



## THE PLAN OF THE KIDS CREATIVE PROJECT “ema”

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# 【Introduction】 Theme and History of the Project

## Theme of the Project

“Kids Create the Future”

## History of the Project

When we visited to the shelter just after the 2011 Japan Earthquake and Tsunami, we watched such severe refuge life as people sit down on hard floor directly. At that time, we thought to make chair give relaxation and healing to victims. Therefore we developed Com.chair.

“Com”is communication. By painting on the chair, the thought of the person who draws reaches mind and body of the person sitting down, and the warm link is born between both. We put such a wish.



Now people's interest in the Tohoku disaster area has diminished, reconstruction budget and support are decreasing. Now reconstruction for the KUMAMOTO Earthquake occurred last year is also important problem. So we started this project in the purpose that people have interest in the disaster area, and support children who will make future.

# 【CONCEPT】 What's The Kids Creative Project “ema”

## What's “ema” ?

It comes from Japanese traditional votive tablet “ema” people write to tell their dreams or wishes to God at shrine. We thought Com.chair is a thing children paint it their dreams and wishes on, like ema. So we named ema.



## The Outline of the Project

☆Providing the opportunity that children experience pleasure of making things and bring up creativity☆

We have children of disaster areas draw pictures on the Com.chair in workshop or public offering. We decide a theme to draw depending on a purpose, but the contents of the pictures leave it to children's free ideas.



☆Making use of children's works and creativity in social activity, revival aid and interchange☆

We use the Com.chair which children drew for social activity, such as contribution to shelter and welfare institution, local sightseeing PR and interchange with domestic and foreign children.



☆Use sponsorships and profit for children's activity and support for reconstruction of disaster areas☆

We will contribute funds from companies or organizations and profit from purchasing Com.chairs to support activities of children and reconstruction of affected municipalities.



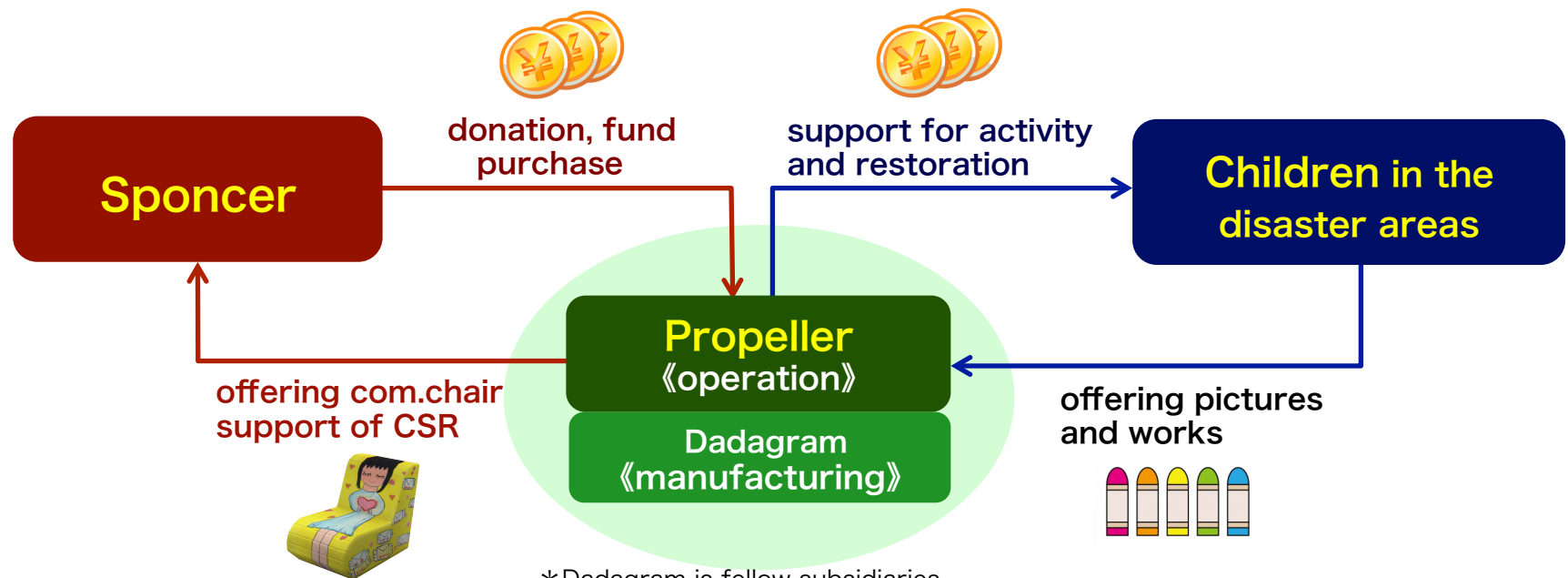
## 【CONCEPT】 Method Of Support Of The Project

To the support for children's activity and the support for reconstruction of the disaster areas, we need cooperation from sponsors, such as companies or groups which approve our project.

As part of your corporate CSR activities, We would be pleased if you could donate for our project or purchase Com.chair drawn by the children. We will use the money as a money of support to the damaged areas.

### Three Pillars of the Project

The pillars of the project is three people, "Children in the disaster area" that draws pictures on Com.chairs, "Sponsors" to provide funding, "Propeller" which manages the whole and produces Com. Chairs. And they form the support system of the trinity.



