate with the creative demographic of Ebisu.

Urban hiking encourages train users to explore off-the-beaten paths in neighborhoods but it's participation levels are low.



## Pin + Connect

Local illustrators will design collectible enamel pins, just like the ones used by JR staff. They can only be found at area businesses, organizations, and other neighborhood attractions. This encourages train users to explore new and unexpected locations in Ebisu, while engaging with community members.



A new pin will be released each month, introducing a new location and illustrator, while encouraging repeat visits to the neighborhood.



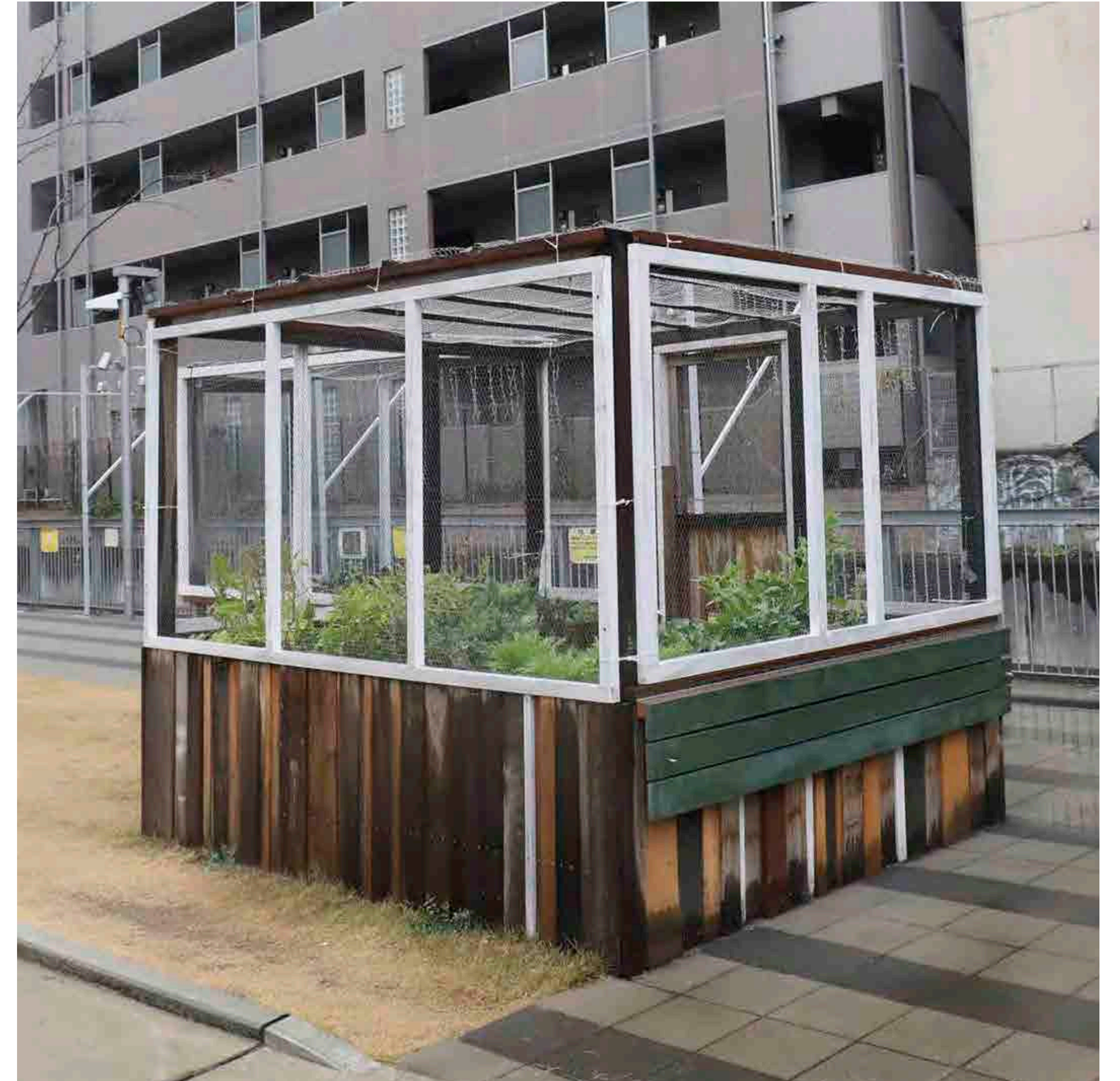
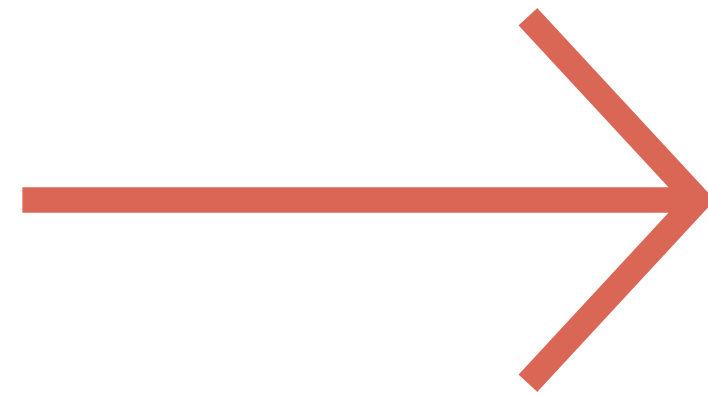






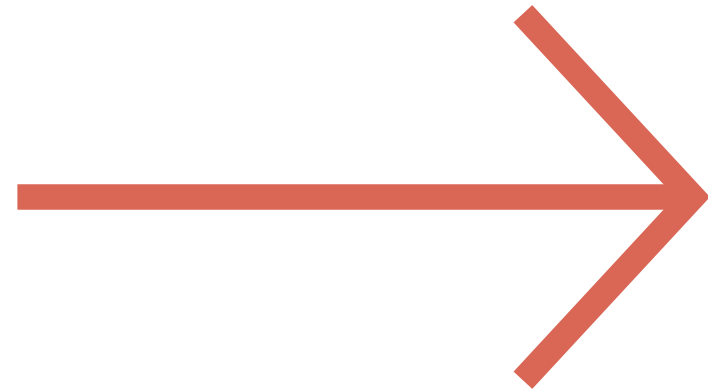
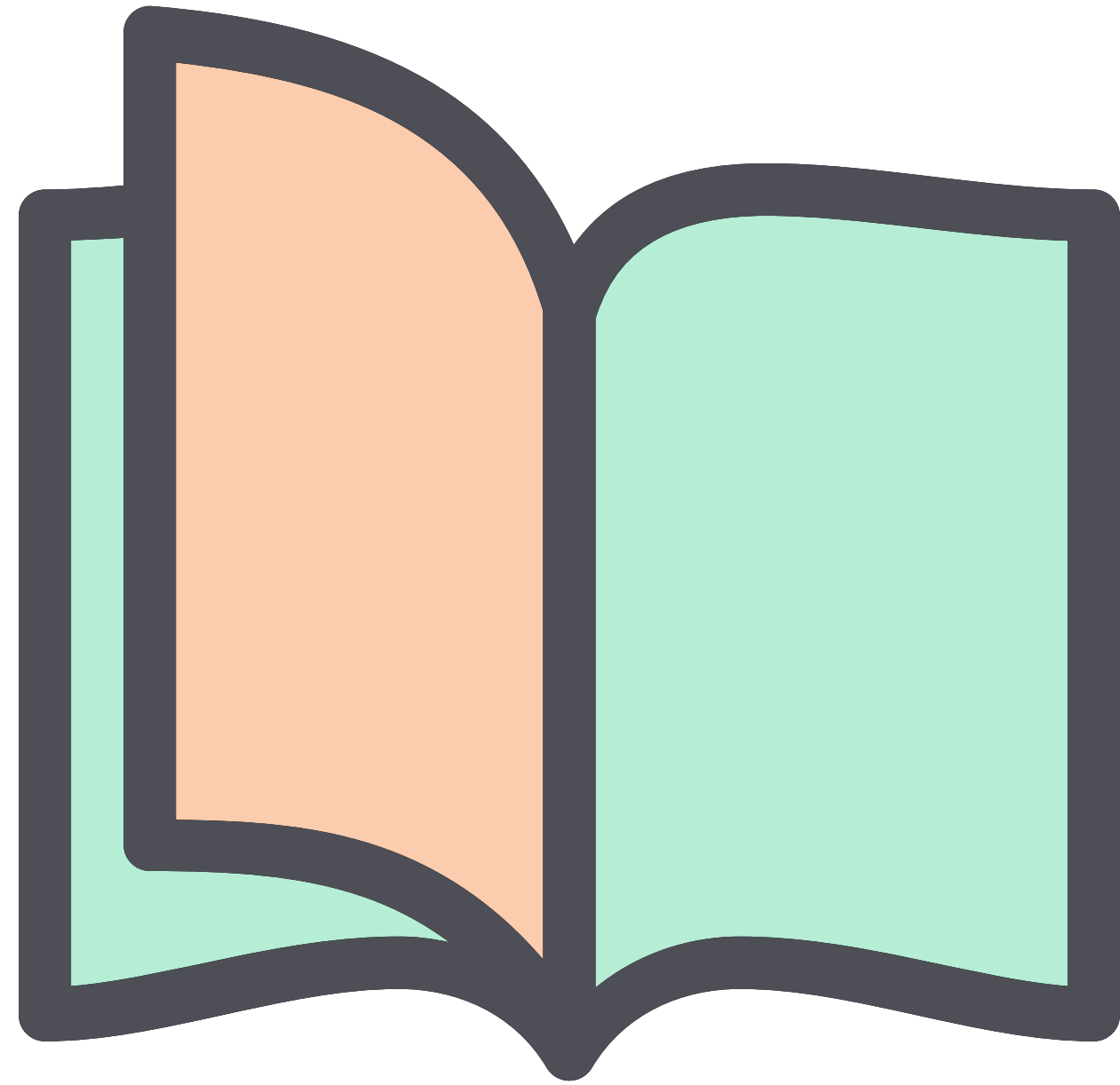
Location: Gem by MOTO





