

# Vision Design

## Collecting Signs of the Future

Yumiko Tanaka

Head of Experience Design

KOEL Design Studio by NTT Communications

# NTT Group: World's top class ICT company

Consolidated  
Operating Revenue

**13** Trillion  
Yen

(FY 2022)

Consolidated  
Subsidiaries

**918**

Number of  
Employees

**330** K



日本電信電話株式会社（持株会社）

### 総合ICT事業

通信事業・スマートライフ事業

NTT docomo

法人事業

NTT Communications  
Go the Distance.

アプリケーション開発

NTTコムウェア

### 街づくり事業

NTTアーバンソリューションズ

NTTアノードエナジー

### 地域通信事業

NTT東日本

NTT西日本

### グローバル ソリューション事業

NTT Data



KOEL

DESIGN STUDIO by NTT Communications

**KOEL**

DESIGN STUDIO by NTT Communications

**Public**

**Semi-  
public**

**Business**





**GOOD DESIGN  
AWARD 2023**

# みえるリハビリ

心疾患患者の運動習慣獲得を  
スマホでかんたんサポート









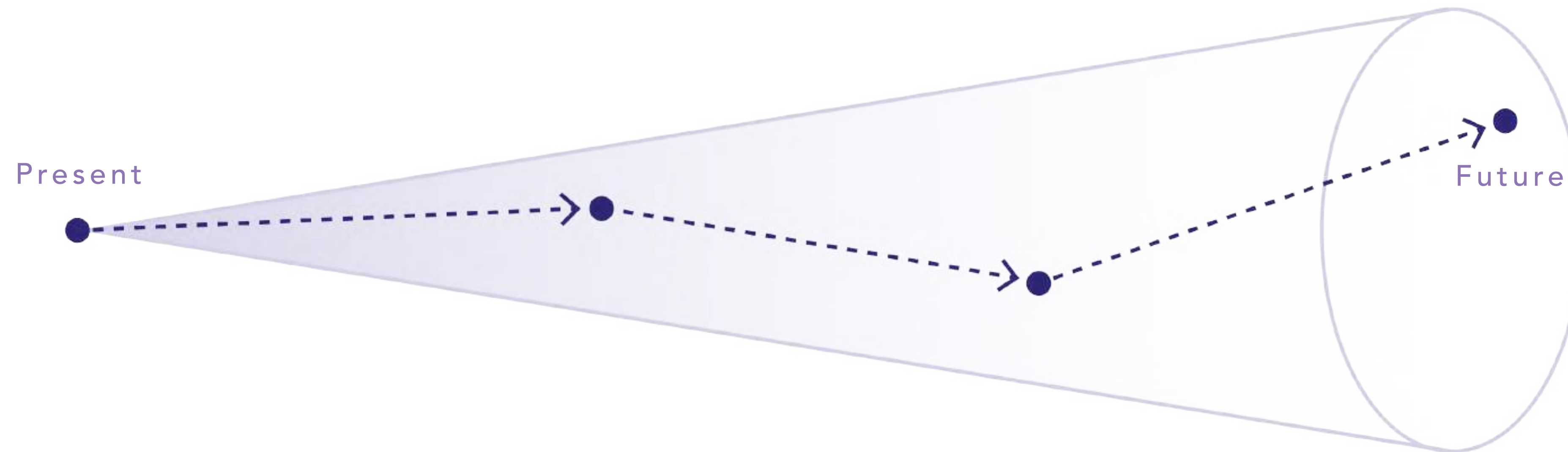
# Vision Design

An approach that envisions the societal landscape in 10-20 years

Formulating solutions based on hypothesised necessities

and implementing as specific business initiatives.

# Four Steps for Future Foresight



## STEP 1

### Research

Researching emerging trends and the direction of industries and events.

## STEP 2

### Formulating Hypotheses

Envisioning a specific future of society based on current changes.

## STEP 3

### Verification

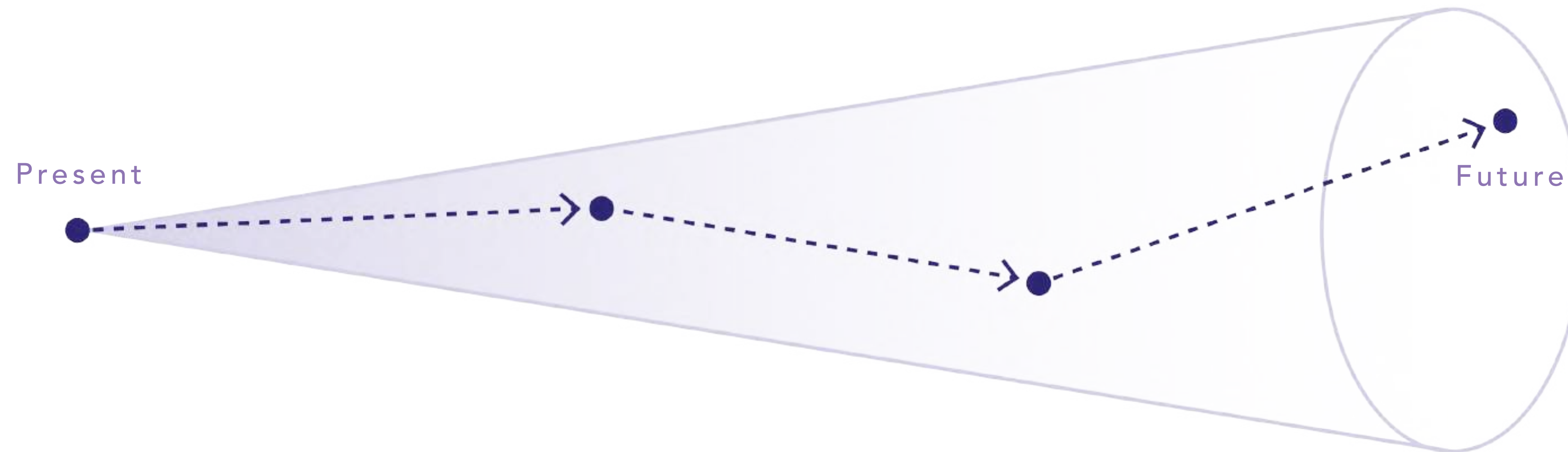
Validating and modifying hypotheses based on surveys and consultations with experts to increase concreteness and probability.

## STEP 4

### Creating a Vision

Actualising and sharing the envisioned worldview of the future.

