Yokai Street
A Historic Shotengai in a Modern World
妖怪ストリート: 現代世界に歴史的商店街
Brandon Sanders, Jonathan Lee, Olivia Hunker, and Shine Linn-Thant

Introduction

Taishogun

1. History
2. Decay
3. Regeneration

Introduction

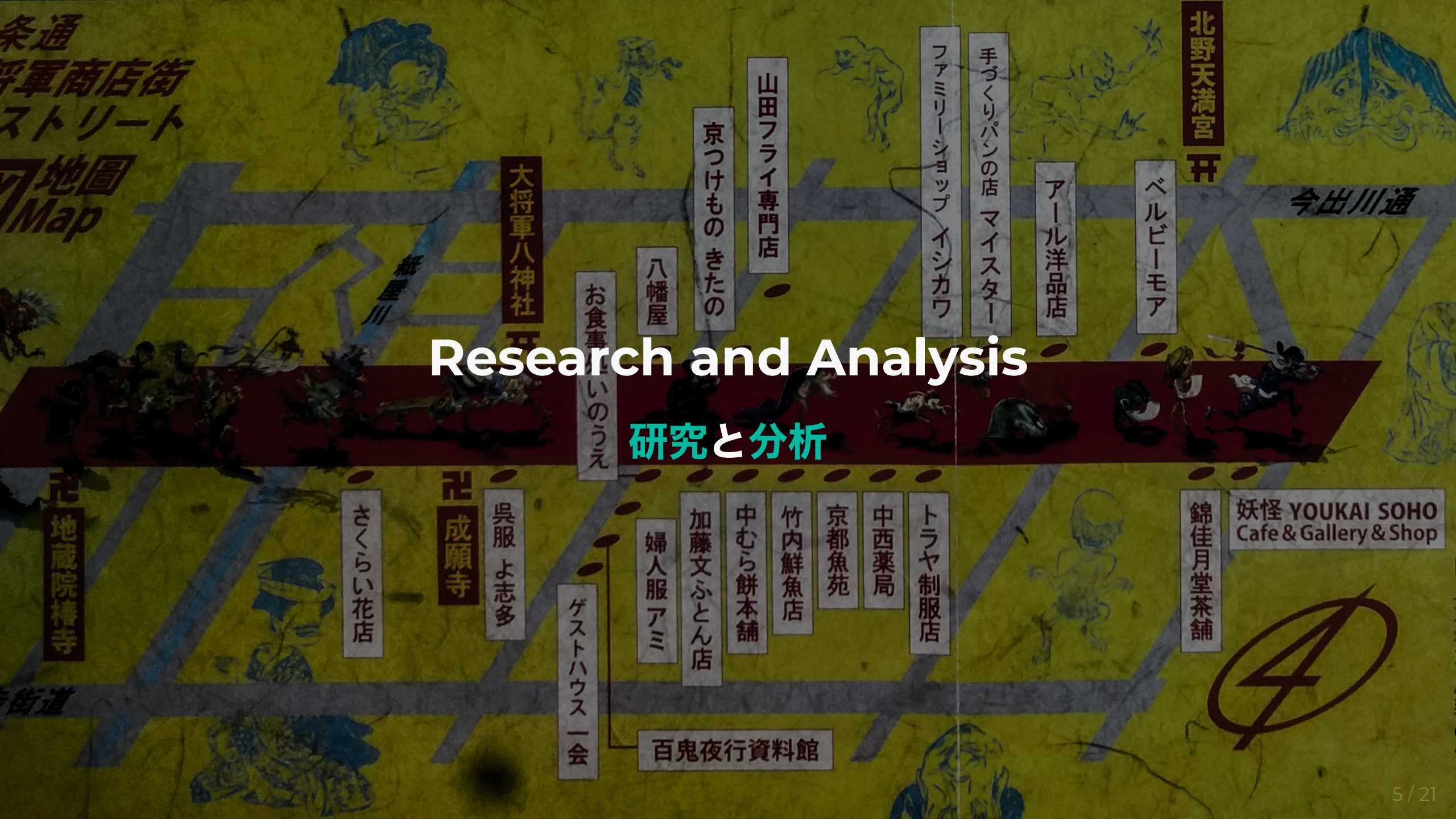
Yokai Street

1. History
2. **Decay**
3. Regeneration

Introduction

Our Project

1. History
2. Decay
