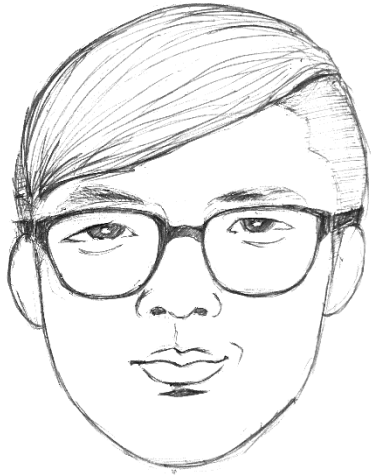




おもてなし
O MOTENASHI



Lin, Kun-Sian



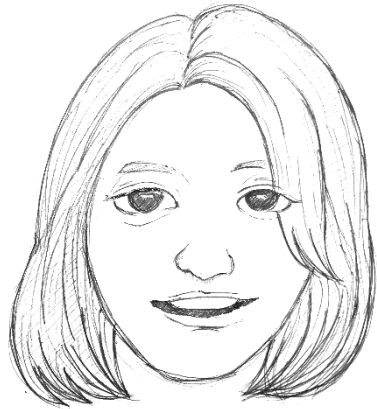
Son Souk-Woo



Liu, Yuen-Chian



Takuma Yoshida



Wie Jin



Liu, Yun-Ching



Kanae Toyosima

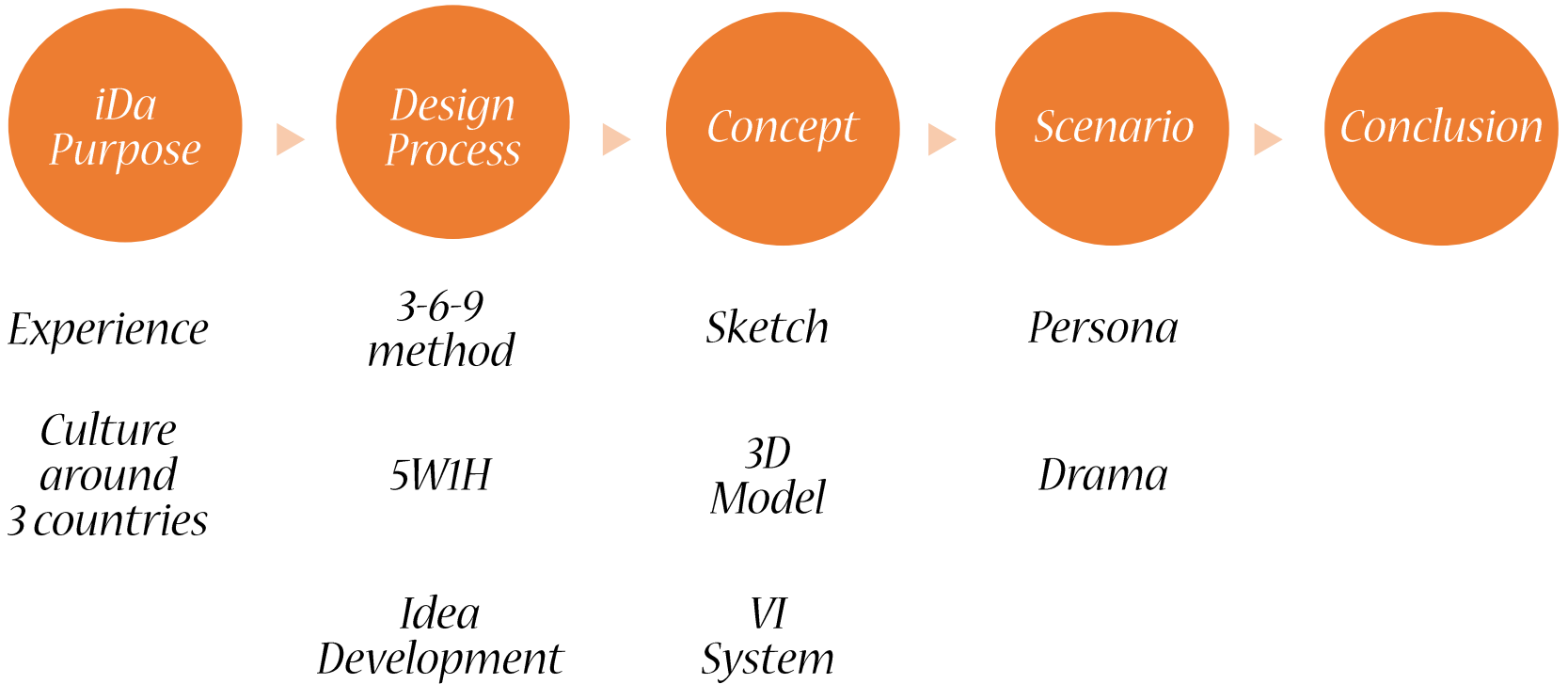
Mem
.....
bers
.....



O-Mo-Te-Na-Shi (お持て成し) means "to entertain guests wholeheartedly"
*In order to touch guests' hearts and make them feel warm and just like be
back home.*

(From : <http://www.funjapanese.net/what-is-omotenashi/>)

Contents



iDa Purpose

目的 / 목적

Different Culture

おもてなし
O MOTENASHI



*Bride's mother prepares
a great meal for*



*100% bamboo made product
(100% good material)*

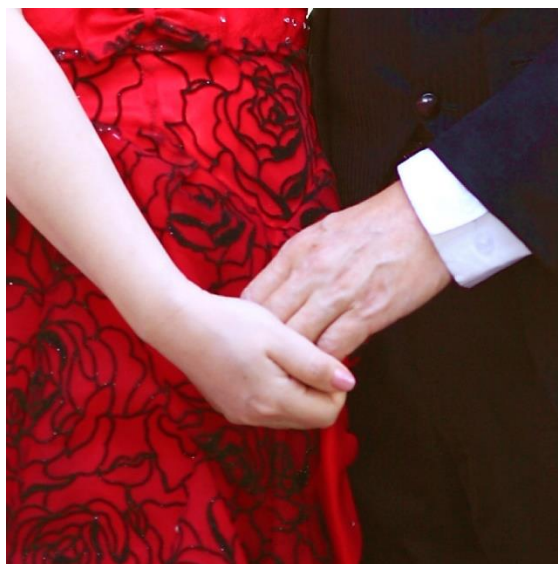


*Warming Tea in
Hakka culture*



Slippers for the guests

.....etc



WarmTouch

温暖 / 暖かい / 觸動 心に触れる / 터치



Host
(friend house)



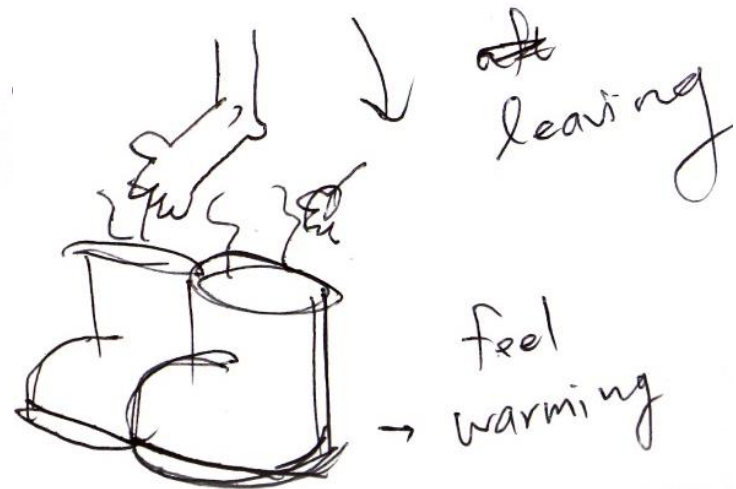
No host
(Hotel)

Design Process

設計過程 / 設計プロセス / 디자인 프로세스

iDa of 3-6-9

A.
heating ball or
a stuff can reduce
the wet



5W1H

Why: Feel uncomfortable when weather changes too much

Who: Guests (Travelers ,Businessman or etc...)

