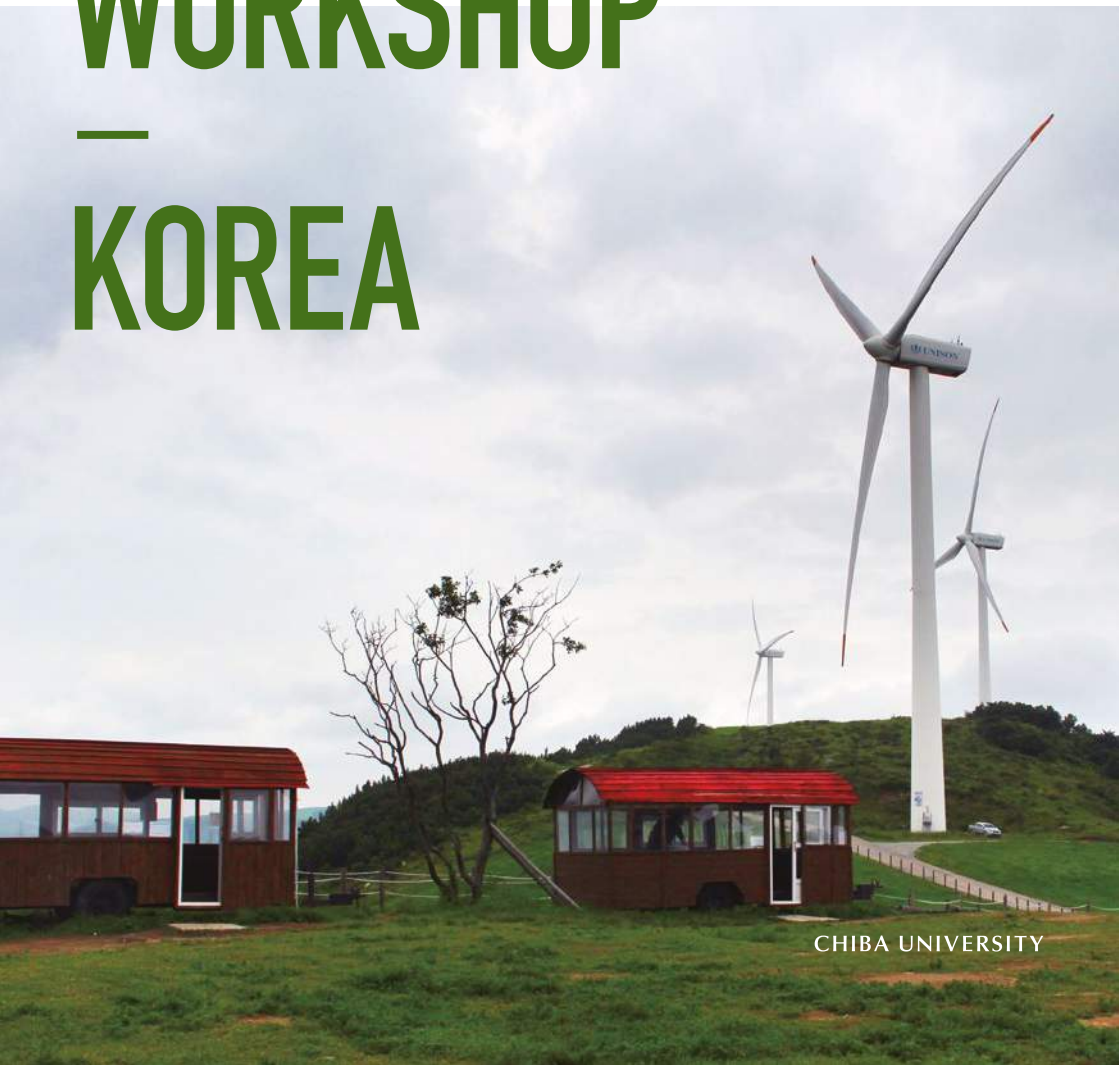


# 2018 SUMMER DESIGN WORKSHOP

cape

Campus  
Asia  
Plant  
Environment innovation

—  
KOREA



CHIBA UNIVERSITY

## Summary



### LOCATIONAL ADVANTAGE OF UIYAJI VILLAGE

Uiyaji Village is a small mountain village located in PyeongChang county, Gangwon province near where the 2018 Winter Olympics were held. The village is situated within the easy reach of the main tourist spots in Yeongdong region from every direction at that there are Alpensia Resort, Sky Ranch, and Wind farm.

