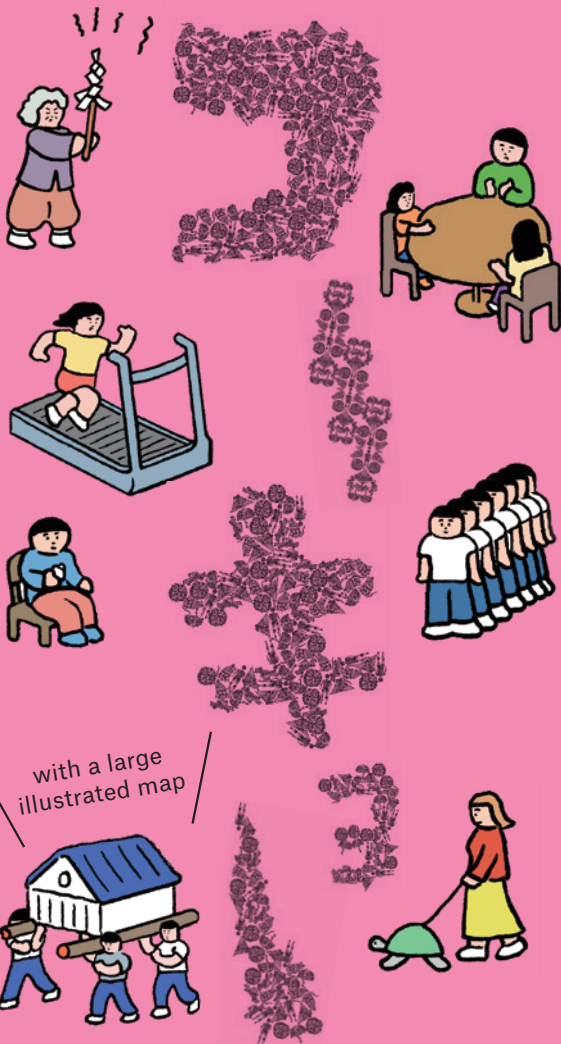


100 project ideas to get started.

neo [ネオ]

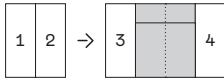


with a large illustrated map

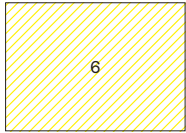
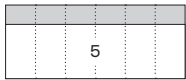
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PAGE GUIDE



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The public

End of the year 2014. Together with my coworker Mr. N, I was leaving work for Shinjuku station. I respected Mr. N. I was often surprised by his view on things.

Shinjuku Station West Exit. Shining above the streets where many people come and go every day, I saw the full moon. “Ah, What a beautiful moon!”, I muttered and as always Mr. N replied in a tone which I wasn’t sure if he was joking or not: “Now is not the time to watch the moon. What if you miss a wonderful person passing by like a shooting star.”

“I will withdraw some money, okay!”, a voice screamed. I looked over, seeing a man being held by the police in front of Uniqlo.

Magazine “neo Kōkyō” *Start!*



“neo Kōkyō” will explore six areas of “the public”.
Look at the hexagon above!

Geography 地理

January 2019. I moved houses and somehow got dermatitis. My skin has been weak ever since so I went to the dermatologist. I used the ointment that was prescribed to me and my skin got a little better.

But after a few weeks the irritations came back because I forgot to apply the tincture. So I applied and then forgot again. Applied. Forgot. I realized the vicious circle I got myself into. It’s not a good idea to put medicine on the back of the shelf. Only after putting it in a spot where I could easily pick it up after taking a bath, I started applying it regularly.

I'm curious about the public.

I don't know much about it. But I am curious.

Now might be the right time to start thinking more about it.

Ever since I was little, I loved discovering my own beliefs. I have a feeling that those moments are also part of examining what "public" means.

I don't know if this is all a fallacy. Maybe there actually is nothing to discover.

But I made my choice to start thinking and asking about the public.

I'm a complete amateur in both the public field and media management. It may be reckless for me to aim for regularly publishing a magazine.