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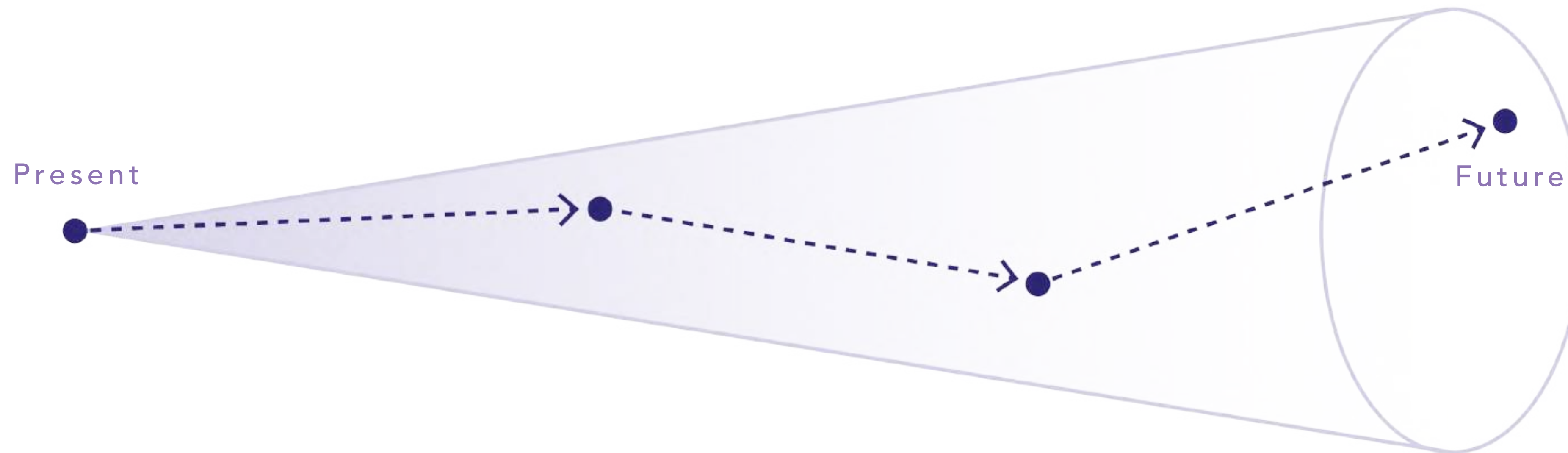
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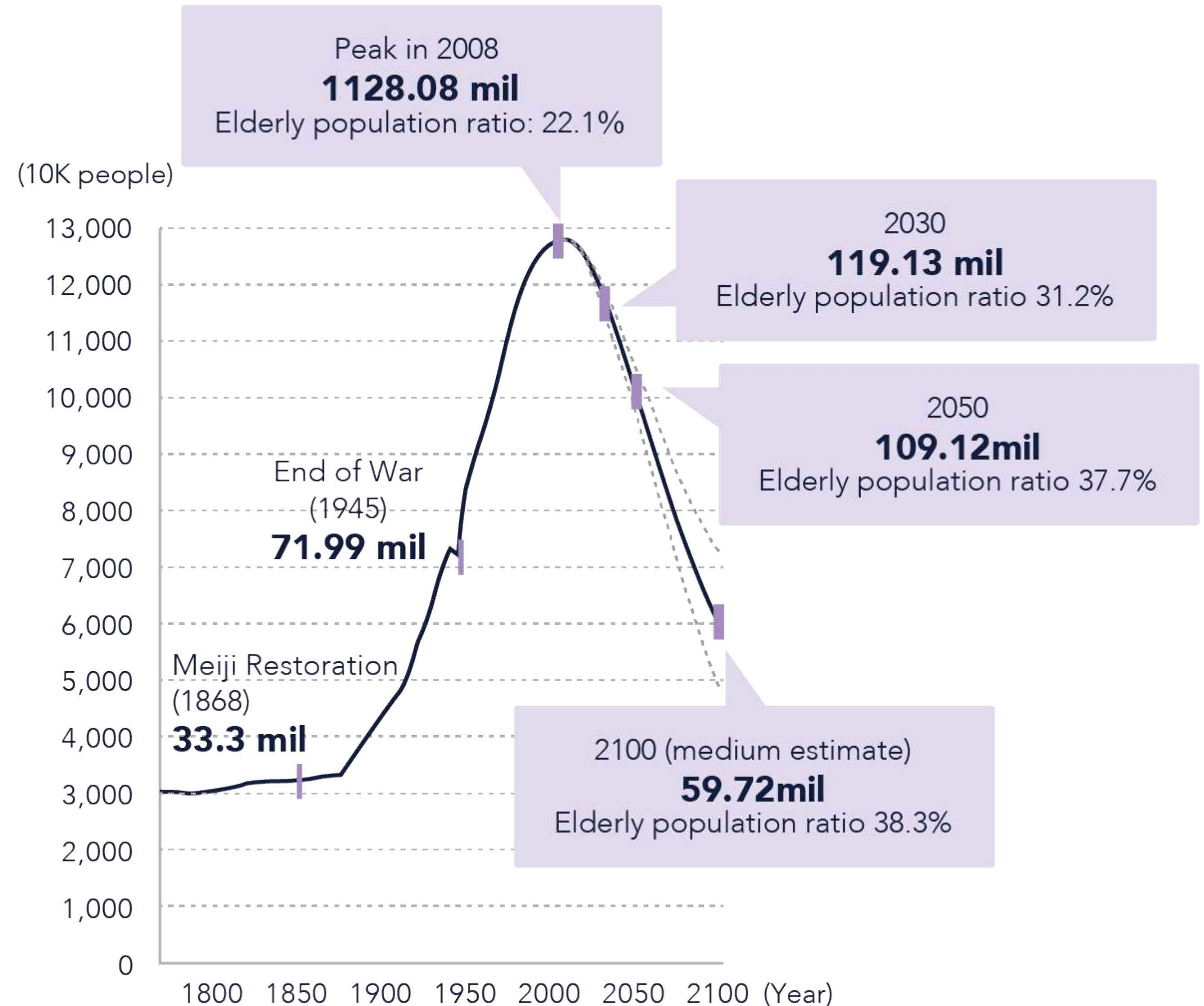
## STEP 4

### Creating a Vision

Actualising and sharing the envisioned worldview of the future.

