

Rediscover JUNKAN

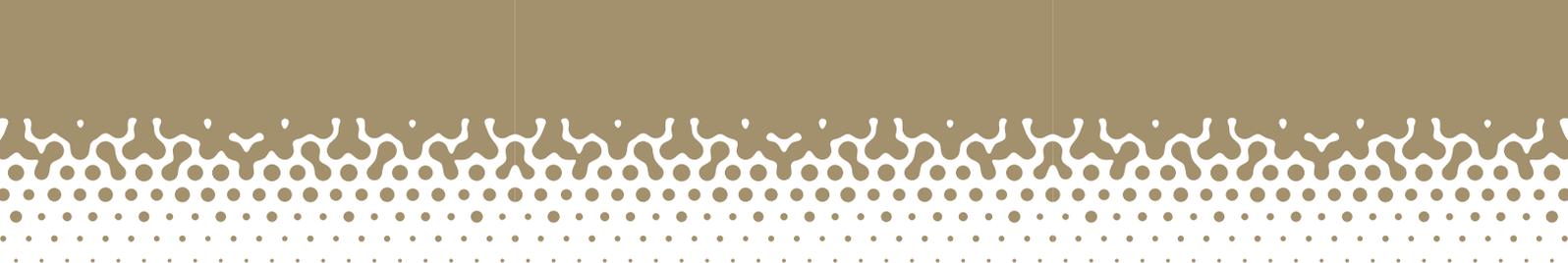
# Monthly JP pavilion

Issue

01

Feature

# Between Lives



**Everything Across  
the Universe Is  
Connected,  
Even Our Lives.**

**issue 01**  
**Between Lives**

## Feature

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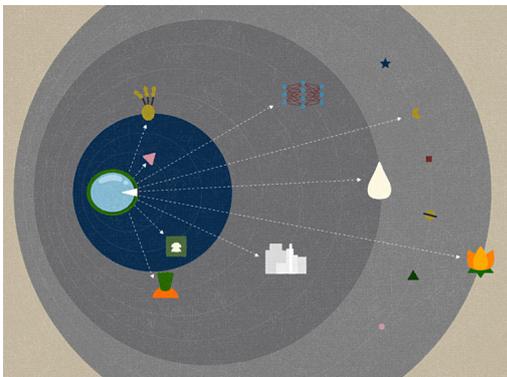


### **Manga That Teaches You the “JUNKAN” of Life: Circles**

If you look at the big picture, human being is a very small part of the ecosystem. We are kept alive by others.

**P.04**

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### **“JUNKAN” Here, “JUNKAN” There. Embark on a Journey Through a Cycle of X Meters from Within Me.**

What defines a cycle? It's in your body, in the city-scape, in the mountains, in the universe, and conceivably beyond.

**P.50**

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### **What Is “JUNKAN”? Exploring the Concept with 10 Key Individuals**

We often hear the word, but if someone were to ask you about the meaning of “JUNKAN,” how would you respond?

**P.40**

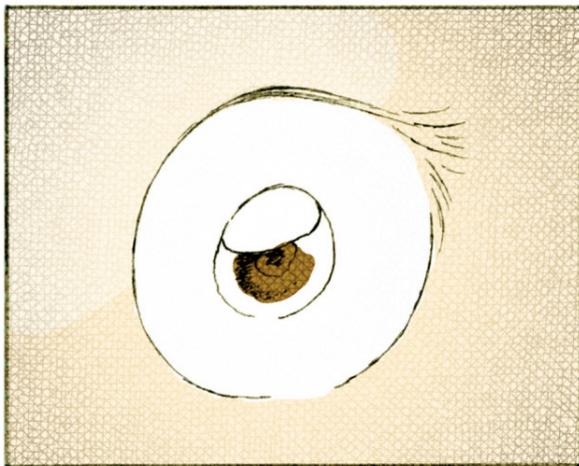
# Manga That Teaches You the “JUNKAN” of Life: Circles



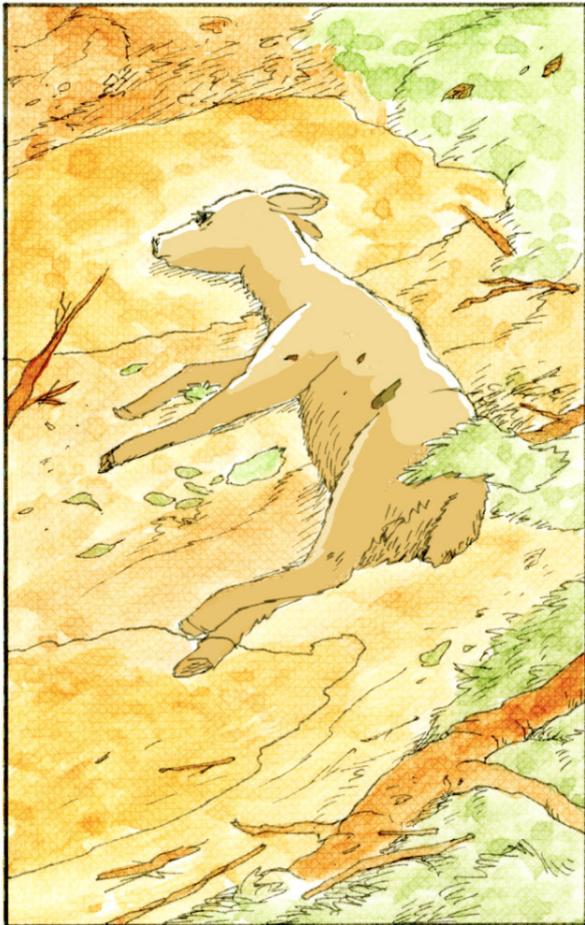
Animals consume plants, eventually succumb to death, and are decomposed by microorganisms that return their nutrients to the soil. In this life cycle, three crucial roles exist.

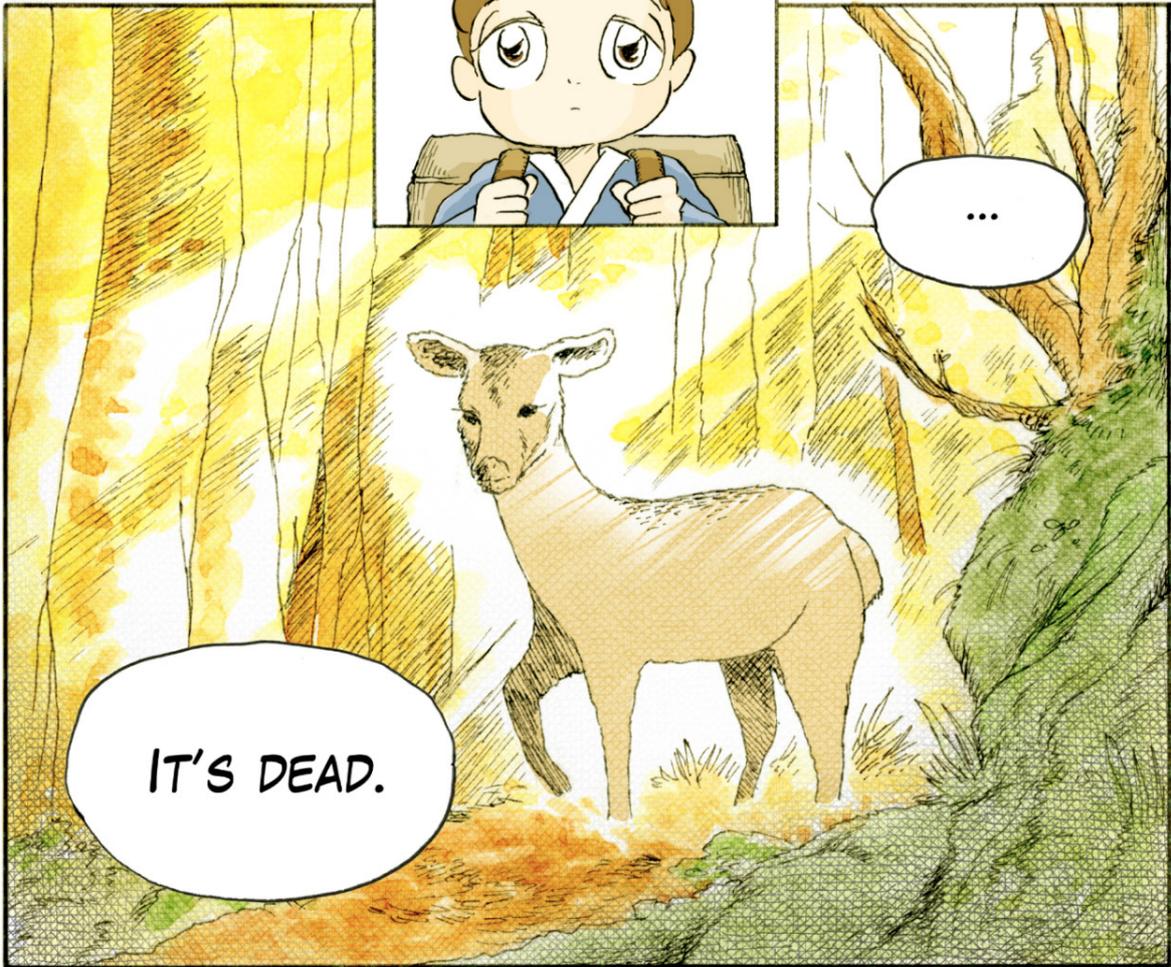
Plants, transforming inorganic matter into organic matter, are termed “producers.” Animals, absorbing organic matter, are labeled as “consumers.” Fungi and other organisms, responsible for decomposing both plants and animals, earn the title of “decomposers.” Together, this entire system forms an ecosystem.

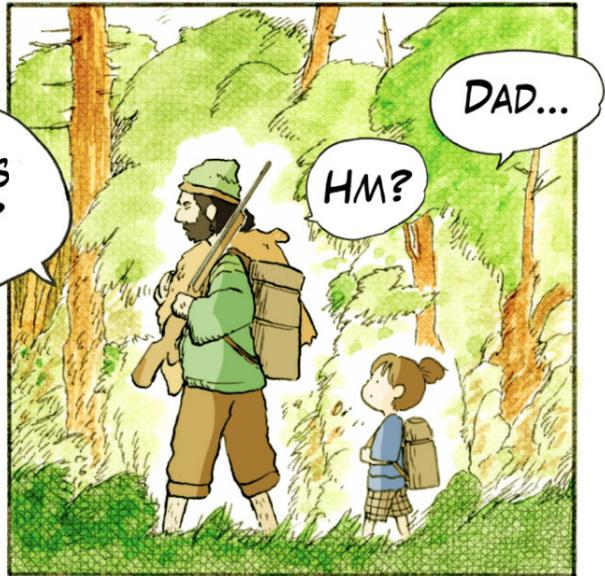
On a global scale, we, the “consumers,” represent only a minuscule fraction of the ecosystem. The origin and fate of life prompt contemplation. Manga artist Mitsuhiro Sasaki explores this profound question.

