

d 设计之旅

爱知

AICHI



&D DEPARTMENT PROJECT

中信出版集团

術の

PRODUCTION  
PROCESSES of  
THE KORDOMO PLANT

创业期的生产技术

창업기의 생산기술

d

design travel

d 设计之旅·爱知




中信出版集团 | 北京

トヨタトラック  
(G12)





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## 序

我们认为，人们今后在和他人交流时，“设计的眼光”会变得越来越重要。

领会了“设计的眼光”，

用这一视角去寻找具有“长效设计”（long life design）特质的物品，

将会更容易理解其中的匠心。

“个性”不仅存在和兴起于大城市的潮流中，它也蕴藏在哪怕最原始的土地上。

现如今，大多数人习惯于一种时间长了就轻易丢弃物品的生活方式，这一现状令人十分担忧。

不过，如果我们在物的诞生地，被当地的文化和美食吸引，从而买下一件物品，

在很久之后还能讲出属于它的故事，说出是在哪家店铺、通过怎么样的优待而入手，

那么这件东西可能就不会被轻易丢弃了。

消费者需要从根本上改变物的人手方式。

我们创办这一“d 设计之旅”（d design travel）系列，正是希望改变这一现状。

以此为线索，我们将以“设计的眼光”探寻每一片土地。

日本的 47 个都道府县，一地一册，

以同样的方式实地取材、编辑制作，以同样的页数出版，呈于众人眼前。

### d 设计之旅

出版人 长冈贤明（Kenmei Nagaoka）

#### A Few Thoughts Regarding the Publication of This Series

I believe that a “design perspective” will become extremely important for future generations, and indeed people of all generations, to interact with all areas of Japan. By “design perspective,” I mean an imagination, which discerns what has substance and will endure, and allows users to easily understand and enjoy innovations. I feel that now, more than ever, a new kind of guidebook with a “design perspective” is needed. Therefore, we will publish a guide to each of Japan’s 47 prefectures. The guidebooks will be composed, researched, and

edited identically and be similar in volume.

#### Our Editorial Concepts

- Any business or product we recommend will first have been purchased or used at the researchers’ own expense. That is to say, the writers have all actually spent the night at the inns, eaten at the restaurants, and purchased the products they recommend.
- We will not recommend something unless it touches us. The recommendations will be written sincerely and in our own words.
- If something or some service is wonderful, but has problems, we



## 采编的考量

- 一定要亲自在当地住宿、就餐和购物，一一确认。
- 不写无法让自己感动的东西，只说自己想说的话。
- 推荐给大家的東西，一定会如实地做出评价。  
如果东西足够好但有一些瑕疵，也会指出它的问题。
- 请受访对象核实文章时，只请对方确认那些客观信息。
- 以“长效设计”的视角，只取材能够长久存在的事物。
- 不用特殊的镜头夸张拍摄对象，只拍摄其最真实的状态。
- 采访过的人物和去过的地点，即便是图书出版后，也要保持联络，时常回访。

## 如何选择采访对象

- 符合当地的特色
- 传递当地的重要信息
- 是当地人正在做的事
- 价格适中
- 蕴含设计匠心

will point out the problems while recommending it.

- The businesses we recommend will not be affected by our editorial efforts. Fact checking about these businesses will be conducted for the publication.
- We will only pick up things deemed enduring from the “long life design” perspective.
- We will not enhance photographs by using special lenses. We will capture things as they are.
- We will maintain a relationship with the places and people we pick up after the publication of the guidebook in which they are featured.

### Our Selection Criteria

- The business or product is uniquely local.
- The business or product communicates an important local message.
- The business or product is operated or produced by local people.
- The product or services are reasonably priced.
- The business or product is innovatively designed.

Kenmei Nagaoka  
Publisher of *d design travel*

# d



### SIGHTS

了解这片土地  
To know the region



### CAFES

在当地，喝茶饮酒  
To have tea  
To have a drink



### RESTAURANTS

在当地，享用美食  
To eat



### HOTELS

在当地，住上一晚  
To stay



### SHOPS

在当地，淘到好物  
To buy regional goods



### PEOPLE

在当地，遇见些人  
To meet key persons







HAVE A NICE BOOK!

ON READING / ELVIS PRESS

PLEASE COME IN!