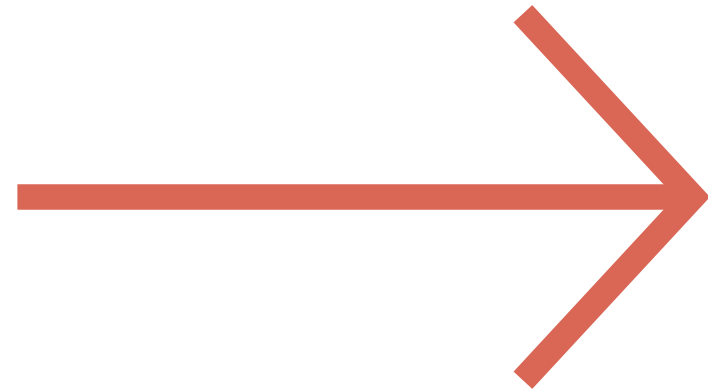
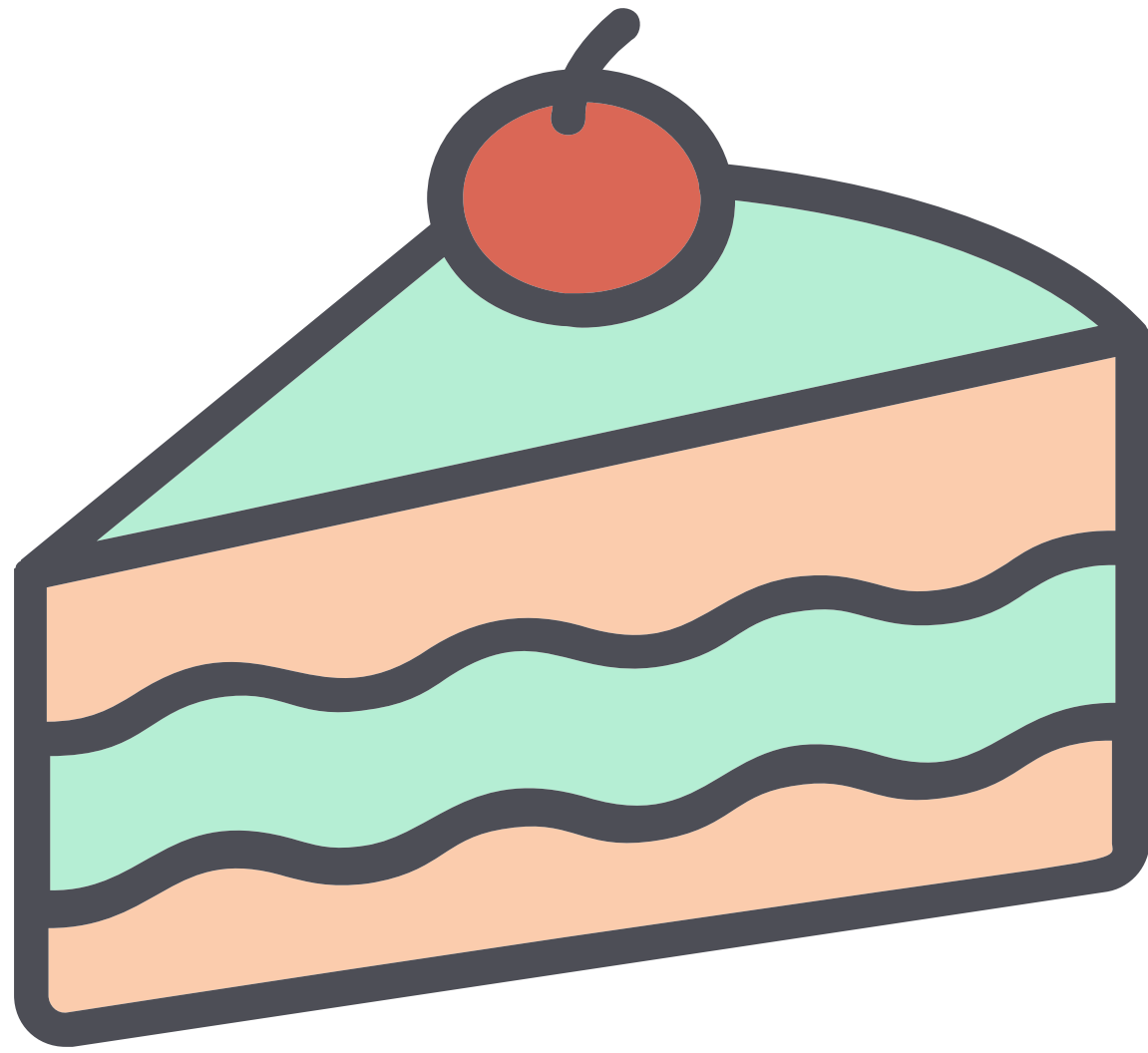
Location: Ebisu Community Garden