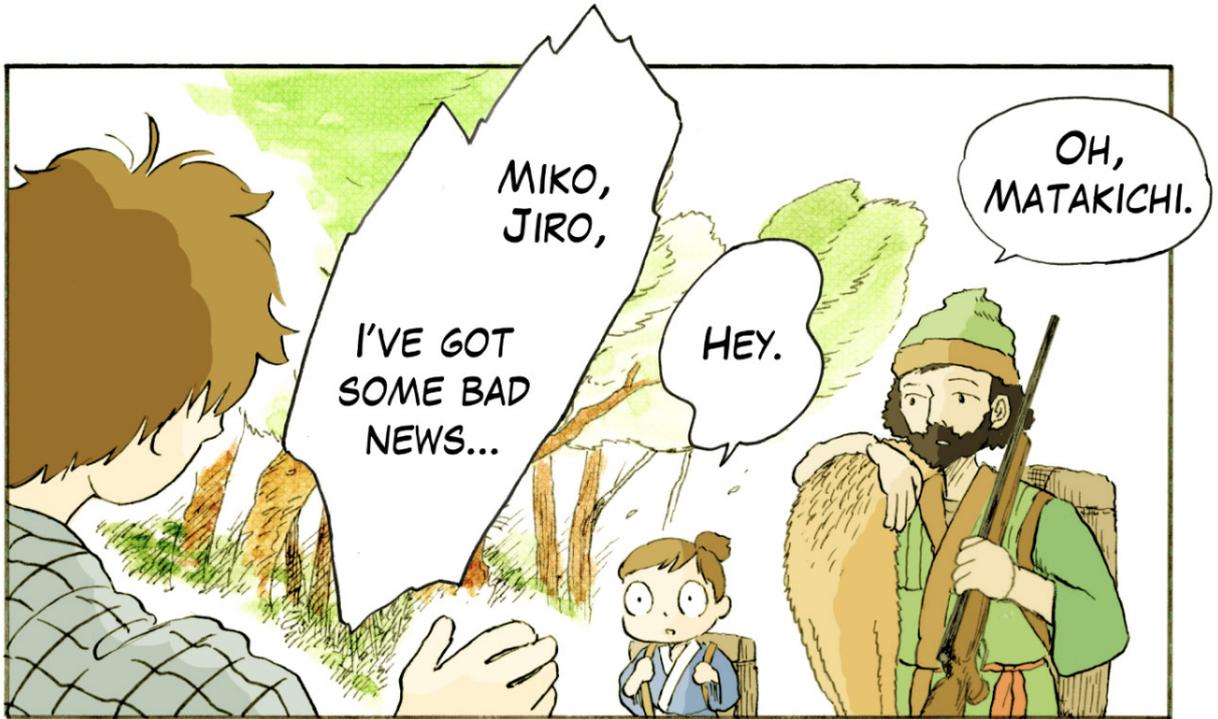


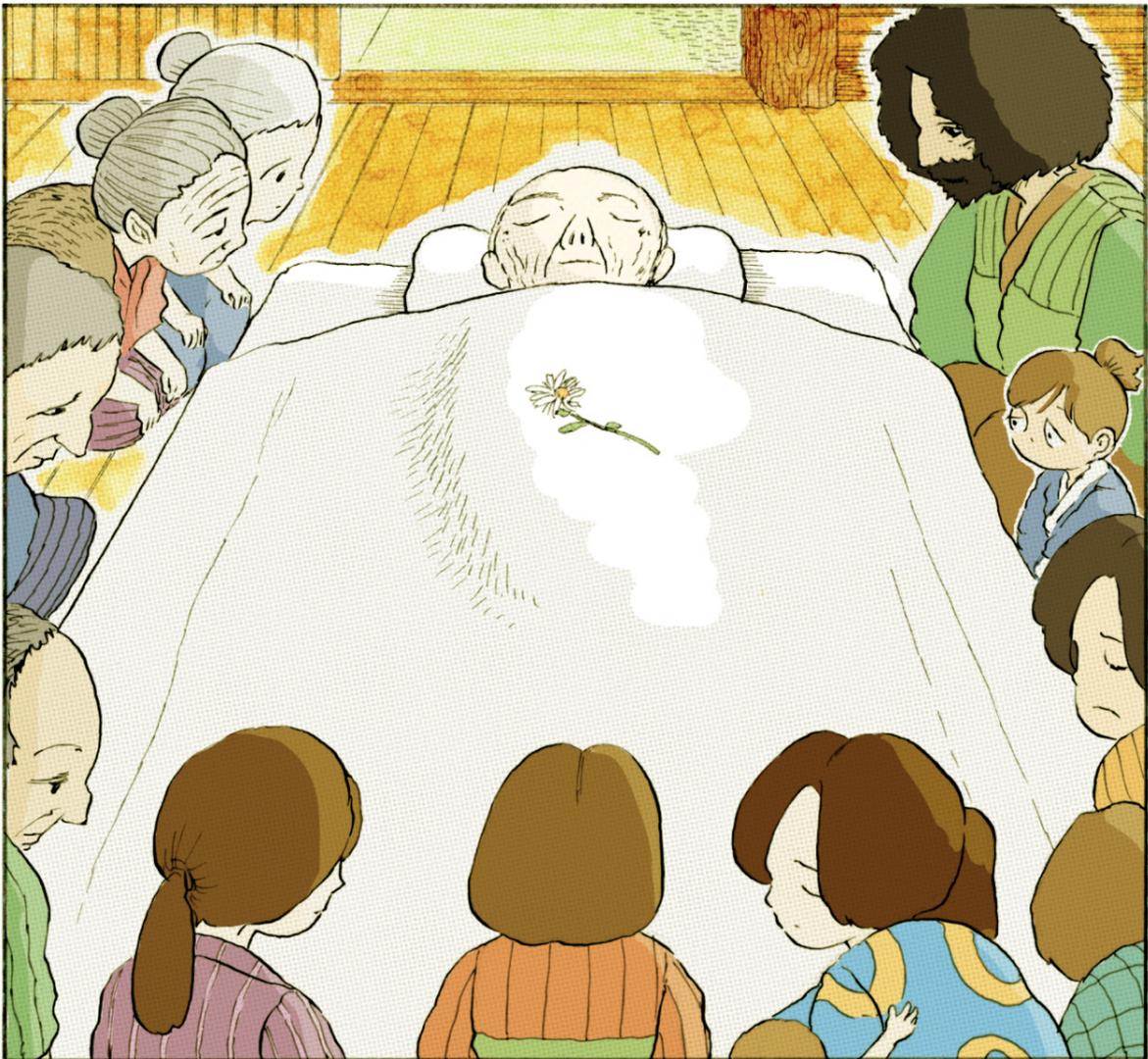
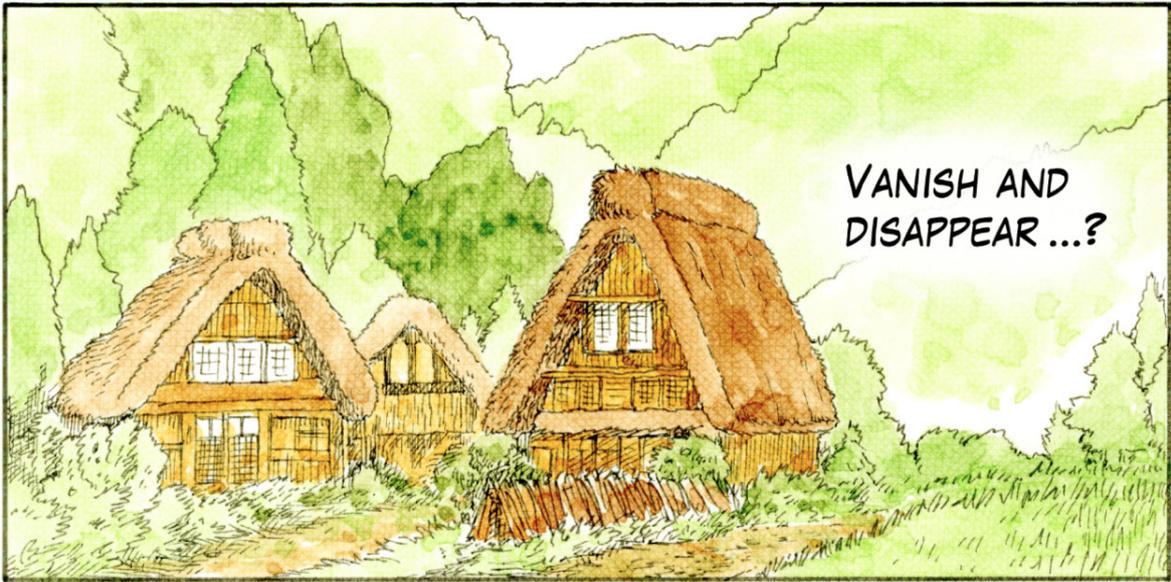


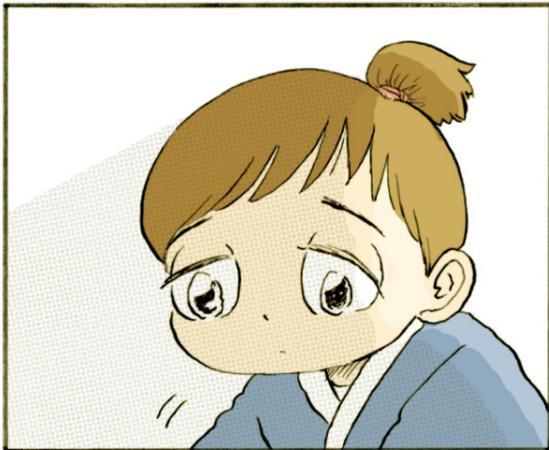




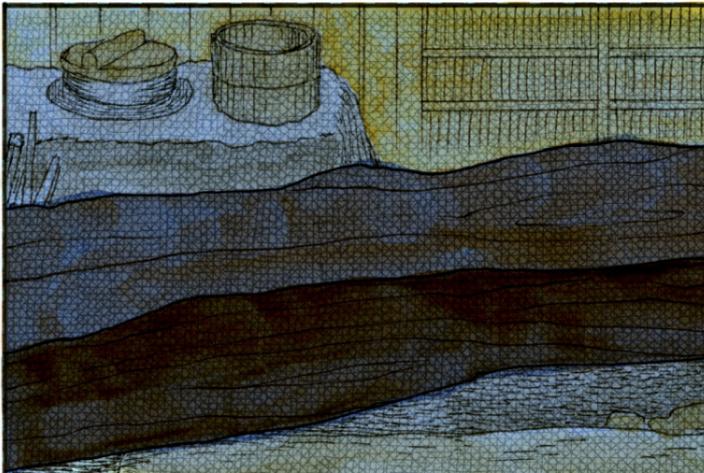








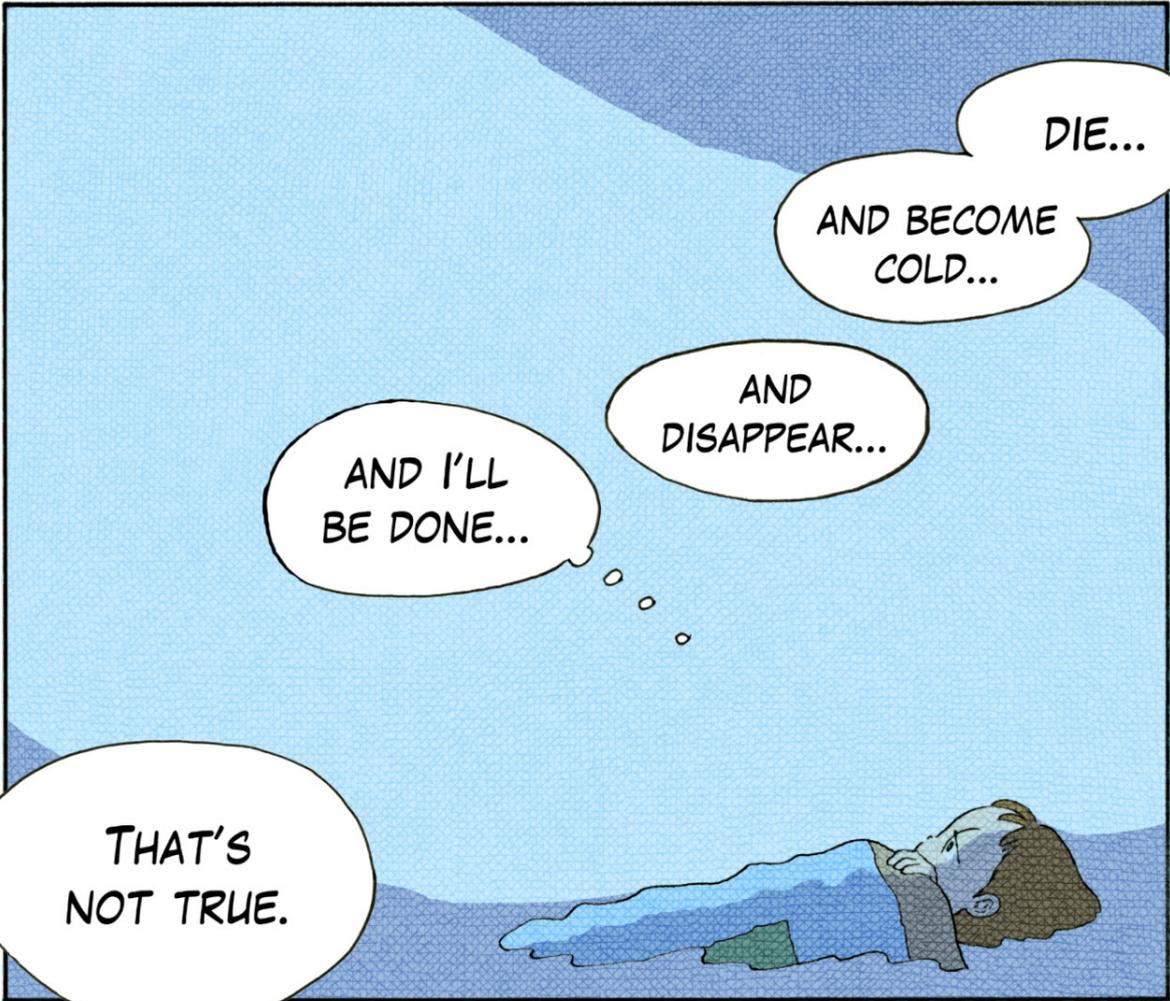






ONE DAY...

I WILL ALSO...



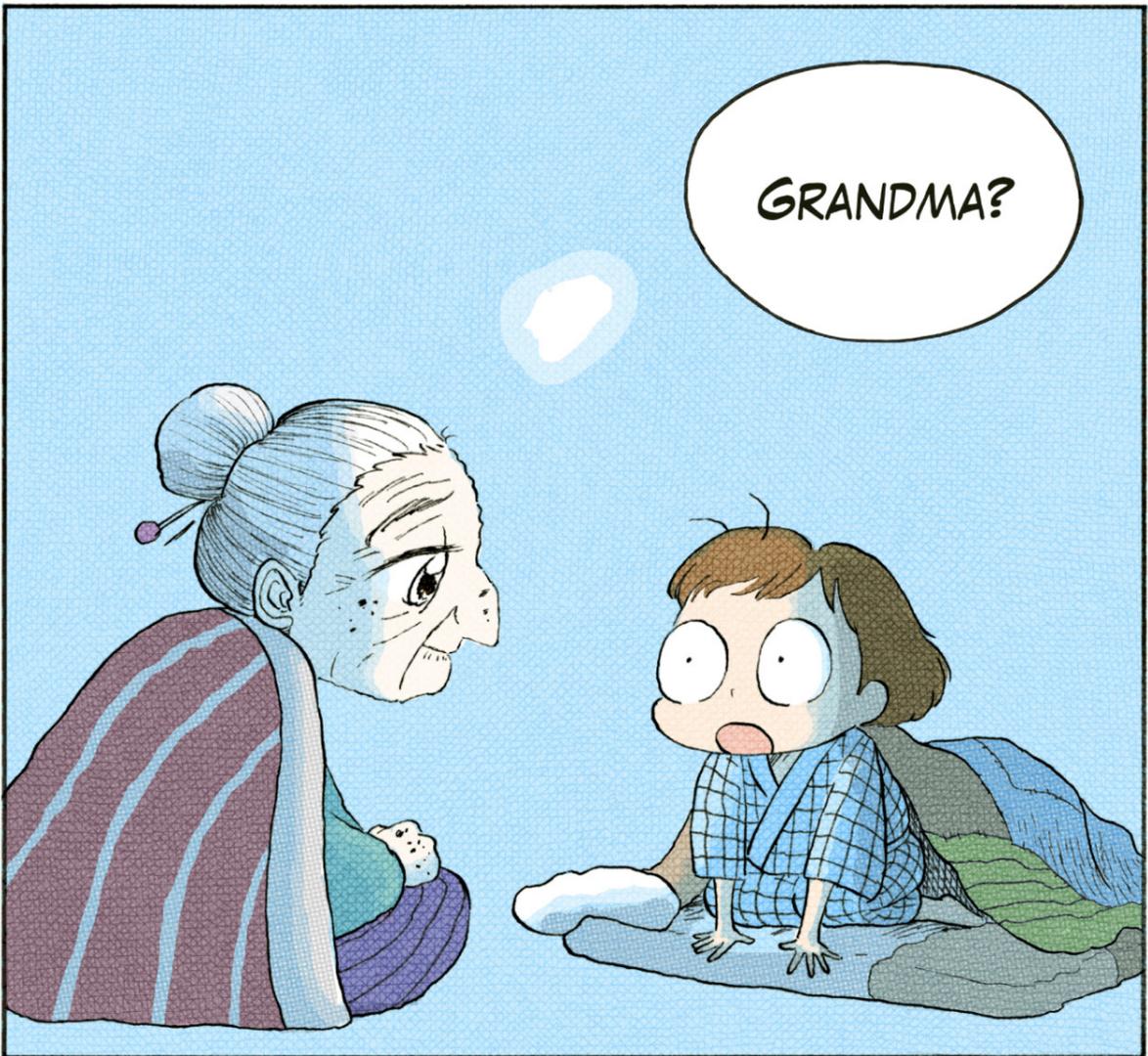
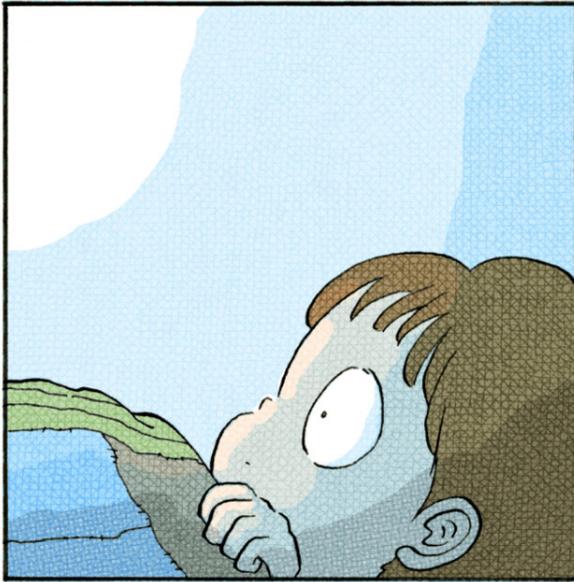
DIE...