3. **Regeneration**



Research and Analysis

研究と分析

Infrastructure: Mapping Assets with EFFURT

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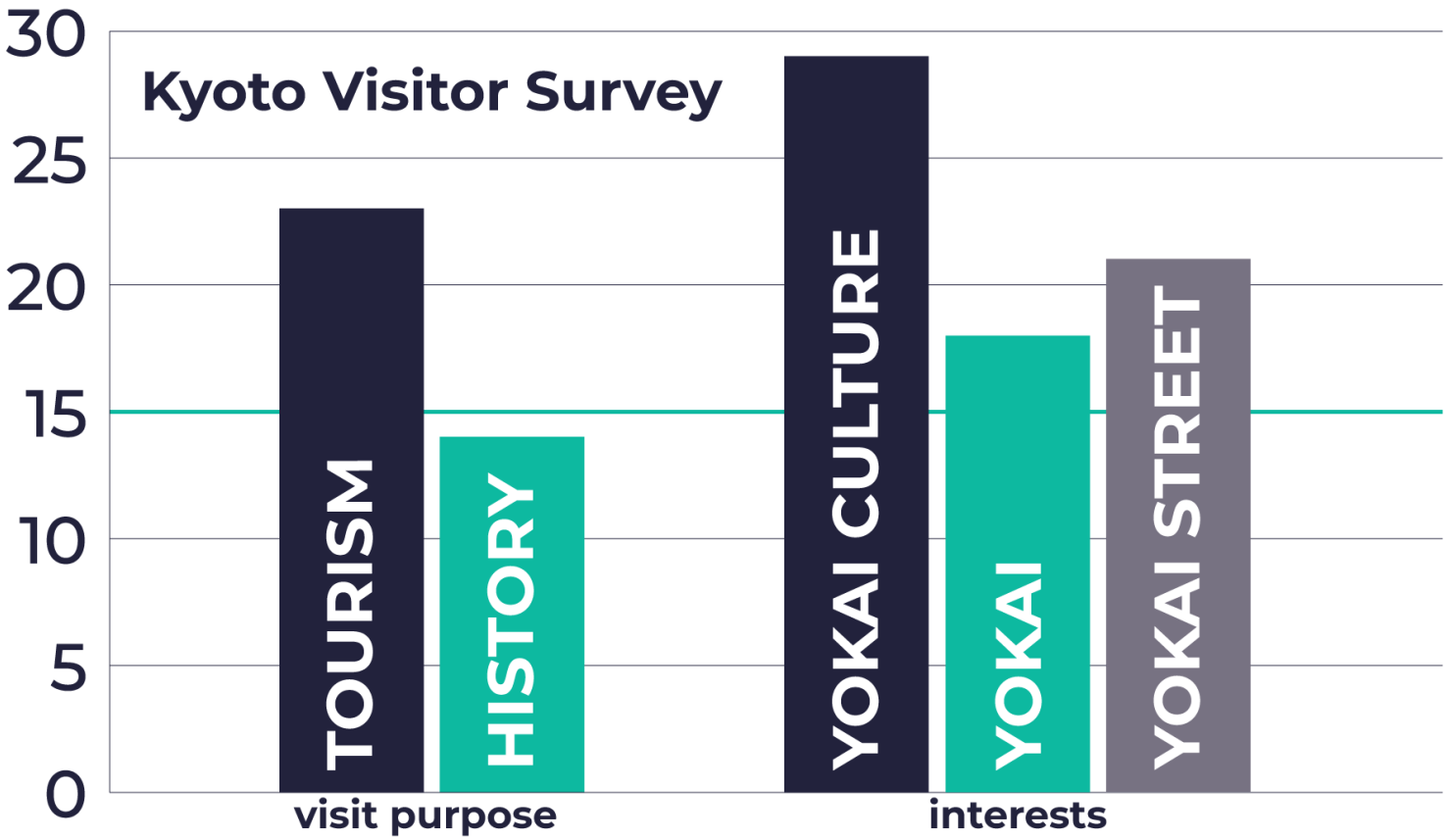
Tourism: The Market



30 responses

29 interested in Yokai-inspired culture

18 interested in Yokai specifically

Tourism: Our Visibility

Of the sources used by tourists...

