

# 2019 BRANDING DESIGN WORKSHOP

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Asia

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Environment innovation

# CHIBA, JAPAN





# Ameyoko

America + Candy

Ameya-Yokocho (アメヤ横丁 Ameya alley) is an open-air market in the Taito Ward of Tokyo, Japan, located next to Ueno Station. It is a busy market street along the Yamanote Line tracks.

The market is approximately 164,227 square feet in area, starting just behind the Yodobashi Camera building and following the Yamanote Line south until the Komuro building.

The name "Ameyoko" is a short form for "Ameya Yokocho" (candy store alley), as candies were traditionally sold there. Alternatively, "Ame" also stands for "America", because a lot of American products used to be available there when the street was the site of a black market in the years following World War Two.

The Ameyoko market is home to over one hundred and eighty one shops, which sell products ranging from fresh food and fish to clothing and time pieces.

## Objectives of Design Workshop

The workshop asks students to look at conceptual solution ideas for the Ameyoko market. The task is to suggest improvement in the Ameyoko market, as using the design method. Participants necessarily understand the basic design system and historical background and its cultural meanings, context, as well as the economic development potential of the Ameyoko market, through the field research.

## Field Research

Place: Ueno's Ameyoko Market and sub areas  
Schedule: 2018.1.8.Tue. - 2018.1.10.Thu (3days)  
Method: Taking a Photo, Interview, Text Research, Articles ... etc

## Teams

Students were divided into the following five teams.

Abbreviations:

CU-Chiba University;

KU-Korea University;

HU-Hankyong National University.