OPEN / 12:00 - 20:00

CLOSED / TUESDAY





\*1 “d设计之旅”编辑部2016年5月调查结果。\*2 数据采集自日本国土地理院网站。

\*3 数据采集自日本总务省统计局网站(截至2016年5月数据)。

\*4 数据采集自社团法人日本观光协会编著的《从数字看旅游》(2015年版)

※ 括号内数字为全国平均值。

\*1 Figures compiled by d design travel. (Data as of May 2016) \*2 Extracts from the website of Geographical Survey Institute,

Ministry of Land, Infrastructure, Transport and Tourism. \*3 According to the website of the Statistics Bureau, Ministry of

Internal Affairs and Communications. (Data as of May 2016) \*4 From Suuji de miru kanko, by Japan Travel and Tourism

Association (2015 Edition) ※ The figure between the parentheses is the national average.



# 爱知县的数字 Numbers of AICHI

博物馆等设施的数<sup>1</sup> (122)

Museums

星巴克咖啡店的数<sup>1</sup> (25)

Starbucks Coffee Stores

历届日本G-Mark设计获奖数<sup>1</sup> (851)

Winners of the Good Design Award

# 221 74 2,068

经济产业大臣指定传统工艺品<sup>1</sup> (4)

Traditional Crafts Designated by the Minister of Economy, Trade and Industry

入选日本品牌

培养支持事业的项目数<sup>1</sup> (10)

Projects Selected under the JAPAN BRAND Program

日本建筑家协会

爱知县的注册会员人数<sup>1</sup> (86)

Registered Members of the Japan Institute of Architects

日本平面设计协会

爱知县注册会员人数<sup>1</sup> (64)

Registered Members of the Japan Graphic Designers Association Inc.

有松鸣海绞、常滑烧、  
瀬户染付烧、三河佛坛、  
丰桥笔、尾张七宝<sup>1</sup>等

Arimatsu Nazumi Shibori (Dyeing and weaving), Tokoname-yaki (Ceramics), Seto Sometsuke-yaki (Decorated porcelain ware), Mikawa Butsudan (Buddhist family altar), Toyohashi Fude (Brush), Owari Shippo (Cloisonné ware), etc.

# 12 52 247 130

爱知县办公厅所在地

Capital

市町村的数量<sup>1</sup> (36)

Municipalities

人口<sup>1</sup> (2,724,624)

Population

人

# 名古屋市 Nagoya City

# 54 7,410,719

面积<sup>1</sup> (8,041)

Area

km<sup>2</sup>

年度观光人数<sup>1</sup> (30,230,212)

Annual Number of Tourists

人

# 5,172 105,440,000

当地料理

Local Specialties

贝类的渔获量<sup>1</sup> (490)

Amount of Asari Clams Caught

吨

# 味噌煮 箕子面 青瓜醃糟 外郎糕



# 16,063

生于爱知的名人(含现在的市名与已故者)

Famous People from Aichi

## 一郎

(职业棒球选手·西春日井郡), 浅田真央(花样滑冰选手·名古屋市), 荒川修作(艺术家·名古屋市), 宇野亚喜良(平面设计师·名古屋市), 奥村毅正(平面设计师·丰桥市), 黒川纪章(建筑师·名古屋市), 宗田理(作家·西尾市), 堤幸彦(导演·名古屋市), 鸟山明(漫画家·名古屋市), 作石贵浩(漫画家·春日井市), 等等。

Ichiro (Baseball player, Nishikasugai Gun), Mao Asada (Figure skater, Nagoya City), Shusaku Arakawa (Artist, Nagoya City), Akira Uno (Graphic designer, Nagoya City), Yukimasa Okumura (Graphic designer, Toyohashi City), Kisho Kurokawa (Architect, Nagoya City), Osamu Soda (Writer, Nishio City), Yukihiko Tsutsumi (TV and film director, Nagoya City), Akira Toriyama (Manga artist, Nagoya City), Sakuishi Harold (Manga artist, Kasugai City), etc.