# The Persistent Population Decline and Aging

By 2050, a smaller number of the working-age population will need to support the larger elderly population



June 2021 Long-term Vision for National Land, Ministry of Land, Infrastructure, Transport and Tourism  
September 2021 Our Nation's Elderly Population from Statistics, Ministry of Internal Affairs and Communications  
December 2020 Vision for Future Local Finances and Responses to Local Finance in FY2021, Ministry of Internal Affairs and Communications

# Thinking About the Future of Japan Amidst Rapid Population Decline and Ageing



Reframing work for 50+

2021



How to build a vibrant town

2022



How to connect diverse cultures

2023

# Thinking About the Future of Japan Amidst Rapid Population Decline and Ageing



Reframing work for 50+

2021



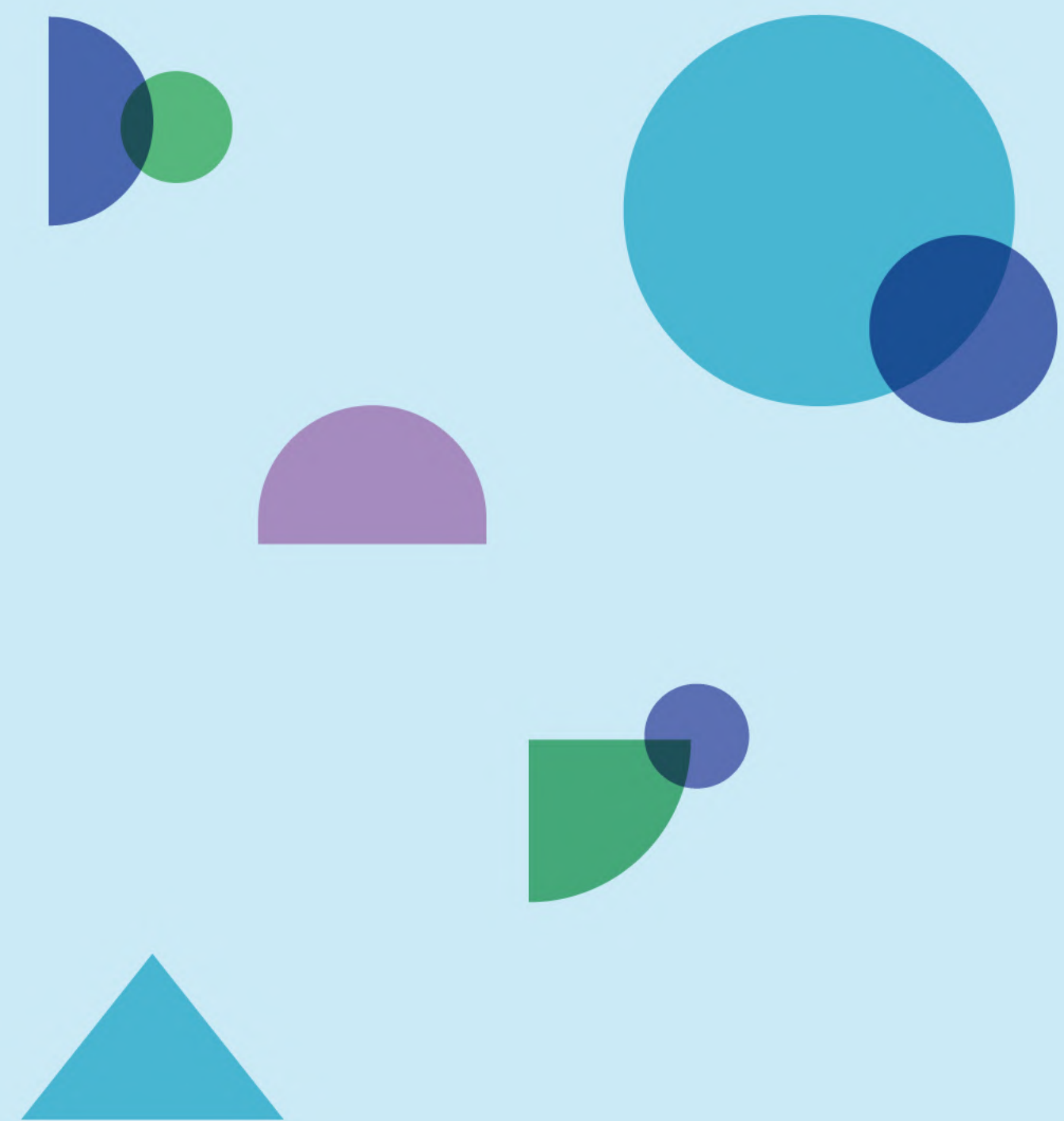
How to build a vibrant town

2022

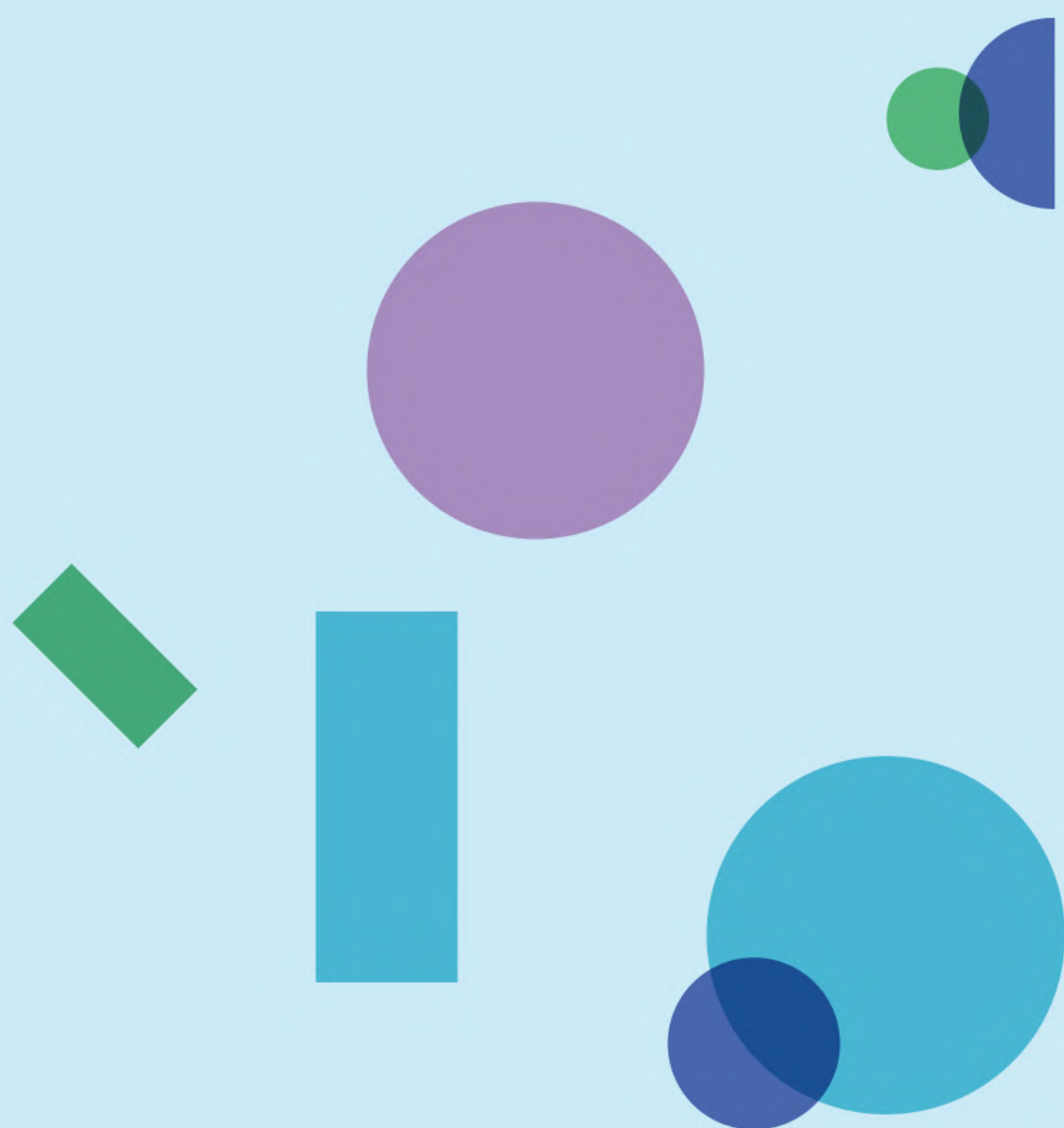


How to connect diverse cultures

2023



みらいの  
しごとと  
50



after

Reframing work for 50+





LIFE SHIFT by Lynda Gratton, Andrew Scott

# STEP 1 Research



📍 'Ginmokusei', Urayasu, Chiba Prefecture



📍 'Leaf Business', Kamikatsu, Tokushima Prefecture

## 'Work is about giving back skills to society.'

### No. 1

The potential of the younger generation will become invaluable, and society will seek ways to assign them to productive and creative fields.