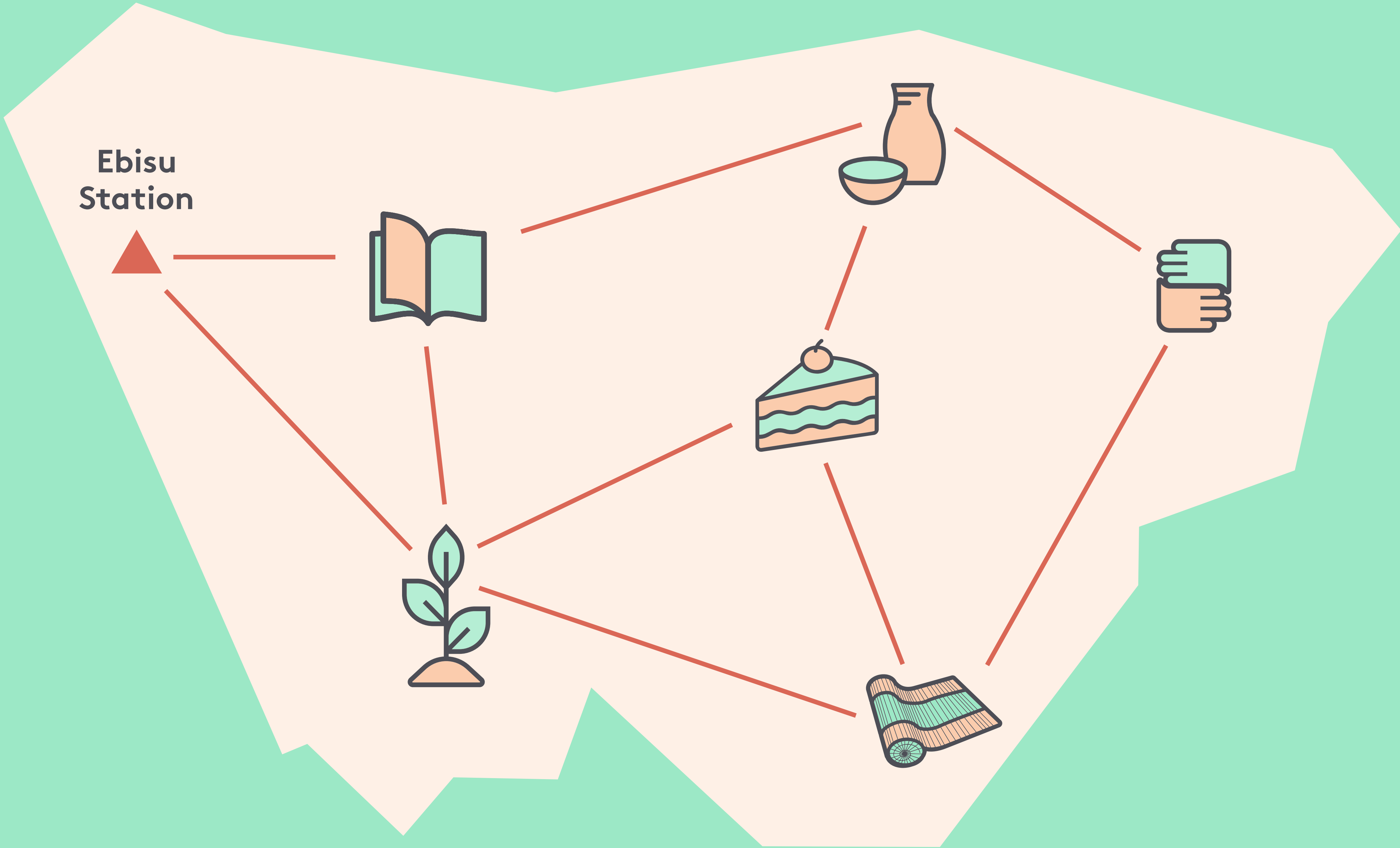
Location: POST gallery and bookstore





Location: Local bakery







Ebisu  
Station

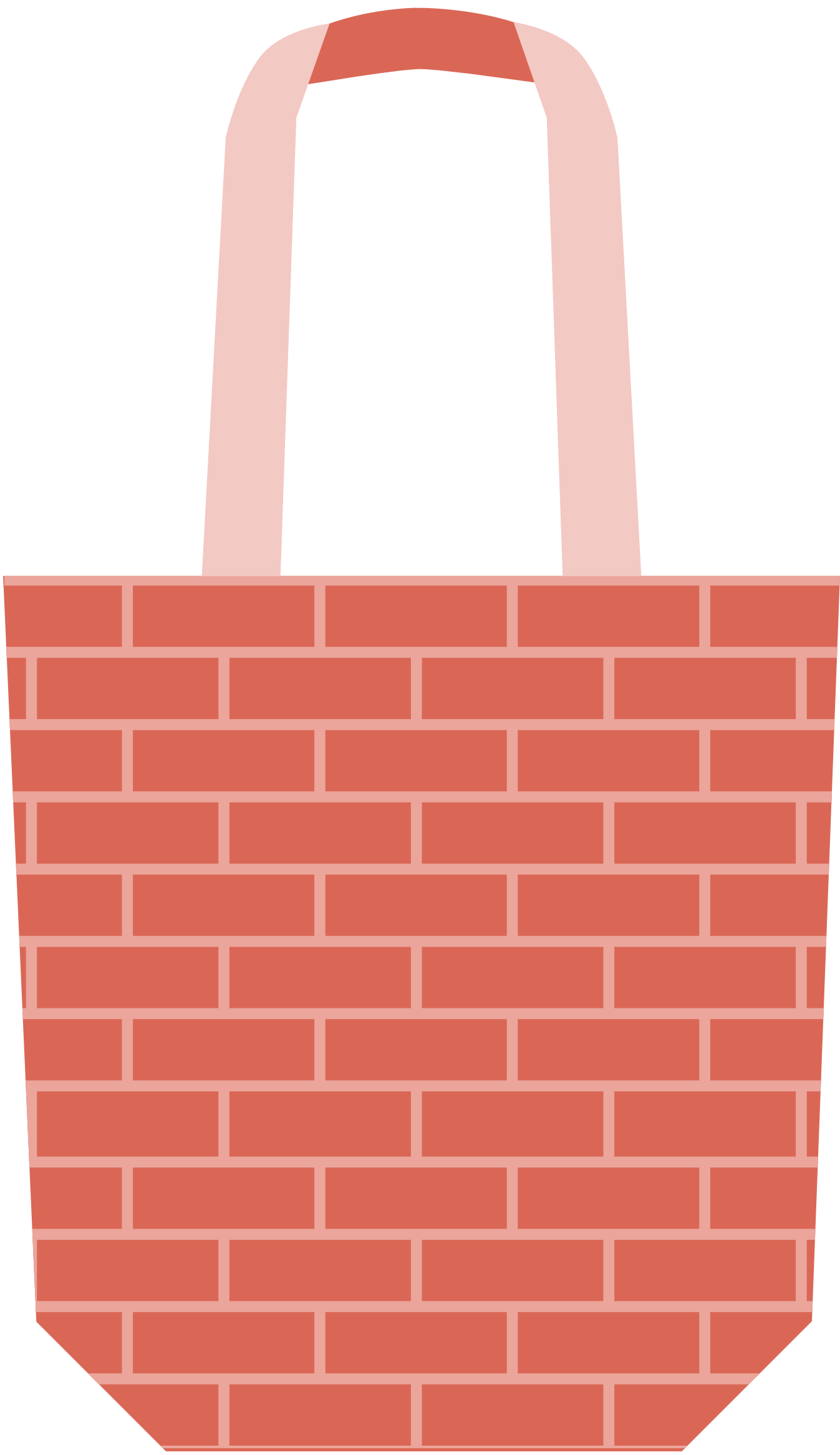




## Collect them all!

Tote bags will be available at each location and can be used to display each participant's collection of pins.







## Station Activation

We'll create a pop-up that displays the prompt and fun take away print pieces along with a teaser tote bag shown with the full set of pins.









場所:  
Gem by Moto

アーティスト:  
河井いづみ



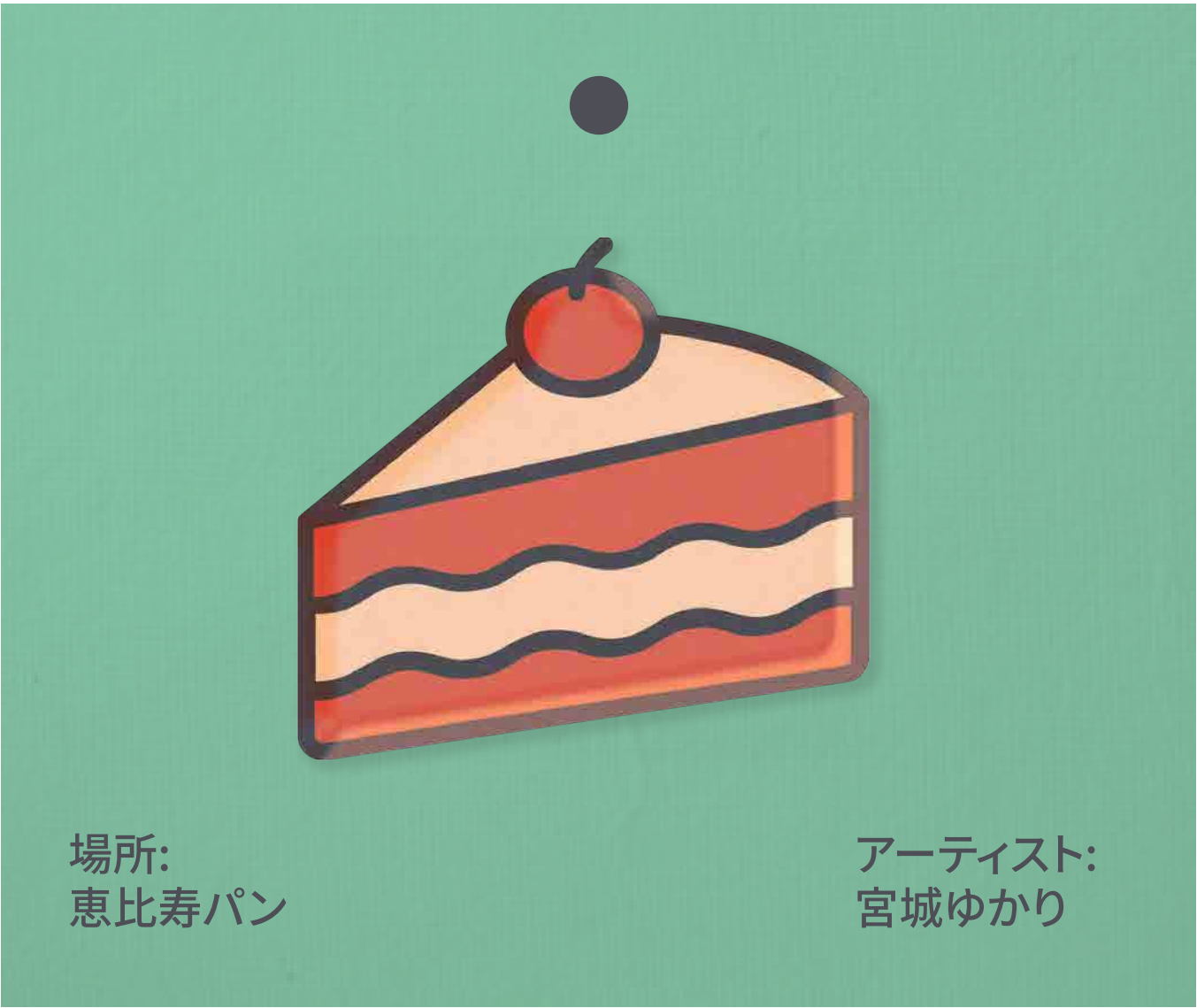
場所:  
恵比寿 POST

アーティスト:  
小熊千佳子



場所:  
恵比寿新聞 オフィス

アーティスト:  
宮城ゆかり



場所:  
恵比寿パン

アーティスト:  
宮城ゆかり





# Living Archive

リビング・アーカイブ



## Objectives Recap

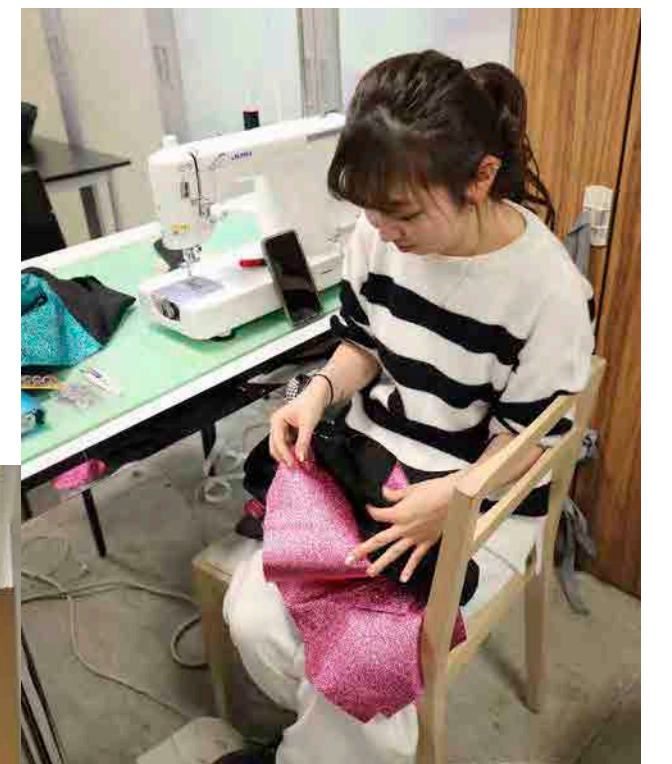
How can the station connect  
train users to the neighborhood?

How can the neighborhood feel  
connected to the station?