## Professors

CU

Ikjoon Chang

KU

Seungmin Park

Bosub Kim

HU

Byonghak Lee

## A

Jeonghwa Lee -KU

Winnie Andam DEWI -CU

Ming-Lun LI -CU

Chou YU -CU

Karam PARK -KU

Suin KIM -HU

## B

Kengo ISHIZAKI -CU

Julian GREGORY -CU

Zhenting JIANG -KU

Binbin HUA -CU

Minyoung LEE -KU

Sungeun JEONG -HU

## C

Ui MIYAKE -CU

Ana SEOXPSA -CU

Sumiao LU -CU

Hyena YOO -KU

Seohee LIM -HU

Huiji JO -KU

## D

Hyunjin IM -CU

Clara CHANTELOUP -CU

Yudeok OH -HU

Kihyun JU -KU

Kyunga MOON -HU

## E

Wonbo KO -CU

Yuki HASHIMOTO -CU

Zi-Yun HONG -CU

Hyejin SHIN -KU

Jihyo AHN -HU

Malin Carlsson Schoeps -CU

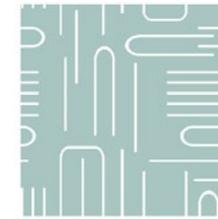


App - Logo Branding

Logo



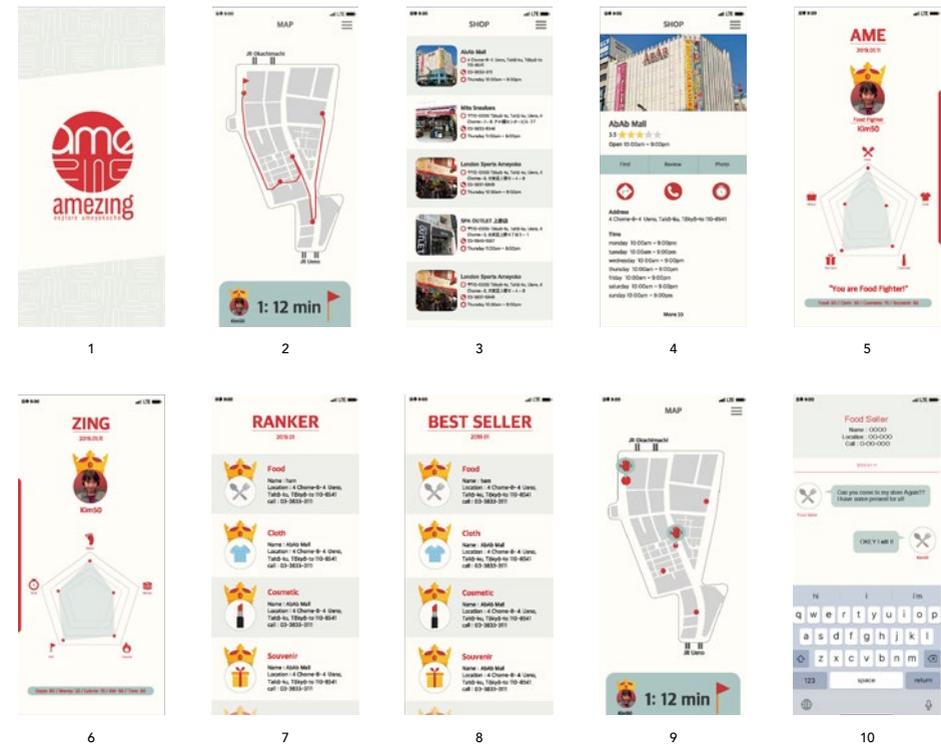
Pattern



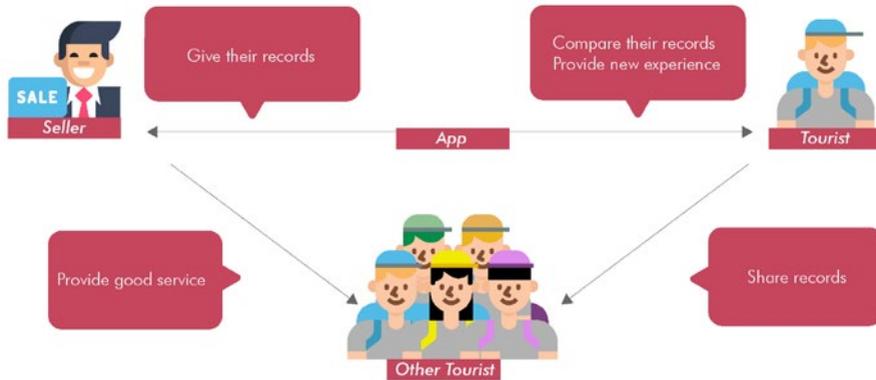
Colours

#FFFEF8	#D33837	#AAC7C2
RGB 255 254 248	RGB 211 56 55	RGB 170 199 194

App - Flow



App - Design Target and Journey Map



AMEzing- Traditional Market 'Ameyoko' App Service Design

AMEzing is a useful effective application for Ameyoko shopping. AMEzing provides record about shopper's journey map and experience about Ameyoko market. Also, it offers interesting points system for people who visit Ameyoko market.

- Jeonghwa Lee -KU
- Winnie Andam DEWI -CU
- Ming-Lun LI -CU
- Chou YU -CU
- Karam PARK -KU
- Suin KIM -HU

1. Start page
2. Record customers journey in Ameyoko market
3. List and detail of the stores
4. Information of store
5. Statistic of user's shop journey
6. Statistic of overall journey
7. Show the Ameyoko monthly use's rank
8. Show the Ameyoko monthly seller's rank
9. The sellers can wave to customers
10. Seller can communicate with best user after visiting their shop



Ameyoko Market App Design



Ameyoko Market Branding Design



**Exploring Style**  
For free style tourists



**Target Style**  
Who want to go exact store

Two Versions of App Service

### AMEYOKO- Traditional Market 'Ameyoko' App Service Design

The biggest problem about Ameyoko market is the "Information Delivery Method." We propose the two styles of services for Ameyoko visitors, especially foreigners. Tourists can get information about Ameyoko market and take a walk in the market easily by using application.

**B**

- Kengo ISHIZAKI -CU
- Julian GREGORY -KU
- Zhenting JIANG -KU
- Binbin HUA -CU
- Minyoung LEE -KU
- Sungeun JEONG -HU