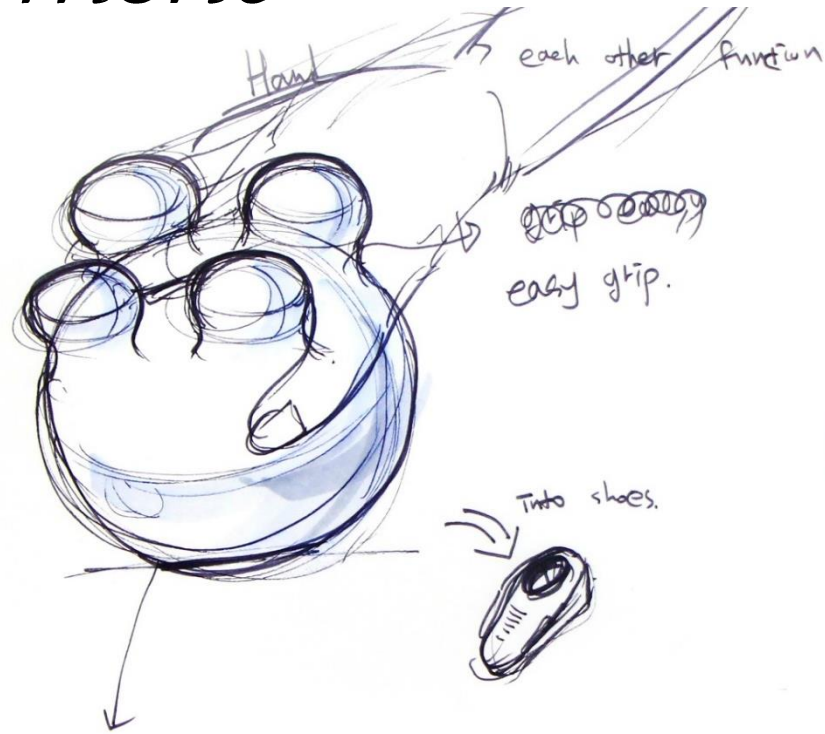
Where: Entrance in the hotel's room

When: Guest needs to put on/off the shoes

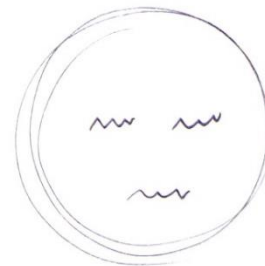
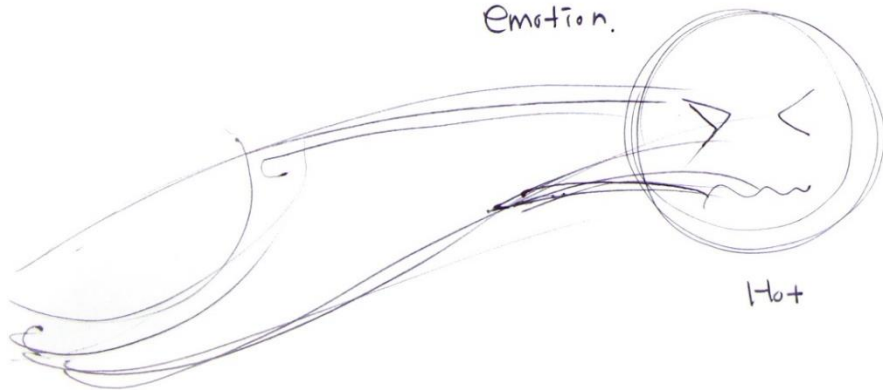
What: Make the guests to feel relax and touched

How: Change the temperature into the most suitable way
Make the shoes dry during the rainy day
Provide a way to storage the shoes

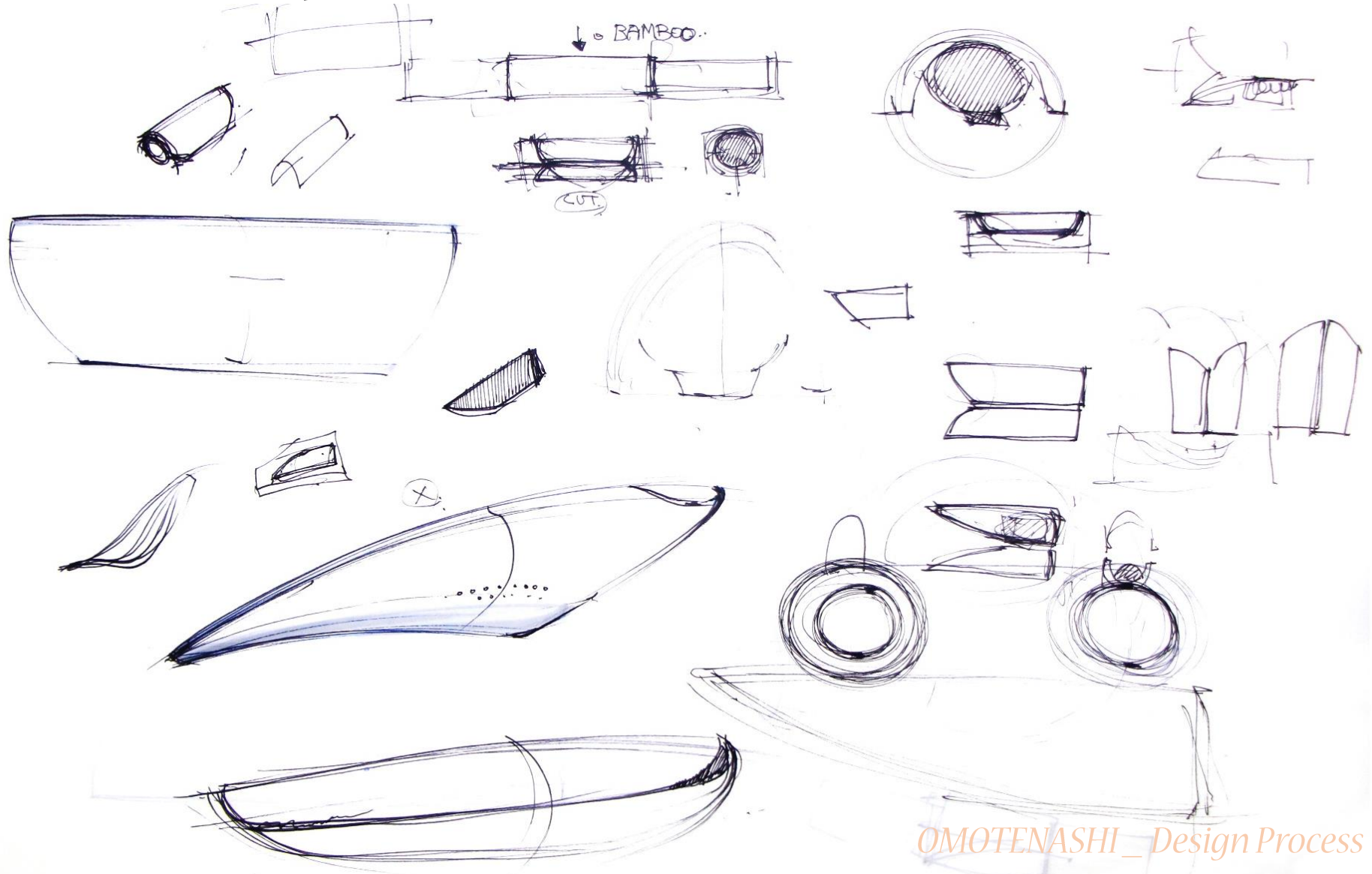
Development



Emotion.