### No. 2

Senior citizens will proactively engage and contribute to society instead of just receiving protection and support from it.

### No. 3

Older people will find it meaningful to work to contribute to society by utilising the experience and knowledge they have acquired over the years.

# STEP 3 Verification of hypotheses through fieldwork

## Ato, Yamaguchi Prefecture

1999: Discontinuation of municipal bus service

2000: Closures of primary school begin

2010: Merger with Yamaguchi City

Closing down of the only supermarket in the area

Land Area

293 km<sup>2</sup>

Population

5,019  
(2022)

Elderly  
Population  
Ratio

58.9%  
(2022)  
(Average 29.1%)



# Ato Bunko

 Ato, Yamaguchi Prefecture



# Ato Bunko

 Ato, Yamaguchi Prefecture

音楽室



# Ato Bunko

 Ato, Yamaguchi Prefecture



# Hohoemi no Sato ToiToi

 Ato, Yamaguchi Prefecture





# Hohoemi no Sato ToiToi

 Ato, Yamaguchi Prefecture



# Hohoemi no Sato ToiToi

 Ato, Yamaguchi Prefecture



**'Finding new roles in the local community gives an important sense of purpose for work.'**

## No. 1


Creating distinct roles for every individual by enabling them to use their experience, knowledge, and skills in work.

## No. 2

Preparing a work style that can act as a platform for an ideal future for yourself and the community.

## No. 3

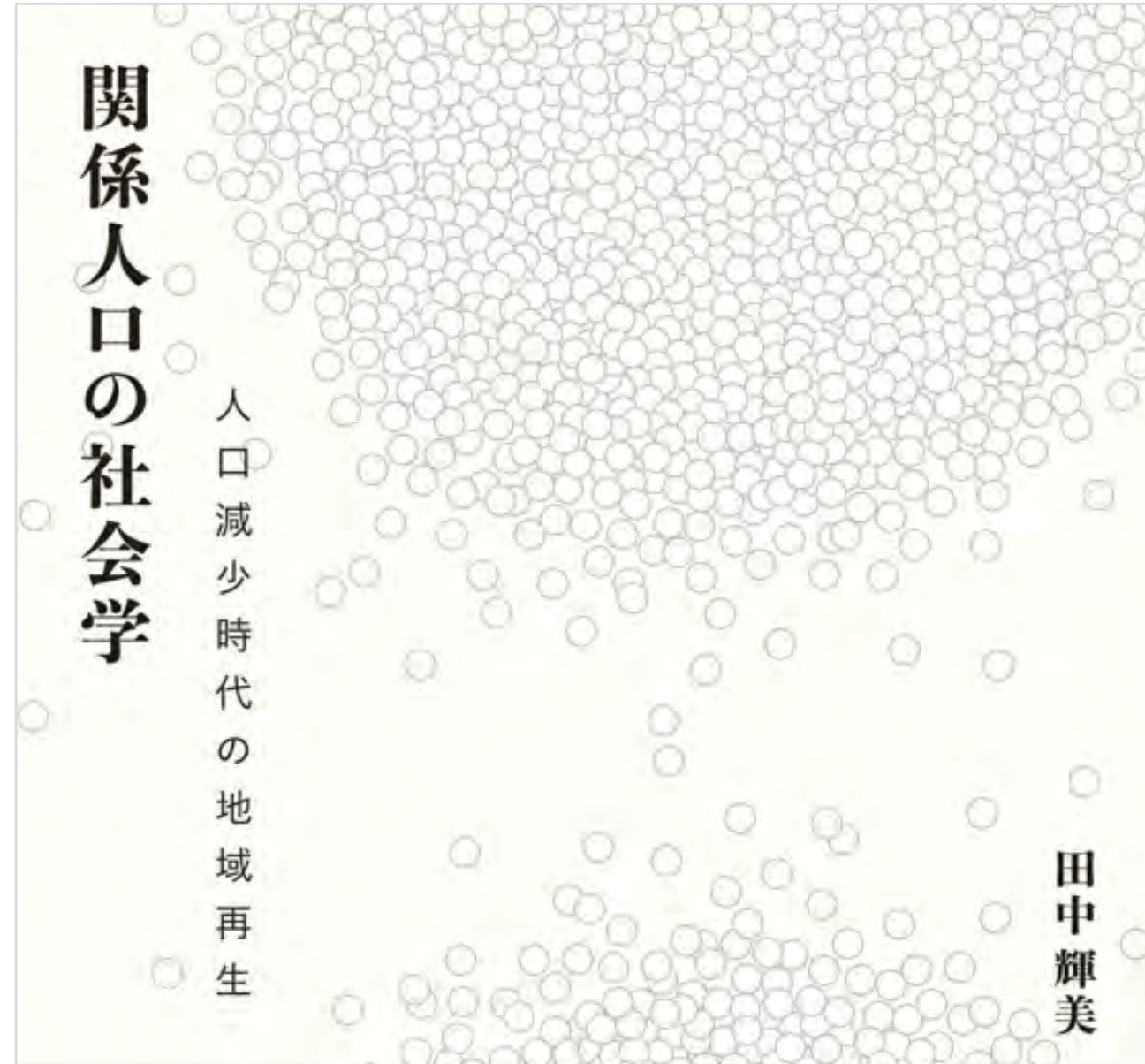
Minimising the risk of losing a role within work and the community by establishing diverse relationships.