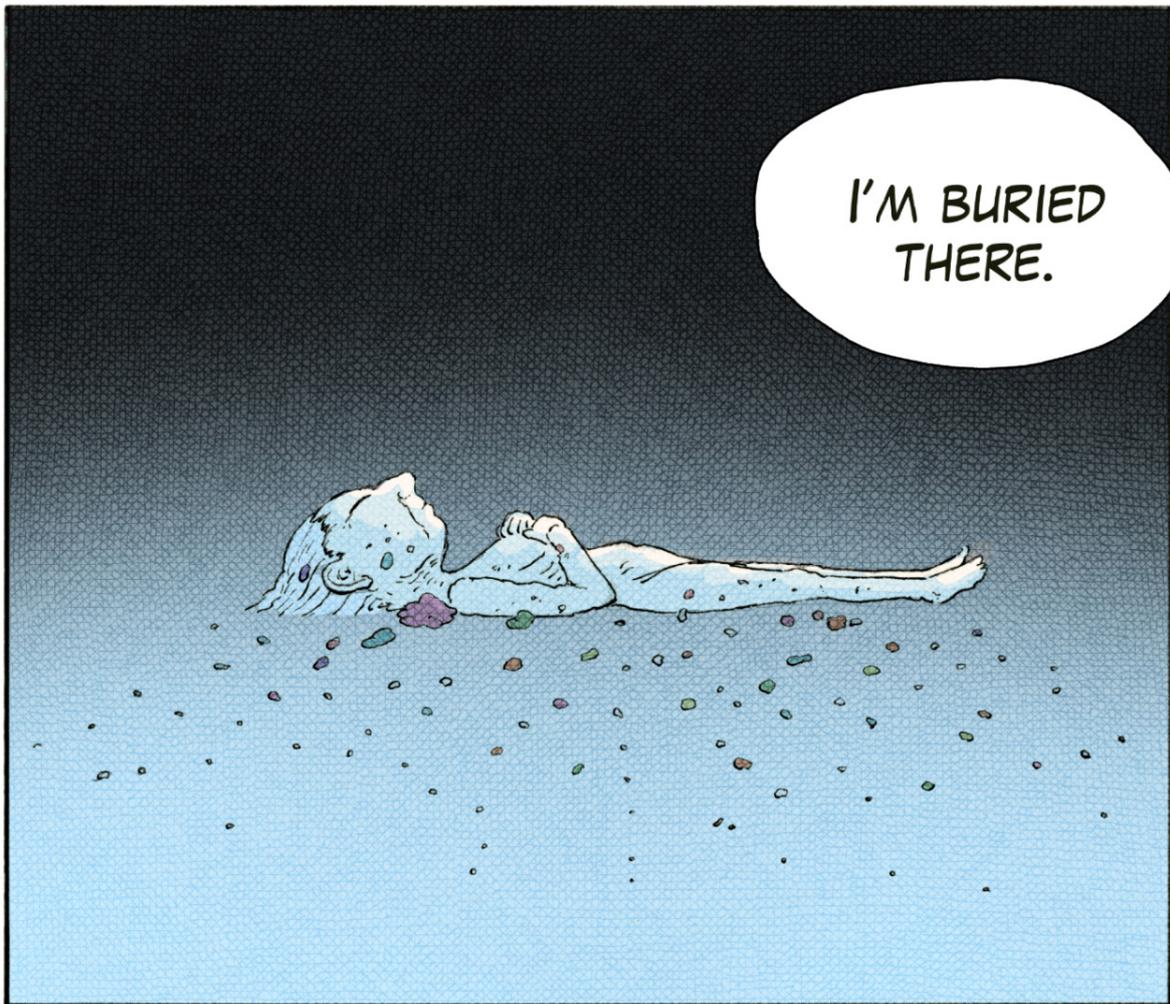
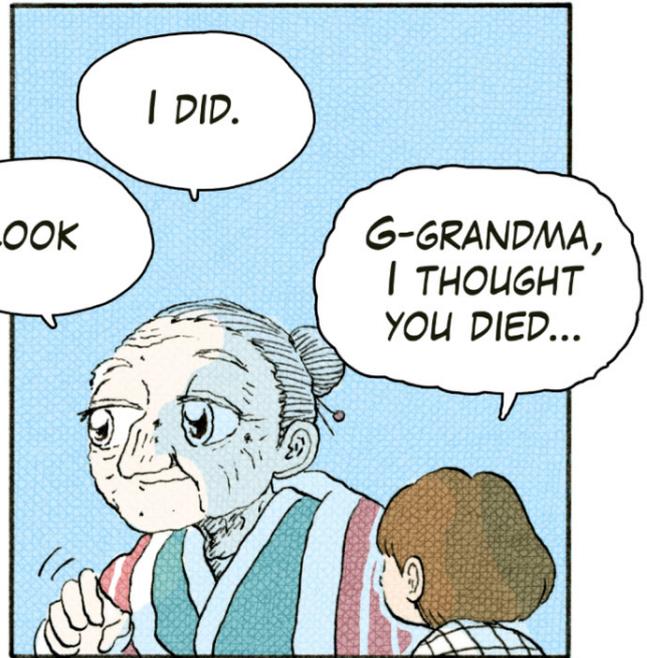
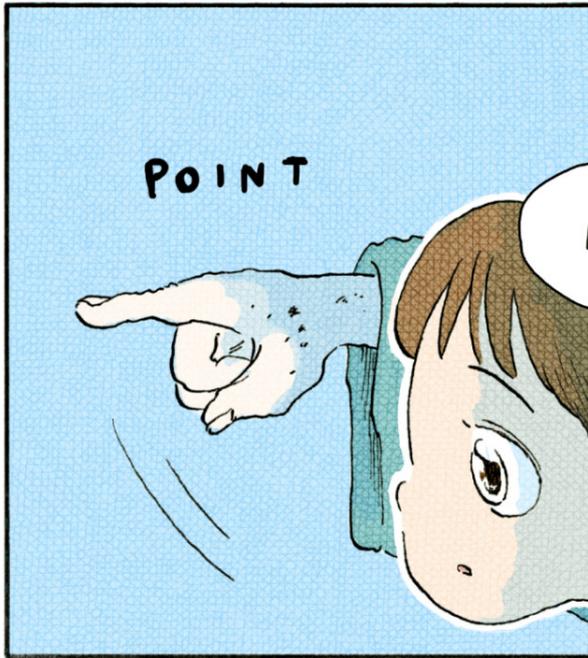
AND BECOME COLD...

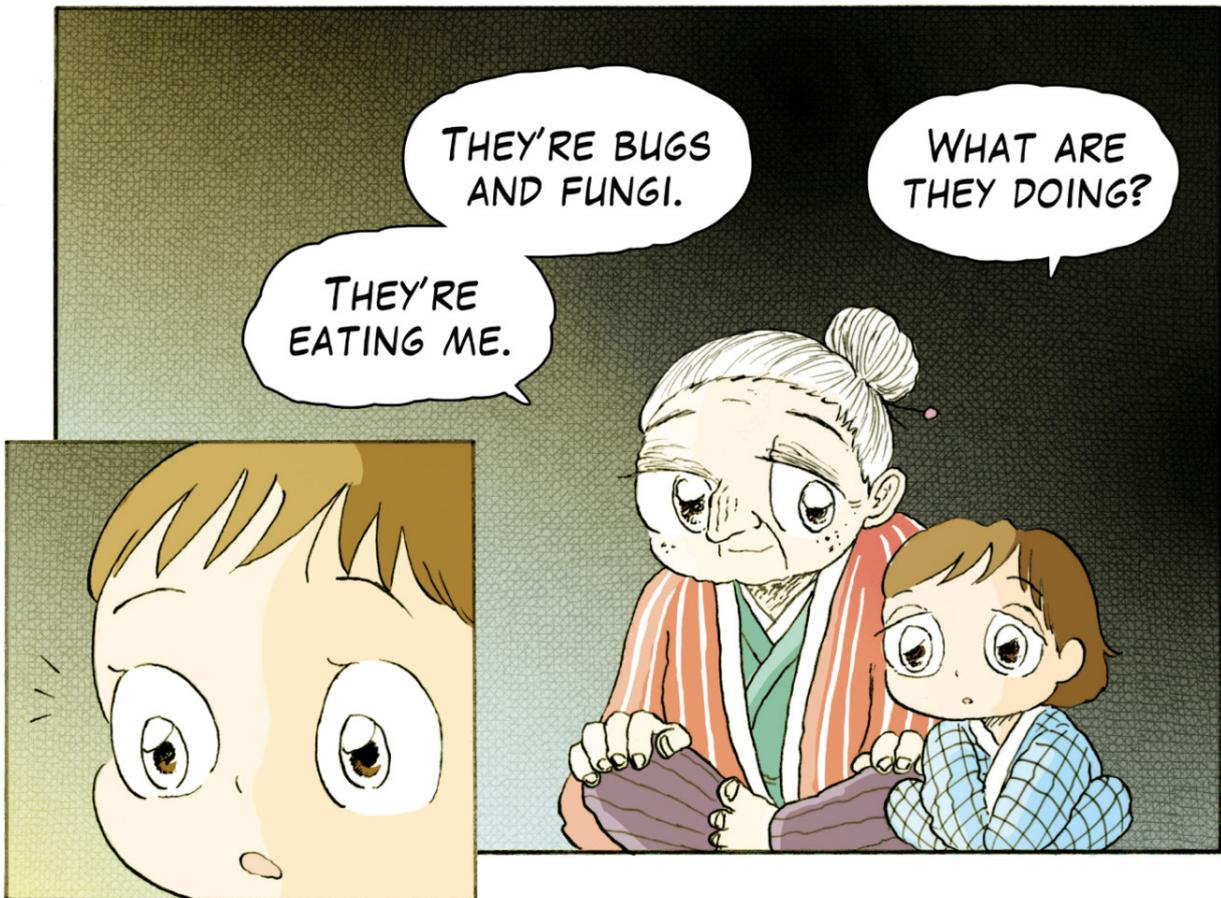
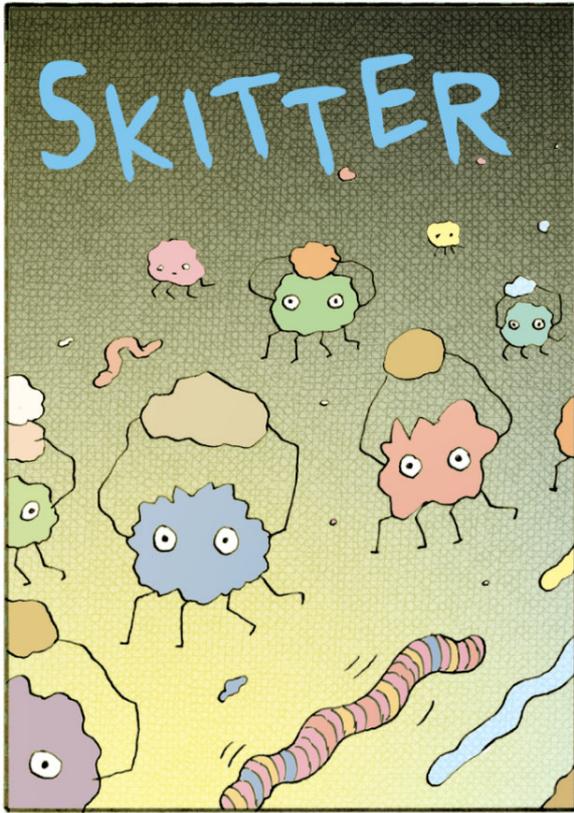
AND DISAPPEAR...

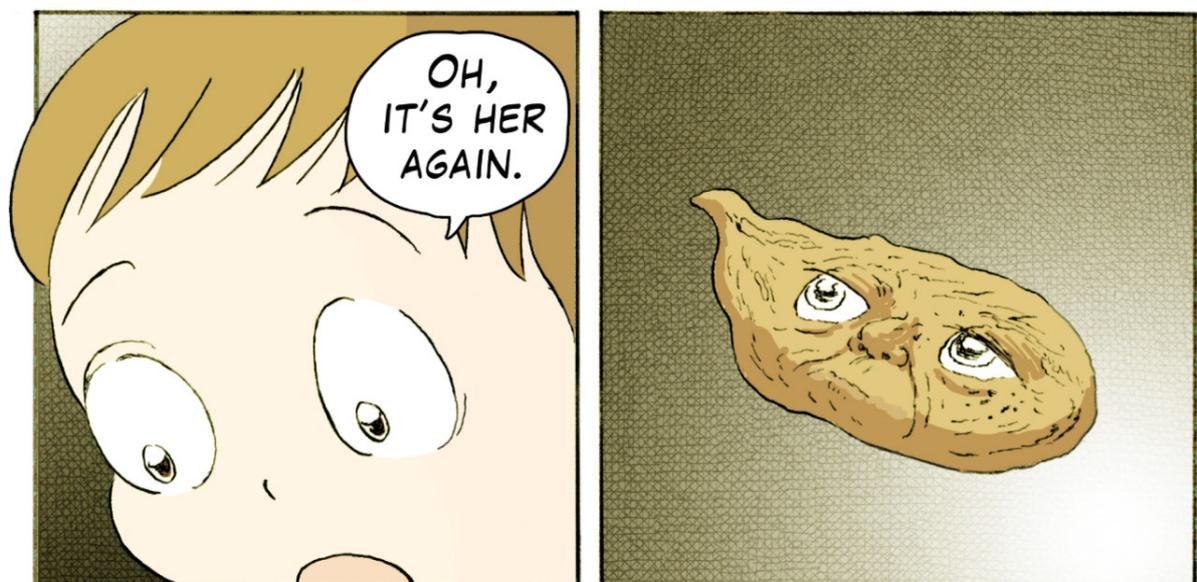
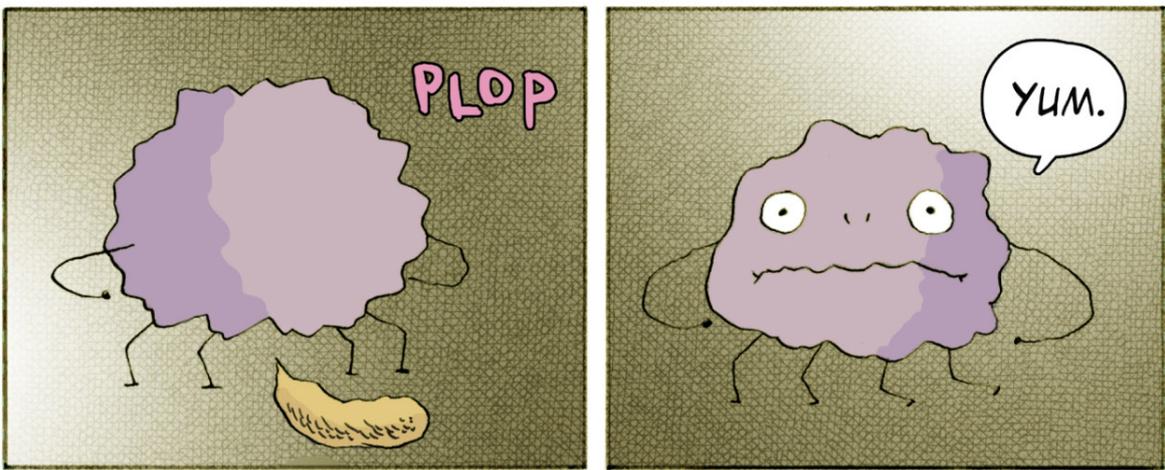
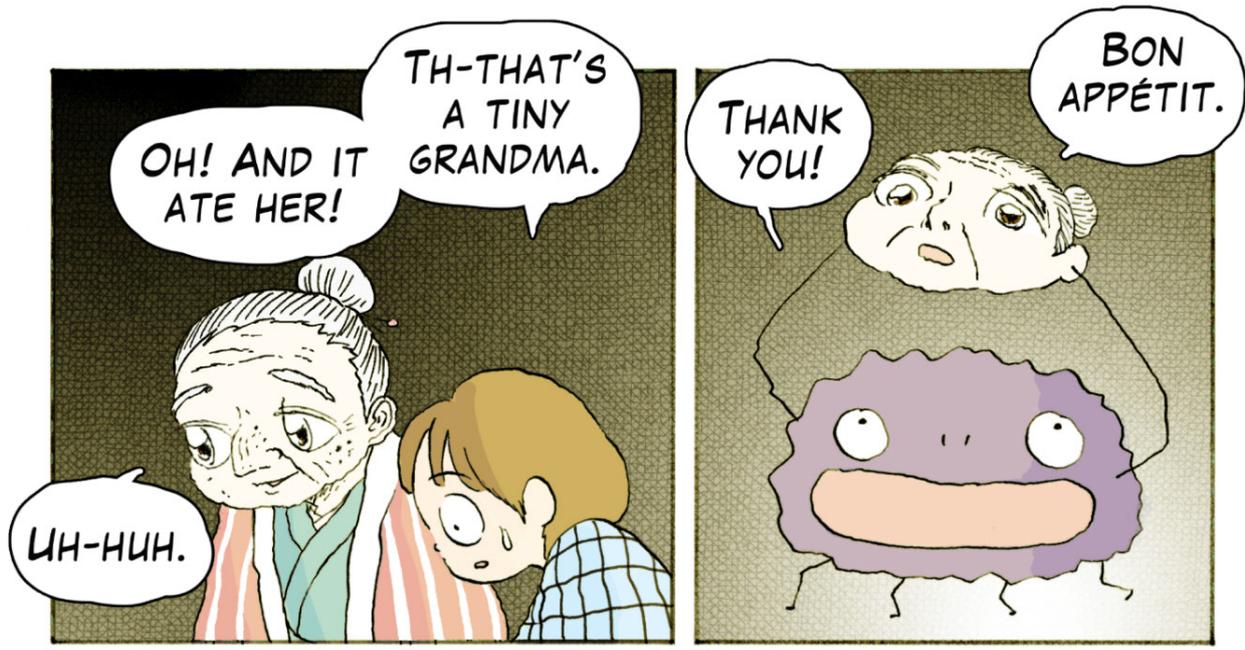
AND I'LL BE DONE...