Nimiso (Hot pot using akamiso)

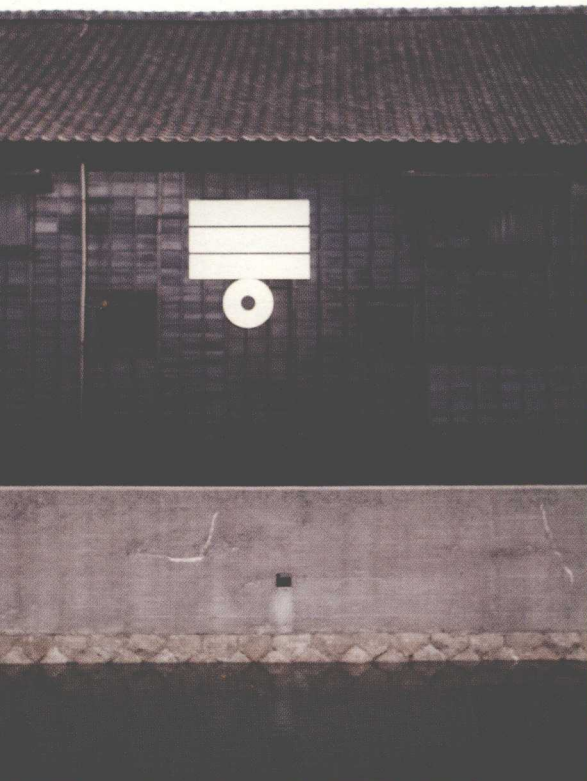
Kishimen (Broad and flat wheat flour noodle)

Karimori-uri no Kasuzuke (Karimori melon pickled in sake lees)

Uirou (Steamed cake made of rice flour and sugar)













Normal for AICHI

## 爱知县的日常

“d 设计之旅”编辑部所发现的，  
爱知县的日常

插图·木文  
撰文·神藤秀人

**大家都去的“企业博物馆”** 以汽车为首，纺织、陶瓷器、发酵食品等多种产业聚集在爱知县。这些企业中的大多数，不隐瞒自己的技术，不拒绝来访者，向公众展示企业生产中实际使用的道具、机械，让人们可以亲自体验学习。这就是“企业博物馆”。在走访了与汽车和纺织机相关的“丰田产业技术纪念馆”、建筑陶器和卫生用品陶器相关的“INAX LIVE 博物馆”与日本醋的“味滋康博物馆”等后，编辑部现在已然成了爱知县的企业狂热粉。

**让人想起个大早的爱知县** 爱知县的咖啡馆，提供一种晨间早餐服务：只要你点一杯咖啡，就能免费或低价得到一份吐司或沙拉。一开始是让人



有点吃惊，但日复一日，你会越来越期待这样的早餐，以至于有时错过了还会觉得有点可惜。这种服务兴起于纺织业鼎盛时期的一宫市。那时的人们比起去纺织厂的会议室开会，更喜欢大清早去咖啡馆谈论各种事情，于是店里陆续提供茶碗蒸、粥、红味噌汤等。如今爱知县的晨间早餐又流行什么呢？请翻阅本书第 106 页。

**画家杉本健吉设计的地铁、出租车、  
外郎糕** 已故画家杉本健吉出生于名古屋市，他的名作中不仅有绘画作品，还包括各种设计。譬如名古屋市营地铁标识的原始设计方案，地铁车身的色彩设计（现在演变成各线路的代表色）。若你走在常滑市“陶器散步道”，就会发现脚下

并盖的市徽也出自他之手。爱知县各地的“名铁出租车”，车身薄荷绿和米色的双色设计也是他的创意。此外还有名古屋特产“青柳外郎糕”的标识设计，等等。在爱知县的旅途中，到处可以看到杉本的设计。

Daily Life in Aichi Found by “d design travel”

Text by Hideto Shindo  
Illustration by Kifumi

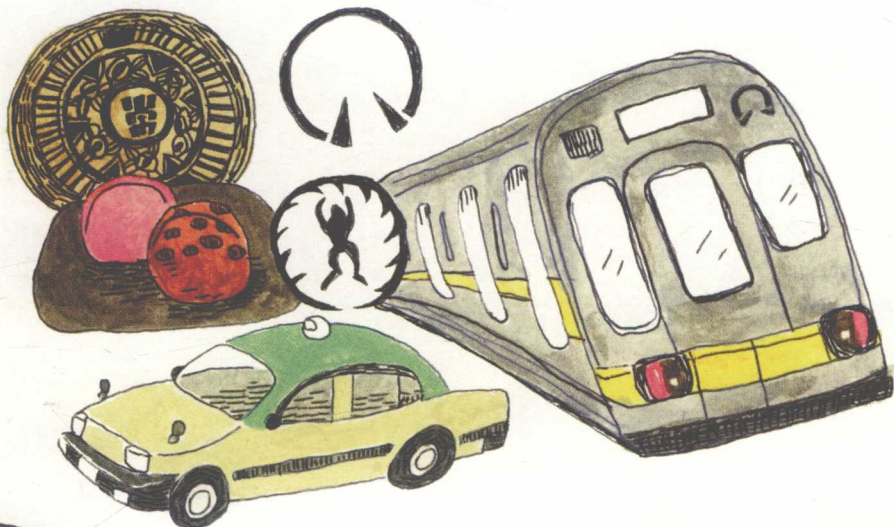
### Corporate Museums That Everyone Visits