But doesn't recklessness and naivety open doors for new possibilities and connections?

I somehow believe in that.

Let's value the importance of the idea, do our research, get together face to face and drive this project further.

2021.11.05
Tatsuya Tsujimoto

neo Kōkyō
Declaration

Our magazine attempts to

	Consciously	Unconsciously
What we know / observe	Every day	Black box neo : rediscoveries
What we don't know / look away from	Déjà-vu	News new: information

When I was in junior high school, I had a friend named Sakabon. He was much more mature than me because he had an older brother. He knew a lot and was always funny.

Going home from school, we took what we called a "shortcut" through an apartment. One day Sakabon stopped in front of the apartment and said: "There must be a lot of toilets in here. Straight! Lined up vertically!" I still remember how surprised I was at that moment. Suddenly the buildings on our way to school looked different. After we left that apartment, every time we passed a tall building, we repeatedly shouted "Toilet Tower!" and went home.

Our magazine starts with a map.

July 2020. Everything sells on the marketplace app Mercari.

Even by narrowing down neo Kōkyō's topic to "public", it is still hard to grasp what kind of magazine it will actually be. Hearing the word "public", the prosaic image of city halls and other public utilities comes to mind. Contrary to that, neo Kōkyō is a playful project in a friendly atmosphere.

I was worried about how to create this atmosphere.

Then, when I was browsing Mercari for "leisure land maps", I found an assortment of maps from places like NanyaTown, Yomiuri-Land, Kasai Rinkai Aquarium Park, Ueno Zoo and Disneyland.

open the "black boxes" of our daily lives.

Geography 地理

- The geography of tidying up** | Tidying up is the most relatable form of geography. Let's think about the geography inside our homes.
- Combat power of seats** | Where do you take your seat at a party or at a business meeting? An illustrated project.
- The geography of smartphone applications** | Looking at your smartphones home screen, let's question why we put which application in which spot?
- Quest for untouched nature** | Can we find truly untouched nature in Japan? Chase it!
- Stars- the oldest public goods** | Since ancient times people have read the stars. An investigation about how the stars influenced us throughout time.
- Animals living where humans can't** | An investigation about the evolution of different species in different environments.
- Weather and regionality** | Explore how regional conditions and peoples personalities change depending on the location and weather.
- Changing "standard Japanese"** | Imagine a local dialect would replace standard Japanese from train adverts and newspapers.
- Japanese address interview roulette** | What if you had the chance to interview the person living at the address you hit in a game of roulette?
- Slow motion walks** | How about taking 1 hour for a 50 meter walk? What would catch your eye?
- "Shōtengai" diver explore your local shopping street** | Discover the time layers of your local shopping street.
- Kunio Yanagita Game** | In honor of the folklorist Kunio Yanagita, let's create a map of areas children pick and elderly people share their knowledge about.
- Local road observation survey** | Let's make statistics of occurrences like "people wearing chinos" for a day.
- Can coincidence happen remotely?** | Let's create an online platform for chance encounters.

Diversity Stories ミクロな差異

- Catalogue of actions / Comparison of somatic knowledge** | Everyone is walking or cooking with a different consciousness. Let's catalogue the differences.

- "Buy" "Read" diverse** | Even in the same store every person purchases different things. Why do you choose red over blue? Let's start questioning our choices.
- At least give it a try** | What if men tried to wear high heels or spoke in a woman's voice? What if you spend a day in a wheelchair?
- Shopping malls and minorities** | Since all kinds of people flock into shopping malls, think about how to make them barrier free and ecessable for everyone.
- Having Miso soup at someone else's house** | Every household cooks up it's own Miso soup. Let's experience different flavours it with our tongue.
- The silver generations consumer behaviour Boutiques now** | Boutique research! Go shopping with the older generation.
- Interviews about places people turn a blind eye to** | Mental hospitals, sex shops, death care, prisons, etc., A plan to cover taboo topics.
- Home makers are household engineers** | Home makers are engineers. Sharing the wisdoms of everyday housekeeping.
- Living with a butler** | Interviewing someone growing up with a butler.
- "Twitter time line" line** | Pick a specific date and time and line up various people's twitter timelines.
- Addressing the male libido** | Assuming women are still in a vulnerable position, let's bring men together to talking about sexual desire as a phenomenon rather than homosocially.
- This is weird Mr. human** | Let's talk about the oddity of human kind from a fish's, a crab's or a bacteria's point of view.
- Group to group talk** | Initiate discussions between groups sharing the same problems.
- Interviewing community organizers** | An interview series with different people holding important roles in our community.
- The situation of "foreign workers"** | Let's start a conversation with foreign workers and reconsider the words "immigration" and "foreigner".
- Near misses exhibition** | A collection of spelling mistakes, strange signs and dysfunctional furniture. Life is also about things going wrong.