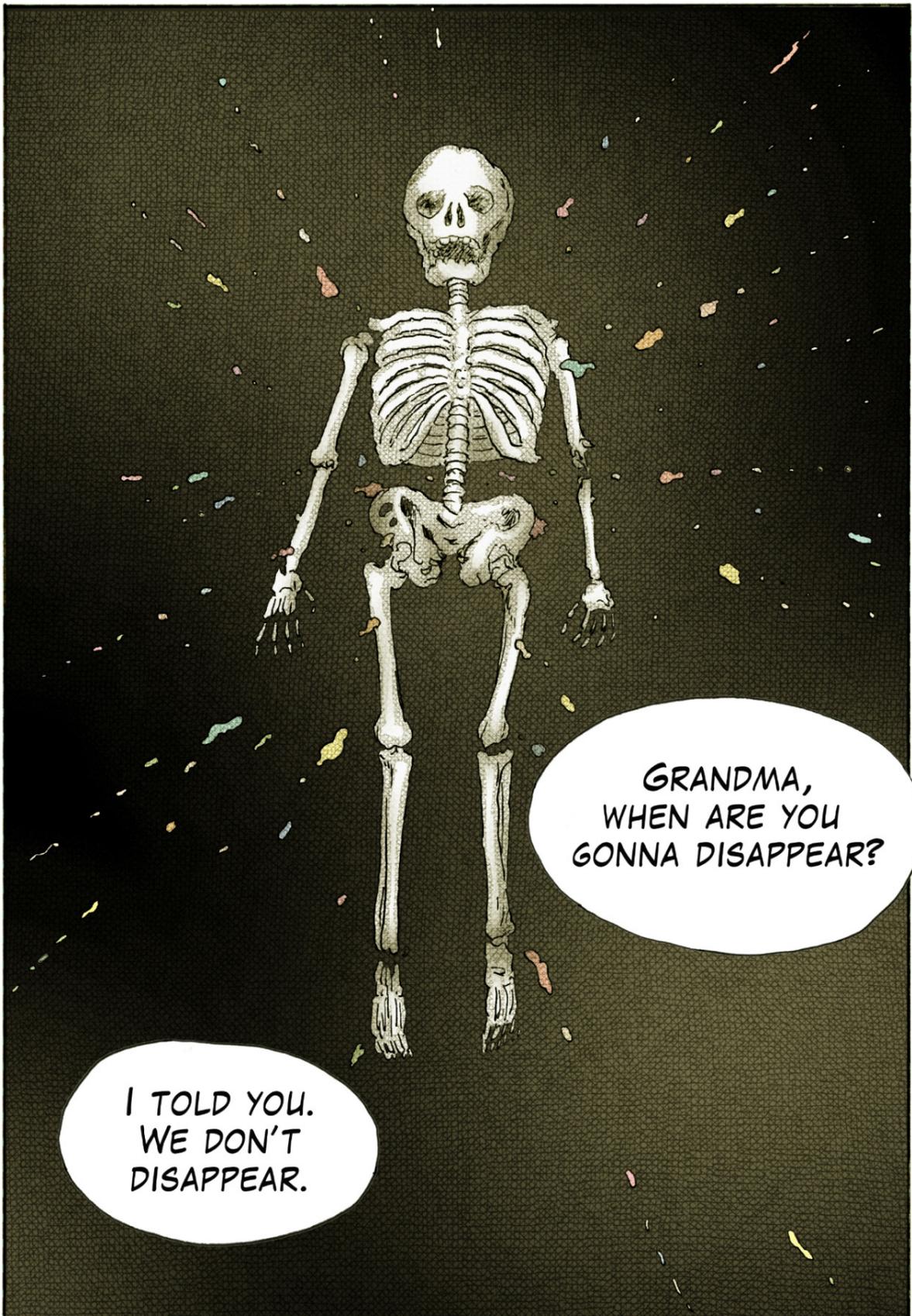
THAT'S NOT TRUE.





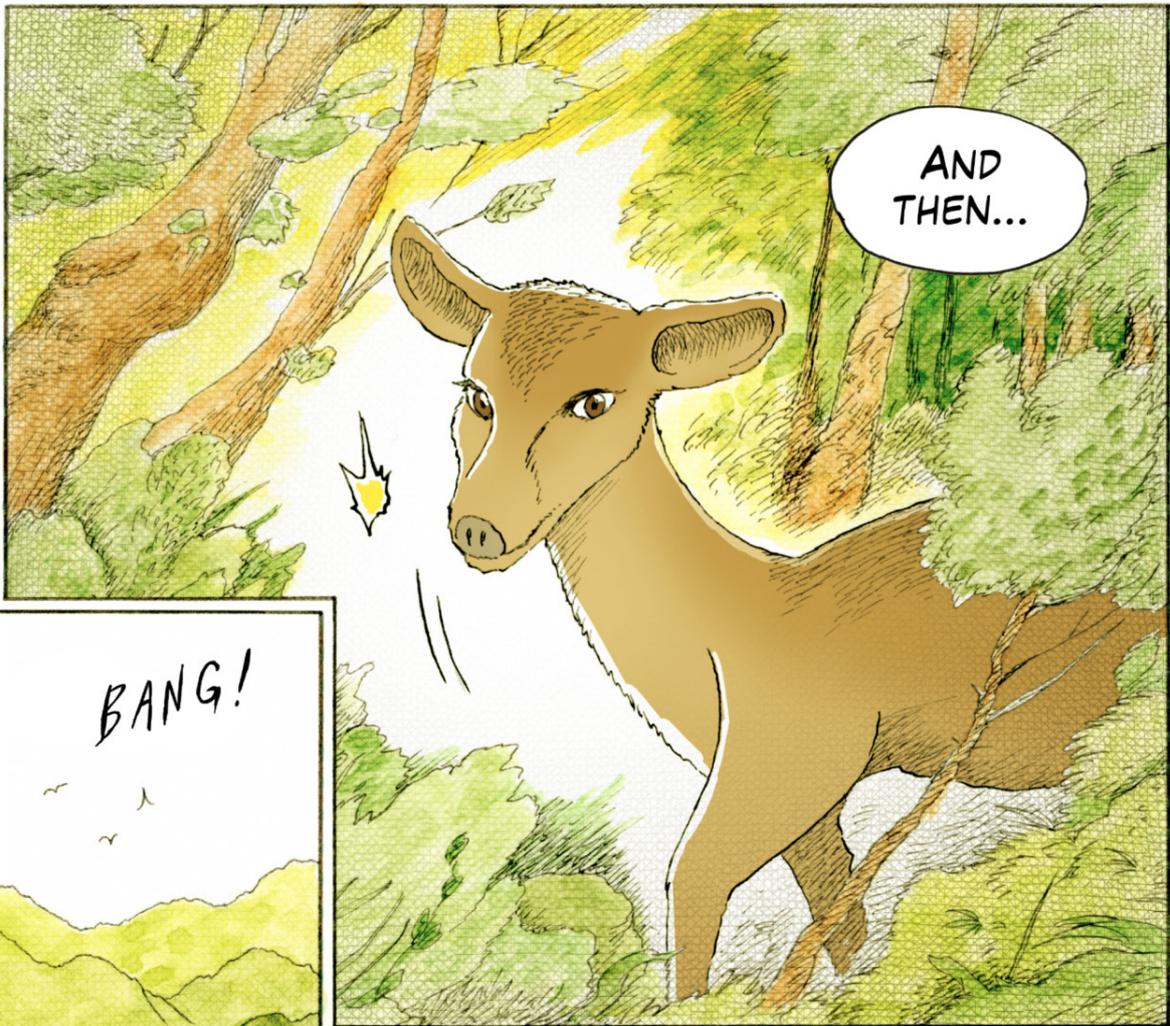
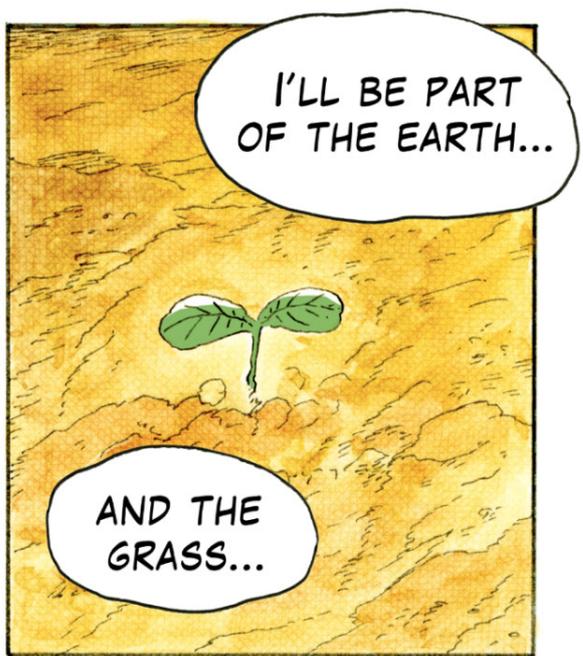


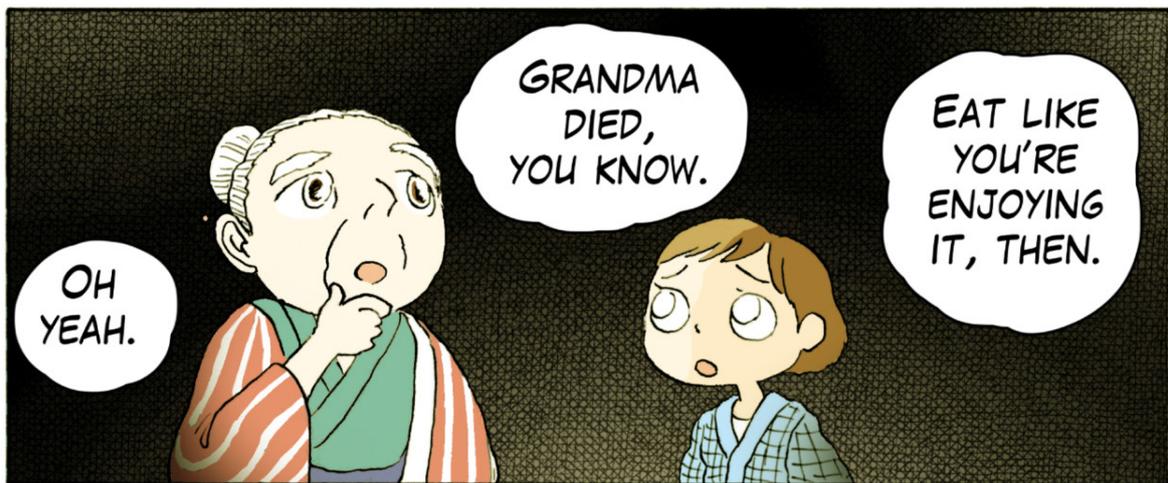
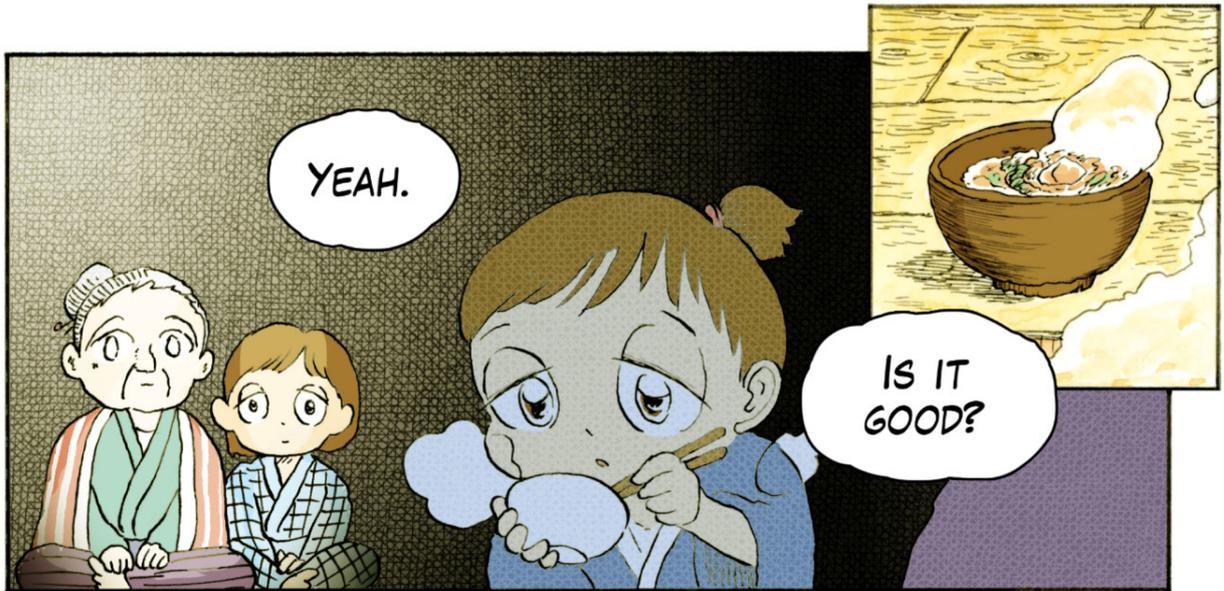