## Background

Vantan Design Institute is based in Ebisu but it has little interaction with the surrounding community. It's students collaborate with big brands like Levi's and Nike on cutting-edge projects. We believe their creativity is a great resource that can be combined with local talent for innovative results.





## Living Archive

This monthly event will showcase the future of creativity in Ebisu. It brings the up-and-coming talent of Vantan students together with existing neighborhood resources to create unique exhibitions and events. Ebisu Station will act as a venue to showcase these collaborations.

Creative innovation has always been foundation of the neighborhood. Living Archive will provide a platform for the continuation of this tradition, as well as a means to archive and document it for future generations.



## Possible Collaborations

Here are just a few examples of the many possible collaborations that could take place each month:



## Game and interaction design students



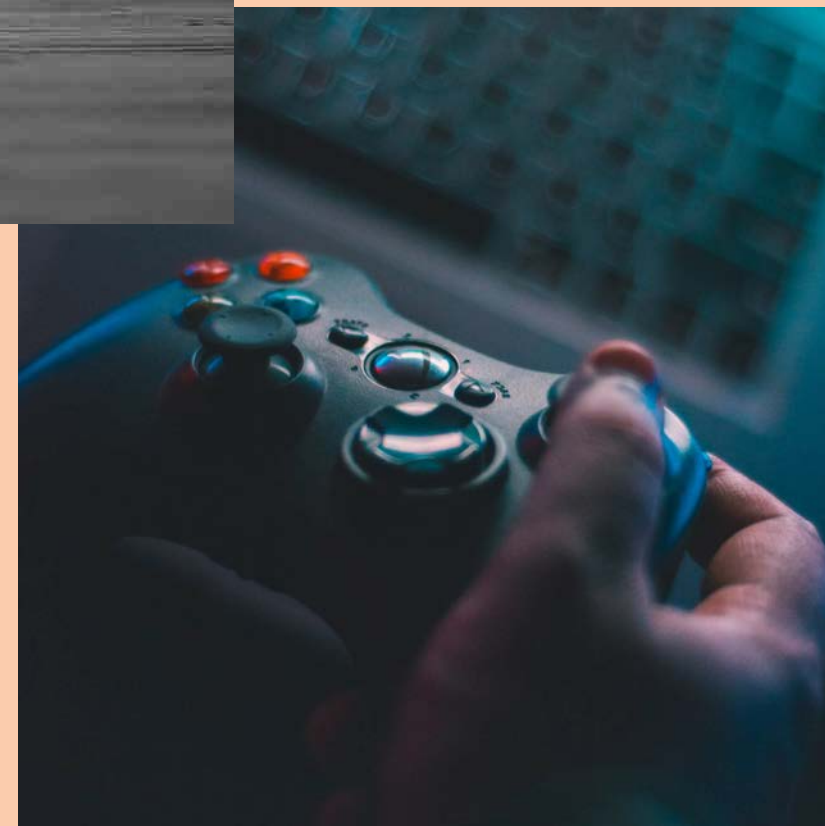
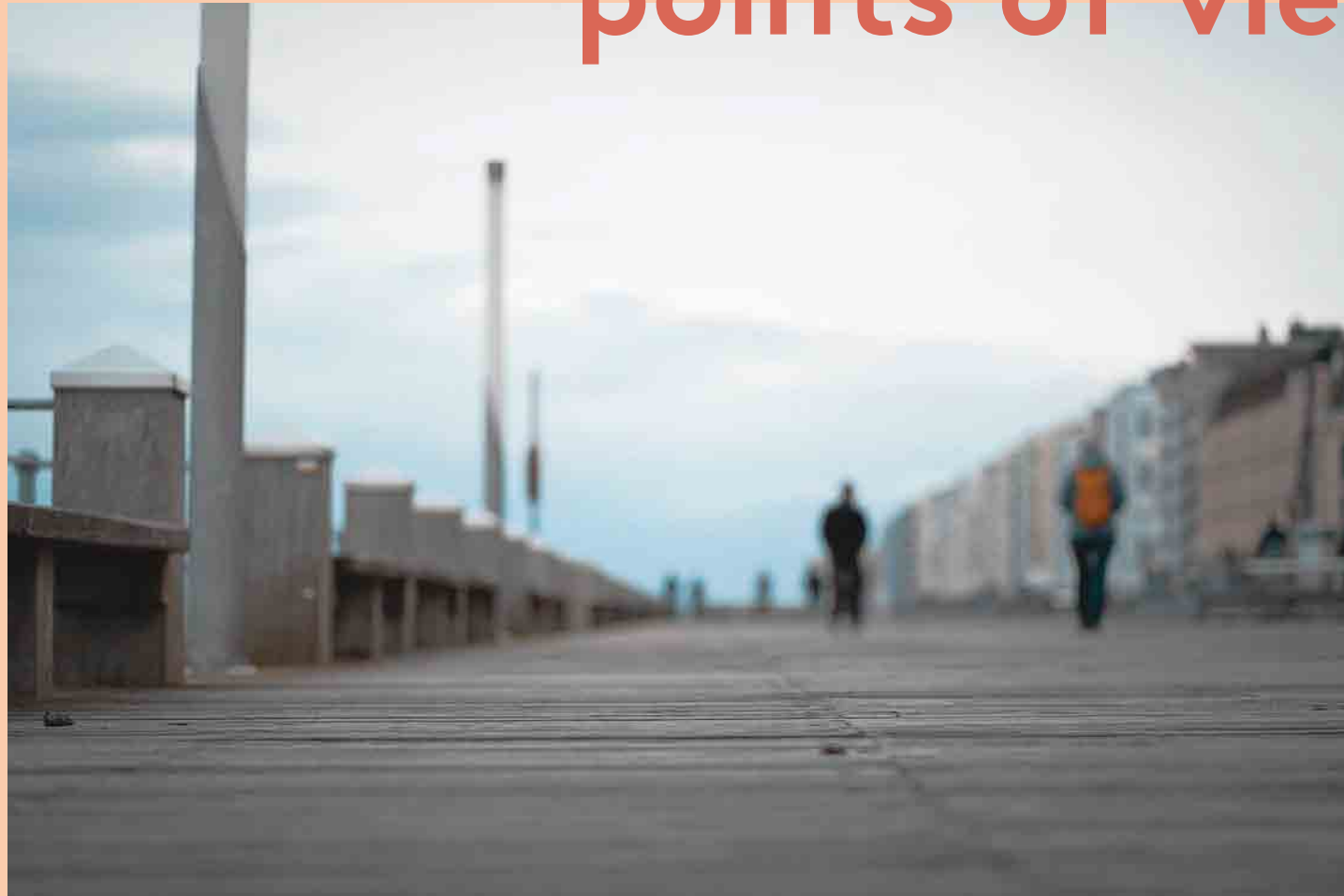
## Senior citizens and preschoolers





## The result

Game and Interaction Design students develop games to help seniors and children share their points of view and experience with each other.





