

Designing new services in the city of art, Tajimi

This workshop is designed to learn about issues in the small cities of Japan and to generate new ideas that will solve these issues through active design thinking experiences with University, local high school students and local communities. The location is Tajimi City in Gifu Prefecture. By being in the city you will feel the presence of art and the city is known as a production center of Mino ware and tiles, however facing several challenges such as how to continue traditional industries with limited resources.

The lecturer will be Simona Maschi, founder of Copenhagen Institute of Interaction Design (CIID). CIID is known as a center of international creativity that creates impact through the design of innovative products, services and environments. Participants will learn the processes and methods to identify people's needs, opinions, and behaviors and apply them to the development of successful products and services, using Tajimi City's community issues as an example.

Design is the practice of crafting new artefacts that create value for people and planet. For such artefacts to create real impact, the design phase needs to be complemented with entrepreneurial skills and processes. Participants to this workshop will experience a very immersive creative process, from idea generation to venture thinking taking Tajimi city as an example. We are waiting for your applications!

※Participants to this workshop are recommended to attend to participate in business plan construction training and overseas training screening later.



Tongali Overseas Entre Training 2022
Denmark Style in Tajimi city

Date and Venue

we rescheduled the workshop

2022.9/27^{Tue} -29^{Thu}

Tajimi City (Participants stay in Tajimi city during the workshop)

Eligibility

**Undergraduate and Graduate
Students in Tokai region**

maximum
number of
applicants
15

Fee
※1
**Basically
free**

If you are curious and interested in
following things, join us with open mind:

- Issues in small-medium size city in Japan;
- Using design to drive innovation;
- Understanding the users, customers and stakeholders you are designing for;
- Experimenting with low-fidelity prototyping.

※1 Depending on the number of participants, a bus service might be provided from Nagoya University, but there is a possibility of meeting on site. Lunch fee will be at your own expense.

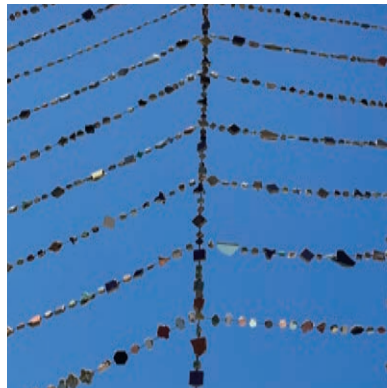
Language

English and Japanese

Lecturer
Simona Maschi
CIID co-founder CEO



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Schedule (Lunch from 12:00 to 13:00)

9/27

9:00~12:00

○ Learning about city 1
Tajimi DMO and
old shopping street

13:00~19:00

○ CIID Workshop
context and opportunity area

9/28

9:00~12:00

○ Learning about city 2
Kasahara area

13:00~19:00

○ CIID Workshop
ideation and prototyping

9/29

9:00~12:00

○ Preparation for presentation
group work, interviewing

13:00~17:00

○ CIID Workshop
prototyping and co-creation and
presentation

Lecturer



Simona Manschi

CIID co-founder CEO



<https://forbesjapan.com/articles/detail/31027>

<https://wired.jp/2020/01/19/ciid-simona-maschi-interview/>

● Organizer: Tongali ● Co-organizer: Tajimi city hall
JST START (Supporting Creation of Startup Ecosystem in Startup Cities)

Contact

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Registration