Development

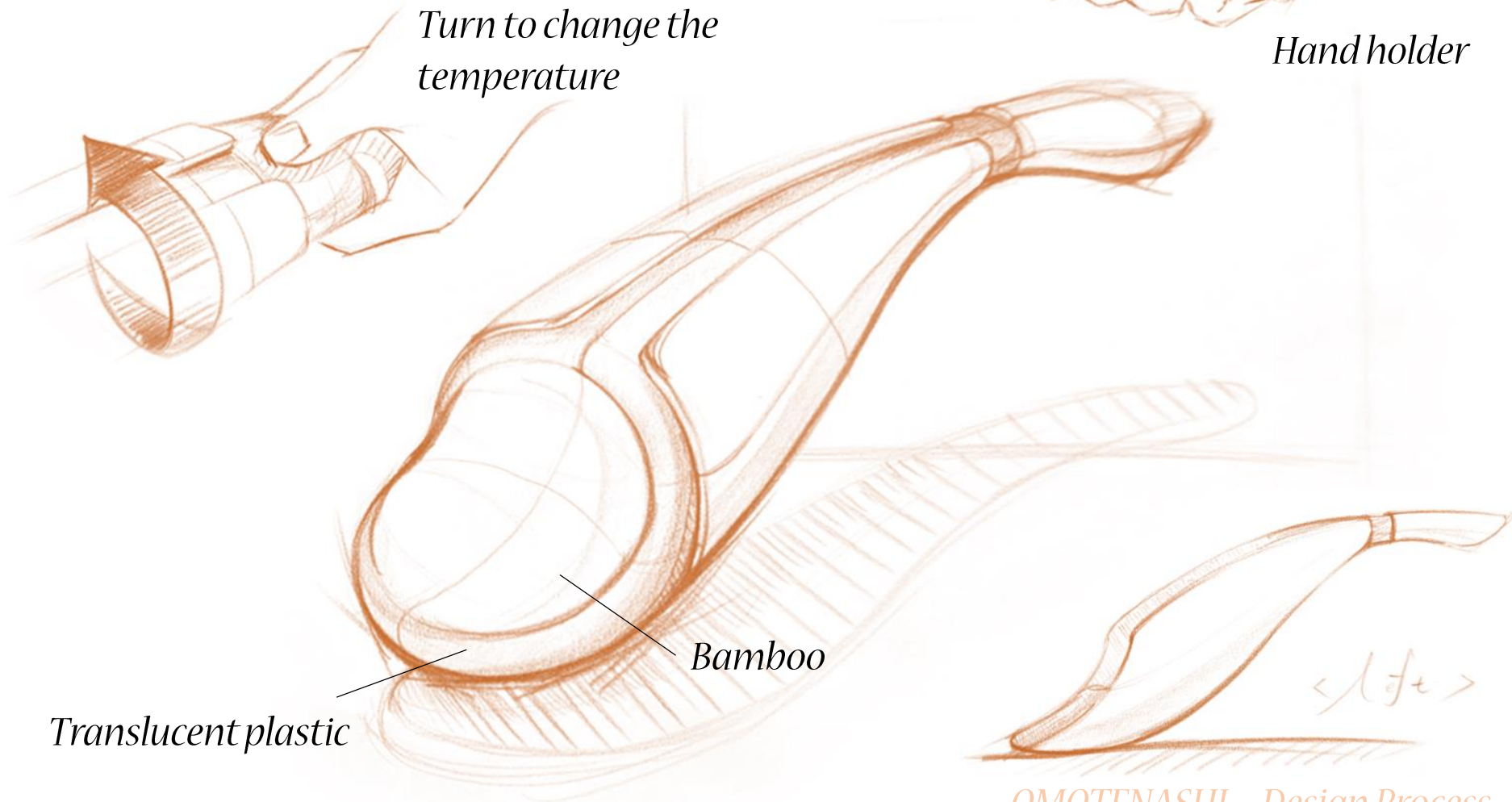


iDa's O-Me-Te-Na-Shi

iDa的待客之道 / iDaのホスピタリティー / iDa환대

Final Sketch

details



Turn to change the temperature

Hand holder

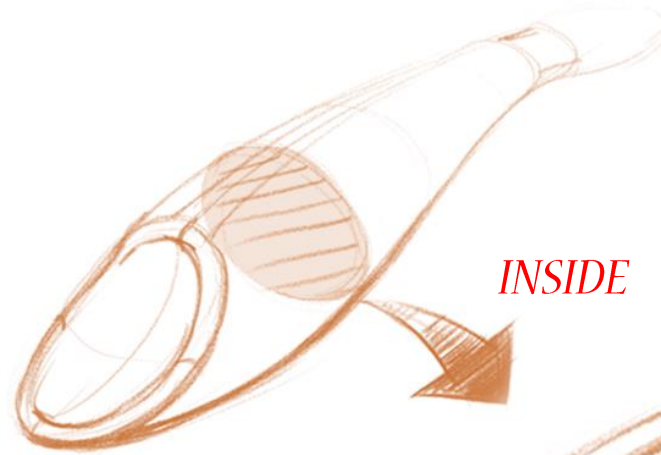
Bamboo

Translucent plastic

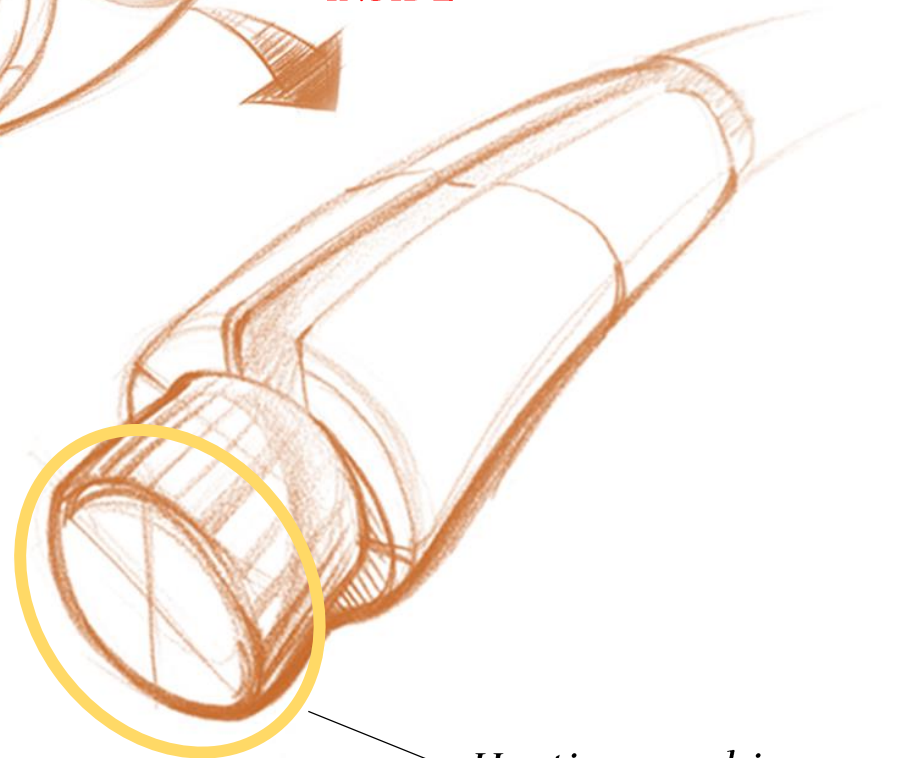
Final Sketch details



*Help to take off/on
the shoes*



INSIDE



Heating machine

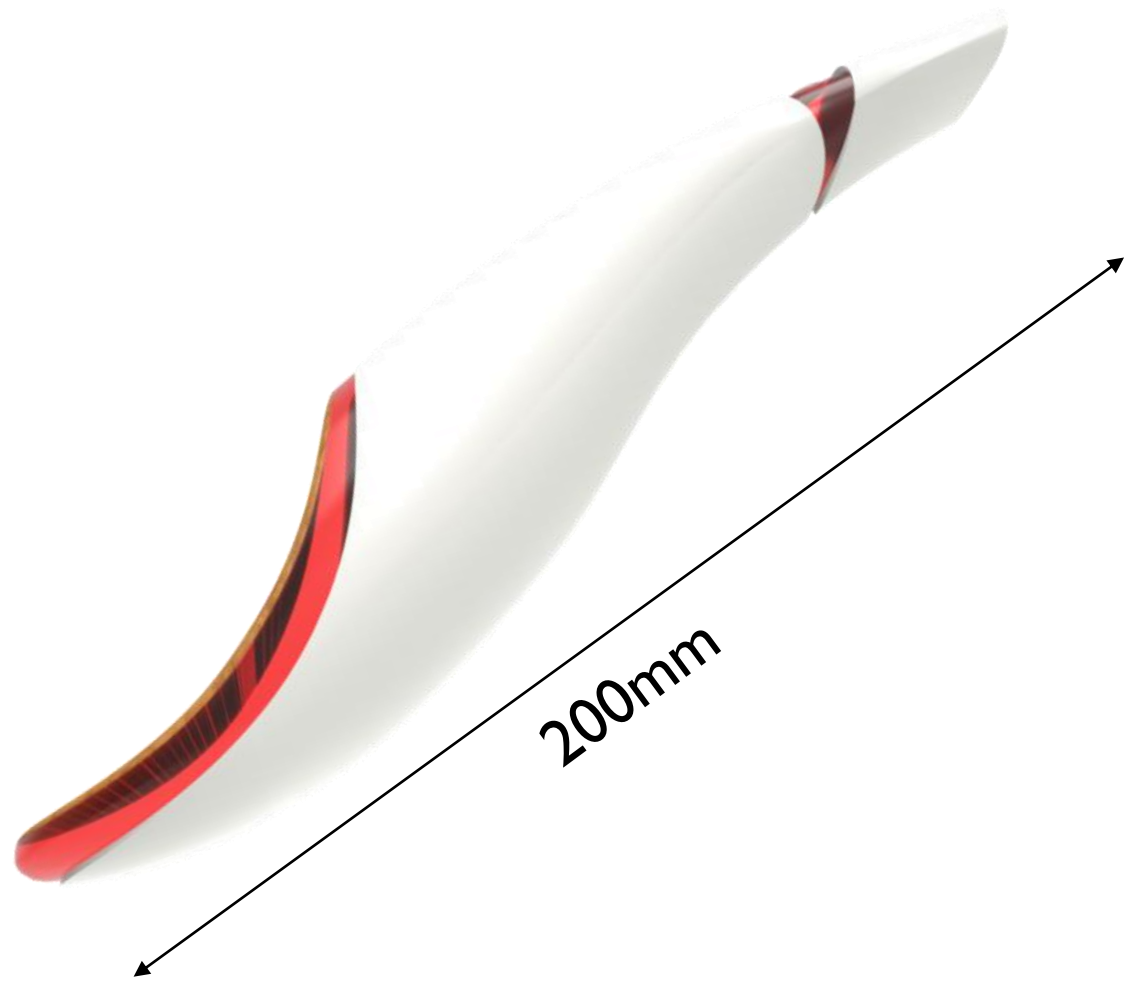


MO-TE-FI-SHI

THE MACHINE MAKING A FRESH SHOES

This product was made in order to be fresh of the shoes. This is made a cooling shoes when shoes is hot and a warming shoes when shoes is cold. A material is the bamboo, and product color changes according to the temperature change.





This product was made in order to be fresh of the shoes. This is made a cooling shoes when shoes is hot and a warming shoes when shoes is cold. A material is the bamboo, and product color changes according to the temperature change.