## Architects



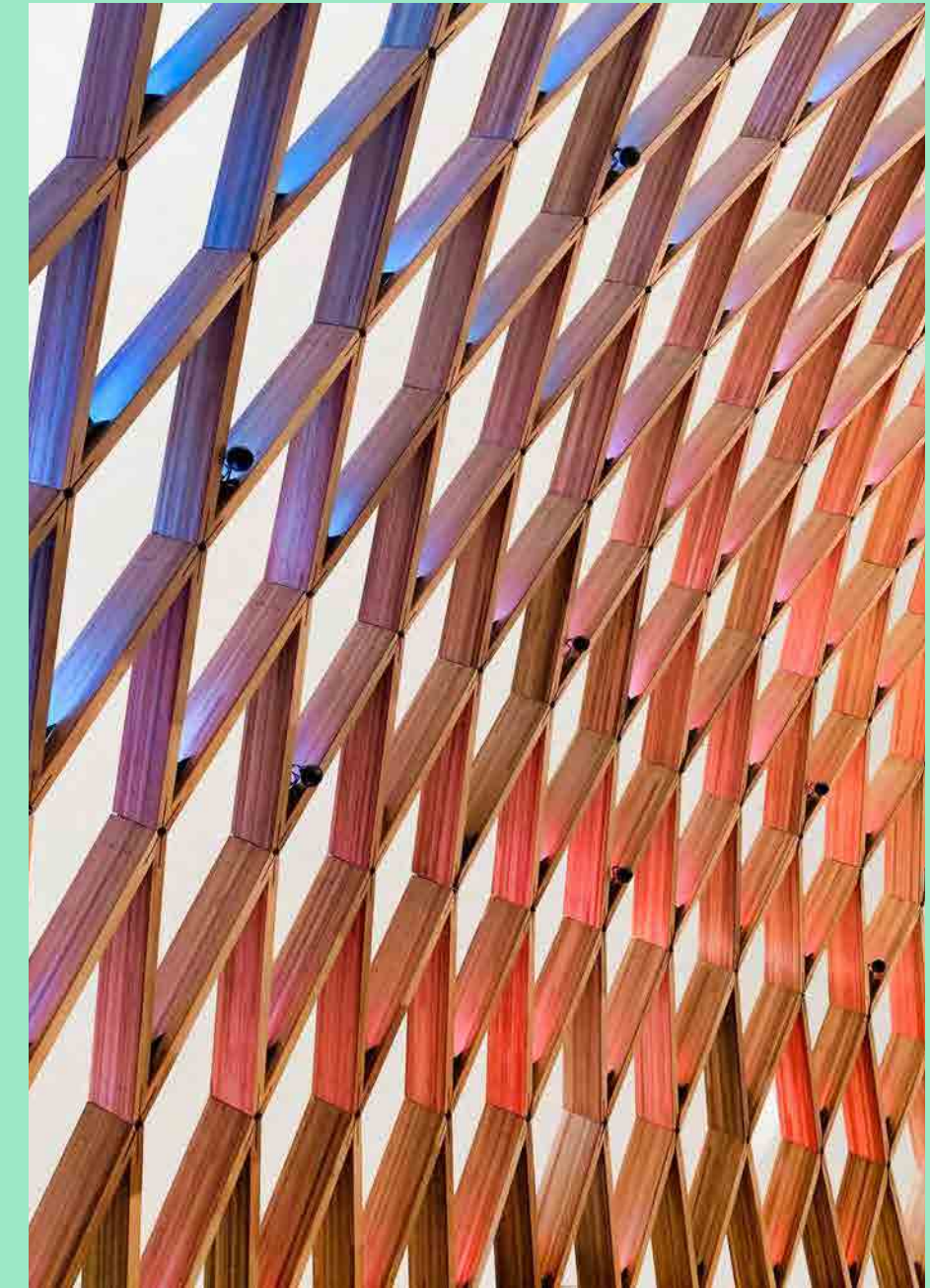
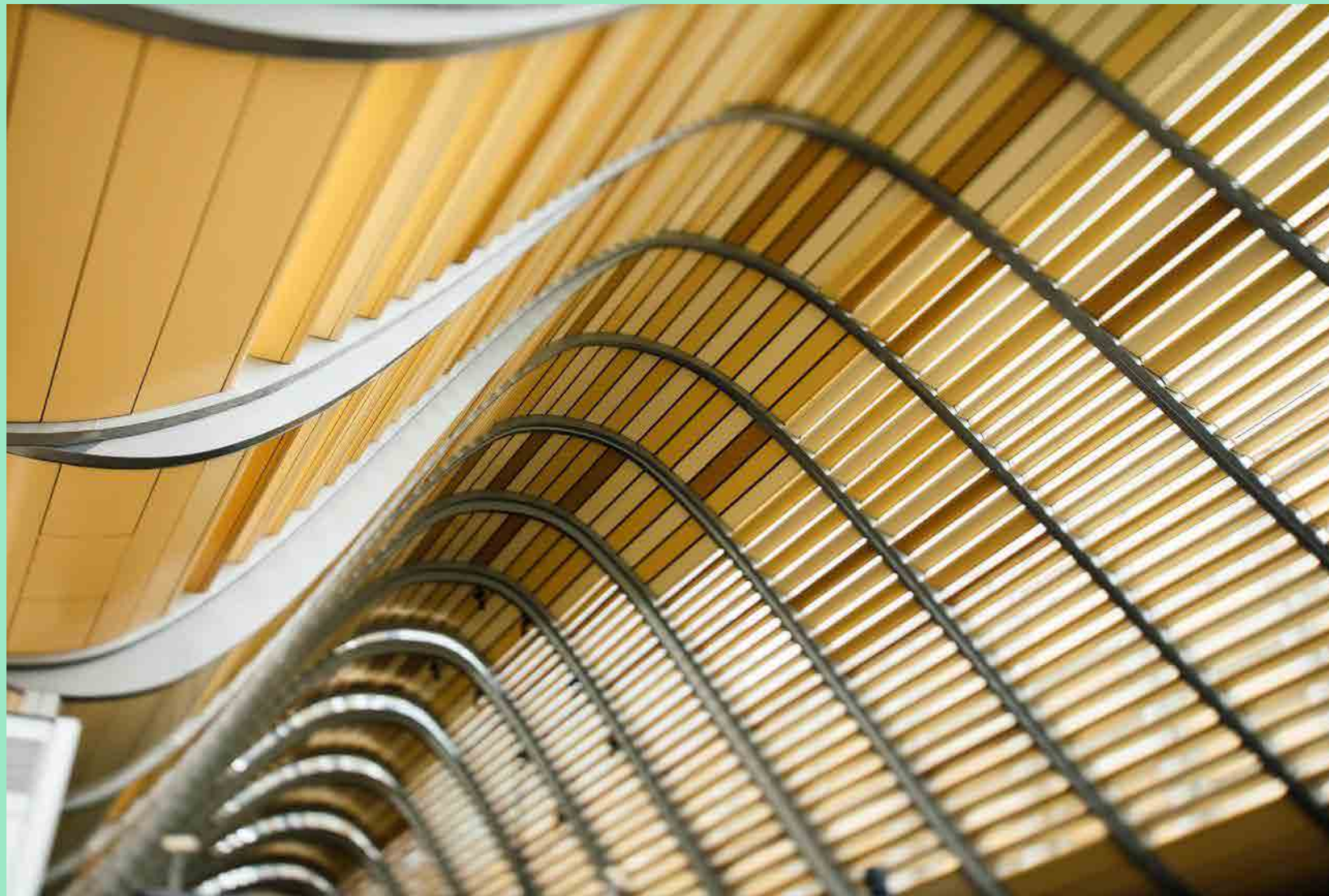
## Discarded station tape rolls





## The result

Local architects use recycled materials from stations (such as used cardboard ticket rolls) to create beautiful and interactive sculptures.





## Tatami Workshop



## Fashion students





## The result

A tatami craftswoman offers her technique and materials to be used by fashion students to create new looks.





## Community Garden



## Culinary Arts Students





## The result

An urban farm club provides it's seasonal harvest to Culinary Art students to create special appetizers and pastries for train passengers.





## Train Users



## Hair and Makeup Students





## The result

Train users can get a makeover before enjoying the nightlife of Ebisu.





## The Archive

An ongoing archive will keep the creative history of the neighborhood alive by compiling the collaborations for years to come.



## The Archive: Exhibition

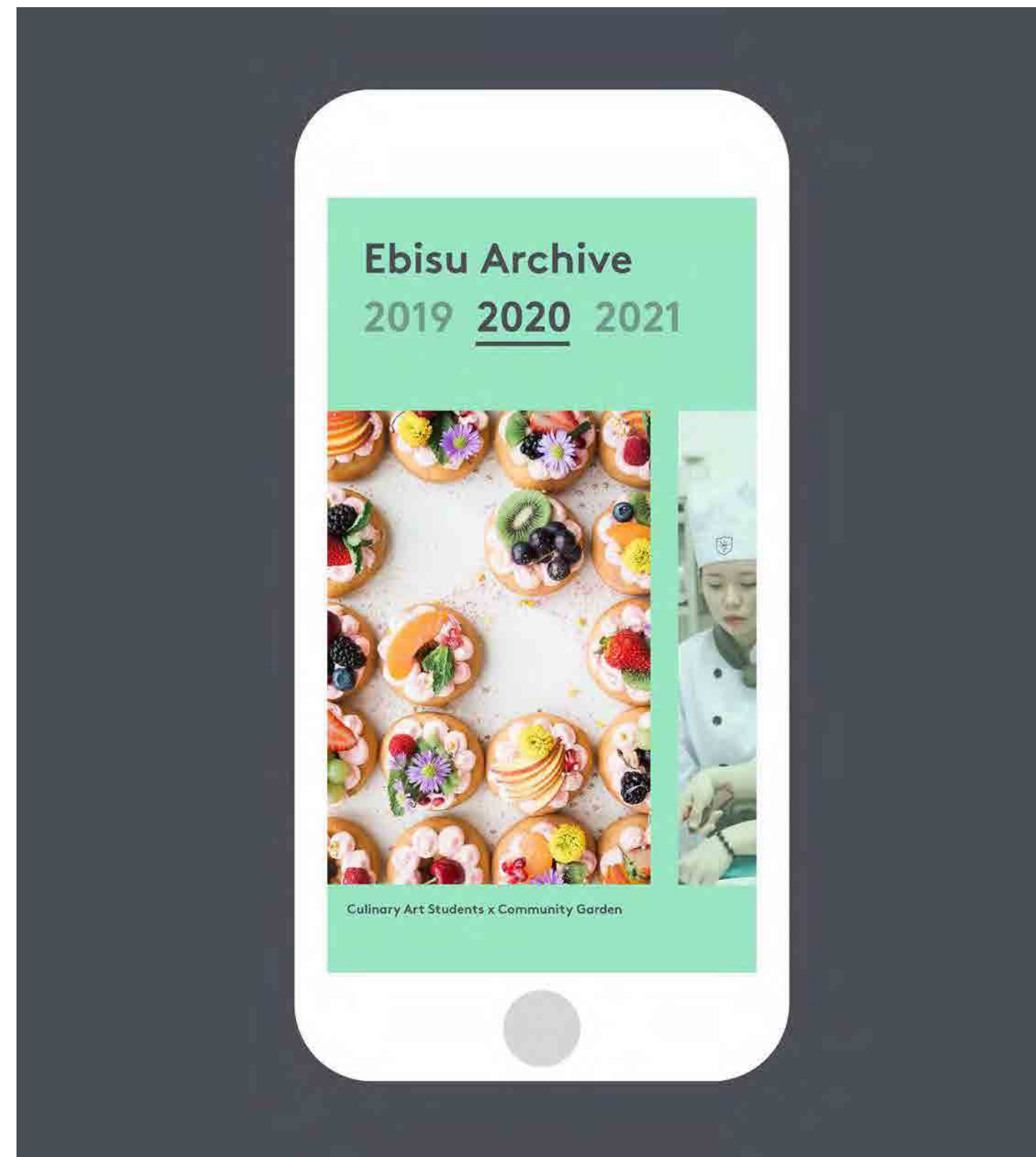
Each year an exhibition will be installed in Ebisu Station to celebrate twelve months of collaborations.