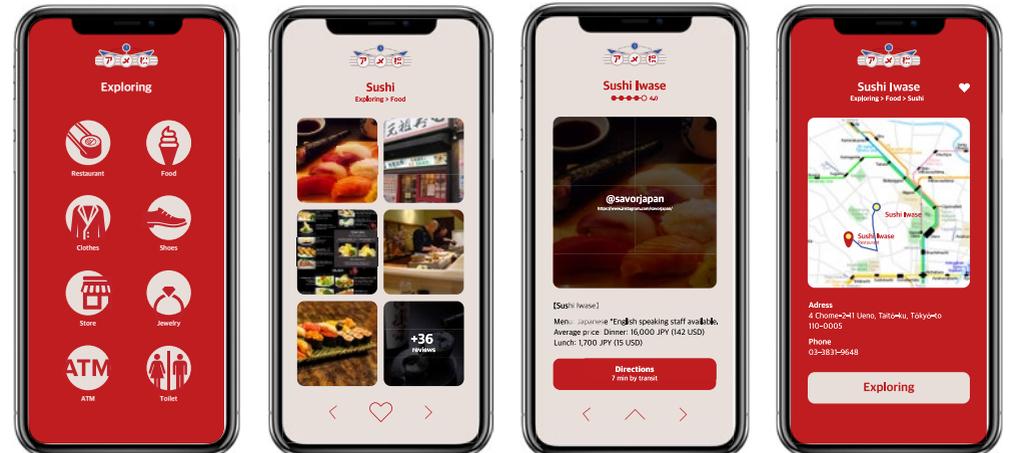
**Target Style**  
Who want to go exact store

This 'Target Style' help People who want to buy items directly, without wasting time. It makes a Consumer can find the shop easily, and also makes them a regular user of the market.



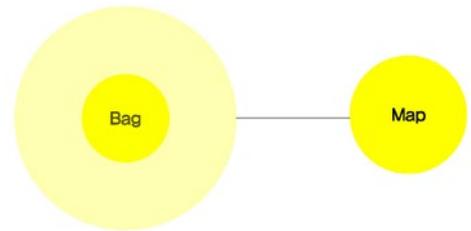
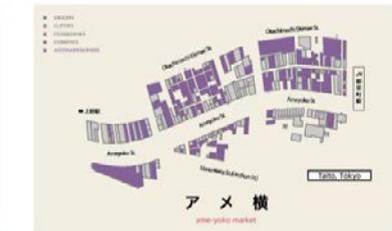
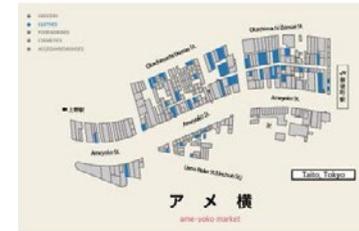
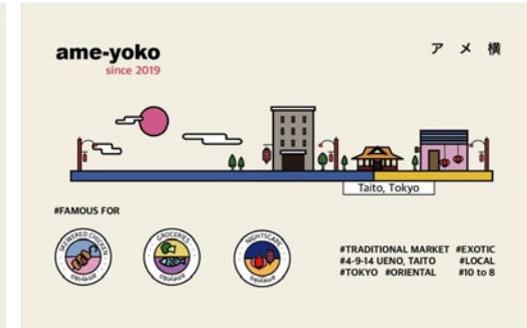
**Exploring Style**  
For free style tourists

This 'Exploring Style' provide custom information that tourists want to experience in the market. For example, a tourist who wants to travel the market for finding tasty foods can find it easily.





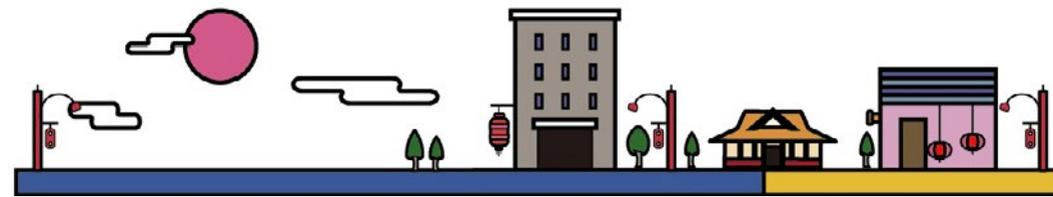
Map Design - Ameyoko



Suggest Solution: AMEYOKO\_Custom Mapping Bag

Outcome Simulation

Illustration Et Pin Badge Design - Ameyoko



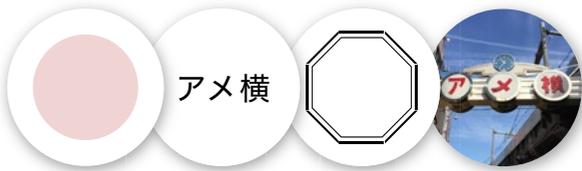
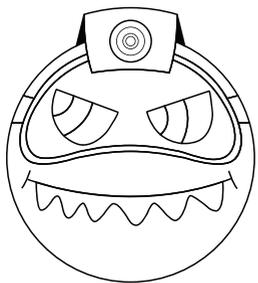
5 different characters for each category; Customers get a pin from its category shop when purchasing something. After getting the pin, the customer can choose to save it or pin it on their bag, creating a reference point for a shop they liked.