Social Communication 交換

- "neo" Kanji** | Creating new Kanji characters for words such as "LGBT" and "virus". Let's work together with Kanji scholars.

What is the neo Kōkyō map?

- It's a map where all potential topics are listed.
- It's divided into six subjects.
- The icons on the map correspond to the topics listed on the right and left site.
- We will write articles on the topics listed and publish our magazine at the right time.
- Reading between the lines, new topics might occur. Have a look around and do or don't let your imagination run free.



- The magic in the meaning of words** | What if the word "red" lost it's meaning? Where does meaning come from?
- What we transport in our handwriting What we loose using fonts** | Thinking about the uniformity of fonts.
- Learning from frauds** | Is it possible to gain trust artificially? Let's think about honesty from the opposite perspective.
- What is economy? What is money?** | Why can pieces of paper be exchanged for a smartphone? What can we do for a fair distribution? Let's Interview economists.
- detectives chasing criminals into infinity** | Detectives will always chase after criminals. Is someone who broke a tea cup really a bad person? Let's think about how to judge crime.
- Presents and violence** | flowers, pocket money and souvenirs. Think about the act of giving presents.
- group sizes: S, M, L, XL** | Observe how the size of a group changes people's behaviour.
- Test your authority level** | What if there was a license for power? Let's think about a test that verifies the authority of people.
- Characteristics and harassment** | Gender, age, height, job title. Think about the connection between certain characteristics and harassment.
- The public in your own house** | An attempt to collect moments of feeling a difference between yourself and the people you share your home with.

- Infiltrate homosociality** | A plan for non-homosocial men to go to girls bars and match making parties.
- Multiplayer-game communication** | Playing computer or tabletop games can reveal unknown sides of a person.
- Physical touch (offline) and culture** | A search for the importance of physical relations.
- Are people outside of messenger apps really...?** | Are your friends on messenger apps really who you think they are? Verify!
- Does concrete suit the Japanese?** | Western clothes are made for western streets and buildings. Let's reconsider if they really suit Japanese people?
- Fashion and uniforms** | Let's think about the relations between fashion and uniforms.

History & Fiction 歴史と物語

- Thinking about the chains of bloodlines** | In many tales the protagonist comes from a noble family. Think about how to break with this pattern.
- Passing down habits** | Passing down manners, aesthetic principles and even the way we laugh from grandparents to parents to children.
- How were villages organized in the past?** | Exploring the transition from anarchy to the regulations and laws of the present.
- Discover local rules!** | From marketplace apps to card games, how do rules change depending on location?
- What if there was no "public"?** | What is the public? And when did it start? Try to imagine a world without a public life.
- Tomorrow words will win** | Wouldn't even people holding trustworthy military positions break the rules? Search for cases where words defeated weapons.
- Pluralities of the "ordinary"** | Comparing the ordinary in Sci-Fi movies with the ordinary in everyday life. Imagine what an ordinary future would look like?
- The daily life of an "extra". A person never making history** | What would the everyday life of a minor character form Mangas and TV dramas look like?
- The people who set records** | Setting a record is making history. Search the media for the ones whose records went down in history.
- Does mathematics shape the way we think?** | Hasn't mathematics actually updates our way of thinking?