豊かな町の  
はじめかた

How to build a vibrant town

# STEP 1 Research



関係人口の社会学

人口減少時代の地域再生


田中輝美

住む人が減ったら、  
地域は再生できないのか？

『関係人口をつくる』の著者が、関係人口を社会学の見地から定義し、その役割を論じた本邦初の「関係人口の研究書」！

事例と新たな理論の枠組みによって関係人口を位置づけ直し、人口減少時代の地域再生の方向性を示す

大阪大学出版会



新潮選書  
Shincho Sensho

井上岳一  
Inoue Takazu

日本列島回復論

この国で生き続けるために

新潮社

# STEP 1 Research



📍 Wasita Mino: Mino, Gifu Prefecture



📍 WEEK Kamiyama: Kamiyama, Tokushima Prefecture

# 'Every regional revitalisation requires abundant local resources.'

### No. 1

Regional revitalisation centred around 'local resources and people' is crucial.

### No. 2

Capital that is not monetary generates vibrancy in regional communities.

### No. 3

Migrants and those who U-turn back home are key players in regional revitalisation, as they can recognise the value of local resources from an outsider's perspective.

# STEP 3 Verification of hypotheses through fieldwork

## Obama-cho, Unzen City

Land Area

51 km<sup>2</sup>

Population

7,398  
(2021)

Elderly  
Population  
Ratio

42.0%  
(2020)  
(Average 28.8%)



**Nagasaki**  
**Prefecture**





Obama, Nagasaki Prefecture



# Karimizuan



Obama, Nagasaki Prefecture



川水庵



# 'Connecting with the Local Community'

– Yudai Furusho



# Keshiki Design Studio

📍 Obama, Nagasaki Prefecture





# 'Utilizing Local Resources'

– Akihiro Sando

# Yuyado Jyokiya

Obama, Nagasaki Prefecture



# STEP 3 Verification of hypotheses through fieldwork

## Gojome-machi, Minami Akita-gun

Land Area

215 km<sup>2</sup>

Population

7,630  
(2024)

Elderly  
Population  
Ratio

47.3%  
(2020)  
(Average 28.8%)





Gojome, Akita Prefecture





# The morning market

Gojome, Akita Prefecture





## 'Inspired by the Outside World'

– Koei Watanabe, the 16th-generation brew master, Fukurokuju Sake Brewery Co., Ltd.





# 'Bringing Inspiration from the Outside World'

– Shunsuke Ushida, Co-founder of Habataku Inc.



## 'Sustainable towns have initiatives and structures for building relationships.'

- 《1》 create spaces where people can engage in conversation
- 《2》 create a space for 'brainstorming ideas'
- 《3》 create shared resources accessible to everyone in the community
- 《4》 preserve and pass down heritage
- 《5》 make it desirable for urban population



# 多彩な文化の むすびかた



How to connect diverse cultures




# STEP 1 Research

大島隆  
Takashi Oshima

芝園団地に  
住んでいます

住民の半分が  
外国人になったとき  
何が起きるか



共存？  
共生？  
コミュニティは  
誰のもの？

芝園団地をめぐる  
葛藤と努力は、  
移民社会を迎えようとする  
私たち一人ひとりの  
羅針盤だ。

星野博美 [作家]

日本人住民の間に芽生える  
「もやもや感」と、  
見えない壁を乗り越えようとする  
人々を描いたノンフィクション。

明石書店



多様性×まちづくり

## インターカルチュラル・シティ

欧州・日本・韓国・豪州の実践から

山脇啓造+上野貴彦 [編著]

ダニ・デ・トレス  
アンドレア・ルイス・バルソラ  
フランセス・サレンガ  
オ・ジョンウン  
浜松市企画調整部国際課  
鈴木恵梨香  
宮城ユキミ  
神戸市市長室国際部国際課

吉高志津代  
国際交流協会ネットワークおおさか  
岡崎広樹  
海老原周子  
金宣吉  
原秀樹  
ボブ・W・ホワイト

明石書店



INTERCULTURAL CITIES  
CITÉS INTERCULTURELLES

**'Bridges that connect cultures are necessary for multicultural symbiosis.'**

### **No. 1**

Both parties coming to a mutual compromise rather than a one-sided compromise.

### **No. 2**

Create a common culture that is optimised through the blending of cultures and lifestyles.

# STEP 3 Verification of hypotheses through fieldwork

## Nagata-ku, Kobe City

Land Area

11 km<sup>2</sup>

Population

92,299

(2024)

Elderly  
Population  
Ratio

35%

(2020)

(Average 28.8%)

Foreigner  
Population  
Ratio

7.0%

(2020)

(Average 2.2%)