...mention Yokai Street

(Atlas Obscura & Google)

Tourism

Our Strengths

- Yokai Brand
- Location
- History

Tourism

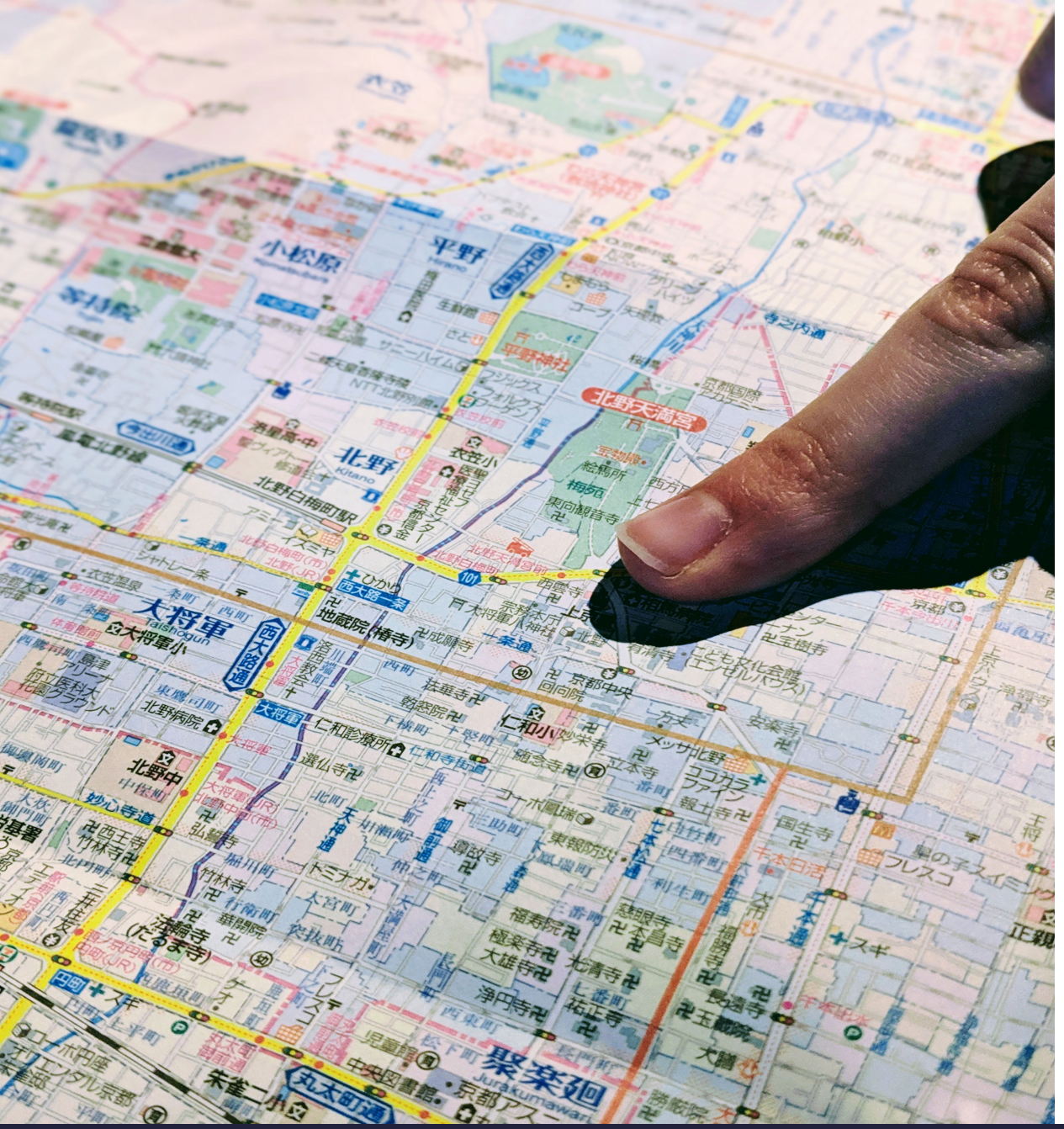
The Opportunities

- **Integration**
- Continuity
- Visibility

Tourism

The Opportunities

- Integration
- **Continuity**
- Visibility



Tourism

The Opportunities

- Integration
- Continuity
- **Visibility**

Recommendations

推奨

Integration

Sell the Yokai Brand

- Brands ≠ Themes
- People *buy* brands *through* **merchandise**

Integration

Start a Yokai Hunt

- QR Codes
- **LINE** Stickers
- Yokai History

Continuity

Invest in Spaces

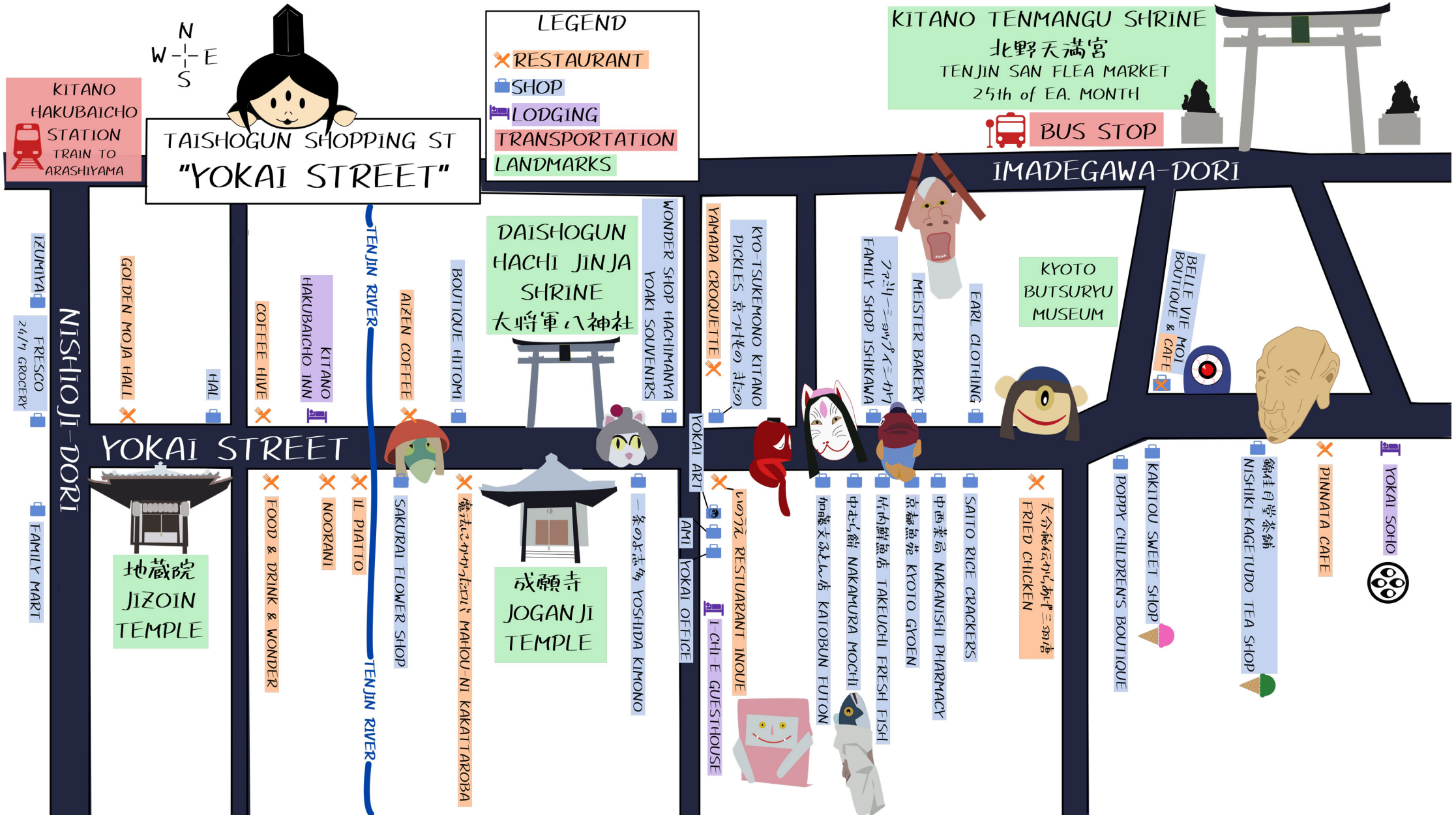
- Green space
- Obvious entrance

妖怪ストリート

Visibility

Refresh the Map

- More Languages