Good Smell

Dry

Heater

Cooling



MO-TE-FI-SHI

Shoes Horn

OMOTENASHI_Concept

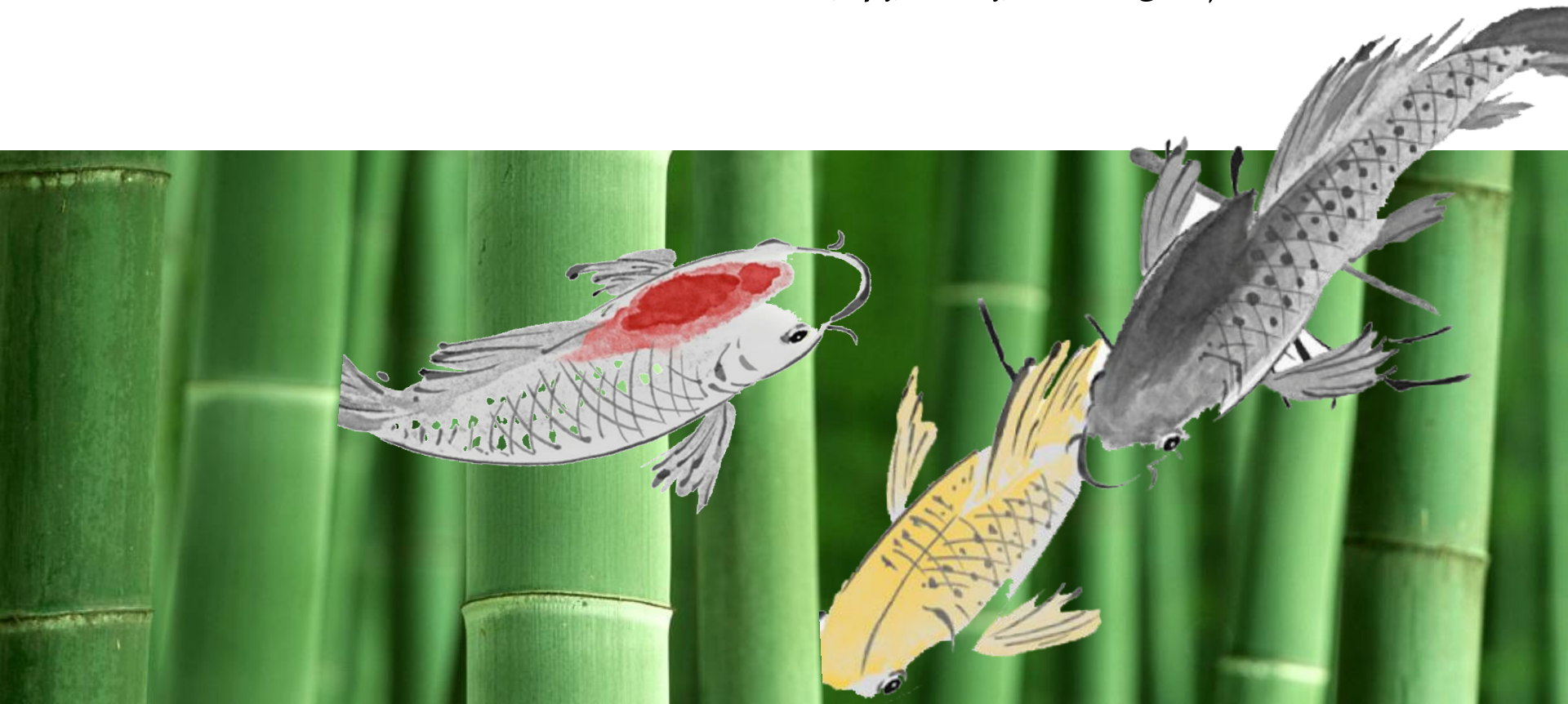
Asian Special

Material: Bamboo

竹 / 대나무

Shape: Carp

錦鯉 / 鯉 / 잉어



Visual Identity



MO-TE-FI-SHI

Color Set

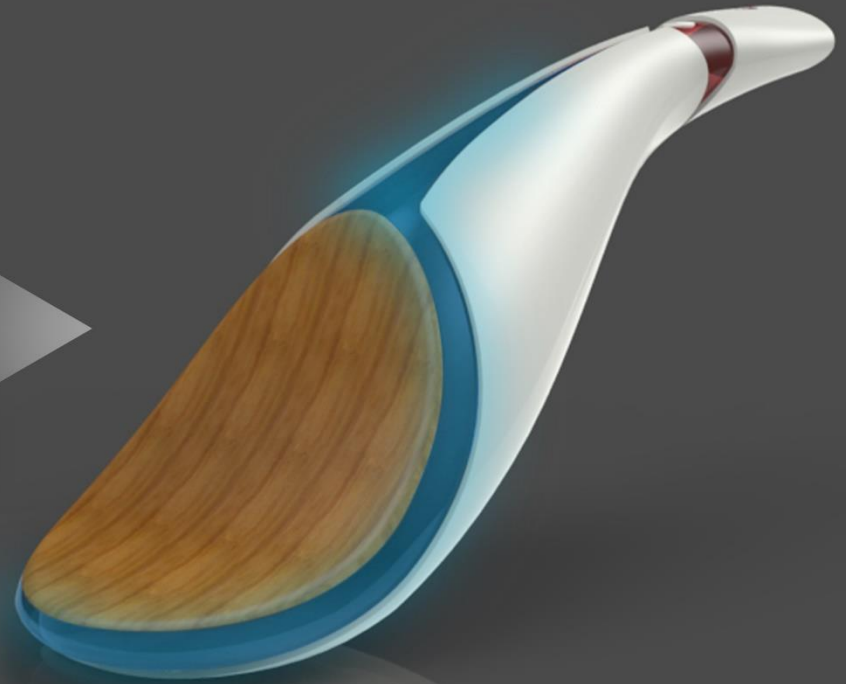
R 168	R 108	R 0
G 49	G 104	G 0
B 71	B 140	B 0