Infrastructure 生活基盤

- Infrastructure adventures** | Trace the water pipes and electric cables in your house back to their origin. Interview the technicians who installed them.
- Lines and infrastructure** | How does infrastructure run through your house? Draw lines on the floor.
- Take a step back The identity of all things around us** | What material is the cup in front of your eyes made from? How did it make its way into your possession?
- The style of the mail man** | Compare the different styles of posting mail.
- Chasing the garbage truck** | How much areal is a garbage truck actually covering? Chase it!
- How far is "close"?** | Nowadays where delivery services are fast and available no matter the distance, let's think about the term "local".
- Couriers and the internet** | The internet made news broadcasting incredibly fast. Now imagine you had no access to the daylie news anymore. How would your life be reading news from one week ago?
- Fast funerals** | Comparing funeral rites in the countryside with systematic urban funerals.
- Hairlines of the public About porches and flowerpots** | Let's think about porches as passages between private and public.
- Streets and freedom** | Think about street culture and strike a conversation with skaters, dancers, stroller and wheelchair pushers.
- Signs as urban interior** | How about seeing billboards and traffic signs as interior of the city.
- neo-Kōkyō A redeveloping plan for Ikebukuro** | Aren't cars actually bullying pedestrians? Let's think about roads made for humans rather than vehicles.
- Jingles and background noise** | Jingles are everywhere. From supermarkets to station platforms. Let's find out if they have changed over time.
- Make public transport an attraction** | Buses, monorails, ships and trams. Let's enjoy the ride rather than thinking about the destination.
- Unsung heroes Rethink architecture and furniture** | Follow the process of how materials are used by craftsman to build objects.
- We are water supply natives** | We are not only digital natives. We are water supply and television natives. Capture the different forms of nativism.
- If there was no underwear, what would the world be like?** | In which way would our lives become impractical?

