

USER

Spanish lady in her 30s working as sales and export for a furniture maker which exports to Japan. She is on her business trip in Tokyo to make presentations with design firms and dealers in Aoyama area. Outgoing and a big fan of architecture and design

DAY 1\_7.00pm

Arriving from the airport around 7pm, exhausted from a long flight from Valencia the lady decided that she should have a nice warm tea and head for the hotel to rest.

As her trains arrived at the platform She surprised when her smartphone react with the station and greet her for the first time welcoming her to the Aoyama Itchome station and ask her to get to platform interactive signage and scan it with AR camera, and the wall signage change to Spanish and suggest her immediately with animations to head in the direction of her exit closest to the hotel.

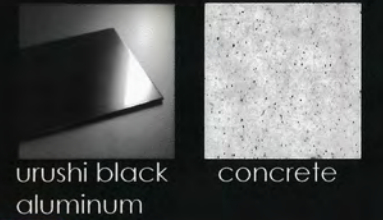
As she pass by the ads screen along the platform one of it reacted to her phone and show the ads that suggest the closest shops and famous landmarks in the in the area as it recognize it is her first time here.

Now she knows the way around, she starts enjoy atmosphere of the station which have a feeling of professional but also stylish at the same time, The design language that starts from the platform the ticket gate easily lead her way to the ground exit which is also decorated with metallic feel that have the same vibe with the underground and blend in with the the strong but peaceful atmosphere of the buildings around her.

After enjoyed her cup of tea, at the cafe she head to the hotel with excitement of business opportunities waiting for her tomorrow.



material concept  
face of Aoyama



AOYAMA ITCHOME//青山一丁目

WEALTH

The 3 stations all located in the same Aoyama area have shared history of wealth of the Aoyama clan from Edo period, the wealth, still thrived and further developed after WWII. The design of these stations celebrate the wealth of the Aoyama area and also characterized by their own VIBE which we are experiencing. The design also emphasize on cuttingedge function that suits for the TREND of a future station user experience.

everchanging VIBES

青山一丁目・外苑前・表参道で3日のできごと



material concept  
lung of Aoyama



DAY 2\_6.30am

Before a full day meeting with the design firms and dealers around Aoyama area. She decided to have a little jog for refreshing and exploring area suggested to her by the station last night. She jog to the famous New national stadium and Aoyama Cemetery. Now she ready for the job!

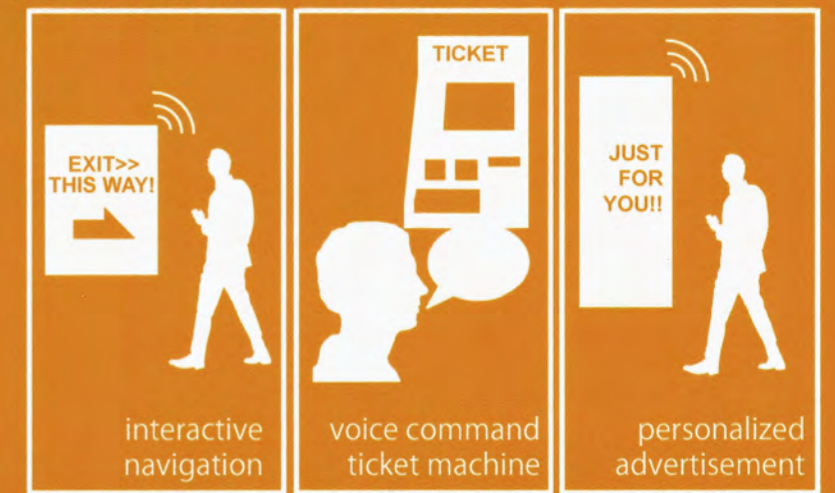
Arriving at the platform of Gaienmae, she was delighted with the decoration of the station with curved woods and especially a little touch of greenery on the ceiling which the AR reacted and suggest she should follow it to the exit.

While walking on the platform, to her surprised she found a small exhibition corner where it have shelves that show off the advertisement and a little model of her client products which she thinks a really great story for their conversation! she feel pumped with ideas and waling towards the suggested exit.

During the day, her client take her to lunch with a stroll along Aoyama Cemetery which she tell her client that she just visited it this morning when the station told her so. They were surprised and said Is this really your first time? you know a lot of great places around here already!

GAIENMAE//外苑前

TREND area station functions



material concept  
heart of Aoyama



DAY 3\_9.30am

It is her free day. Today she decided to take a walk from her hotel to Omotesando area and meet her local freind at Omotesando area.

They meet at Commune 246 and have a nice catch up session during brunch, then they stroll around Omotesando streets for sightseeing including Miyuki Doori where famous architecture icons can be seen, enjoy arts and Japanese arden at Nezu museum. Then they had a nice dinner at a restaurant near Omotesando station.

It is time pack up and head to the next city, As she said goodbye to her friend and walk through the ticket gate she still feels the magic of this culture-rich district through the decoration of the entrance that clads with glasses.

As she walked up to the platform she noticed it feels really spacious than the other stations, thanks to the reflective ceiling, she could see the advertisement projected to the glass panels in the middle of the platform. And when take a good look, she sees show case of fashions from Omotesando area inside these glass panels, a nice thing to look at before the train arrives.

She steps on the train, with a fulfilling experience from what the city and its oldest metro line had offered her during these 3 days.