Font Set

Gill Sans MT

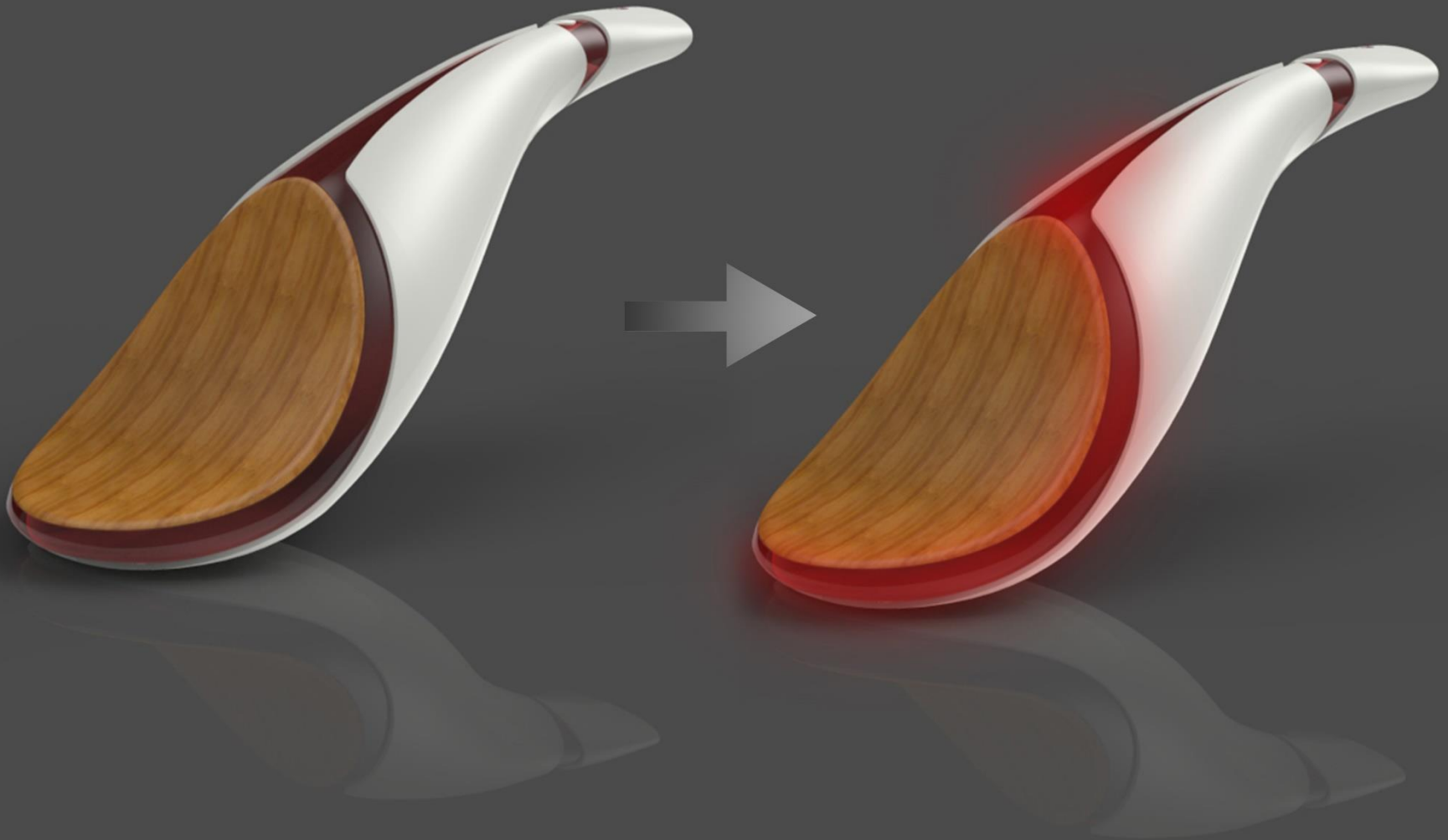
OFF

ON



OFF

ON





Before Use



After Use

Scenario

情境脚本 / シナリオ / 시나리오

Persona 1

Name : Burger , Yoshi , Bily

Age : 19 years old

Sexual : Man

Job : College Student

Reason : Travel with Friends

Weather : Cloudy and Suddenly Rainy