### YOUNG ECONOMICALLY ACTIVE POPULATION AND VILLAGE INHABITANTS

The Uiyaji Village has relatively higher number of young and economically active population than nearby mountainous villages. Young ski instructors who were once the members of the national team work at the resorts near the village and they seek for business opportunities they can take during the off ski season. A long-term plan to create new jobs is needed to avoid the population outflow of local residents and keep the young population in the region.

### EFFORTS OF GOVERNMENT TO PROMOTE THE ICT VILLAGE PROJECT

Uiyaji Village is officially designated as the ICT village by the Government. The government established a high-speed internet use environment and provides diverse information contents to enable the inhabitants of agricultural and mountainous regions to make ICT a way of life. This is an effort to reduce the regional differentials of informatization and revitalize the regional economy.

## Teams

Students were divided into the following seven teams.

Abbreviations:

YU-Yonsei University;

ZJU-Zhejiang University;

CU-Chiba University.

### Contents

- 1 tourism contents
- 2 industry of agricultural and mountainous villages
- 3 convenience facilities for inhabitants



# A

# 3

Weilin Chen -ZJU  
Hinako Okawa -CU  
Sota Ishikawa -CU  
Wonbo Ko -CU  
Ruotong Wang -YU



# B

# 3

Ruiyi Cai -ZJU  
Lu Wei -ZJU  
Ishii Natsuki -CU  
Junghwan Shin -YU



# C

# 1

Shihui Shuai -ZJU  
Qing Gong -ZJU  
Mayu Yamanouchi -CU  
Yebin Kim -YU  
Hyunwook Nam -YU



# D

# 1

Yunzhan Zhou -ZJU  
Yue Yang -ZJU  
Akari Takahashi -CU  
Eunjeong Jeon -YU  
Arrum Kim -YU



# E

# 1

Pei Chen -ZJU  
Jinglan Yang -ZJU  
Minghui Liu -CU  
Yuna Jeong -YU  
Myojung Choi -YU



# F

# 2

Jianan Lou -ZJU  
Jiawen Huang -ZJU  
Asumi Yamada -CU  
Nakwon Park -CU  
Aaron Magezi -YU



# G

# 2

Xuechun Cao -ZJU  
Wei Ye -ZJU  
Yuka Furukawa -CU  
Siwoo Kim -YU  
Eungyeong Sim -YU



# H

# 2

Kui Zuo -ZJU  
Sijie Zhu -ZJU  
Sayo Aketagawa -CU  
Jeongjin Park -YU

# Process





## U.P. UIYAGI PLAYGROUND

In the Uiyagi village which called "the village of wind"  
We designed the playground with the concept of a wind.

### 1. Various kind of wind

Feel the wind.

Play with wind.

Meet the wind.

Based on these concept , we designed five playing facilities with various ideas. These playground makes your experience good of the village maximally.



### 2. The wind shop

Playgrounds faces on gateway and wall.

Gateway : Many pinwheel hung down from the top, and they turn automatically with people passing.

Wall : Its height changes from higher side to lower side. We can lie down and rilax on the net at the lower side.



### 3. Variation of faces

We have a movable projector. We can see the movie on the screen at the farther shore. In addition, digital shadow appears on the wall, lighted by this projector. This scene is playing catch with a virtual ball. We can play with our own shadow, and MR helps our playing.



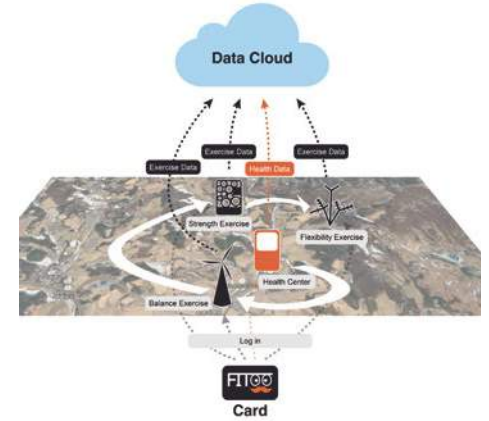


In Uiyaji village, there are many elderly and no fitness space. So we designed a 5G smart fitness community system "FITOO".