C

Ui MIYAKE -CU  
 Ana SEOXPSA -CU  
 Sumiao LU -CU  
 Hyena YOO -KU  
 Seohee LIM -HU  
 Huiji JO -KU

### AMEYOKO- Traditional Market 'Ameyoko' Branding Design

This custom mapping bag will improve the user experience. Our target is people who are interested in collecting goods, and also foreigners who visit Ameyoko market. This bag can provide information to visitors. We believe that it will be a positive and sustainable solution for the consumer and the market.



D

Hyunjin IM -CU  
 Clara CHANTELOUP -CU  
 Yudeok OH -HU  
 Kihyun JU -KU  
 Kyunga MOON -HU

AMEDONG- Ameyoko's official character

Renewal classic signage can make basic but effective changes. Amedong is ameyoko market's official character and it actually embodied japan's certain god related to Ueno. Despite just only few people know about, it has specific and deeper meaning than we thought. So we chose using former Amedong as muse.

Amedong, it's old but meaningful !  
 We kept the traditional shape and meaning of Amedong, also familiar shape of it.  
 Based on original official character Amedong, during the redesign process, we focused on its face.

3-3 Design Plan

4-1 Logo Re-design

**What Ameyoko already have..**

- Given condition Former Branding Identity

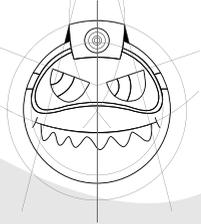


**What we should keep**

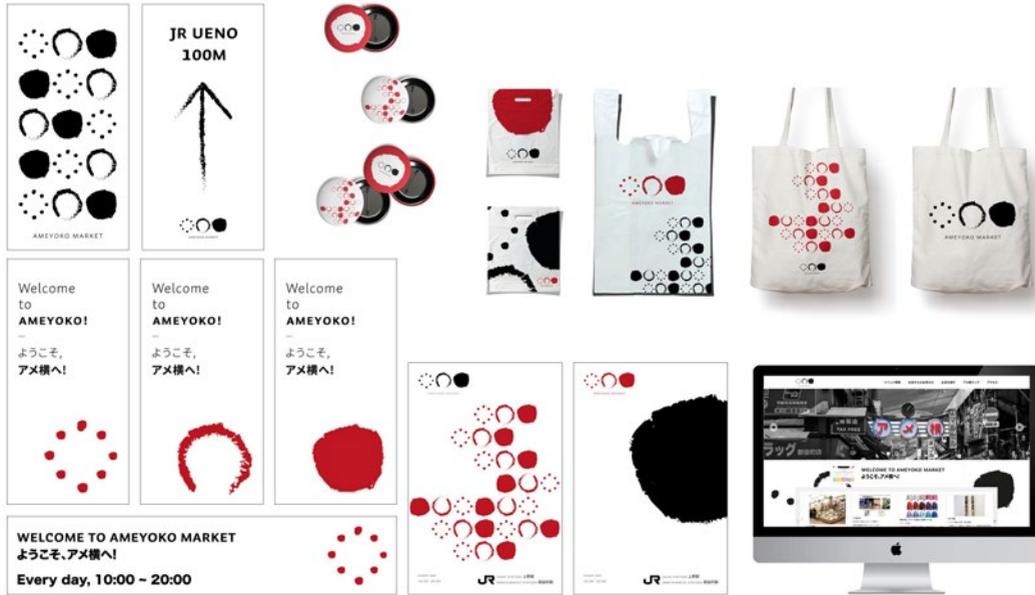
- Traditional: Japanese change things really slowly and think tradition important
- Familiar: Based on old, touching feelings that market gives to use
- Non-digital: Why should we always have to see phones? what if it's possible to looking around without it? Let's focus on present!