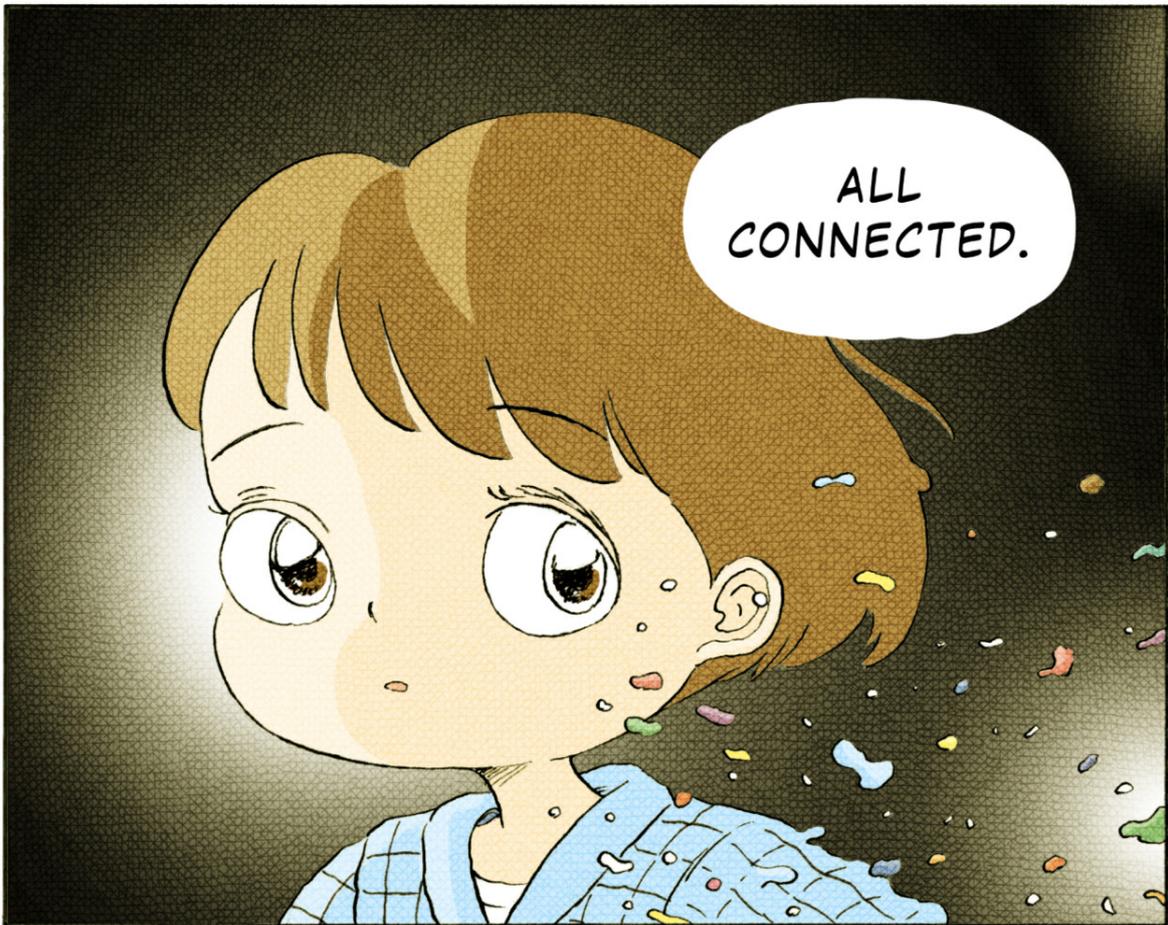


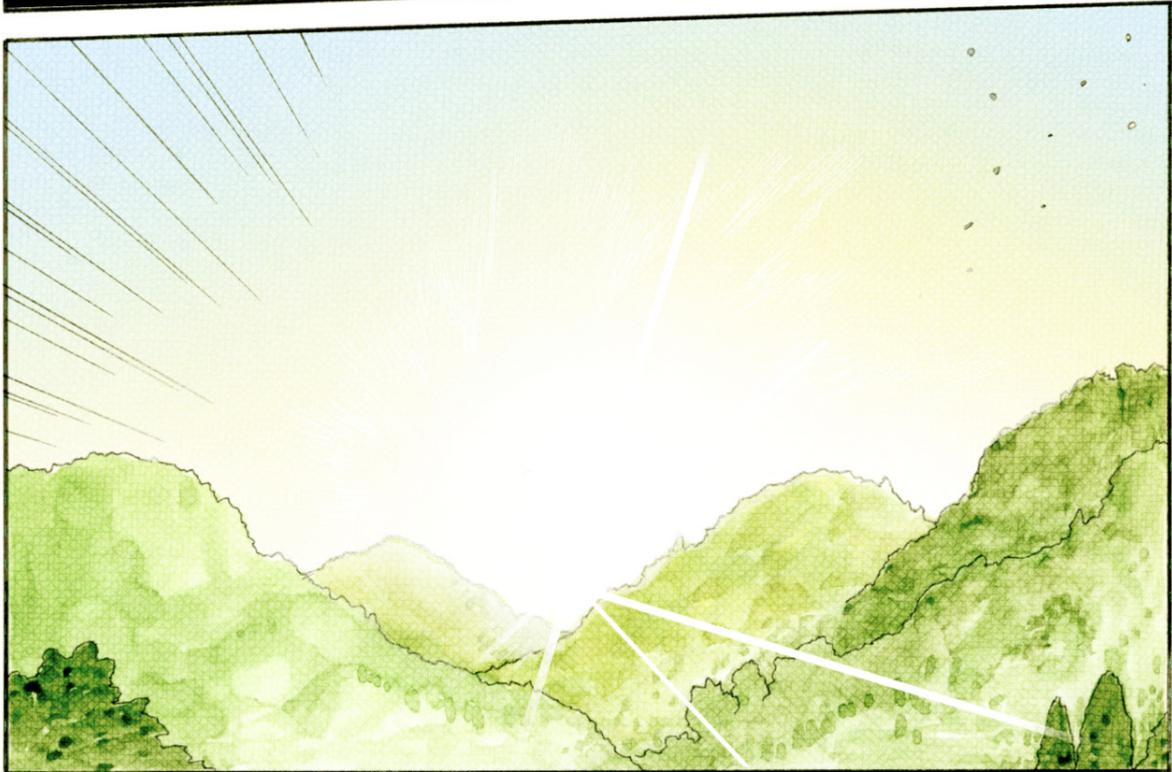
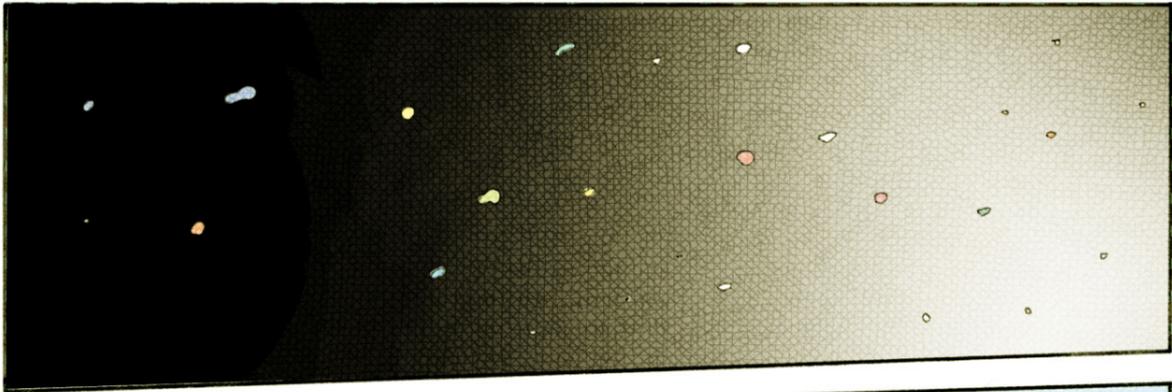
I TOLD YOU.  
WE DON'T  
DISAPPEAR.

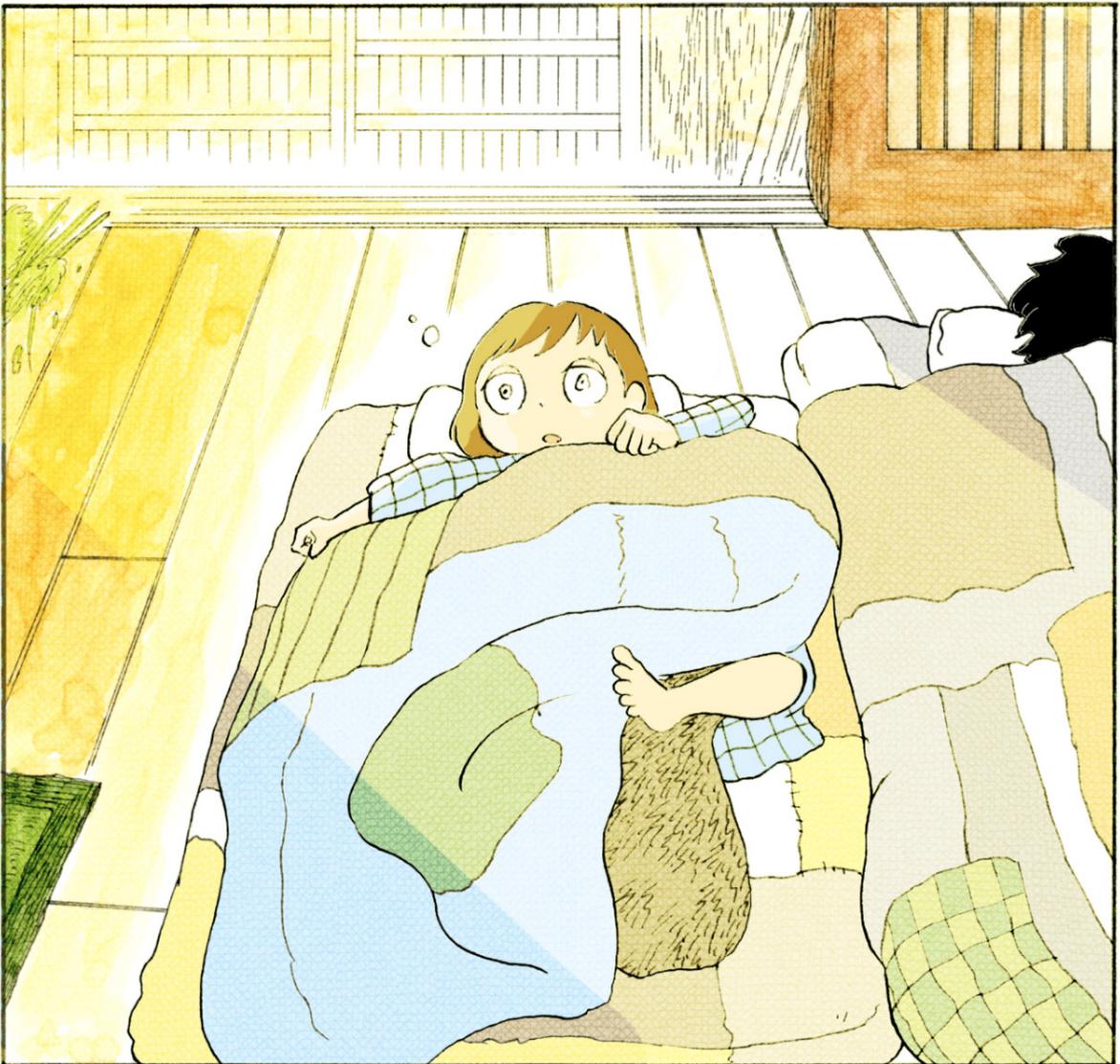
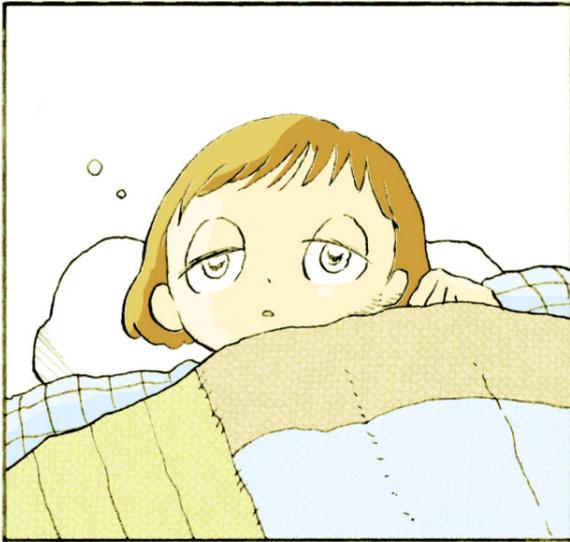
GRANDMA,  
WHEN ARE YOU  
GONNA DISAPPEAR?

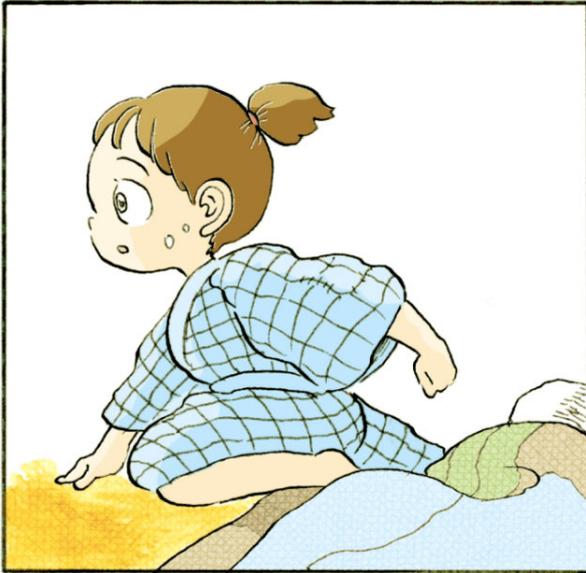


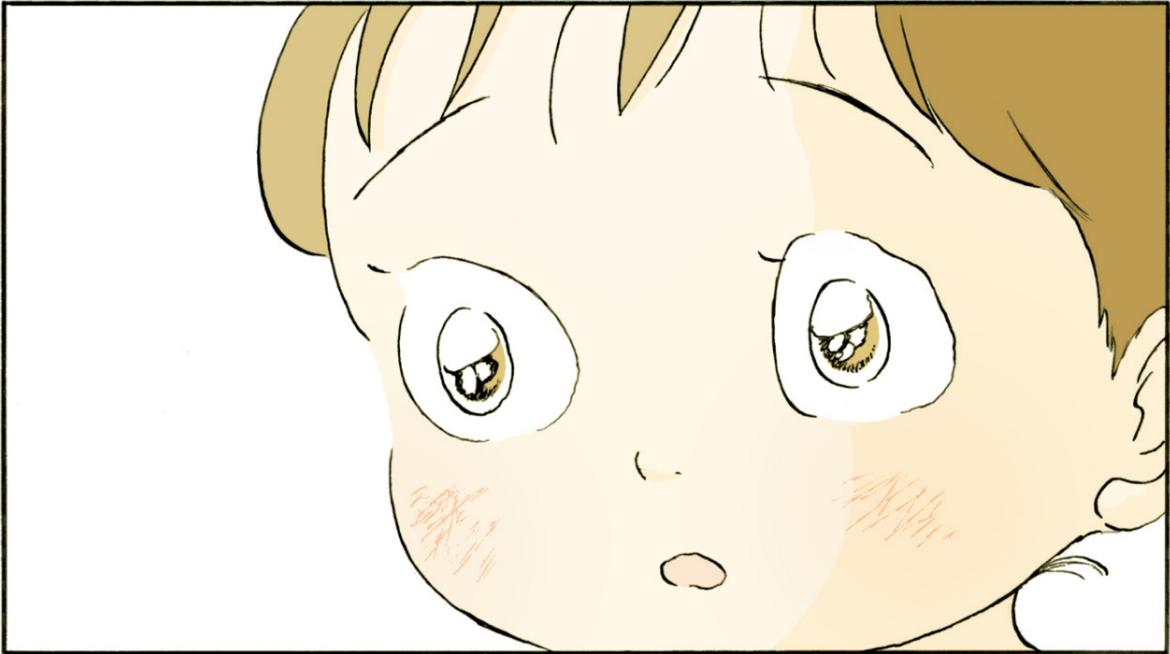














IS ONE BIG  
CYCLE.