Aichi Prefecture is known for so many industries—textiles, ceramics, fermented food and automobiles. Many of these corporations do not hide their inventions and innovations but through museums they run, they proudly introduce and share

their technologies and processes to visitors.

### Waking Up Early is Fun in Aichi

“Morning Service” is a salad and/or toast that comes free or with a minimal additional fee when you order a cup of coffee at *kissaten* (tea café) in Nagoya. It is said to have originated in Ichinomiya City when the city was known for its textile industry. Instead of having meetings in factory offices, many of the managers used *kissaten* to have morning meetings, and that’s how “Morning Service” is said to have started.



计。2014年，“名铁百货店”60周年店庆时，特地重现了由杉本手绘的第一代店标设计。这些设计都是深爱着爱知县的艺术家给人们留下的“让人骄傲的日常”。

务员会不厌其烦地告诉新来的客人各种“我们店里的标准吃法”。有一次，我在“世界的小山”居酒屋，照着筷子包装纸上介绍的吃法，尝试了他们的炸鸡翅，简直美味到不行。一眨眼的工夫，桌上就只剩下一堆骨头。鳗鱼饭、味噌煮乌冬面等等，在店员的指导下，我享受到了它们的极致美味。

**这个，要怎么吃？** 在爱知县的餐馆里，经常会遇到不知道该如何下手的食物，每家店都有不一样的标准和程序。服



**Subways, Taxis and on Dessert Logos Designed by Kenkichi**  
Though Kenkichi Sugimoto was a painter originally from Nagoya City, his works weren't just limited to paintings on canvas. He also worked as a logo designer. Logos he designed can be found everywhere in Aichi: the logo of the Nagoya City Metropolitan Subways, the city logo of Tokoname City, the mint green and beige color scheme for Meitetsu Taxi company, and the logo of Aoyagi Uirou Japanese Sweet shop.

#### How Do You Eat This?

I often encountered dishes I just didn't know how to eat in Aichi, and quite often, the restaurant staff were kind enough to teach me how, saying, "At our restaurant, this is how we do this..." For example, I had chicken wings following the instructions on the chopstick cover at the Izakaya Restaurant Sekai no Yamachan; the direction was so right that after I learnt about them, there were only a pile of chicken bones left on the table. The instructions were easy to follow, making pleasure.



# 爱知县的十二个月

12 Months of Aichi



**拾贝**(三河湾沿岸) 3月至6月的大潮日,蒲郡市的竹岛与大陆的连接处“浮出水面”,泥滩上到处可以看见拿着竹耙的人。爱知县是日本蛤蜊产量第一的地方,这会儿正是吃蛤蜊的日子,自己挖到的蛤蜊更好吃呢。



**筱岛音乐节**(知多郡) 7月下旬,海会上知多半岛南端的离岛和筱岛产卵,届时会举办音乐节。2016年举办了第三届音乐节,创作歌手bird等20多位艺术家前来演出。看海潮,吹海风,听音乐,让人忘记夏日的酷暑。

1

JANUARY

2

FEBRUARY

3

MARCH

4

APRIL

5

MAY

6

JUNE

**森林,街道,市集**(蒲郡市) 在露天的大冢海滨绿地,300多家店铺前来摆摊,30多组乐队进行演出。2016年,料理与音乐相融合的“EATBEAT!”现场表演引人注目。每年5月第二个周五到周日举办。

**美食世纪骑行**(丰田市) 由名古屋市“SimWorks”主办,一边骑行一边享受早中晚三餐美食。2016年,在丰田市足助町,约250人参加了这场活动。骑行总长达75千米。从波特兰邀请到了活动发起人克里斯·金(Chris King),他利用当地食材为大家做了超棒的晚餐。

