

Outline

Name	Rei Design and Planning Inc.
Founded	November, 1973
CEO	Director AKASE Tatsuzo, Dr of Eng., Signage Design Consultant
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Work Content

Consulting on signage designs; Indoor and outdoor facility planning; Sign system planning; Environmental graphics planning; Color planning; Visual Identity designs; Graphic designs; Research and Studies

Major Awards

1975	9th SDA award, gold prize: Sign system of TRTA subways Yurakucho line
1983	17th SDA award, grand-prix: TRTA subways sign system manual
1987	MITI selection good design merchandise: Sign system of the Sendai subway
1990	'89 design year memorial design award: Sign design of TRTA Subways
1990	24th SDA award, second award: Sony building circumference guidance map
1993	27th SDA award, second award: Glass relief of a Yokohama subway station
1995	29th SDA award, second award: Body coloring of the maintenance car for the JR Central
1996	The 6th Brunel award : Body coloring of the maintenance car for the JR Central
1996	30th SDA award, second award: Tokyo new traffic "Yurikamome" total design
2004	38th SDA award, encouragement award: Sign system plan of Minato-mirai Line
2004	The good design award, an environmental design section: Environmental design of Minato-mirai line stations
2005	39th SDA award, encouragement award: Tokyo Big Sight guidance sign amelioration plan
2009	43rd SDA award, diamond award: Common sign system development at Yokohama terminal station

Major Design Projects

Architectural planning:

1981-87	Sendai City Subway (Mamboku Line), 16 stations (collaborated with freelance designers, KAIYA Hiroshi, KAKIZAKI Toyoji)
1989-95	Tokyo Waterfront New Transit "Yurikamome", 12 stations
1990-96	Tokyo TRTA Subway Station Gateway Bldg. (Kokkai-gijidomae Station)
1996-01	Fukuoka City Subway Line No.3 (Nanakuma Line), Conceptual planning of station design

- 2000-01 Tokyo Odakyu Line, 6 stations
- 2006-08 Tokyo Metro Subway Line No.13 (Fukutoshin Line), Color coordination at 6 stations
- Outdoor and interior facilities design:
- 1981-83 Sendai City Subway (Mamboku Line), Vehicle design
- 1984-86 Ark Hills, Area gate symbol design and entrance lobby interior design (collaborated with a freelance designer, KATAKURA Yasuo)
- 1989-93 Yokohama City Subway, “Azamino” line, Public art at 2 stations (collaborated with freelance designers, TAKABE Taeko, CHO Kyong-Hee)
- 1989-95 Tokyo Waterfront New Transit “Yurikamome”, Vehicle design
- 1992-93 JR Central, Body coloring of the maintenance car
- 1994-01 Tokyo Waterfront Area “Rinkai” Line, Public art at 7 stations (collaborated with a freelance designer, CHO Kyong-Hee)
- 1997-01 Yuzawa Town, Color planning in landscape and signage design
- 2005-07 Tokyo Odakyu Line, Shinjuku Station, Façade renewal design
- 2007-08 Tokyo Metro Subway, Fukutoshin Line, Public art at 9 stations (collaborated with a freelance designer, MIYAZAWA Tomoko)

Signage design in traffic spaces:

