

Japan Brand Program

The Design for the Public

Schedule: October 24-28, 2016 Site: China (Hong Kong), Korea (Seoul)

■ Dispatched Expert



Eiji Mitooka
Designer
Managing Director
Don Design Associates

Mitooka deals with designing in variety of fields, such as architecture, railroad vehicles, graphics and commodity products. His major design works are express railroad vehicles for Kyushu Railroad Company (JR Kyushu), such as cruise train "Seven Stars in Kyushu," N800 & N787 Series Kyushu Shinkansen, luxury train "ARU RESSHA" pursuing design and story, Japan Railroad Hakata City, and Kyoto Tango train "Red, Blue and Black Pine Trees." Especially, JR Kyushu station buildings and railroad vehicle designs attract wide range of attentions from people beyond railroad fans. His designs received numerous awards.

■ Review of Activities

● China (Hong Kong)



Lecture at the Hong Kong Polytechnic University



Lecture and panel exhibition at Asia Society Hong Kong Center



Media interview

● Korea (Seoul)



Lecture at the Public Information and Cultural Center, Embassy of Japan



Panel exhibition at the Public Information and Cultural Center, Embassy of Japan



Post lecture memorial picture at Kyung Hee university

■ Achievements

Eiji Mitooka, who designed JR Kyushu cruise train "SEVEN STARS IN KYUSHU", gave lectures in Hong Kong and Seoul. He introduced charm of Kyushu in both places together with the exhibition with more than sixty display panels of his works. Mitooka lectured for students from School of Design at the Hong Kong Polytechnic University as well as held exhibition for the leaders in fields of business, finance and art at Asia Society. Then, he held interview style talk show with Young Sang Lee, former chairman of Korea Railroad Society, targeting the people who are involved in railroad industry and students majoring design course at the public information and culture center, Embassy of Japan, in the Republic of Korea, and delivered lecture for students studying tourism at Kyung Hee University. Mitooka also received interviews from local media, and major news papers, cable TV, and radio station covered him during the tour.