## The Archive: App

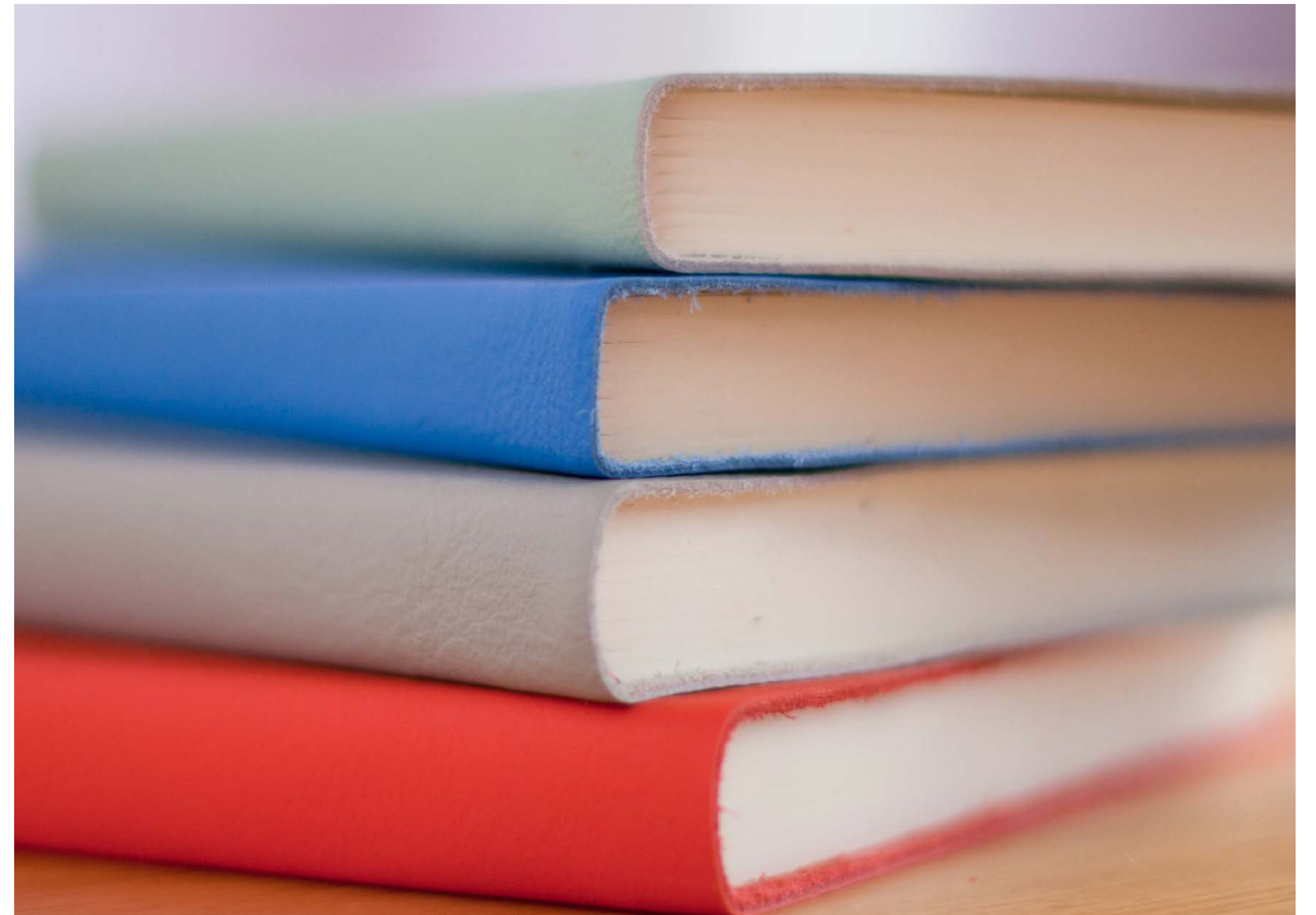
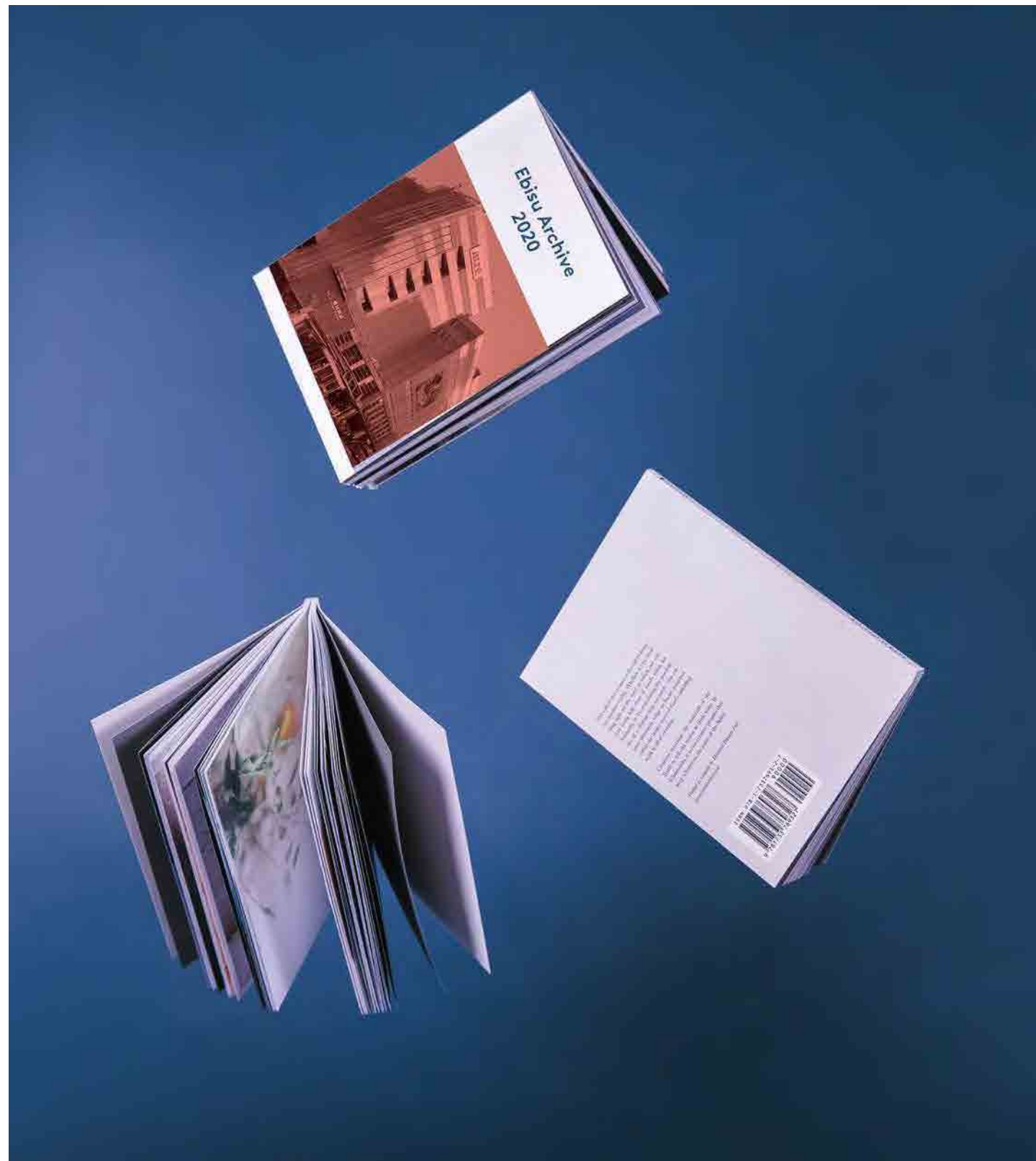
A dynamic app will be available to access the archive digitally. We can utilize existing JR geotagging systems to help users discover and use the app.





## The Archive: Publication

The entire collection will be archived in an annual print publication which will be available for free to the first 100 visitors.





## The Facilitator

In order to make all of this possible, we will need a connector between all the parts involved. Someone local and with experience developing community and creative projects.

Kenzi Takahashi, the editor of Ebisu Journal, is someone we had the pleasure to meet and be inspired by. He truly a person who connects the community. He's the type of person whose support we need to make this project a reality.





# Analog Photobooth

アナログなスピード写真



## Objectives Recap

How can the station connect  
train users to the neighborhood?

How can the neighborhood feel  
connected to the station?



## Background

Many artists and illustrators live or work in Ebisu. The train users who visit the neighborhood's restaurants and bars aren't always aware of this creative community.

We want to introduce this artistic talent to visitors in an engaging way and at the same time, capture a real-time portrait of the variety of people who travel to Ebisu on any given day.