## 1. 5G Smart Fitness Community System

First, users select the nearest point and they log in here. They participate in fitness exercise.

When they are exercising, "FITOO" detect their body indexes. And next time, "FITOO" recommends you appropriate sports.



## 2. Fitness equipments

Balance training, Strangth training and Flexibility training are important for elderly. So we designed the three fitness equipment from Uiyaji characteristics. The right image of "Windmill Balancer" comes from Uiyaji Wind. They have smart screen inside.



## 3. Interface

It is hard for elderly to operate complex interface so we designed simple and high visibility interface.

In 5G smart health center, users can check their health conditions using infrared detection and detection camera, and community sports ranking. Through "FITOO", villagers may gather here, and communicate each other.





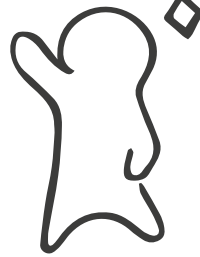
Convenience facilities  
for inhabitants



Go to the village!!



Get tired



enjoy next trip!

## REST village

We propose to design the village as a place to rest for the visitors. Torists can get some special relax and enjoy the next trip. The village can attract visitors and known by the visitors.

### 1. Rest house

We've designed a glass house for rest area. The shape of the house is designed like a paper plane.

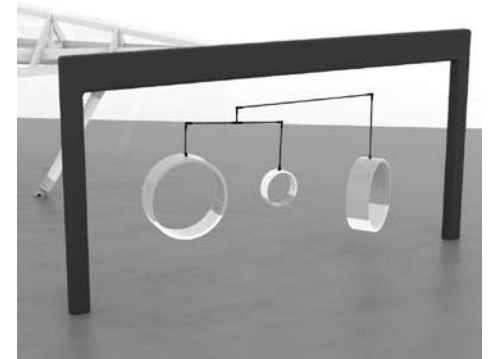
In the glass house, visitors don't need to worry about the weather and they can see the scenery when they lay on the hammocks. So it will make people feel that they are just in the nature.



### 2. Hammocks

We designed different kinds of hammocks for different kinds of people: family with children, couples, and just single one.

The hammocks can be controlled by the App to change the colors and play music for the visitors.



### 3. Photo zone

We design many photo frames and photo machine around the glass house. After torists take photos, they can share them on the social network, so more and more people will know about this beautiful village.





Convenience facilities  
for inhabitants

# Welcome to the Uiyaji



## Let's enjoy with the sheep !

We propose the information system and photo spots by using the original sheep character. Tourists will can get information about Uiyaji village and take a walk in the village while having fun. And they can touch the village nature , experience the village activity and make many memories.

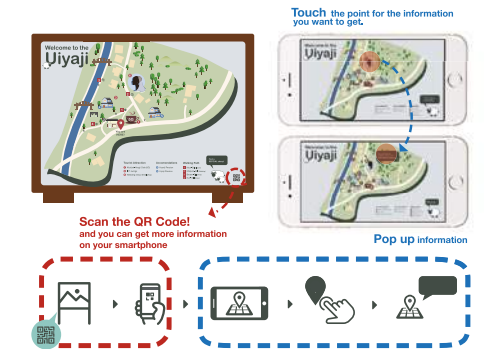
### 1. Branding

Sheep is the most distinctive animal of Uiyaji Village. We designed original characters along four themes about villager's life and features of Uiyaji Village such as nature. These characters will become the symbol of Uiyaji Village and the village can create the unique brand.



### 2. Information map

There is only a map at the entrance in Uiyaji Village and it's difficult to get information about Uiyaji's main spots. So we designed the information system by using ICT. Tourists can get portable map about Uiyaji Village and access easily to the village information.