Wellbeing 移りゆく心身

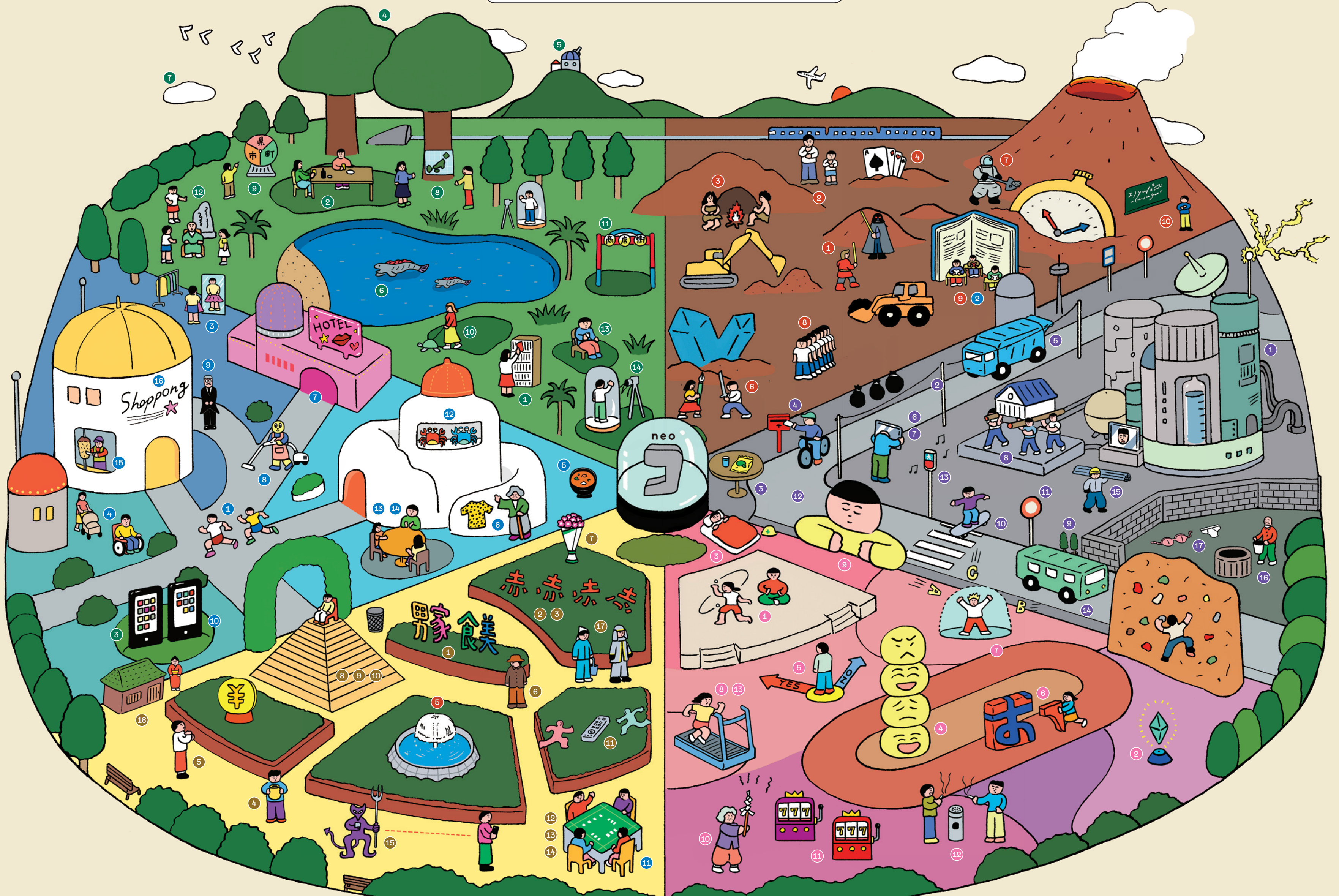
- General somatic theory** | yoga, karate, physiotherapy, meditation, dance, sport psychology,...Let's gathering knowledge of common ways of physical exercise.
- Let's create "power spots"** | By searching for what is bad for your health, you will also find places that are good for you.
- Committee for promoting disease prevention** | How can we change our way of thinking about disease prevention? A project to make the preventative discourse more convincing.
- Emotional switch** | How about collecting both frustrating and joyous traits of various people.
- "If" conversations— What if you said it like this?** | Imagine all your conversations getting transcribed. Would you change the way you speak?
- Extraordinary eyes** | A projects to discover blind spots by bringing specialists from different industries together, learning from their perspectives.
- Information fasting A recommendation** | Let's think about fasting information the same way we think about fasting foods.
- Do you actually despise your free time?** | Today life is more convenient but we are running short on free time. Let's be honest, do we actually hate taking breaks?
- How to close your eyes** | It takes an infinite amount of time to perfect something. Explore the differences between what an experts and what an amateurs eye sees.
- Folk remedies, false or true?** | How about trying folk remedies, occult and superstitious practices which claim to improve your life?
- Excessive Health, tidiness and morality standards** | Our society is getting more and more excessive with cleanliness and health. Shift your perspective and think about the benefits of cigarettes, prostitution and gambling.
- Various smoking areas** | Smoking areas come in many sizes and shapes. What kind of communication is taking place there?
- Changes in health consciousness** | When did people start thinking about their health? Investigate how health consciousness changed over time?

Diversity Stories

ミクロな差異

Infrastructure

生活基盤



INFORMATION

To the English version

[https://neokokyo.com/
map/english.pdf](https://neokokyo.com/map/english.pdf)



neo Kōkyō HP

All about neo Kōkyō.
<https://neokokyo.com>



SNS

Stay tuned on release dates of the magazine and updates on new articles.



Kōdō Radio

The publisher of neo Kōkyō, Mr. Tsujimoto will do a radio show every Friday.



- **We are looking forward to your impressions.**

Motivated and full of energie we will be working on our magazine until our neo Kokyō map jumps right out of the pamphlet.

- **We are looking for people to think together and exchange ideas.**

Writers, designers, photographers, etc. Even if you are inexperienced, we are searching for anyone interested in the connection of things. Feel free to contact us if you want to share your ideas and impressions.

Thank you for your support.

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