Place : Outdoor Learning Center

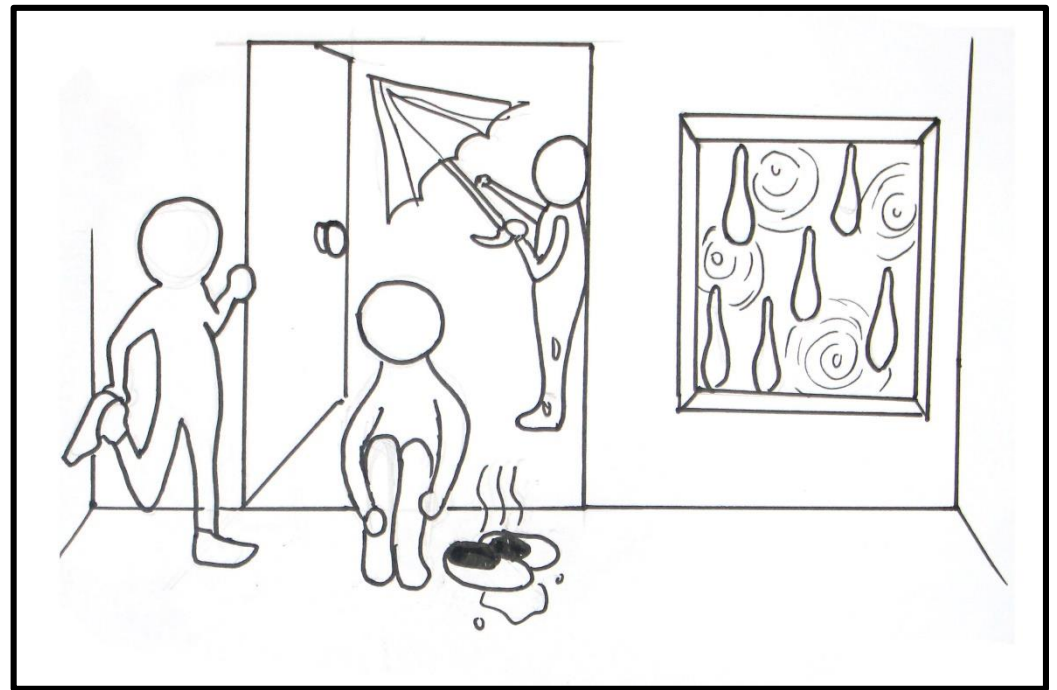
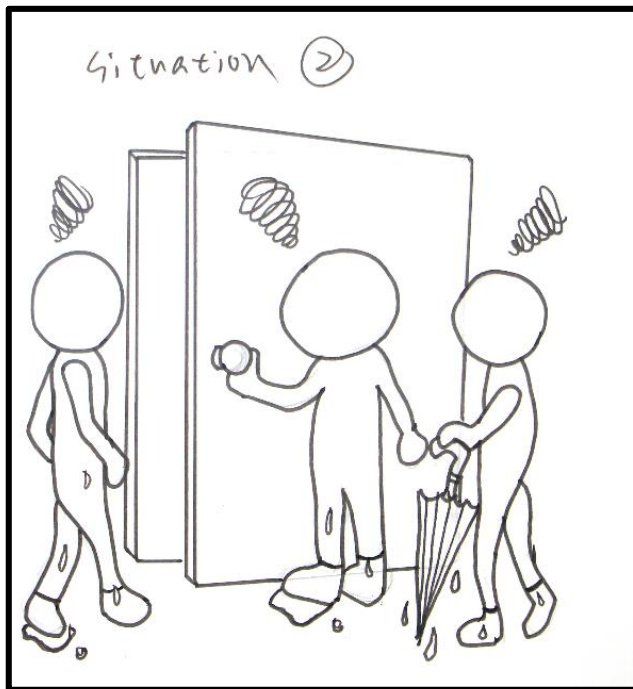
Feeling : Boring and Annoying

Event : Outside and Started Rainy and back to hotel Room

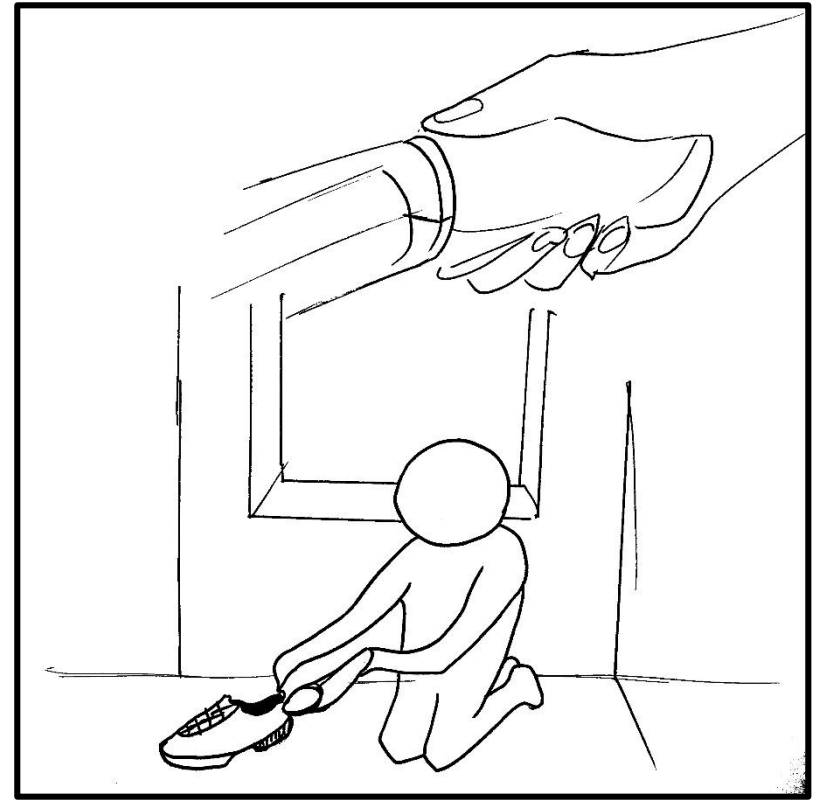
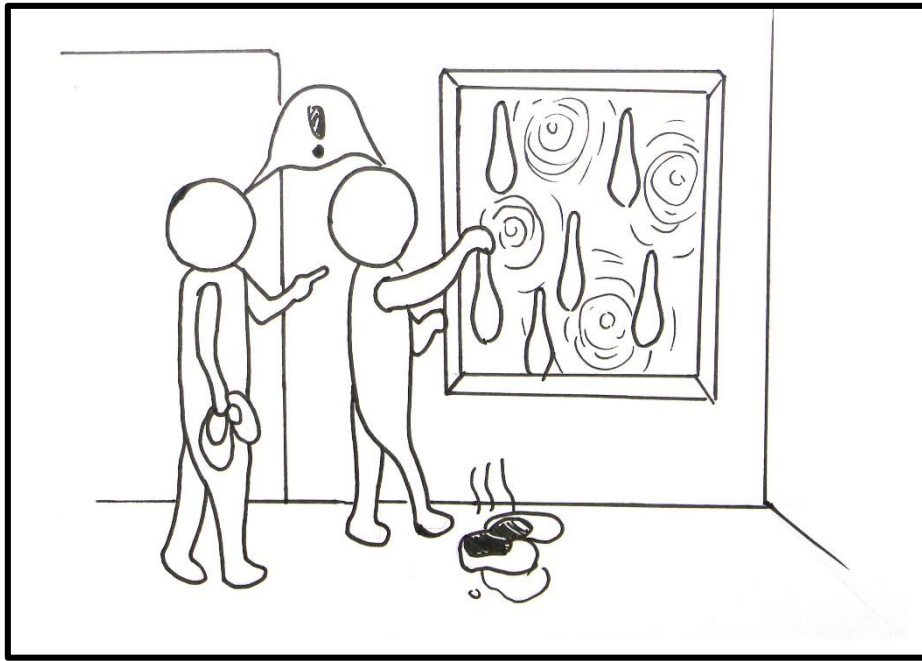