### 3. Photo spots and Guide

Tourists can find some sheep's photo spots in Uiyaji Village. When tourists take a photo with the sheep by using their smartphone, the sheep appear on there and it tells them information about main spots of Uiyaji Village. In addition, the sheep will guide tourists to the places. Tourists can take special photos and meet new spots.





Convenience facilities for inhabitants





# New Wind Blows



- Highlight to attract people
- Complete service and interesting, relaxing ways

## 1. Slogan and Logo

Our slogan is "new wind blows". uiyagi village has representative image from wind, and we want to make difference on village in total . The visual concept picked the shape of the wind and the word 'new wave'. next The logo symbol and color composition like this.

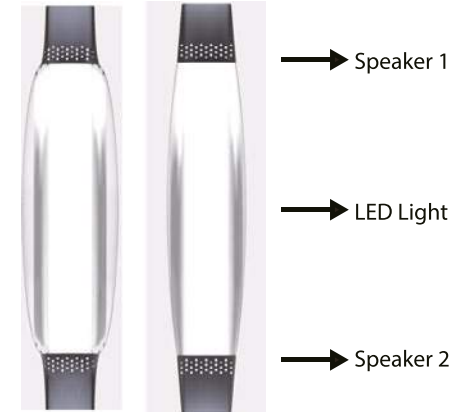
logo symbol 

key color  #A9191E

Sub color   #A9191E #66141E

## 2. Melody road

A road in front of the village is a highway, and many cars pass. So we make the Melody Road to catch new tourists. We designed the product put on the telephone pole. When you pass in front of the telephone pole by your car, You can hear a melody and see a colorful light.



## 3. 5G Village Gallery App

The map mode: You can see a lot of photos took by other tourists before.

The AR mode: there will be many photo points near your location.

The sharing mode: You can share your beautiful photos took in the village with other tourists, and also put comments.

We want to use this system to encourage people to go around the village .







# The Wind gate

The wind gate can be natural and modern method to introduce Uiyaji "Wind" Village in urban areas.

## 1. Monument

Villagers have the pride of wind in this village. We are going to make the installation in the city to let people come to Uiyaji Village. When people go through the gate, they can touch the 3D image of the wind and feel the real wind.



## 2. Branding

In the future, we are thinking that making the whole image of the village. It could make the village more attractive than the others, and characterize as wind village.



## 3. Brochure

The brochures help to understand the uiyaji village concretely because the wind gate is not enough to get the information of the village. We are planning to put the brochures near by the monument.





Ui ya ji  
**We Are G**

We propose the Village festival with unique characteristics in each season. Tourists experience the whole attractions of Village and young people have a chance to take a job.

## 1. Seasonal festival

The festival of Uiyaji Village "We are G" will be held in each seasons with the Village characteristics. In addition it gives the opportunity to take a job for young people as a staff not only who lived in Village but who comes from city. We designed some symbolic items for participants.



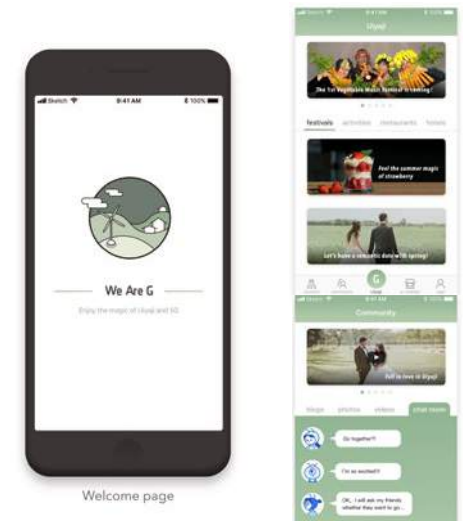
## 2. Instrument kit

Tourists can make their own vegetable instruments in based on the simple making kit after the harvest experience. They can enjoy playing music with their vegetable instruments and eat up all at kichen booth as well. Our target, family who lived in city, get the valuable experience with their senses.



## 3. Application

People know some information by App "We Are G", which has some functions of event news of Village and community chat. They can get more exact information from others' evaluations and comments. Some products of Uiyaji Village are selling on EC site of App.