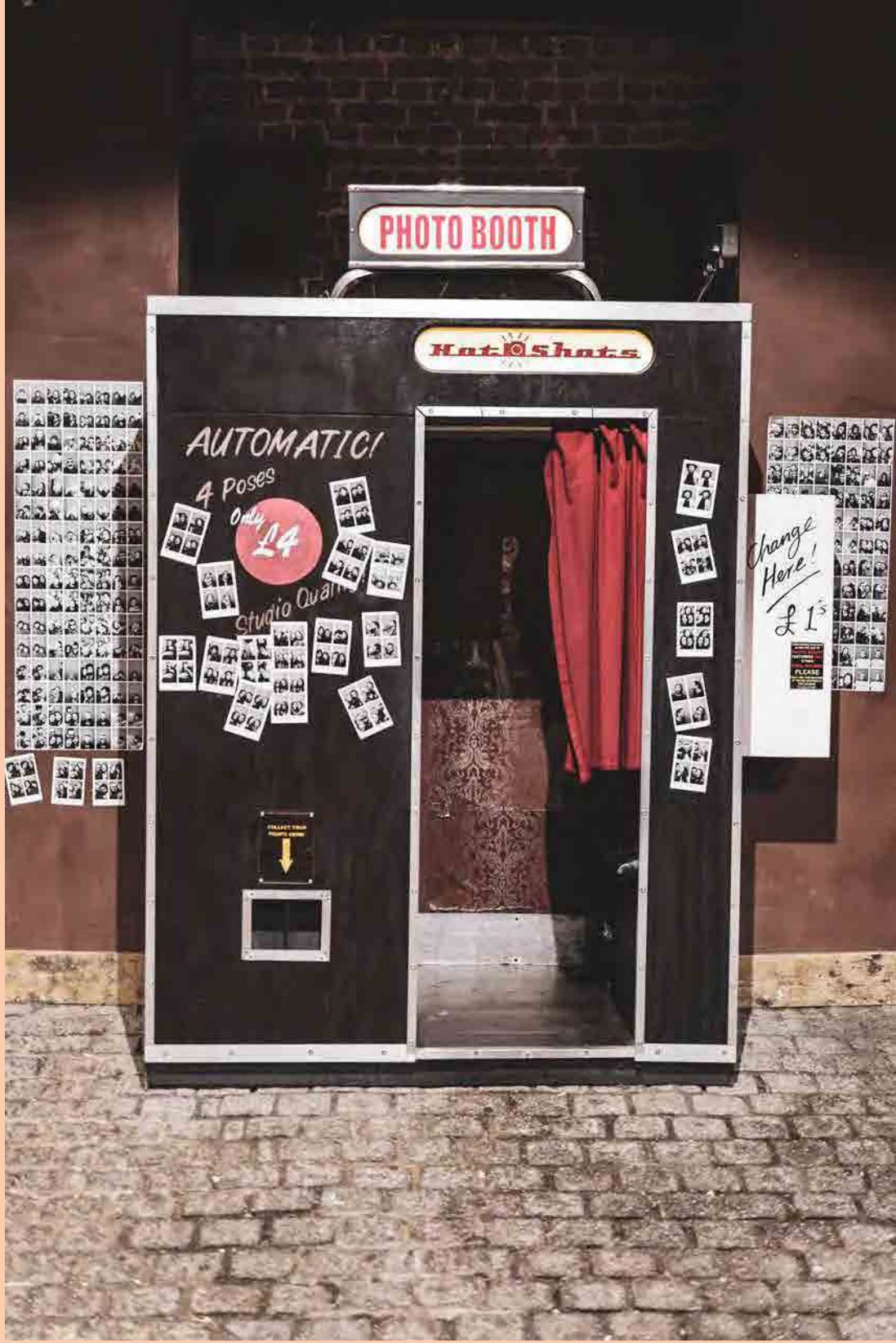


## Analog Photobooth

Train users will have the opportunity to have the portraits drawn by local illustrators and artists. We will set up a pop-up with comfy chairs in a relaxing environment to invite people to pose.

The artists will captures their likeness, along with some part of their reason for visiting Ebisu. Each user will get a copy of the drawing to take home and another copy will be added to the growing display in the station.





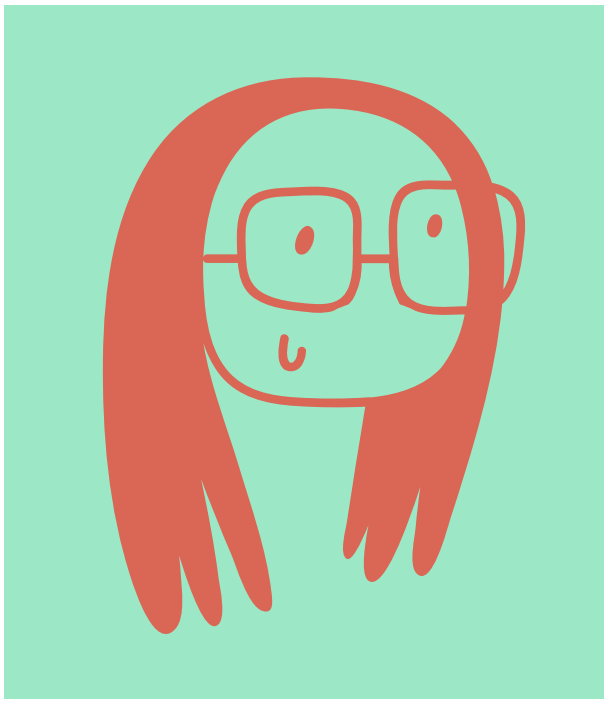
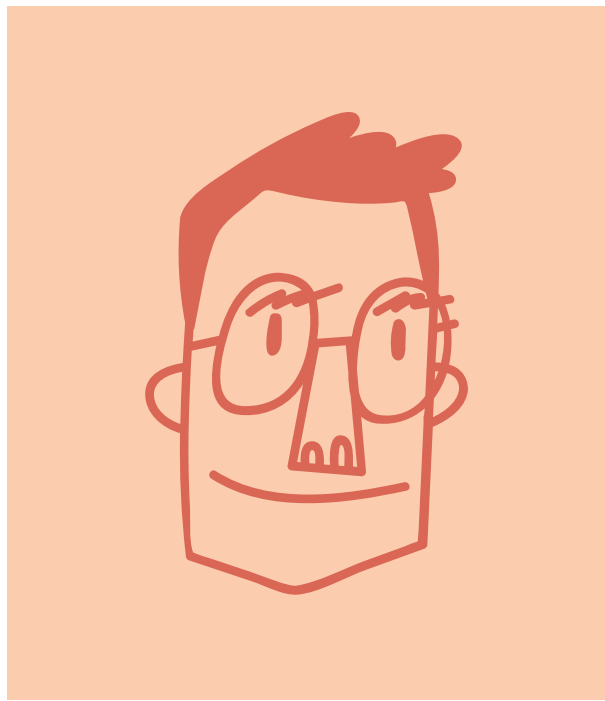
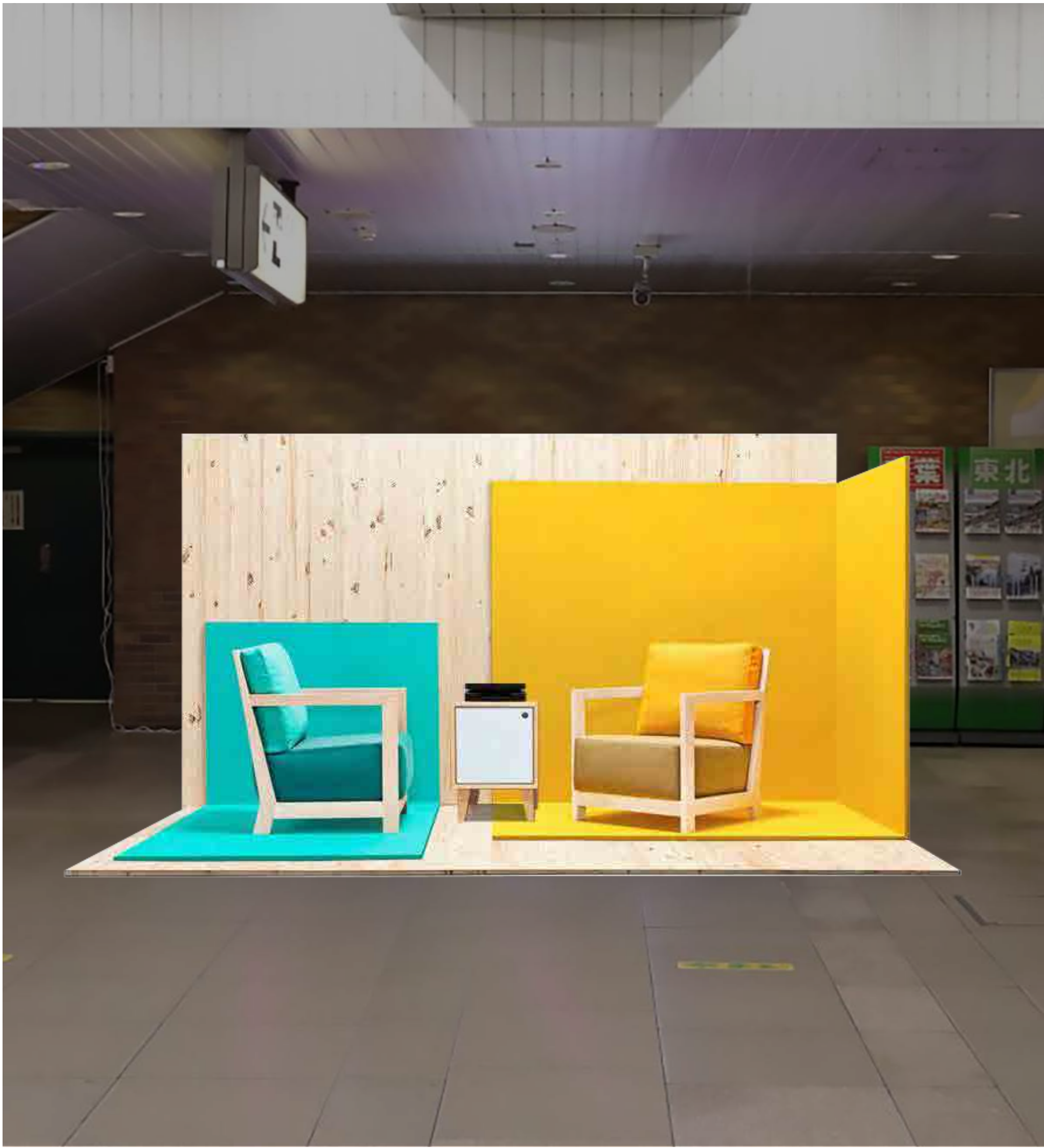