# Honmachi-suji Shopping Street

 Nagata, Hyogo Prefecture



# The Marugo Market

 Nagata, Hyogo Prefecture



丸五  
アジア横町  
定休日 火曜日

中国家庭料理  
めいりん

丸五 アジア 横町

消火器設置場所

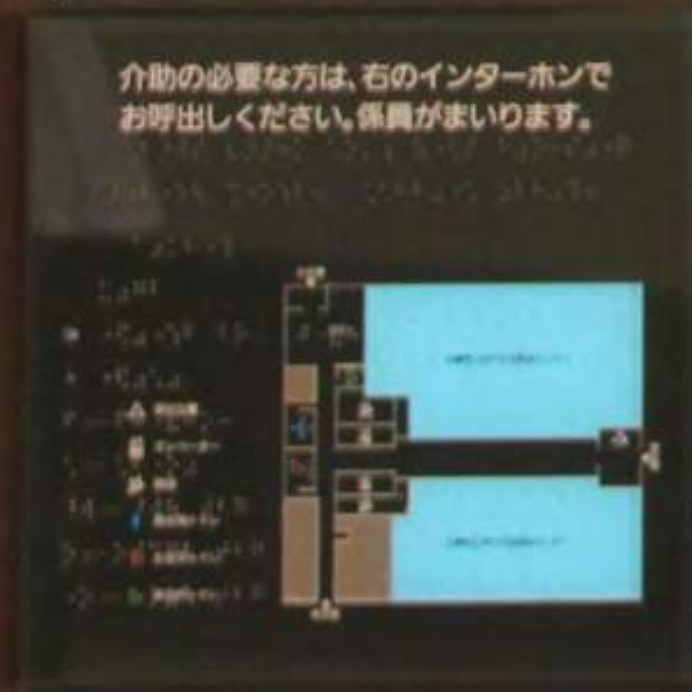
防犯カメラ設置  
(作動中) 丸五市場

ゴミは分別して  
ゴミ袋へ入れて下さい  
丸五市場管理組合



# Shin-Nagata Government Office Building

 Nagata, Hyogo Prefecture



## 新长田政府大楼 신나가타 합동 청사

## Khu hành chính Shin-Nagata

- |   |   |
|---|---|
| <p><b>8</b> 一般財団法人 神戸居住环境整備公社<br/>일반재단법인 고베 주거환경정비공사</p>  | <p>Cơ quan quản lý và phát triển môi trường sông Kobe</p>   |
| <p><b>7</b> 兵庫県神戸县民中心县民交流室<br/>兵庫県営住宅神戸管理事務所<br/>县営住宅・市営住宅综合介绍<br/>효고현 고베현민센터 현민교류실<br/>효고현영주택고베관리사무소<br/>현영주택·사영주택종합안내</p> | <p>Phòng Giao lưu, Trung tâm nhân dân tỉnh Hyogo (tại Kobe)<br/>Văn phòng quản lý nhà ở tỉnh Hyogo Kobe<br/>Nhà ở tỉnh và nhà ở thành phố Thông tin chung</p>           |
| <p><b>6</b> 兵庫県神戸县民中心神戸县税事務所<br/>효고현 고베현민센터 고베현세사무소</p>   | <p>Phòng Thuế tỉnh Hyogo (tại Kobe),<br/>Trung tâm nhân dân tỉnh Hyogo (tại Kobe)</p>   |
| <p>神戸市行財政局税務部<br/>고베시 행정정국세무부</p>   | <p>Cục tài chính-hành chính thành phố Kobe Ban Thuế vụ</p>  |
| <p><b>5</b> 收税课・収納管理课<br/>수세과·수납관리과</p>   | <p>Phòng Thuế (thu thuế)<br/>Phòng quản lý thuế</p>   |
| <p><b>4</b> 固定資産税课<br/>고정자산세과</p>   | <p>Phòng Thuế tư sản cố định</p>  |
| <p><b>3</b> 税務课・税制企划课・市民税课<br/>神戸市固定資産评价审查委员会<br/>세무과·세제기획과·시민세과<br/>고베시 고정자산평가심사위원회</p>                                    | <p>Phòng Thuế vụ; Phòng kế hoạch hệ thống thuế<br/>Phòng Thuế thị dân<br/>Ủy ban thẩm định giá tài sản cố định thành phố Kobe</p>                                       |
| <p><b>2</b> 法人税務课 / 法人相关税县市共同窓口・市税窓口・轻型汽车税窗口<br/>법인세무과/법인관계세 현시 공동창구·시세 의 창구·경자동차세 창구</p>                                   | <p>Phòng Thuế pháp nhân<br/>Quầy Thuế thị dân; Quầy Thuế liên quan đến Thuế pháp nhân (của thành phố và tỉnh)<br/>Quầy Thuế dành cho xe ô-tô hạng nhẹ (Kei-jidosha)</p> |
| <p><b>1</b> 兵庫県立神戸生活创造中心<br/>효고현립고베생활창조센터</p>   | <p>Trung tâm nâng cao chất lượng cuộc sống Kobe (tỉnh Hyogo).</p>   |

# West Kobe Center Street

 Nagata, Hyogo Prefecture





People who provide support for the lives of immigrants from overseas or have roots in foreign countries

A man with short dark hair, wearing a white shirt, is shown in profile, looking down at a black shoe he is holding. He is in a shoe factory, with several industrial sewing machines visible in the background. The machines are arranged in a row, and the factory floor is green. There are cardboard boxes and other items on shelves in the background. The text is overlaid on a white rectangular area with a pink border on the left side.

People residing in Nagata that are immigrants from overseas or have roots in foreign countries



# 多文化共生ガーデン KHU VƯỜN CỘNG SINH ĐA VĂN HÓA



阪神・淡路大震災(1995年1月発災)以後、地域の中に置き去りにされた土地を、まちの中の緑燃える憩いの場とし、この活動の実働者、地域に共に住まいする海を渡ってきた人々が、外国人という呼称ではなく地域住民と認められる「共生」プロジェクトです。

Sau trận động đất lớn Hanshin-Awaji (xảy ra vào tháng 1 năm 1995), những phần đất bị bỏ trống trong khu vực sẽ được trồng nhiều cây xanh làm nơi thư giãn cho người dân trong khu vực. Những người làm hoạt động này là những người nước ngoài cùng nhau sinh sống ở khu vực này. Ngoài ra đây còn là một dự án "cộng sinh" với mong muốn rằng người nước ngoài được công nhận như là cư dân địa phương chứ không xem và gọi là người nước ngoài.



この活動は「多文化共生ガーデンKOBE・ながた友の会」が、2019年神戸市空地地域利用整備事業補助により整備、長田区地域づくり活動助成の助成を受け2019年から実施しています。  
Hoạt động này với tên gọi là "Khu vườn cộng sinh đa văn hóa - Hội Tomo Nagata, KOBE", đã được thực hiện từ năm 2019 với sự hỗ trợ của Dự án Cải thiện và sử dụng những khu vực đất trống của Thành phố Kobe vào năm 2019, và nhận được sự hỗ trợ từ dự án Hoạt động xây dựng khu vực quận Nagata.