Drama

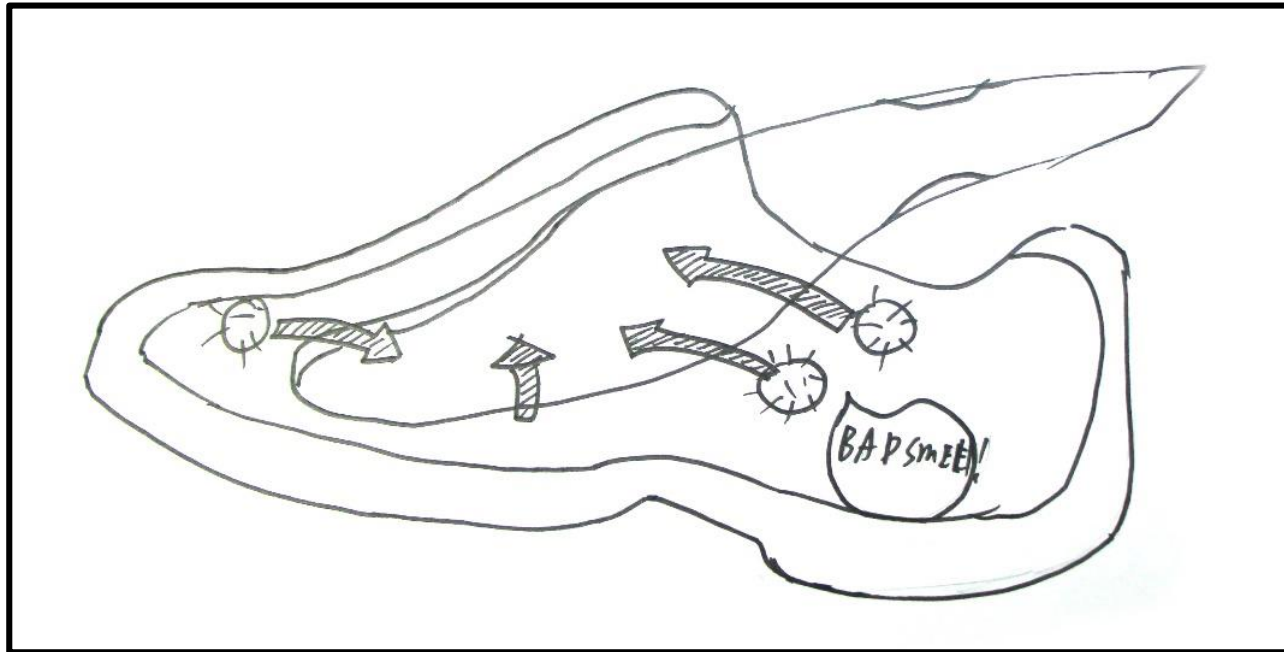
Scenario



Scenario



Scenario



Persona 2

Name : Jessica

Age : 26 years old

Sexual : Female

Nation : America

Job : Business woman

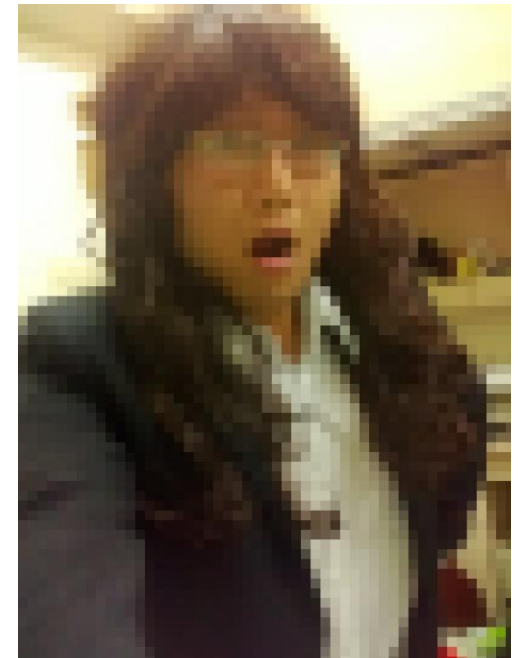
Reason : Go Abroad for Business

Weather : Cold in Winter

Place : Back to Hotel after Work at Shanghai

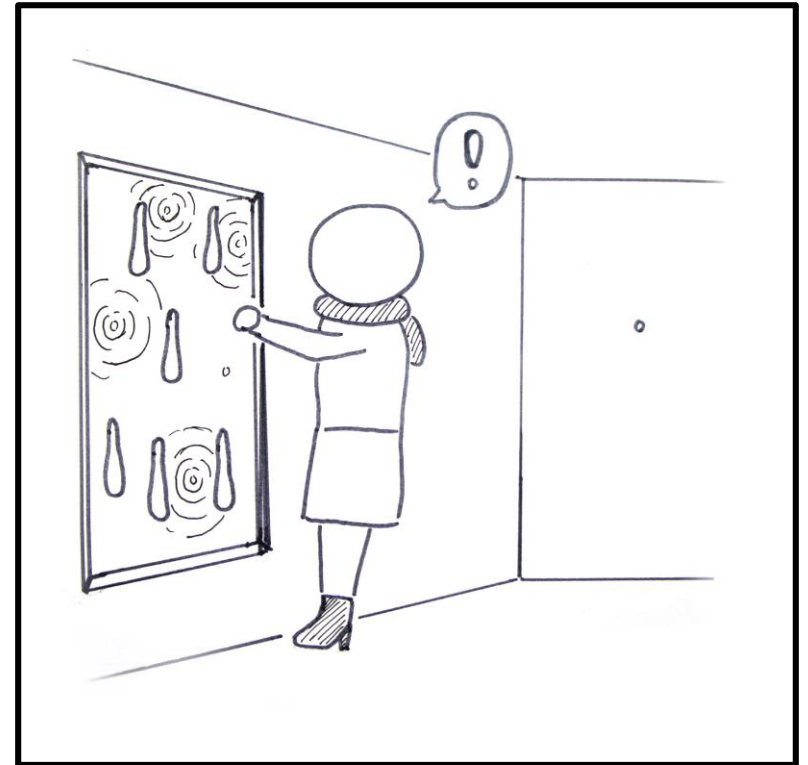
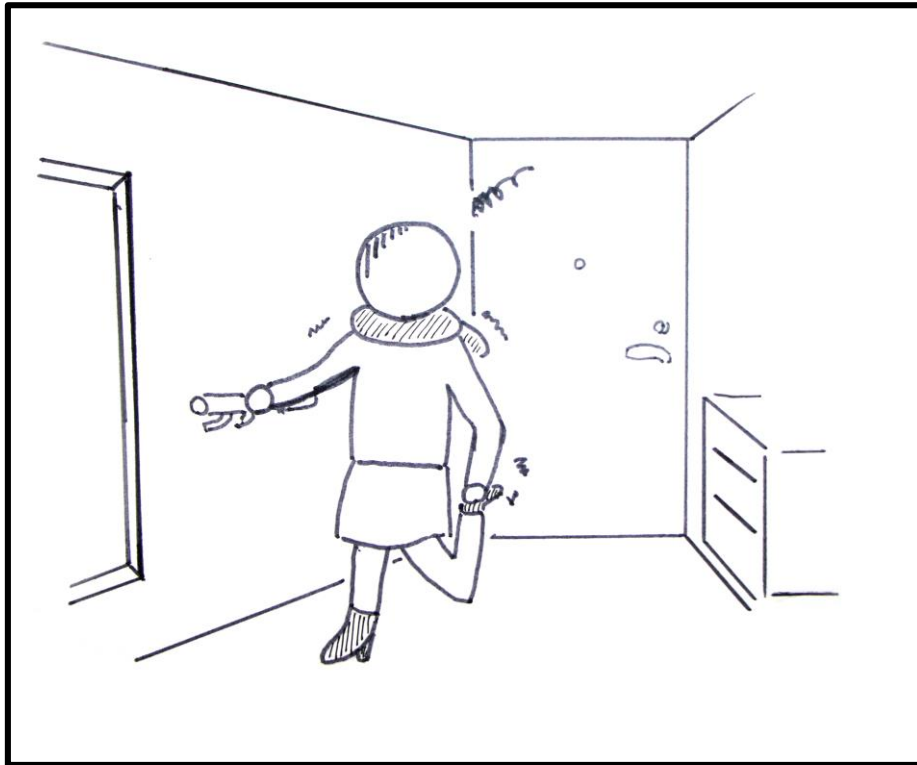
Feel : Tired