\*Dadagram is fellow subsidiaries, that is in charge of manufacturing.

## **[WORKS] Children Who Drew Pictures**

As the first of the project, we had children who live in two disaster areas draw the pictures. One of is SOMA CITY in FUKUSHIMA, the other is ISINOMAKI CITY in MIYAGI.  
In both areas the local NPO groups take care of children. We introduce them.

### ☆NPO “Fureai support-kan, Atelier” [SOMA,FUKUSHIMA]

Founded as painting the school for children in 1966.  
They aim to provide a place where everyone can live vividly in relation to the local society, and it became a corporate NPO in 2003.  
Main activities include creative activities such as painting classes, and nature experience activities such as camping, and more day service work for the elderly.



### ☆NPO “Nijiuro Crayon” [ISHINOMAKI, MIYAGI]

Just after the Japan Earthquake and Tsunami on March 22, 2011, they formed the "Ishinomaki Children Shelter Club" to fulfill the care of the affected children.  
Established NPO corporation "Nijiuro Crayon" in September 2012.  
They are doing various recreational activities in many temporary residential areas, mainly painting and making things.



# [WORKS] “Fureai Support-Kan ATELIER” SOMA, FUKUSHIMA part1

● C-FA-1



● C-FA-2



# [WORKS] “Fureai Support-Kan ATELIER” SOMA, FUKUSHIMA part2

● C-FA-3



● C-FA-4



# [WORKS] “Niji-ro Crayon” ISHINOMAKI, MIYAGI

● C-NK-1



● C-NK-2





## [BASIC INFORMATION] How to draw, how to make the Com.chair

Com.chair is a chair shaped canvas. There are the following methods 1. and 2. to draw a picture. Since it is necessary to draw while thinking about balance and layout, for children, it becomes training of the drawing is conscious of space.

It is also a joint manufacturing process to assemble Com chairs. Children can learn craft while enjoying it.

### 1. Drawing on miniatures of Com.chair

Draw a picture on a miniature of Com.chair. And convert it into data, print it on the cover of the chair.

It is a size suitable for drawing, so you can devise and complete it by yourself.



### 2. Drawing on a Com.chair itself

Draw a picture directly on crayons, magic, watercolors etc on the real Com.chair with a plain cover.

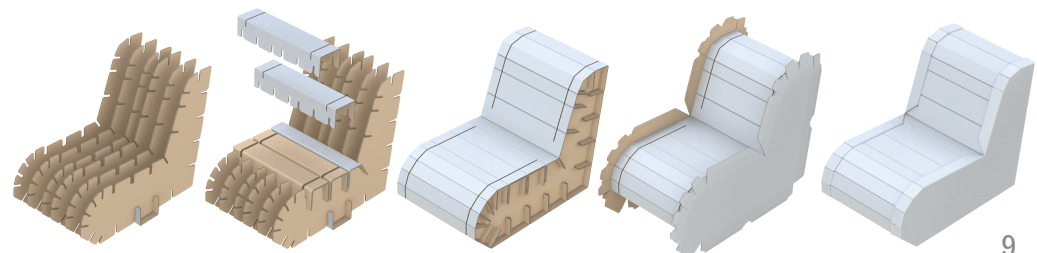
Because the area is wide, it is also effective to draw by several people.



### 3. Assembling a Com.chair

The Com.chair hollows out the parts from flat cardboard and assembles it by fitting without using screws or glue.

There is fun to make like a plastic model.



# [BASIC INFORMATION] Features and Specifications of Com.chair

## Features of Com.chair

The Com.chair has a structure covered with corrugated cardboard cover with cushion, it is possible to draw pictures and letters, print pictures and photographs that were converted to data clearly. Such Com.chair has the following five features.

1. Apparent impact is great, and it is engraved strongly in memory by sitting
2. By combining multiple, various expressions and displays become possible
3. Because of light material, easy to move and effectively utilize space
4. Since it is given fireproofing, can be used for events
5. Chairs and covers can be replaced, reused them many times



## Specifications of Com.chair

Size	W520mm × D870mm × H660mm
Weight	5kg
Withstanding Load	100kg
Structural Elements	flame proofing corrugated cardboard
Cover Elements	polyester with flame proofing & repellency
Cushion Elements	urethane foam



## [BASIC INFORMATION] The Organizations to Operate and Make

### Planning, Sales & Operation **General Incorporated Association “Propeller”**

Propeller is founded in December 2016 centered on the staff of DADAGRAM Inc. Initially, we are going to do planning, sales and operation with Dadagram together, and gradually going to work extensively. The purpose of the propeller is to support people in disadvantaged circumstances through making things, and we do the following business.



- (1) Planning and management of making things and art events, with disaster victims and disabled people as the sender
- (2) Introduction, sale and management of art works of disaster victims and disabled people
- (3) Introduction, sale and management of artist's works
- (4) Planning, research and support of town development and regional revitalization
- (5) Planning, production and sale of life support products to protect themselves from disasters and accidents

### Design & Production **DADAGRAM Inc.**

DADAGRAM is a company with strategic design as a business. We are doing consistent work, *planning, building concept, design, final creative development.*



- space and interior design of fitness club
- event costumes and corporate uniforms
- design of printed matters such as pamphlet, namecard, etc

