

**Outline**

Name	AKASE Tatsuzo
Title	Doctor of Engineering
Post	Director and CEO
Profession	Signage Design Consultant; Design Director

**Career**

1972	Bachelor of Engineering, Department of Design, Chiba University
1973-Present	Director and CEO, Rei Design and Planning Inc. (ex. 2006-2008)
1994-Present	Visiting lecturer, College of Land, Infrastructure, Transport and Tourism
2004-Present	Visiting lecturer, Faculty of Engineering, Chiba Institute of Technology
2006-2008	Professor, Department of Design Science, Graduate School of Engineering, Chiba University
2008-Present	Visiting lecturer, Department of Design Science, Graduate School of Engineering, Chiba University
2009	Doctor of Engineering, Department of Civil Engineering, The University of Tokyo

**Specialty**

Theory	Theory on visual communication design; Design methodologies of sign systems
Skill	Design direction of signage plan and design for various improvement projects Research; Analysis; Conceptual planning; Preliminary design such as code planning, sign posting, formal and graphical design; Design development such as making layout guidelines, execution drawings; Construction supervision such as confirmation of shop drawings, inspecting products

**Client**

## Government:

Ministry of International Trade and Industry; Ministry of Transport, Transport Policy Bureau; Ministry of Land, Infrastructure, transport and Tourism, Road Bureau, Policy Bureau; Japanese patent Office

## Local Government:

City of Sendai, Transportation Bureau; City of Yokohama, Urban Development Bureau, Transportation Bureau, Road and Highway Bureau; City of Nagoya, Housing and Urban Development Bureau; Sapporo City Transportation Bureau; City of Yokkaichi, Department of Urban Development; Tokoname City; Towan of Fujikawagutiko; Yuzawa Town

## Research Institute:

Foundation for promoting Personal Mobility and Ecological Transportation (Eco-Mo Foundation); Institute for Transport Policy Studies; Japan Railway Engineer's Association; Japanese Standards Association; Japan Sign Design Association; Express Highway Research Foundation of Japan; Nippon Expressway Research Institute; Japan Audit and Certification Organization; National university Corporation The University of Tokyo; Nagoya Urban

Institute

Railway Company:

Teito Rapid Transit Authority; Tokyo Metro Co., Ltd.; Toyo Rapid Railway Co., Ltd.; Japan Railway Construction Public Corporation; Tokyo Waterfront Area Rapid Transit Inc.; Tokyo Waterfront New Transit Yurikamome Company; Odakyu Electric Railway Co., Ltd.; Metropolitan Intercity Railway Company; Hokuso Railway Co., Ltd.; Yokohama Minatomirai Railway Company; Sagami Railway Co., Ltd.; Shizuoka Railway Co., Ltd.; Central Japan Railway Company; Nagoya Waterfront Area Rapid Transit Inc.; Hokkaido Railway Company

Highway Corporation:

Japan Highway Public Corporation; Japan Highway Service; Metropolitan Expressway Co., Ltd.; East Nippon Expressway Co., Ltd.; Central Nippon Expressway Co., Ltd.; West Nippon Expressway Co., Ltd.; Central Nippon Highway Engineering Tokyo Co., Ltd.; Central Nippon Highway Engineering Nagoya Co., Ltd.

Real Estate Business:

Mori Building Co., Ltd.; Dalian Senmao Building Co., Ltd.; Shanghai Senmao International Real Estate Co., Ltd.; Shanghai World Financial Center Co., Ltd.; Qingdao Taishan Mountain Real Estate Co., Ltd.; Takamatsu Symbol Tower management council

Department Store:

The Seibu Department Stores, Ltd.; Sogo Co., Ltd.; Odakyu Department Store Co., Ltd.

Special-events Space:

Tokyo Big Sight Inc.; Sapporo Dome Co., Ltd.

Consultant:

Oriental Consultants Co., Ltd.; Central Consultant Inc.; Tonichi Consultant Inc.; Chodai Co., Ltd.; Odakyu Construction Consultant Co., Ltd.; Koken Architects, Inc.; Yasui Architects & Engineers, Inc.; UG Toshi-Kenchiku Co., Ltd.; Irie Miyake Architects & Engineers; Sakakura Associates; Yoshiki Toda Landscape & Architect Co., Ltd.; Toppan Printing Co., Ltd.

**Publication**

- 1988 Japan Wall-coverings Association: *Encyclopedia of Interior Design*, Shokokusha Publishing  
1994 Tatsuzo Akase, Yasuo Yokota: *Designing Signs Vol.1 Public Signs*, Rikuyosha  
2001 Eco-Mo Foundation: *Guidebook of The Public Information Symbols*, Taisei Publishing  
2002 Architectural Institute of Japan: *Concise Handbook of Environmental design – Barrier Free Design*, Maruzen  
2002 Eco-Mo Foundation: *Guidebook of A Sign System for Traffic Spaces*, Taisei Publishing