



The Ai-Ibaraki Project

Kizuna (Bond) Project
Singapore / Batch 3 / Group B

Goals and objectives of the Ai-Ibaraki Project

- Inform visitors about the current state of disaster-affected areas and reconstruction efforts by Ibaraki and Japan as a whole
- Introduce and promote the Ibaraki prefecture as a tourist site that celebrates natural beauty, rich culture and strong heritage
- Propose to receive funding and assistance from JICE and JCC for the project



Components of the Ai-Ibaraki Project



- Exhibition
 - Photography Exhibition
 - Fashion Exhibition
- Website



April 2013

- Discussion of action plan details
- Allocation of tasks

Required to gain approval of funding assistance and permission to use proposed exhibition space before further progress could be made



May 2013

- Update on current progress
- More detailed discussion of tasks

- Theme: **Washi Paper**
- 8 outfits made partially out of Japanese Washi paper and are inspired by the paper itself
- The designer(s) of each design is/are going to share their design inspiration and concept through a write up which will be shown at the side of each fashion exhibit



Japanese washi paper that is purchased at Asakusa, Japan





Sketches of the 8 fashion exhibits



Draft pieces of the fashion exhibits

- Photographs will be printed in various sizes, from A6 to as big as two metres in length
- Small-scale photographs will be exhibited in a timeline concept that charts our experiences throughout the nine days of the programme
- Larger-scale photograph exhibits will be mounted on the walls of the exhibition space



Timeline layout of photographs



Some of the photographs selected to be in the photography exhibition



- Able to reach an international audience
- Showcase photographs and videos that documents the activities of the programme
- Complements the exhibition as a one-time event
- Tentative period of activity: May 2013 to May 2014 (1 year)




Web site showing one of the video-logs



Venue: Japanese Creative Center (JCC)



Date/ Duration:

- Tentative launch date: 1 August 2013
 - Period of exhibition: 1 – 10 August 2013 (8 days, excluding Monday and Sunday)
 - Exhibition days at JCC takes place from Tuesday to Saturday
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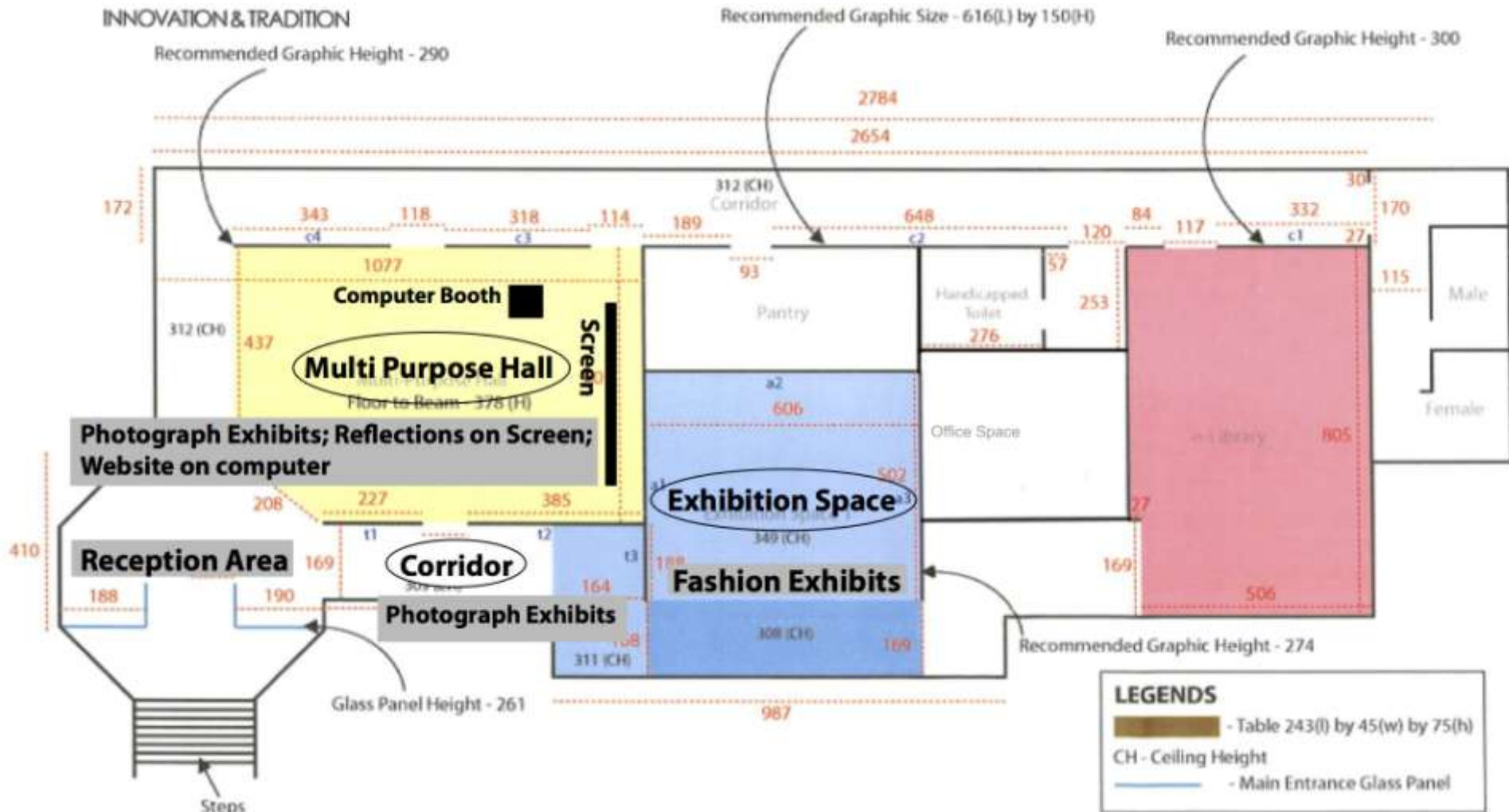
** Venue and dates of exhibition are subjected to approval by JCC



Multi-Purpose Hall

Exhibition Space

Exhibition Details: Exhibition Layout Plan



JCC floor plan taken from JCC website: http://www.sg.emb-japan.go.jp/JCC/img/facilities/jcc_layout.pdf

- An **automated Powerpoint presentation** flashed on the screen available in the multi purpose room will present our thoughts and reflections cumulated during the programme
- Direct access to the **Ai-Ibaraki website** will be provided at the computer booth available beside the screen



- “Ai-Ibaraki” tote bags
 - To be given out to the first 20 visitors
- Programme pamphlets



“Ai-Ibaraki” tote bags

Process of printing onto tote bags

- Screen-printing technique was used to print the Ai-Ibaraki logo onto blank tote bags provided by one group member

1. Screen Exposing



2. Washing of the screens



Process of printing onto tote bags

3. Testing out the screens



4. Final Printing



- Publicity
 - JCC publicity efforts
 - E-invitation to personal contacts, including family and friends



Sample of e-
invitation to be
sent out to
available
contacts



Description	Est. Cost (S\$)	Remarks
Photos (Printing & Framing)	1000	
Programme Pamphlet (Printing)	500	
Transport Two trips: FMDS → NAFA → JCC JCC → NAFA → FMDS	200 (100 each trip)	
Website (to run from June 2013 to June 2014)	70	
Subtotal	1770	*less than S\$2000



*Thank you for your
kind attention!*