- More Information
- Simpler Layout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W
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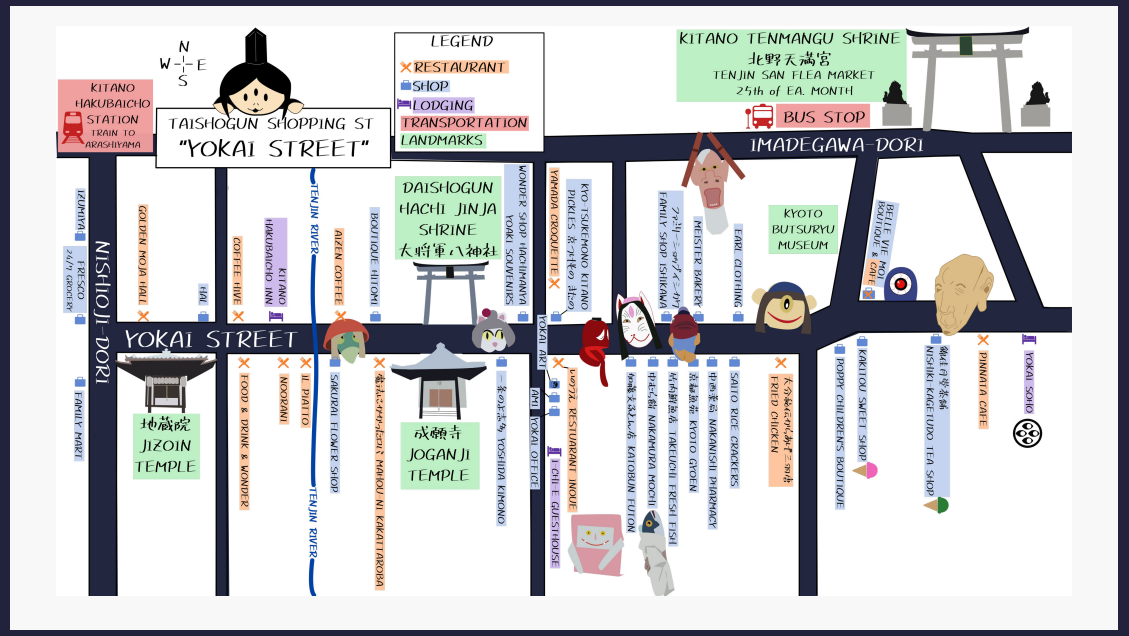
S
KITANO HAKUBAICHO STATION
TRAIN TO ARASHIYAMA
TAISHOGUN SHOPPING ST
"YOKAI STREET"
LEGEND
RESTAURANT
SHOP
LODGING
TRANSPORTATION
LANDMARKS
KITANO TENMANGU SHRINE
北野天満宮
TENJIN SAN FLEA MARKET
25th of EA. MONTH
BUS STOP
IMADEGAWA-DORI
NISHIOJI-DORI
YOKAI STREET
TENJIN RIVER
TENJIN RIVER
IZUMIYA
FRESCO 24/7 GROCERY
FAMILY MART
GOLDEN MOJA HALL
HAL
COFFEE HIVE
KITANO HAKUBAICHO INN
AIZEN COFFEE
BOUTIQUE HITOMI
DAISHOGUN HACHI JINJA SHRINE
大将軍八神社
WONDER SHOP HACHIMANYA YOAKI SOUVENIRS
YAMADA CROQUETTE
KYO-TSUKEMONO KITANO PICKLES
京つけもの 北野
YOKAI ART
AMI