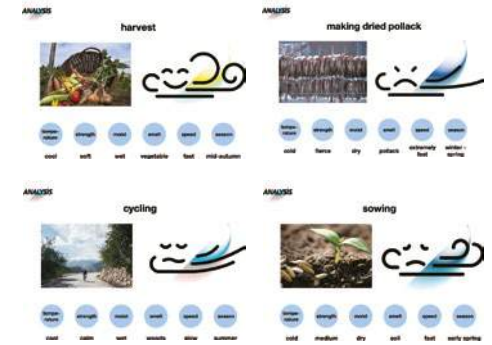


# Faces of Wind

We created the wind shop, which shows attraction of the village by using wind characters. After the experience of the wind faces, visitors can buy products from UIYAJI.

## 1. Various kind of wind

We analyzed many winds in UIYAJI village, and classified the various winds by season and situations.



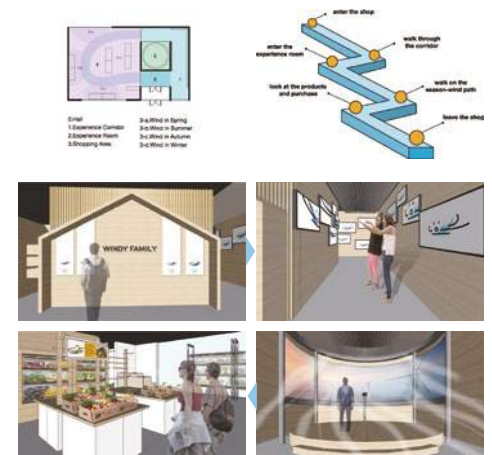
## 2. The wind shop

At the beginning of the wind shop, there are winds, which has faces. It reads visitors to the next experience. In the face room, visitors see their own faces in real time without any delay. They can enjoy making face for 5 seconds. After that, the face of the visitor captured by camera. Emotions are analyzed from facial expressions. Depends on the visitor's emotion, the face is matched with the wind face.



## 3. Variation of faces

We created variation of faces, which is related to the wind's feature of UIYAJI. After the matching, wind appears depends on visitor's emotion. Then visitor meets the wind of the same emotion as them. With the wind face, they can feel the real wind in the room. Finally, the scenery in UIYAJI appears corresponding to the wind. They naturally understand seasonal activities, beautiful sceneries, and process of producing products. All the seasonal sceneries are related to "emotion of the wind".



# Schedule

**14<sup>th</sup>-16<sup>th</sup>**  
Lecture and Tour  
of Village

**17<sup>th</sup>**  
Findings / Ideation

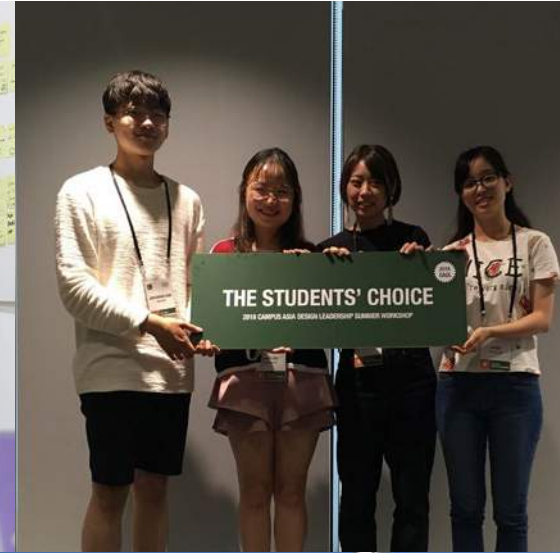
**18<sup>th</sup>**  
Field Research

**19<sup>th</sup>-20<sup>th</sup>**  
concept / visualize  
prototype

**21<sup>th</sup>**  
Review

**22<sup>th</sup>**  
Refine / Develop

**23<sup>th</sup>**  
Final  
Presentation



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2018

CAPE Summer Design Workshop

KOREA

AUG. 16 – 23, 2018

CHIBA UNIVERSITY JAPAN

YONSEI UNIVERSITY KOREA

ZHEJIANG UNIVERSITY CHINA

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