## Analog Photobooth

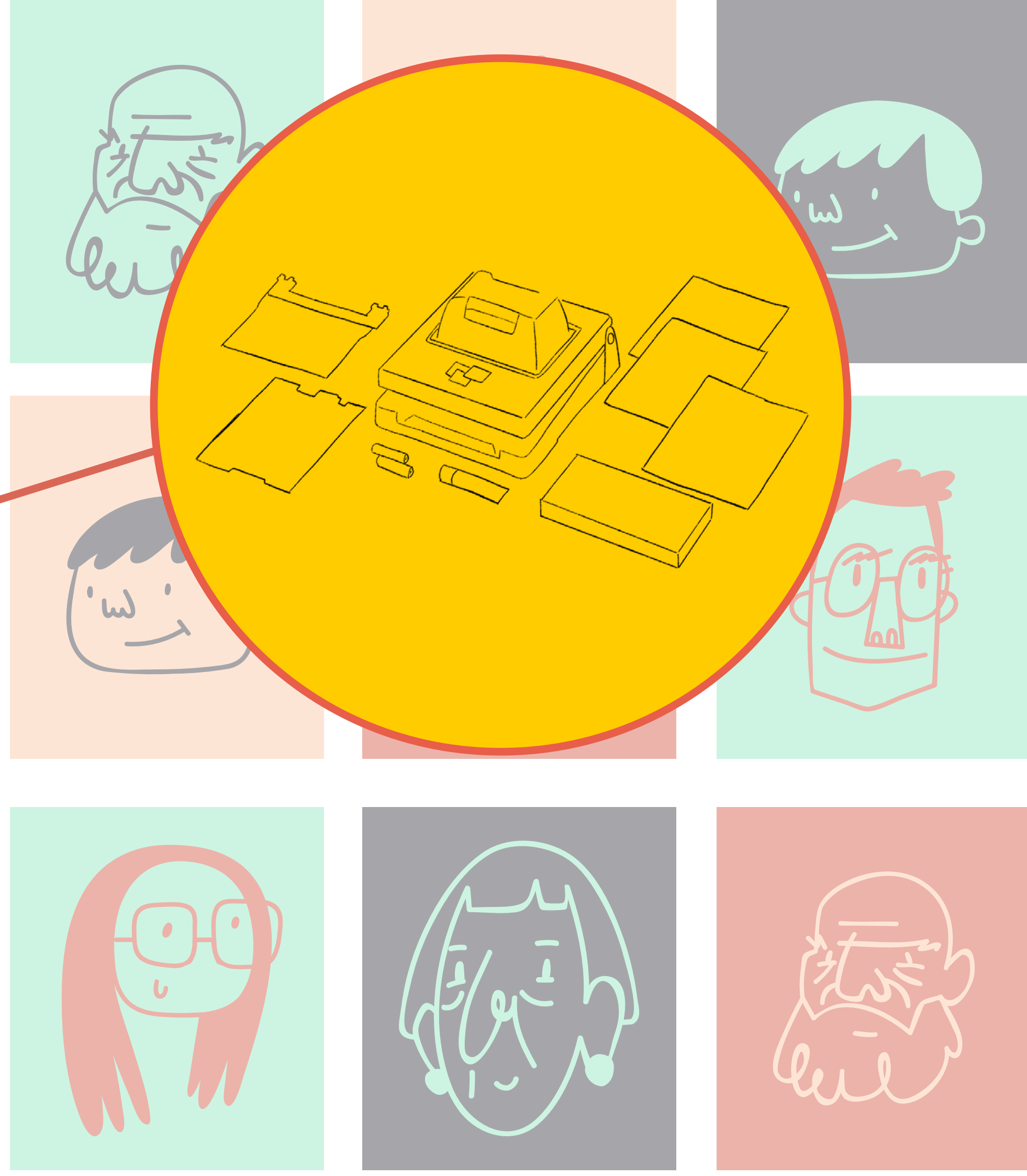
Each portrait will be reproduced with a Gocco Printer to make the experience shareable.

The word 'Gocco' means make-believe play in Japanese. The inventor of the device believed that "the spirit of play is an important cultural asset". We think this idea of playfulness will bring joy into the station while supporting local illustrators.











## Additional activations

The portraits can be installed around the station or the booth itself can be moved out into the community to be used during festivals and events.



## Local Illustrators

During our time in Ebisu, we've had the pleasure of meeting some very talented artists, designers, and illustrators who we think would be great for this project. They are the community connectors and integral part of this proposal.



# Proposal Overview



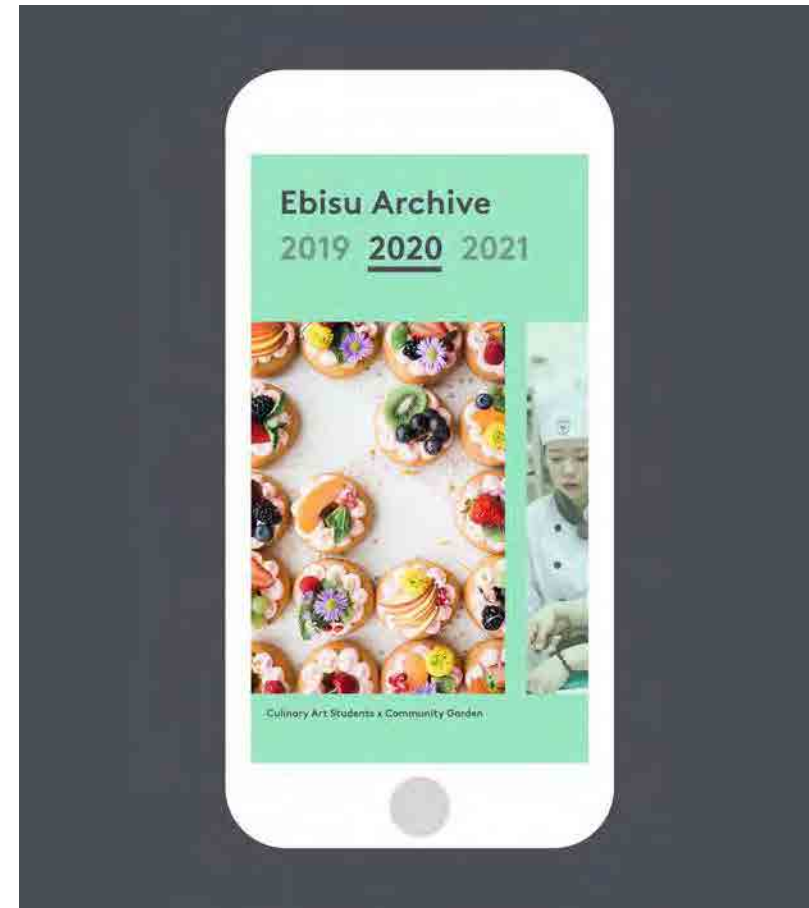
## Pin + Connect

Explore the neighborhood  
and collect enamel pins.



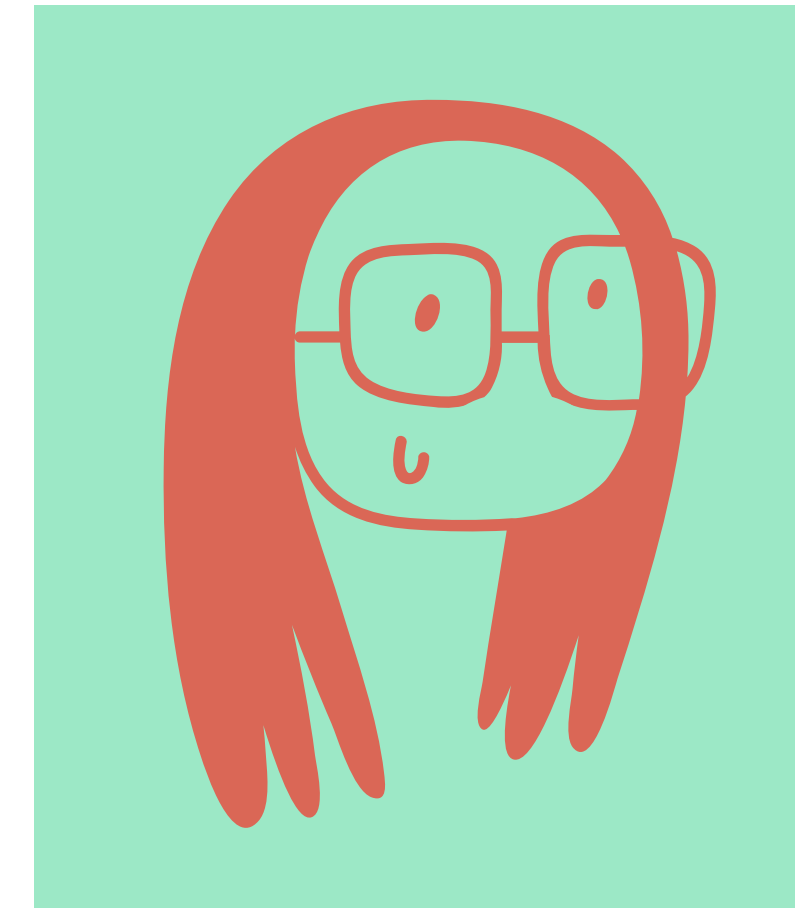
## Living Archive

Events and exhibitions that  
combine local creative talent.



## Analog Photobooth

Sharable portraits of train users.





**Thank you!**