Event : Accuse by Her Boss ,Feel Sad and Cold

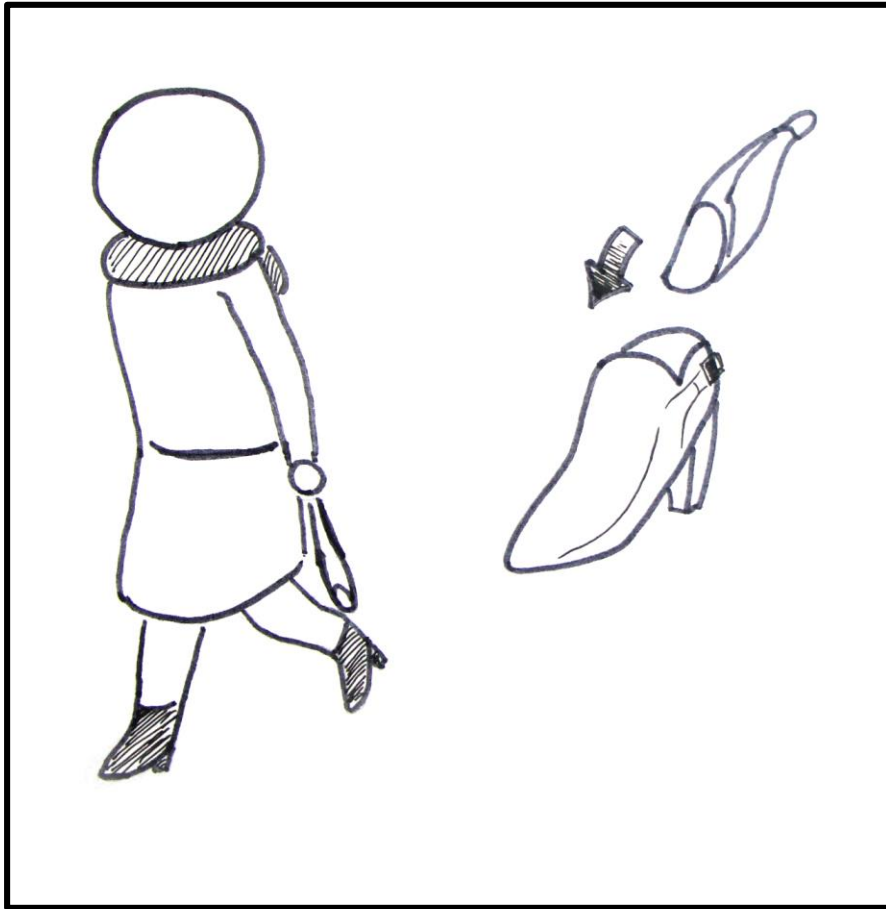


Drama

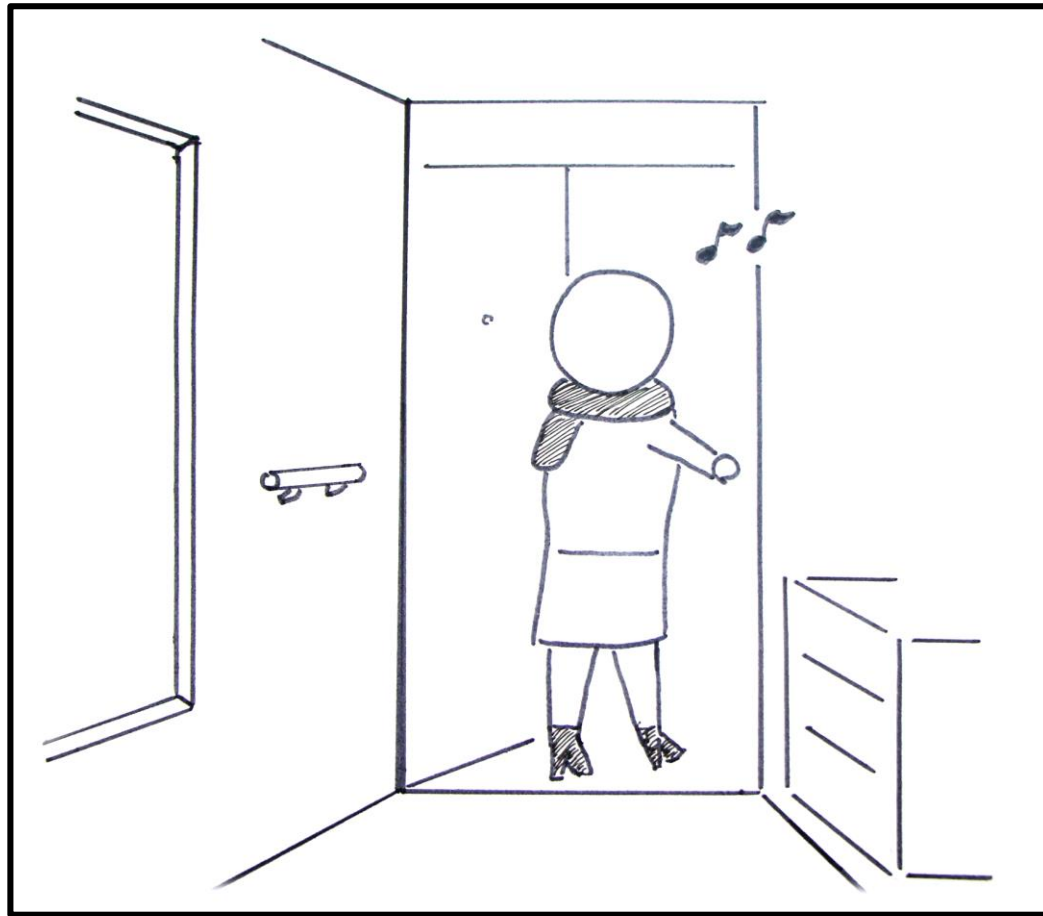
Scenario



Scenario



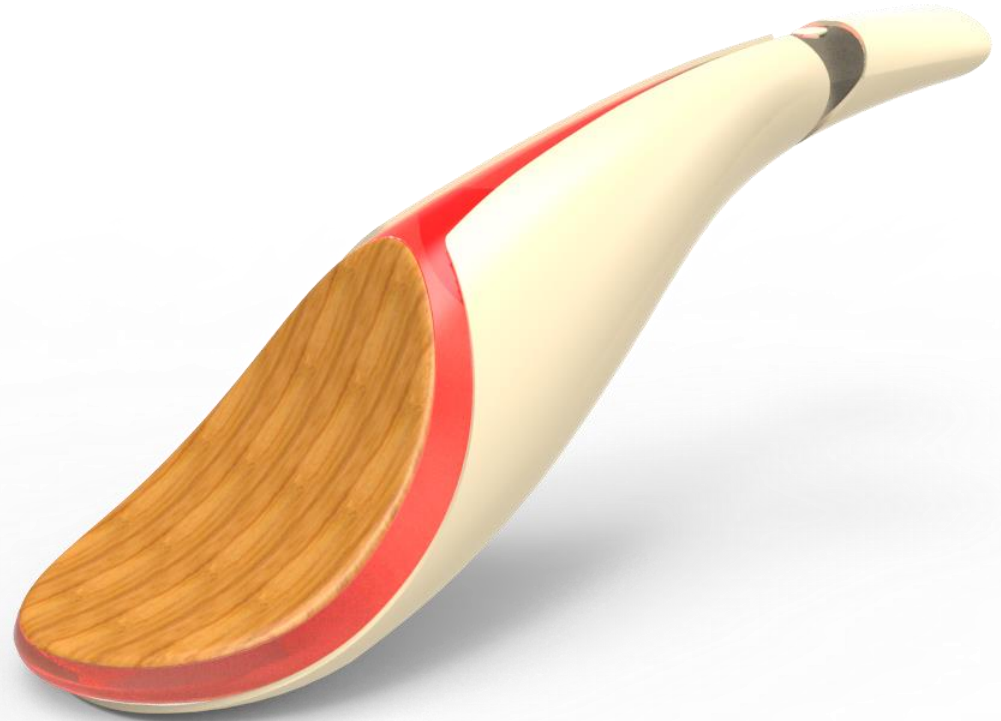
Scenario



Conclusion

結論 / 결과

O-Mo-Te-Na-Shi (お持て成し) means "to entertain guests wholeheartedly"
. Making you warm and Touching your heart is iDa's purpose.





Thank you for your attention



ADA
Asia Designers Assembly