People who have daily interactions with migrants from overseas or those with roots in foreign countries





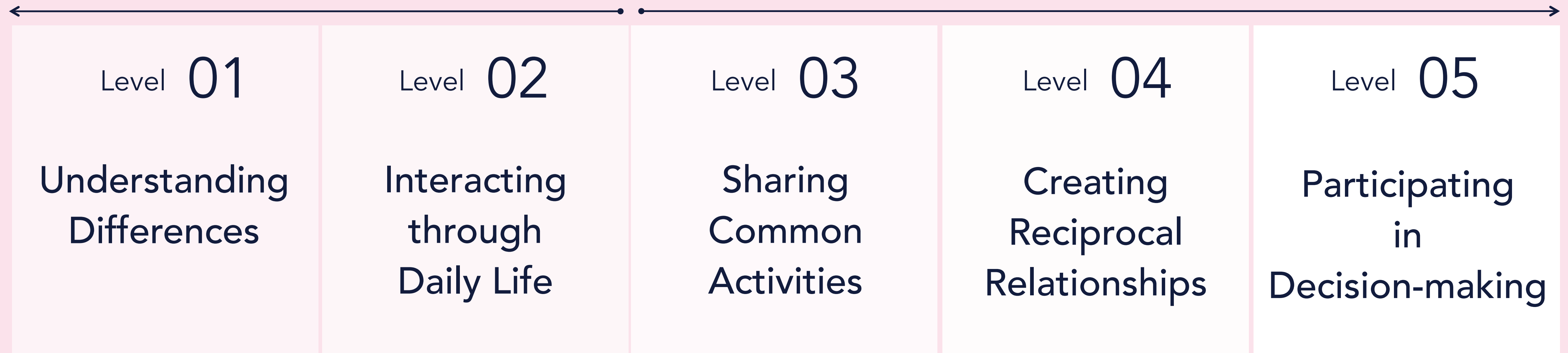
'There are various levels in relationships.'

## Coexistence

= Relationship where people can live peacefully together

## Symbiosis

= Relationship of mutual cooperation



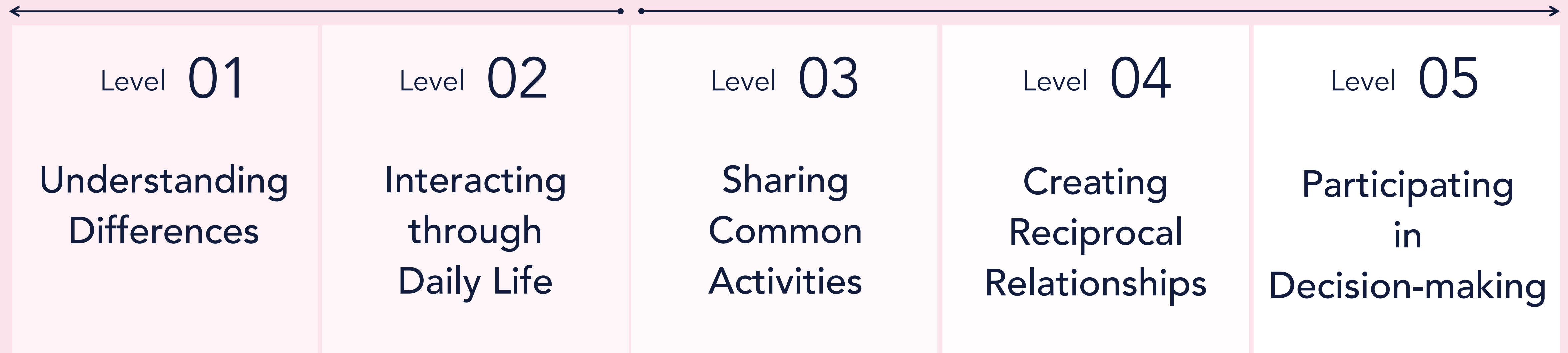
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# Things We Found Out

Things We Found Out

KOEL  
DESIGN STUDIO by NTT Communications

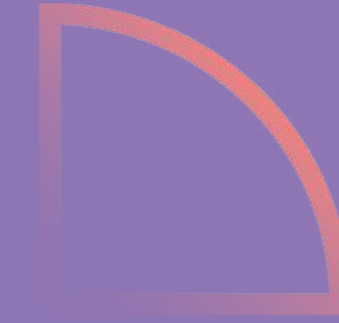
Societal structure and values  
change with population  
decline and ageing.

Things We Found Out

KOEL  
DESIGN STUDIO by NTT Communications

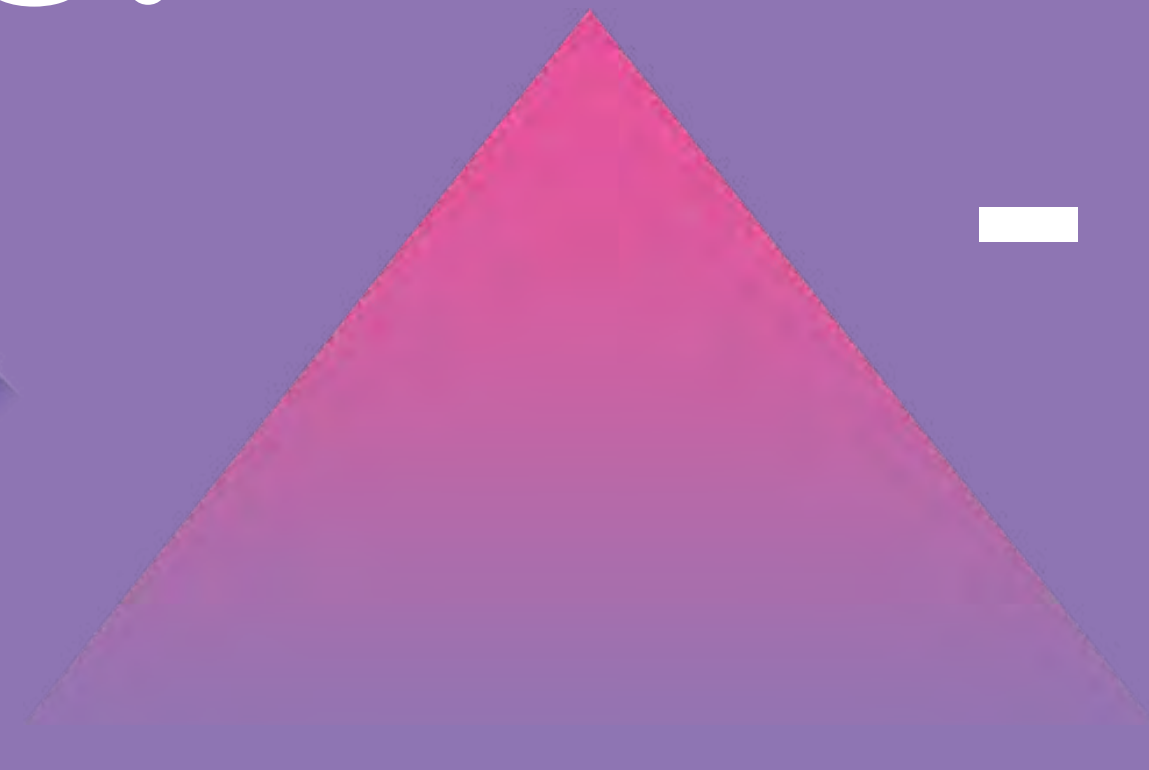
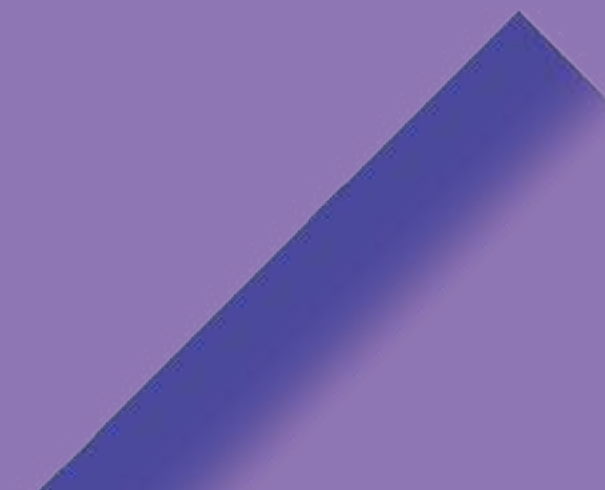
Living a fulfilling life in the coming years will be more about people and community relations than money.