- 1973-03 Tokyo TRTA Subway, Drawing up the sign system manual and execution drawings for 130 stations
- 1981-87 Sendai City Subway, 16 stations
- 1989-95 Tokyo Waterfront New Transit “Yurikamome”, 12 stations
- 1989-93 Yokohama City Subway “Azamino” Line, 6 stations
- 1993-03 Yokohama City Subway “Minato-mirai” Line, 5 stations
- 1994-01 Tokyo Waterfront Area “Rinkai” Line, 7 stations
- 1995-10 Yokohama Terminal Station knotted 6 railway stations and 4 bus terminals, Drawing up the signage system and execution drawing
- 2000-03 Nagoya Waterfront Area “Aonami” Line (12 stations), Drawing up the sign system manual
- 2001 Bangkok Thailand, Subway “MRTA”, Preliminary design for signage system
- 2001-05 Metropolitan Intercity “Tsukuba Express” Line, 20 stations
- 2002 JR Hokkaido, Sapporo station
- 2004-07 Yokohama City Central District, 400ha
- 2006-11 Sotetsu Railway, Drawing up the sign system manual and execution drawings for 6 stations
- 2007-08 Tokyo Metropolitan Expressway, Drawing up the sign graphic manual, all over Tokyo
- 2008-10 Nippon Expressway, Drawing up the sign graphic manual, all over Japan
- 2009-10 Odakyu Railway, Drawing up the sign system manual and execution drawings for Shinjuku station and Ebina station
- 2011 Shizuoka Railway, Shin-shizuoka station and Shin-shizuoka bus terminal

Signage design in general facilities:

- 1984-86 Ark Hills Development Area, 5.6ha, 310,000m²
- 1991-92 Shiroyama Hills Development Area, 2.7ha, 130,000m²

- 1995-04 Seibu Department Store, 13 stores
- 1999-08 Roppongi Hills Development Area, 11.0ha, 760,000m²
- 2001-04 Sogo Department Store, 6 stores
- 2003-04 Tokyo Big Sight Exhibition Hall, 230,000 m²
- 2003-05 Omotesando Hills Shopping Center, Preliminary design, 30,000m²
- 2003-06 Nagoya Underground Shopping Mall, Drawing up the sign system manual
- 2003-07 The University of Tokyo, Hongo campus signage design, 40ha
- 2005-06 Odakyu Department Store, 3 stores
- 2005-06 Odakyu Seijo Corty Shopping Center, 17,000m²
- 2005-07 Sapporo Dome Sports Center, 100,000m²
- 2008-10 Takamatsu Symbol Tower Complex, Renewal design, 103,000m²
- 2009-10 Qingdao “Marina City” SC, Renewal preliminary design, 186,000 m²
- 2009-11 Odakyu Kyodo Terrace Garden Shopping Place, 4.3ha
- 2009-11 Odakyu Kyodo Corty Shopping Center, 16,000m²
- 2010 Qingdao “Marina Terrace” Garden signage, Preliminary design, 3.2ha
- 2010-11 Shanghai World Financial Center, Renewal design, 382,000m²
- Visual identity design / Graphic design:
- 1978-04 Tokyo Metro, The diagram of subway network
- 1984 Ark Hills, Logo mark (collaborated with a freelance designer, KAIHO Toru)
- 1989-90 Kyosan Electric Mfg, Corporate identity basic and applications
- 1991-93 Koken Architects, Corporate identity basic and applications
- 2002-03 Minatomirai Line, Symbol and logotype
- 2005 Odakyu Seijo Corty Shopping Center, Logo mark (collaborated with a freelance designer, ODAGIRI Shinji)
- 2006-11 The University of Tokyo, Guide book, Editorial design
- 2007 Shinjuku Terrace City Shopping Place, Branding design, City map (collaborated with a freelance designer, ODAGIRI Shinji)
- 2010 Odakyu Kyodo Terrace Garden Shopping Place, Logo mark (collaborated with a freelance designer, SENUMA Akira)
- 2010 Odakyu Kyodo Corty Shopping Center, Logo mark (collaborated with a freelance designer, ODAGIRI Shinji)
- 2010 Qingdao “Marina Terrace” Residence, Visual identity basic and applications
- Research and Studies:
- 1989-91 A Study On Design Methods To Improve Comfort In Subway Stations And Trains
- 1995-98 A Study On Traffic Signage Systems At Major Transportation Terminals
- 2001 Drawing Up New Barrier-free Railway Station Models
- 2002 Drawing Up A Signage Design Guideline For Traffic Spaces
- 2008-09 Drawing Up A Signage Design Guideline For Traffic Spaces, 2nd Edition