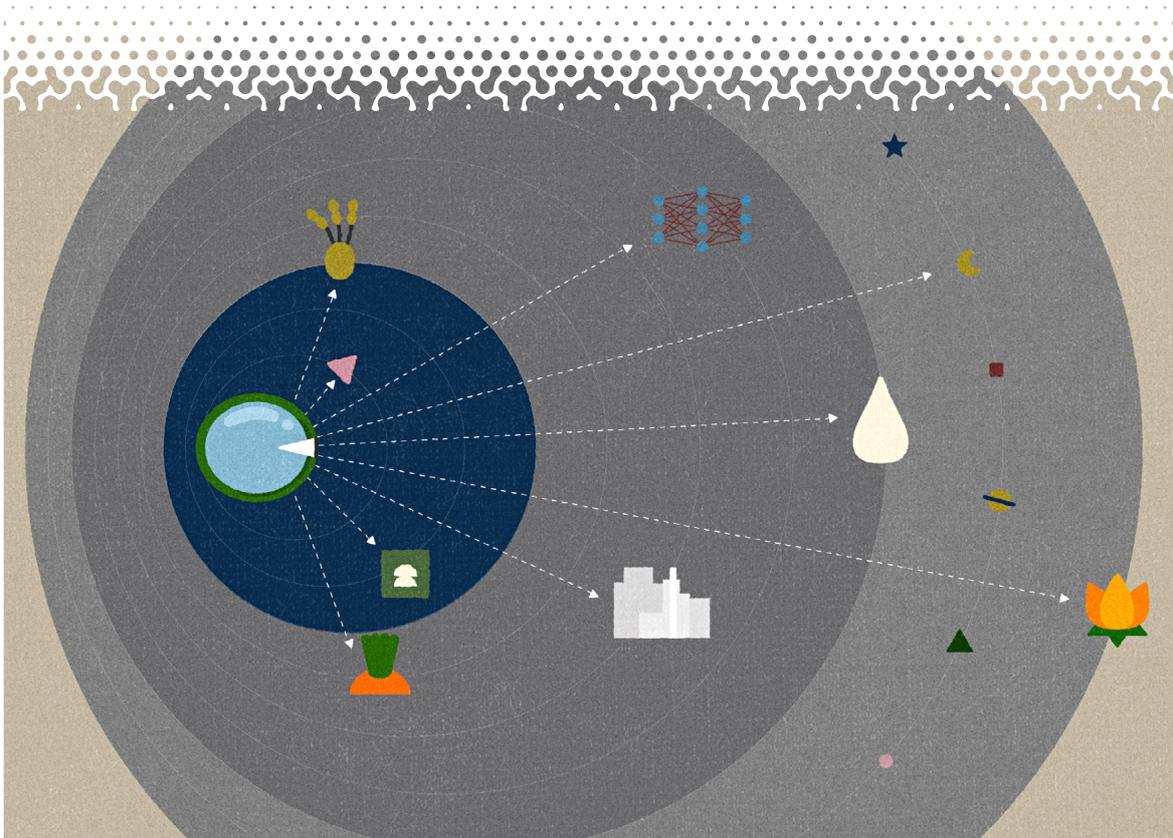
**Manga artist / Illustrator**

## **Mitsuhiro Sasaki**

Born in January 26th 1983 in Kitakyushu, Fukuoka. "Interw@//1" (PIE BOOKS) was honored with Japan Media Arts Festival Recommended Work. Not only mangas, Sasaki works with illustrations, book binding, and animations as well.

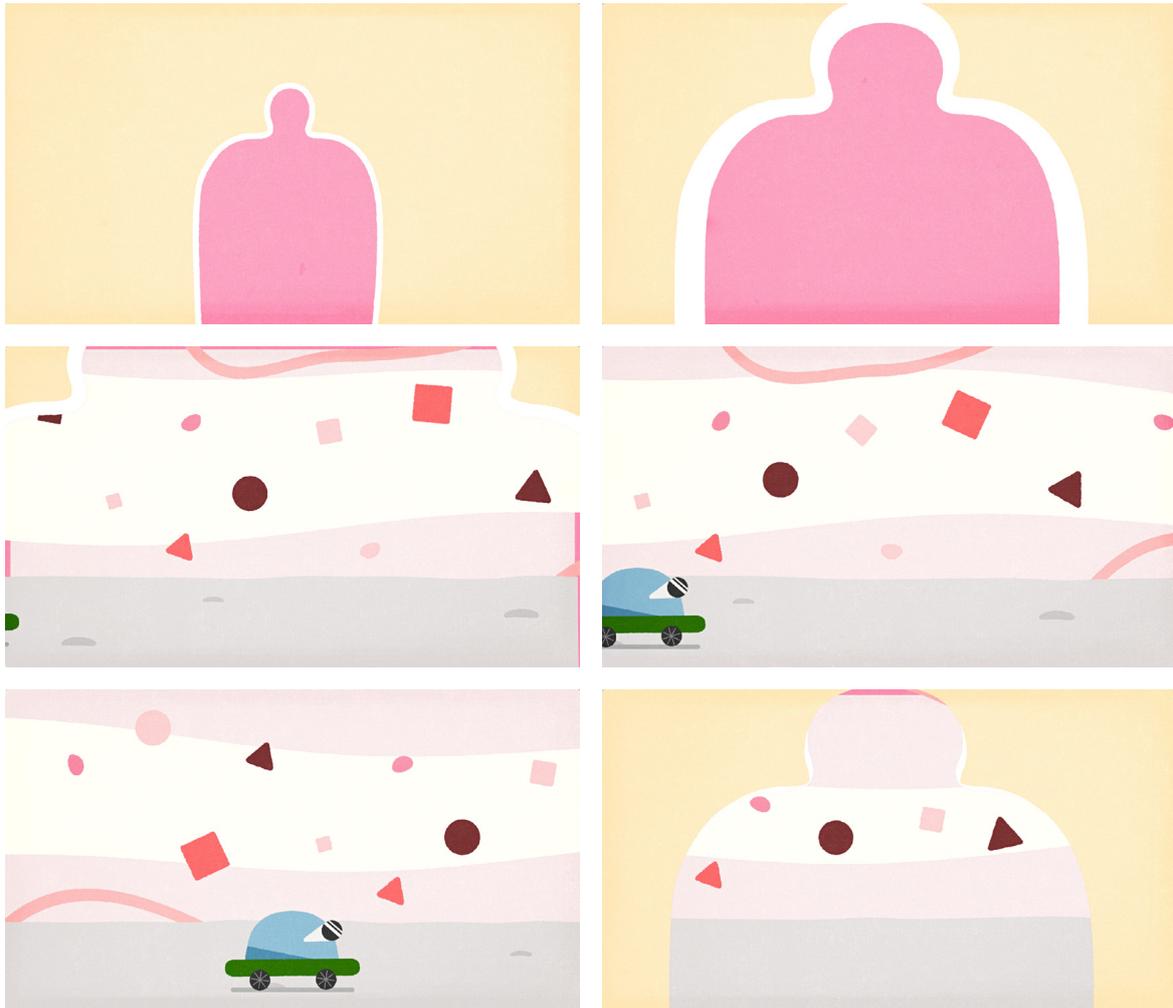


# “JUNKAN” Here, “JUNKAN” There. Embark on a Journey Through a Cycle of X Meters from Within Me.



“JUNKAN” here, “JUNKAN” there. Embark on a journey through a cycle of X meters from within me.

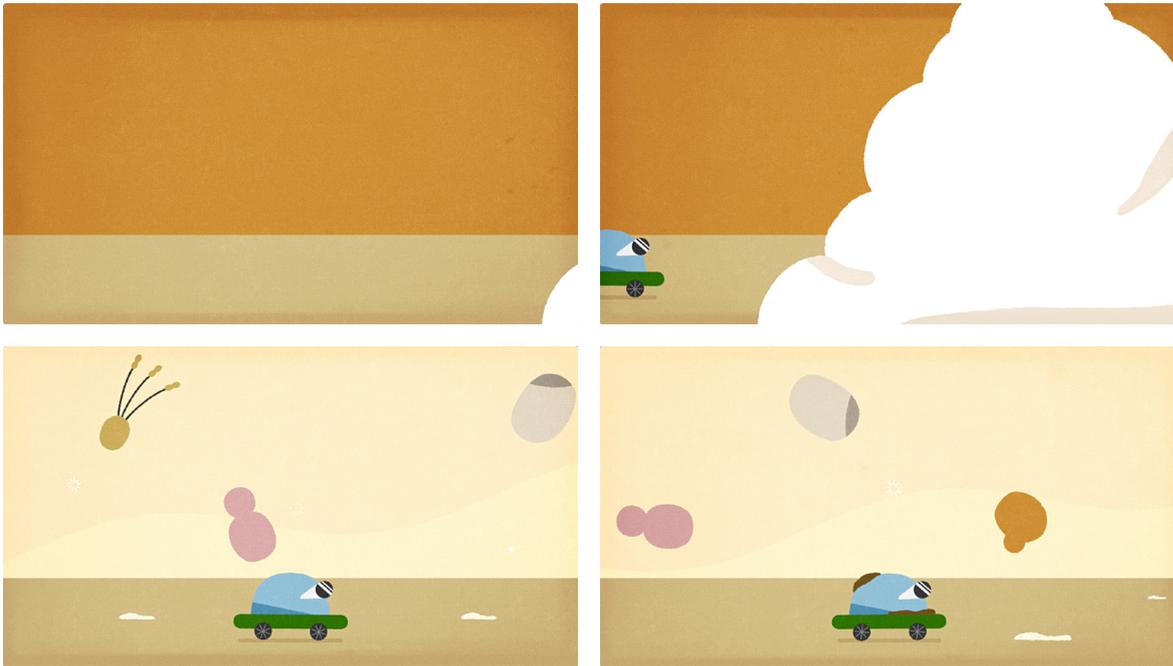
What defines a cycle? It exists within your body, within the cityscape, amidst the mountains, in the vast expanse of the universe, and conceivably beyond. Indeed, everything we perceive in our daily lives comprises various cycles. The X meters expedition through the cycles of this world commences at 0 meters, nestled within our very beings. From the intimate confines of my home spanning a 10-meter radius, to the far reaches of the globe, extending beyond the earthly bounds into the vast expanse of the cosmos. Thus commences an eternal odyssey of cycles!



## My Essence Pulsates with Cycles!

You might believe you know yourself to a certain degree, yet the true hue of your heart remains a mystery. Beating approximately once per second, the heart orchestrates the symphony of circulation, propelling blood throughout the intricate network of arteries, veins, and capillaries. Oxygen and nutrients are transported to cells while carbon dioxide and waste products are collected. The human body is ingeniously designed around the mechanism of circulation. This fundamental truth extends not only to humans but to all living organisms.

Renowned biologist Shin-ichi Fukuoka, in his acclaimed book "Seibutsu to Museibutsu no Aida (Between Living and Non-living Things)," proposes that "living organisms are flows in dynamic equilibrium, never actualities as individual secured entities." Thus, we embark upon a journey both familiar and magnificent, interwoven into the tapestry of cycles and circulation.



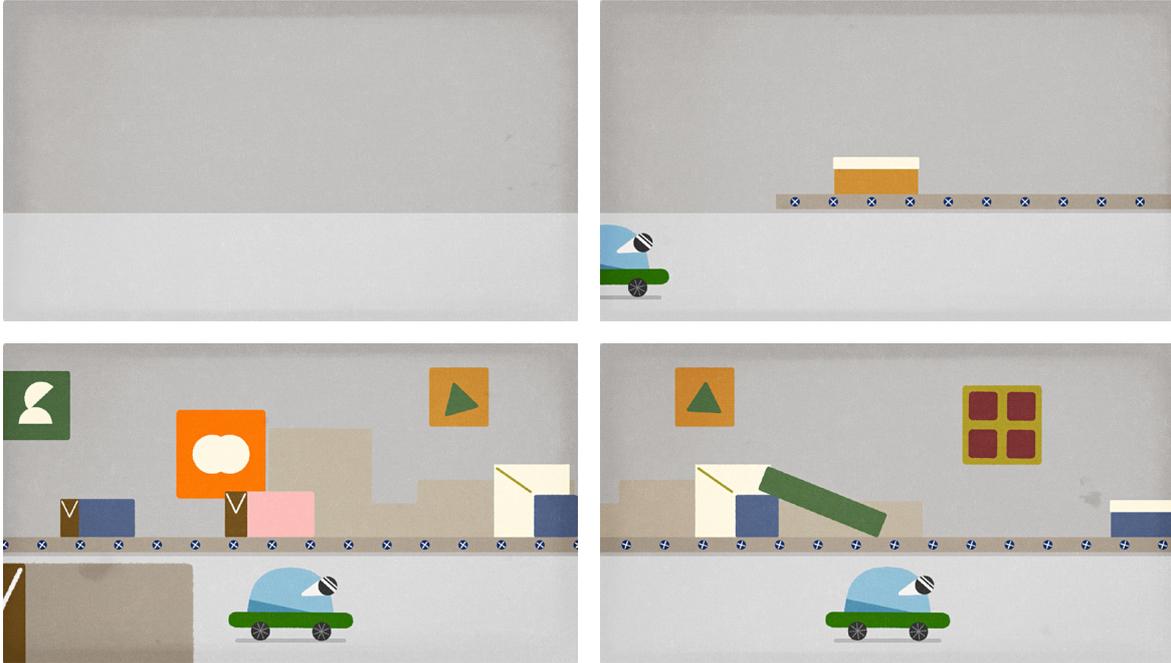
## Fermentation: Nature's Culinary Alchemy

Fermented delicacies like natto, sake, soy sauce, and yogurt hold such a familiar place on our dining tables that they've become indispensable, but what's the secret behind their magic?

Fermentation is a fascinating process wherein microorganisms such as yeast, bacteria, and molds metabolize organic compounds like carbohydrates and proteins, yielding alcohols, organic acids, and carbon dioxide to fuel their energy needs. This transformative process not only enhances the nutritional profile of foods but also imbues them with rich, complex flavors. Indeed, fermentation has been an integral aspect of culinary tradition since time immemorial.

While we often associate fermentation with culinary delights, it's essential to recognize that its underlying mechanism is akin to that of "putrefaction." The actions of microorganisms can either elevate food to delectable heights or render it inedible. Despite ongoing global research on microorganisms, there remain numerous mysteries yet to unravel. Indeed, the estimated count of microorganisms inhabiting Earth ranges from 415 to 615 x 10,000,000,000,000,000,000,000. Or perhaps even more.

What remains unequivocal, however, is the symbiotic relationship between humans and the microscopic world of microorganisms. By indulging in fermented fare, we partake in the bounty of nature's microbial artisans, enriching our culinary experiences in the process.

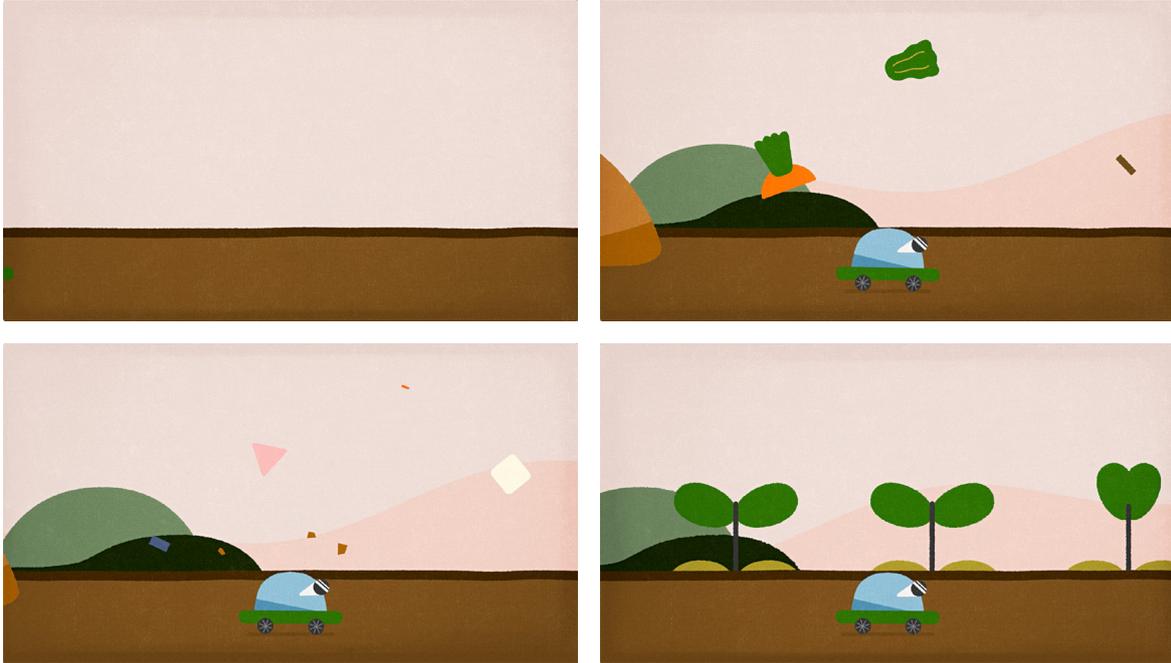


## The Resale Market: Driving the Circulation of Goods

Long-utilized items that have outlived their usefulness find new homes, igniting a fresh cycle of value anhis phenomenon has persisted since ancient times, exemplified by practices dating back to the Edo period. Take, for instance, the tradition of furugi-gai, or secondhand clothes buying where garments are procured from the public for reuse. Candle buyers, who gathered melted candles, and the practice of shimogoe-gai, which involved selling collected excrement to farmers as fertilizer, further underscore the ingenuity of resource circulation during that era. Interestingly, it was believed that excrement from the upper class was more nutrient-rich and therefore fetched a higher price.