Things We Found Out



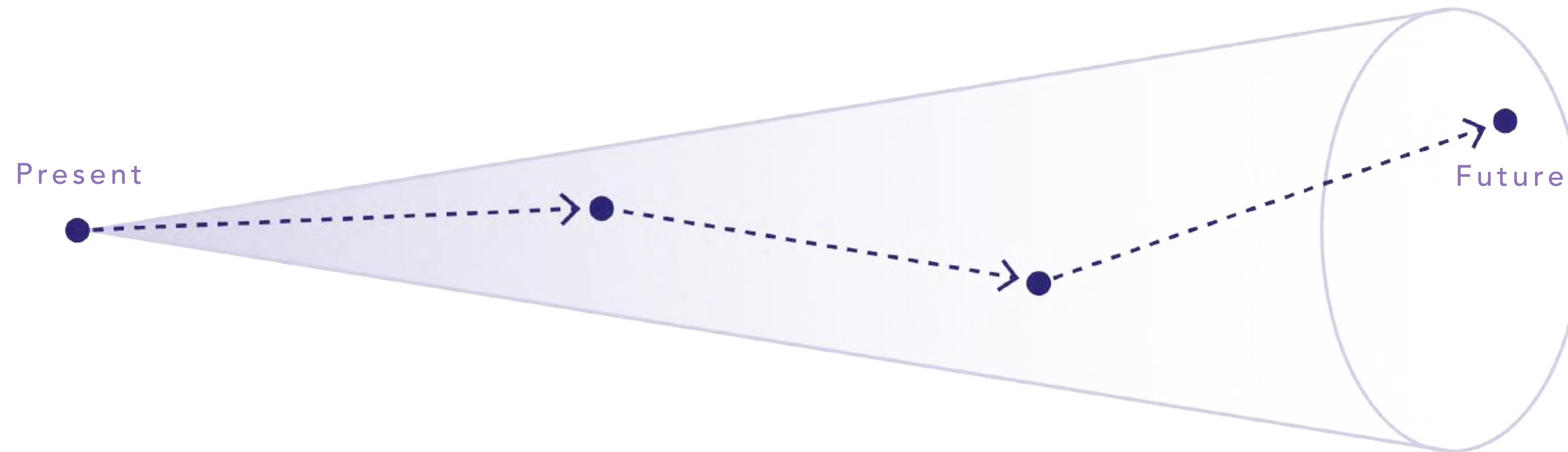
KOEL  
DESIGN STUDIO by NTT Communications

'A System to Nurture Relationships' is needed for future infrastructures.





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# Book coming out!

## NOVEMBER 2024



Head of Experience Design

**Yumiko Tanaka**



Design Researcher

**Kengo Yamamoto**

note



KOEL  
DESIGN STUDIO by NTT Communications

KOEL DESIGN STUDIO by NTT Communications

NTTコミュニケーションズのデザインスタジオ「KOEL」公式noteアカウントです。KOELの活動内容やデザインにまつわるナレッジを発信していきます。  
<https://bit.ly/koelweb>

6 フォロー 672 フォロワー

+ フォロー

通信インフラ企業はなぜ今、デザイナーを求めているのか

イベント・レポート

KOEL KOEL DESIGN STUDIO by NTT Communic... 16本

NTTコミュニケーションズデザイン部門KOELとアドバイザーを務めるKESIKIとの対談をはじめとしたイベント告知やレポートをまとめています。

フォロー

VISION DESIGN 2023

多彩な文化の

ホーム 記事 マガジン 月別

固定された記事



デザインスタジオKOELがグッドデザイン賞を受賞しました

デザインスタジオKOELがグッドデザイン賞を受賞しました

こんにちは、KOELの金です。このたびデザインスタジオKOELは、2023年度グッドデザイン賞を受賞させてい...

KOEL KOEL DESIGN...  
7か月前

♡ 86

KOEL

KOELで実際に働いて気づいたことを新卒デザイナーに聞いてみました

KOELで実際に働いて気づいたことを新卒デザイナーに聞いてみました

KOELは昨年2023年4月に若杉知哉さん・増淵健太さんの新卒デザイナーお二人を仲間としてお迎えしていま...

KOEL KOEL DESIGN...  
2時間前

♡ 11

KOEL

5月~6月のKOELが登壇するイベントを紹介します

RESEARCH Conference 2024  
2024.5.18(水) - 2024.5.19(木)

DEMAT SIGNERS '24 TOKYO

【5月~6月イベント情報 第1弾】「RESEARCH Conference 2024...

2024年はKOELメンバーが登壇するデザインイベントが多数開催されます。今回は2024年5月から6月にかけて...

KOEL KOEL DESIGN...  
12日前

♡ 13

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ビジネスdプリペイドカードデザインの舞台裏

デザイン事例

ビジネスdプリペイドカードデザインの舞台裏

こんにちは、KOELの金です。KOELのデザイン事例として、今回はドコモビジネスの金融事業にあたる「ビ...

KOEL KOEL DESIGN...  
1か月前

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