YOKAI OFFICE
ファミリーショップイシカワ
FAMILY SHOP ISHIKAWA
MEISTER BAKERY
EARL CLOTHING
KYOTO BUTSURYU MUSEUM
BELLE VIE BOUTIQUE & MOI CAFE
POPPY CHILDREN'S BOUTIQUE
KAKITOU SWEET SHOP
錦市自営茶舗 NISHIKI-KAGETUDO TEA SHOP
PINNATA CAFE
YOKAI SOHO
地蔵院 JIZOIN TEMPLE
FOOD & DRINK & WONDER
NOORANI
IL PIATTO
SAKURAI FLOWER SHOP
魔法にかかったアロバ MAHOU-NI KAKATTAROBA
成願寺 JOGANJI TEMPLE
一条のよ志乃 YOSHIDA KIMONO
いのうえ RESTUARANT INOUE
I-CHI-E GUESTHOUSE
加藤文太郎商店 KATOBUN FUTON
中むら餅 NAKAMURA MOCHI
竹内鮮魚店 TAKEUCHI FRESH FISH
京都魚笠 KYOTO GYOEN
中西薬局 NAKANISHI PHARMACY
SAITO RICE CRACKERS
大分秘伝からあげ三羽唐 FRIED CHICKEN

Visibility

Incentivize Membership

- Grant **assistance**
- Brand **guidance**
- Local **advocacy**

Q&A

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