Fast forward to the year 2024, and we witness the burgeoning landscape of the internet resale market. Platforms like Mercari, a prominent player in Japan, have experienced exponential growth, with last year marking its most successful performance since inception. Celebrating its 10th anniversary, Mercari has embarked on a new mission: "Circulate all forms of value to unleash the potential in all people."

As goods circulate, the very fabric of our world undergoes rapid transformation, revitalizing economies and reshaping individual lives. Embrace the dynamism of this circulating ecosystem within arm's reach, beginning with items within a 5-meter radius of your room, and witness firsthand the power of cycles in action.



## The Agricultural Cycle Begins: Cultivating Rooftop Gardens

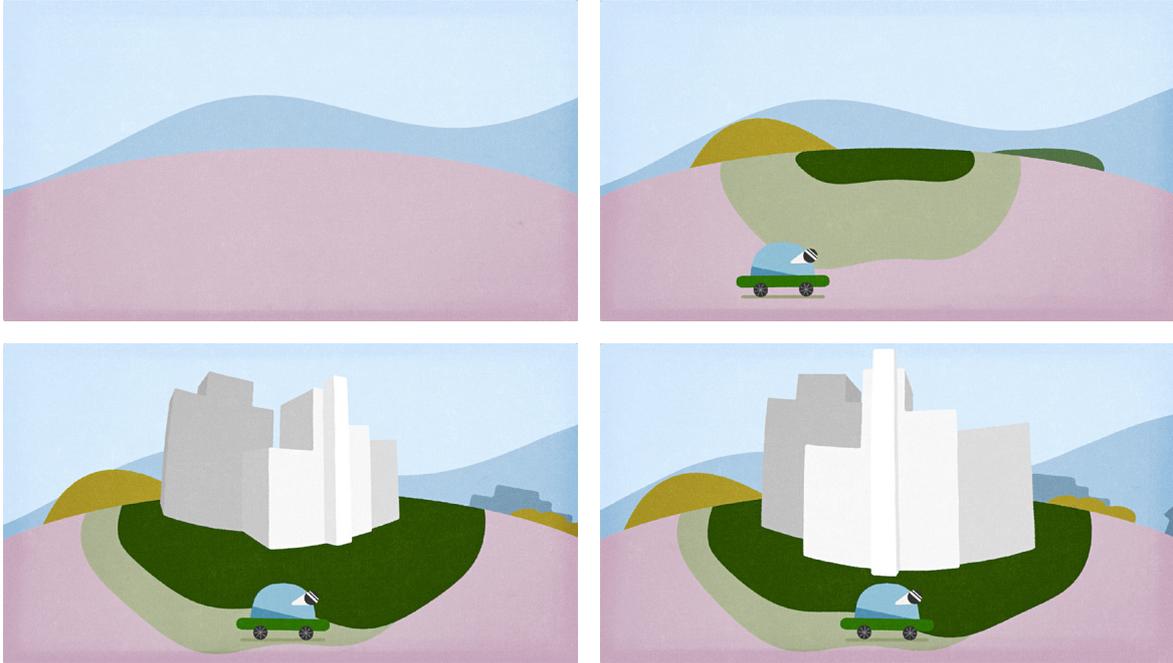
In recent years, there has been a burgeoning movement to establish regional hubs known as community gardens. Sprouting up across urban landscapes worldwide, these community gardens serve as catalysts for sustainable community development, fostering local interaction, enriching food culture, and addressing environmental concerns.

Notably, numerous initiatives are tackling food-related issues, a trend resonating strongly in Japan. One such endeavor is the Edible KAYABAEN project, which envisions transforming Nihonbashi Kayabacho into an edible enclave by harnessing composting to convert food waste into fertilizer. The garden, which sprouted on the rooftop of Tokyo Shoken Kaikan, was crafted by Phil Cashman, a practitioner and researcher of permaculture in Japan—a design ethos aimed at fostering symbiotic relationships between humans and nature, under the mentorship of Bill Mollison, widely acclaimed as the “father of permaculture.”

Under the umbrella of Edible Schoolyard Japan, the organization behind Edible KAYABAEN, the Edible Schoolyard Project—originating from the organic movement in California—partners with public elementary schools to deliver food education.

Students actively participate in growing, cooking, and consuming the produce cultivated within the schoolyard, fostering a deeper connection to their food and environment. Edible KAYABAEN aspires to cultivate a community where children thrive in health and safety, nurturing their vitality through food-centric learning experiences. From the humble beginnings of a rooftop garden atop a building, emerges a sustainable food cycle that paves the way for a promising future.

# 5,000m



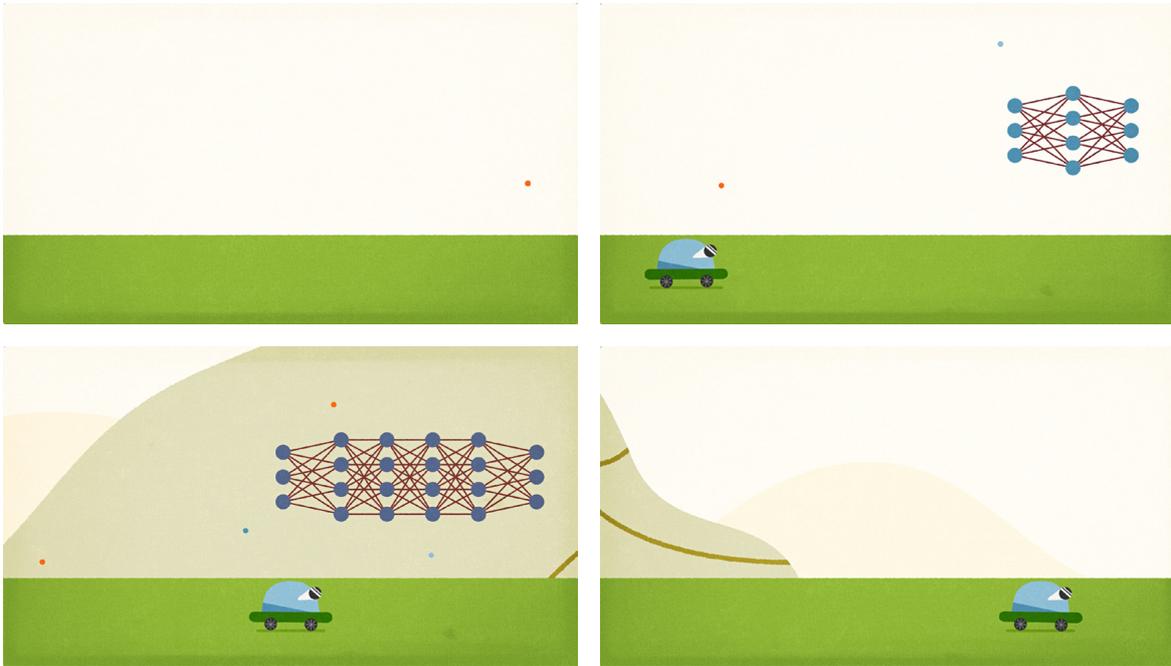
## Architectural Artifacts: Timeless Creations

Allow me to introduce a cycle that traverses not only space but also time, bridging the gap between us and the object in an instant. Is time truly a linear progression? Old trends and sentiments often resurface like echoes of the past. Indeed, phenomena do not merely unfold along a single temporal axis; rather, they spiral akin to the structure of DNA. In this context, labeling something that once existed as merely “old-fashioned” may be overly simplistic.

The SHIROIYA HOTEL, inaugurated in Maebashi in December 2020, has garnered widespread attention beyond the realm of construction. Born from the renovation of the Shiroiya Ryokan—an inn established during the Edo period, transitioned to a hotel in late 1970’s, and ceased operations in 2008—the hotel pays homage to its storied past. Drawing inspiration from its history of hosting numerous artists and dignitaries, the interior was meticulously crafted by Sou Fujimoto and an international team of creators, adorned with artworks by luminaries such as Hiroshi Sugimoto.

While recycling and renovation techniques have become commonplace worldwide, the SHIROIYA HOTEL revitalizes the very essence and allure of its establishment. Embedded within the local community, it fosters an ecosystem that nurtures art and intellectual discourse—a cultural, societal, and ecological cycle uniquely achievable on the grand canvas of architecture. Within the confines of your own neighborhood, within a 5,000-meter radius, you’re bound to encounter architectural marvels that transcend time, reborn anew in your own backyard.

# 100,000m



## The Brain's Information Circulation: The Blueprint for Deep Learning

permeated our lives, finding its implementation in PCs, smartphones, household appliances, and beyond. At its nucleus lies deep learning, a machine learning technology.

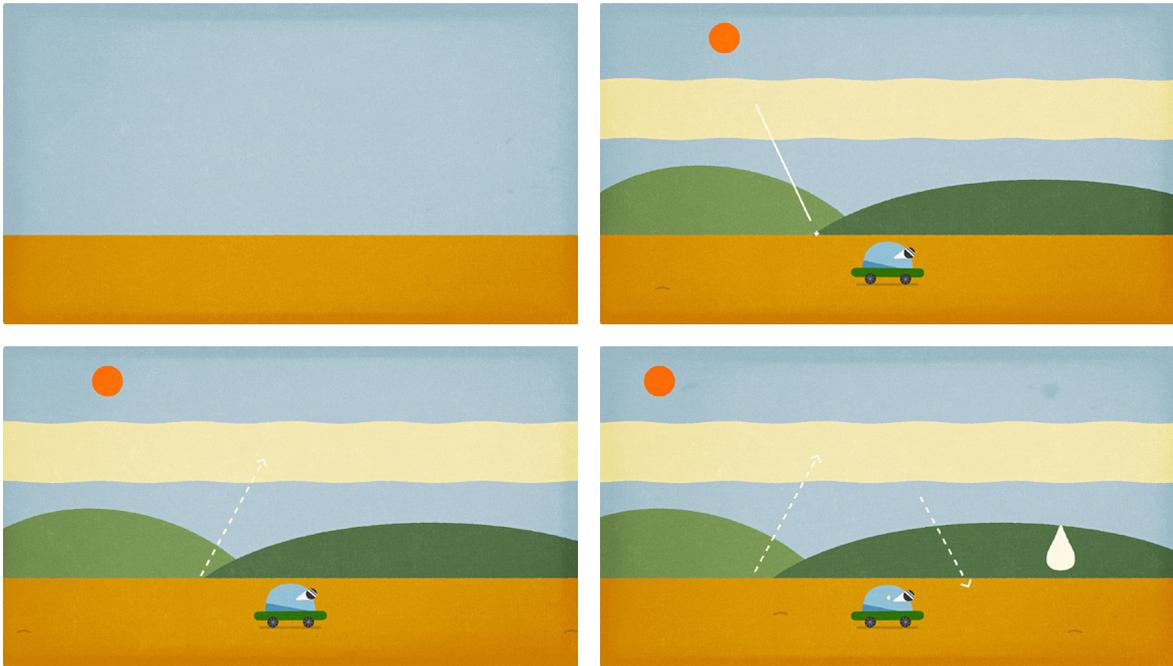
What sets deep learning apart is its capacity for autonomous problem-solving through the absorption of vast datasets. Much like humans acquire knowledge and expertise, machines learn autonomously from data inputs.

Kunihiko Fukushima, esteemed as the “father of deep learning,” pioneered the foundational structure of deep learning with his creation, the neocognitron, unveiled in 1979. This groundbreaking innovation forms the bedrock of contemporary artificial intelligence, enabling the learning of diverse information domains, encompassing speech, video, and natural language.

Remarkably, the neural networks powering AI were inspired by the intricate neural networks of the human brain. With billions of interconnected neurons facilitating information exchange, the brain serves as a paradigm for information circulation. Similarly, technological advancements have led to the formation of a global network, perpetuating the circulation of information.

Once relegated to the realms of storybooks, the prospect of cohabiting with robots seemed far-fetched. Yet, the day we surpass the futuristic visions portrayed in science fiction films may be imminent.

# 10,000,000m



## Atmospheric Circulation

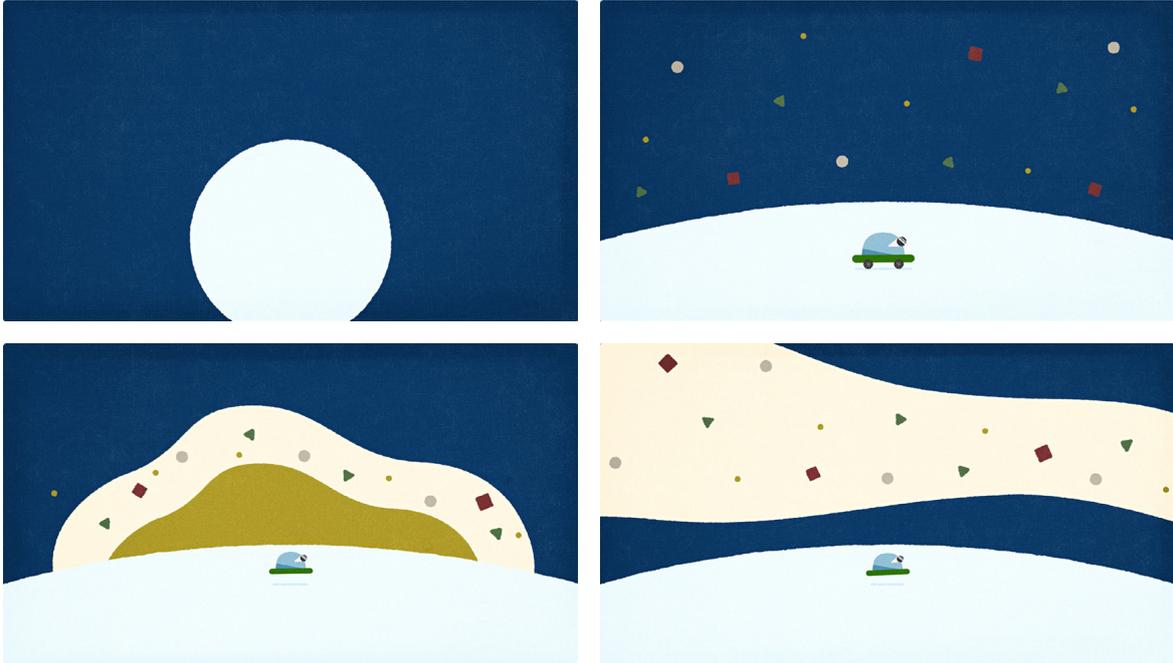
While checking the morning weather forecast has become routine, the method for predicting weather was only discovered a few decades ago.

In the late 1960s, Shukuro Manabe, Nobel laureate in Physics (2021), pioneered the Atmospheric General Circulation Model (AGCM), revolutionizing climate prediction. Dr. Manabe's model, which integrates atmosphere and ocean dynamics, highlighted the correlation between rising atmospheric carbon dioxide levels and global warming. Derived from fundamental laws, including principles commonly taught in high school, this model has significantly influenced climate studies.

In response to escalating global warming concerns, Dr. Manabe merged the AGCM with the Ocean General Circulation Model (OGCM), which determines the state of the oceans based on water temperature and salinity, to create the Coupled Ocean-Atmosphere General Circulation Model (COA-GCM). Remarkably, this model accurately replicates real climate patterns without historical meteorological data, serving as a vital tool in climate change prediction.

Dr. Manabe, motivated by a desire to understand Earth's climate rather than mitigate global warming, underscores the intellectual curiosity that propelled his research. His pioneering work continues to shape climate modeling for years to come.