**Simplify**

Based on original official character Amedong. Focused on Face.

Design New Brand Identity for Ameyoko Market



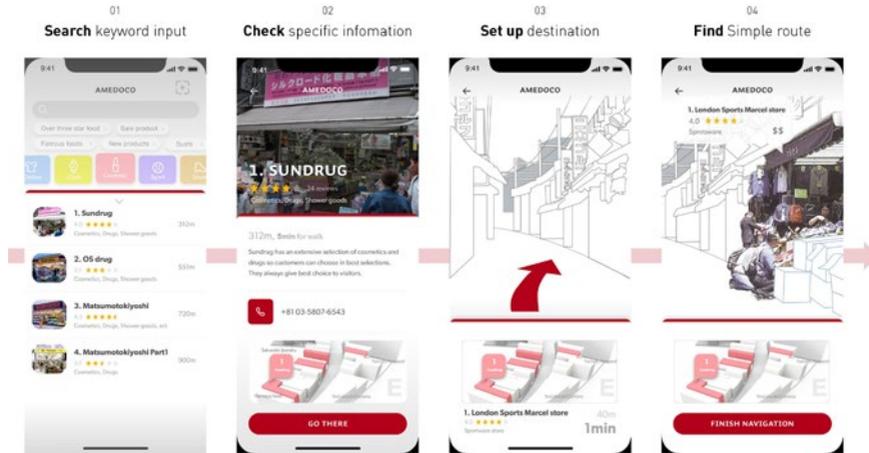
Mobile Application for searching and wayfinding



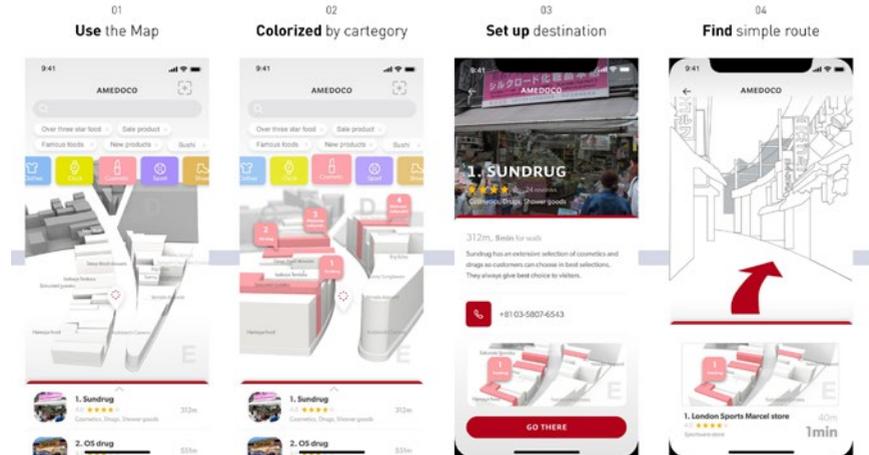
- Search**
- - 1. Specific Store
  - 2. Keywords
  - 3. Simple route
- AR capture**
- - 1. AR animation
  - 2. Specific Information

- Map of ameyoko**
- - 1. Where am i
  - 2. Where is the store
  - 3. Categorized stores
  - 4. Simple route

<Search>



<Map>



E

Ameyoko - New Identity and Navigation App Design

- Wonbo KO -CU
- Yuki HASHIMOTO -CU
- Zi-Yun HONG -CU
- Hyejin SHIN -KU
- Jihyo AHN -HU
- Malin Carlsson Schoeps -CU

Our team focused on wayfinding in two ways. We believe that design the new identity will give beautiful memory to people who visit the market, develop the navigation application will add fun and pleasant feelings for them.

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CHIBA  
UNIVERSITY



고려대학교  
KOREA UNIVERSITY



국립한경대학교  
HANKYONG NATIONAL UNIVERSITY

2019

CAPE Branding Design Workshop - Ameyoko Market

Chiba, Japan

JAN. 07 – JAN. 11, 2019

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KOREA UNIVERSITY KOREA

HANKYONG NATIONAL UNIVERSITY KOREA

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