# 200,000,000m



## Galaxies Are Born from Enigmatic Cycles

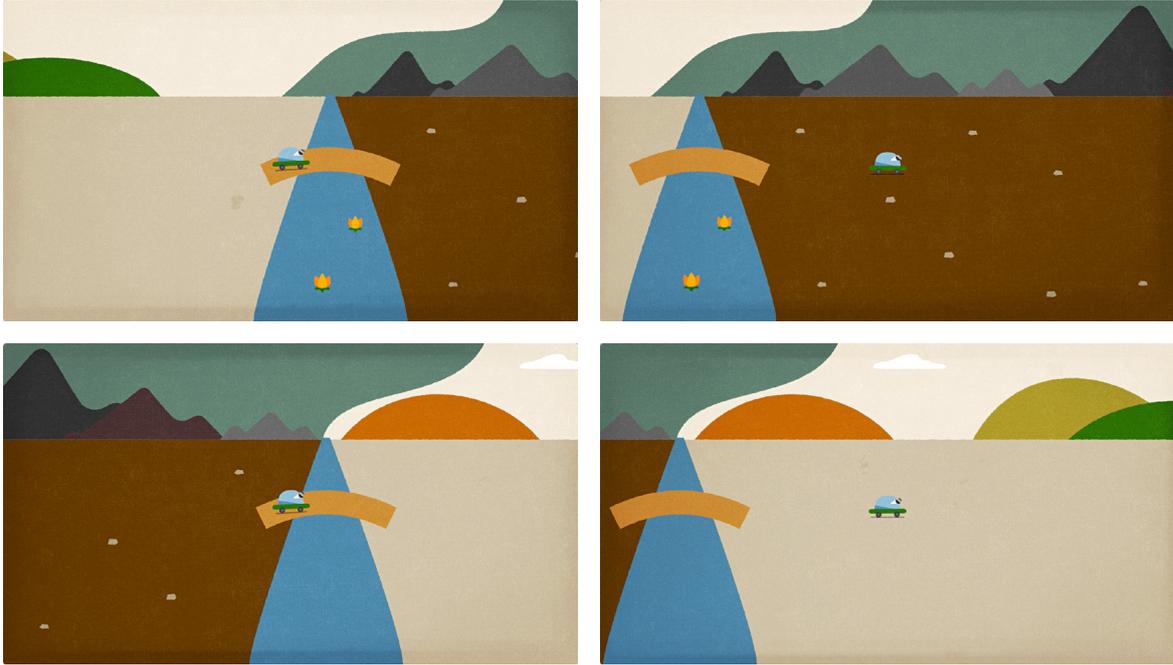
The notion that various phenomena are shaped by cyclical processes extends far beyond our own planet. Recent studies have unveiled that the very framework of galaxies, the building blocks of the universe, emerges from the intricate circulation of matter.

In November 2023, Takuma Izumi, an associate professor at the National Astronomical Observatory of Japan, unveiled groundbreaking findings. Using the ALMA telescope, capable of capturing radio waves emitted by celestial objects over 13 billion light-years away, Izumi conducted high-resolution observations near the heart of the Circinus Galaxy, situated approximately 14 million light-years from Earth. Through meticulous scrutiny of molecules, atoms, and plasma, Izumi achieved a world-first: an in-depth exploration of the flow and structure of gas within the galaxy.

Galaxies, vast cosmic tapestries, are comprised of stars, stellar remnants, gaseous elements, cosmic dust, and the enigmatic substance known as dark matter. It is believed that these elements, crucial components of space dust and organic material, originate within stars and evolve through the dynamic circulation within and between disc galaxies.

Merely 63 years have passed since humanity first ventured into the great beyond. Yet, the once seemingly boundless expanse of space now feels within reach, with private space travel ventures on the horizon. While mysteries persist, the unveiling of the galaxy's secrets and the origins of the universe may be closer than we dare to imagine.

# ...99,999,999,999,999m



## The Cycle of Life and Death in Buddhist Philosophy

In Buddhism, the concept of *jōbutsu*, or resting in peace, holds significant meaning. It suggests that upon death, individuals merge with the universe, dispersing and intermingling throughout existence. This idea is vividly portrayed in Sokyu Genyu's novel "Chuin no Hana," the winner of the 125th Akutagawa Prize. In it, Keiko, the wife of Norimichi, a Buddhist monk, reflects on the presence of the departed in her daily life and contemplates the notion of *jōbutsu*.

She articulates, "Resentment, sadness, and other emotions dissolve into the vast expanse of the sky, becoming minuscule until there is no 'self,' merging and spreading endlessly. That's the essence of *jōbutsu*... It's about attaining purity...and I believe there are no distinctions in this purification. Some may struggle to let go of these feelings, unable to dissolve them easily...but ultimately, it all leads to the same outcome once they do."

Dying and living are indeed perceived as opposing concepts, like antonyms or the dual forces of yin and yang. Such is the inherent duality we perceive. Yet, when viewed through the lens of *jōbutsu*, we recognize that death and life are integral components of a unified cycle. This cycle unfolds in a realm seemingly distant from one's self, yet intimately intertwined with one's essence.



# What Is “JUNKAN”?

## Exploring the Concept with 10 Key Individuals



If someone were to ask you about the meaning of “JUNKAN,” how would you respond?

You might begin by contemplating something familiar to you, perhaps a shirt recently purchased from a second-hand clothes store. Once worn by another and having fulfilled its purpose, it becomes a significant part of your life, eventually passing on to someone else, creating a continuous cycle. Alternatively, you could reflect on something even more personal, such as the blood circulating through our bodies—pumped out by our hearts and flowing seamlessly throughout. On a grander scale, the changing seasons repeating each year as the earth rotates can also be viewed as a form of “JUNKAN” or cycle.

Let’s delve into the concept of “JUNKAN” together, exploring the perspectives of 10 individuals including designers, a biologist, a photographer, a comedian, and more, as presented by Monthly JP pavilion.



Copywriter

## Junpei Watanabe

**A force of immense power and profundity, one that should never be resisted or disturbed.**

Junpei was born in 1977 in Chiba. Junpei joined Hakuodo Inc and later went on to establish his namesake company, watanabejunpeisha, Inc. in 2007. He is engaged in conceptual planning and copywriting for the Japan Pavilion.

HP: <http://www.watanabejunpei.jp>



Creative Director/Buyer

## Keiji Kaneko

Reflecting on why I am a buyer, I realize it's my pleasure to unearth something new every day as I traverse the world.

My journey has led me to encounter and acquire a diverse array of items, spanning from the old to the new. This entails collecting and disseminating history and information from around the globe through clothing.

**In a way, the role of a buyer as a mediator of things could be described as cyclical.**

In the realm of fashion, trends are omnipresent. However, at my core, I've always embraced the aesthetic of selecting timeless items. My ongoing quest is to explore the enduring beauty inherent in items meant to be used "until they decay," objects that people wish to diligently repair and continue using, and those they aspire to pass down to others once again.

Keiji has provided creative direction for brands such as L'ÉCHOPPE, J.B. ATTIRE, and BOUTIQUE.

Instagram: @keijikaneko



President of Biota Inc.

## Kohei Ito

Microorganisms inhabit various environments, including the natural world, our bodies, and cities, where they break down substances and circulate nutrients to sustain other organisms. They serve a distinctive role as “decomposers” in the ecosystem.

While contemporary perspectives often associate cycles with the movement of resources solely within human society, involving processes like upcycling various products and materials, a broader ecological perspective involves microorganisms decomposing materials. By allowing discarded materials to return to the soil and establishing a cycle that benefits other living organisms, it becomes possible to stimulate the expansion of the ecosystem.

**In the truest sense, “JUNKAN” represents the movement of materials encompassing all living creatures on Earth, extending beyond human society. It may materialize when humans develop a genuine sense of “how to discard” to facilitate proper cycling.**

Kohei is a microbiological researcher specializing in urban environments. His goal is to foster healthy and sustainable cities by promoting microbial diversity.

HP: <https://biota.city/>



Artist

## Miwa Komatsu

No matter how proficient we become or how deeply we immerse ourselves in the comparative metrics of existence, I hold firm to the belief that our lives are integral threads in the tapestry of the universe. I perceive the cosmos as engaged in a perpetual dance of “JUNKAN” – a cycle marked by destruction and renewal, tirelessly striving for equilibrium. Just as the stars, myriad and majestic, are interwoven in Indra’s web, so too are we intertwined with them.

**Within the “JUNKAN” of life’s luminous energy, I discern a profound harmony, a realm devoid of prejudice where all life is assessed on equal footing.**

I fervently aspire to be a beacon in the darkness, transcending the confines of our physical forms as the brilliance of our souls becomes the sole illumination. With hands clasped in prayer, I beseech for the flourishing of countless souls.

Born in 1984 in Nagano Prefecture, Japan, she was deeply influenced by the rich natural environment of her childhood, which sparked her spiritual awakening as she observed the cycle of life and death among various living creatures. Drawing from her belief in the equality of all souls, she incorporates sacred animals into her artwork. She holds positions as a specially invited professor at Joshibi University of Art and Design and a part-time lecturer at Tokyo University of the Arts.

HP: <https://miwa-komatsu.jp/>



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Designer  
Japan Pavilion General Producer/Designer

## Oki Sato

**As a designer, I perceive the generation of ideas as an inherent example of “JUNKAN.”**

Ideas don't spontaneously descend from the heavens; rather, they emerge from the consistency of our daily rituals. Wearing the same attire, strolling the same path, and sipping coffee at the identical spot daily, we discern subtle variations in our routine, giving rise to new ideas.

This can be described as a gentle intertwining of the “JUNKAN” of various traits and cycles, all the while remaining mindful of each one individually.

Born in 1977, Oki founded design studio Nendo in 2002. Oki has been honored with national and international design awards, and his significant works are featured in the collections of museums globally. Serving a diverse clientele, he caters to both domestic and international clients. Oki is currently working on the interior design of France's new high-speed TGV trains.

HP: <https://www.nendo.jp/>

(Photo credit: ©Allan Abani)



Biologist/Signature Pavilion  
“Dynamic Equilibrium of Life” Producer

## Shin-ichi Fukuoka

Dynamic equilibrium represents the state of life wherein order is continually rebuilt through constant decomposition and synthesis, serving as the primary mechanism for life to counteract the cosmic principle of increasing entropy.

On the cellular level, the fundamental unit of life, components like cell membranes, proteins, and DNA persist in a perpetual state of dynamic equilibrium. Our individual organisms, composed of cell aggregates, also maintain life through the dynamic equilibrium of processes such as feeding and excretion as well as catabolism and assimilation. Zooming out to the macro perspective of ecosystems, the entire Earth functions as a system in dynamic equilibrium, wherein atoms, molecules like carbon and water, energy, and information consistently circulate through processes of separation and collection.

Life phenomena act as pivotal nodes in this cycle. The greater the number of nodes, the more robust the network of cycles becomes.

**Hence, biological diversity plays a crucial role in supporting the dynamic equilibrium of the global environment.**

Professor at Aoyama Gakuin University and visiting professor at Rockefeller University. Shin-ichi has authored a plethora of works, such as “Seibutsu to Museibutsu no Aida” and “Doteki Heiko” series, both of which scrutinize the essence of life through the lens of dynamic equilibrium theory.

HP: <https://www.fukuokashinichi.com/>



Comedian/Sanitation Worker

## Shuichi Takizawa

When I'm doing waste collection work, I observe that some items, though easy to acquire, pose a challenge when it comes to disposal. Envision a scenario where the items you currently hold in your hands, such as soil, mobile batteries, and other lithium-ion batteries will, one day, transform into trash. Contemplating how we discard things and questioning their necessity prompts a shift in our behavior.

Throughout the history of mankind, prioritizing acquisition "because we don't have enough or because we want it" has prevailed, placing our generation and the next in challenging situations.

**Our responsibility is to envision the eventual disposal of items and act accordingly. The essence of the cycle involves contemplating the journey's end and adjusting our actions in an appropriate manner.**

Hailing from Tokyo, Shuichi co-founded the comedy duo "Machine Guns" in 1998. Beyond his comedic pursuits, he also works in waste management.

Shuichi was appointed as a "Sustainability Ambassador" by the Ministry of the Environment in 2020.

X: @takizawa0914



Photographer

## Tamaki Yoshida

Before me lies a bear carcass, nearly reduced to bones and skin, its form barely recognizable. A multitude of maggots, having consumed most of the decaying flesh, were attempting to disperse from the carcass, resembling a river. I captured this scene on a summer day behind a rock on the beach.

A living creature thrives, consumes food, excretes it, and eventually perishes. Another life thrives from that demise, excretes it, and meets its own end.

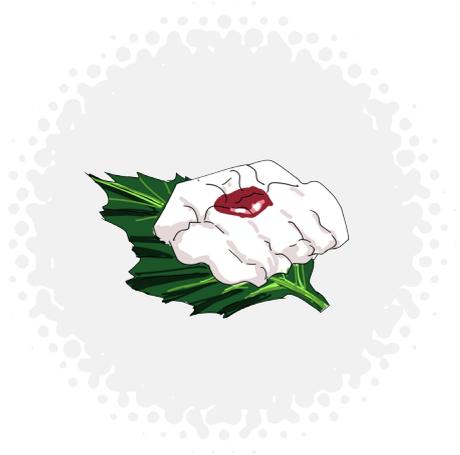
**This endlessly reiterated cycle of life and death serves as the fundamental mechanism by which ecosystems uphold a sustainable balance.**

In contemporary Japan, most of us undergo cremation and find our resting place in a grave upon death. This has resulted in a disconnection from the natural world's cycle.

How do shifts in human lifestyles impact this pure cycle? The scenes I observe in nature consistently prompt me to ponder this question.

In addition to her role as a commercial photographer, Tamaki also serves as an author exploring the theme of the connection between people and living creatures.

Instagram: @tamakiyoshida\_



Manga Artist

## Uoto

While I deeply admire Nietzsche, I found myself grappling with his concept of “eternal recurrence.” I was hesitant, as I believed the concept of a “reincarnation loop” might foster an inclination to defer decisions and consequences.

**However, my perspective shifted one day when I realized that circumnavigating the circle entails having a vector in relation to it—a form of will, a beginning.**

With each revolution, the circumference of the circle becomes denser, transforming the recurring life from mere vain repetition into a radical affirmation of will. It’s not about averting one’s gaze from the “end”; rather, it signifies the completion of the end, initiating a new cycle.

Why is this cycle essential? Because through its repetition, its routine, we undoubtedly gain confidence.

Born in Tokyo, Uoto made his debut in November 2018 in Magapoke (Kodansha) with the serialization of “Hyakuemu.” In 2020, he commenced the serialization of “Orb: On the Movements of the Earth” in Big Comic Spirits (Shogakukan). This title has garnered numerous awards, including second place in the Cartoon Grand Prize 2021, second place in the Male Category of the Kono Manga ga Sugoi! 2022 award, and the Manga Grand Prize at the 26th Osamu Tezuka Cultural Prize. The series has amassed a total sales figure exceeding 3.5 million copies. The year 2024 will witness the commencement of the anime series. Currently, Uoto is serializing “Yokoso! FACT (Tokyo S Ku Daini Shibu) e” in Manga One (Shogakukan).

X: @uotouoto



Art Director/Graphic Designer

## Yoshiaki Irobe

Every individual is a part of a cyclical circle.

**However, for a single person, comprehending the entire ongoing circle is a challenging task, even though they may perceive the segment of the circle where they currently exist.**

Historically, many things have been created without envisioning the consequences of their breakdown or the completion of their role.

Currently Director and Member of the Board of Nippon Design Center, Inc. where he heads the Irobe Design Institute. From visual identities and signage planning to corporate and product branding, Yoshiaki's portfolio includes the corporate identity for Osaka Metro as well as visual identities and signage for public facilities such as national parks and the Museum of Contemporary Art Tokyo.

HP: <https://irobe.ndc.co.jp/>