

琴似再開発地区自動販売機デザインの提案

第2回プレゼンテーション

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前回のヒアリングの結果

高い評価を得たデザイン案

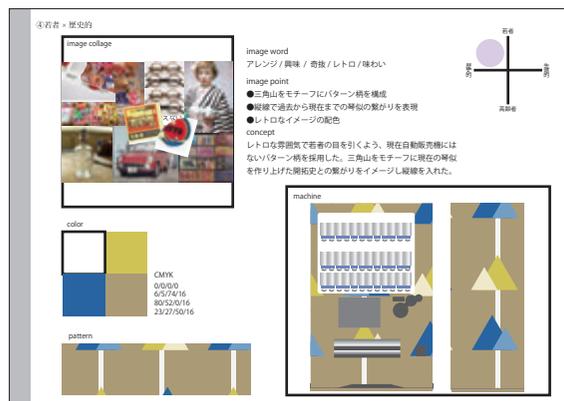


提案① → ○歴史的な雰囲気
△幾何学模様？唐草模様？



提案② → ○ほっこりな雰囲気
○安心安全快適にくらせる雰囲気
○葉のマークと芽吹くのイメージが良い

*目立つ色が売れるデザイン？



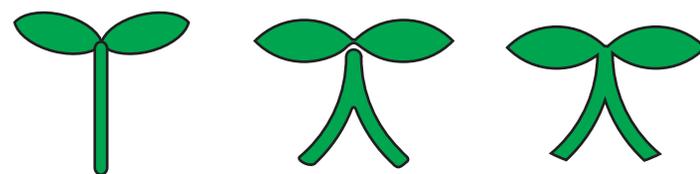
提案④ → ○歴史的な雰囲気
△三角山のイメージ？

安心 / 安全 / 快適

提案②のレイアウト

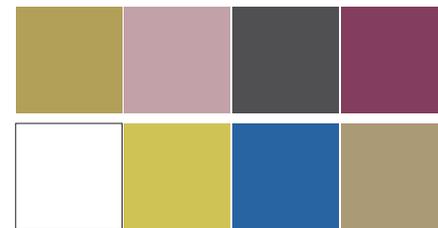


定住（根付く / 芽吹く）



身近な歴史 / 身近な伝統

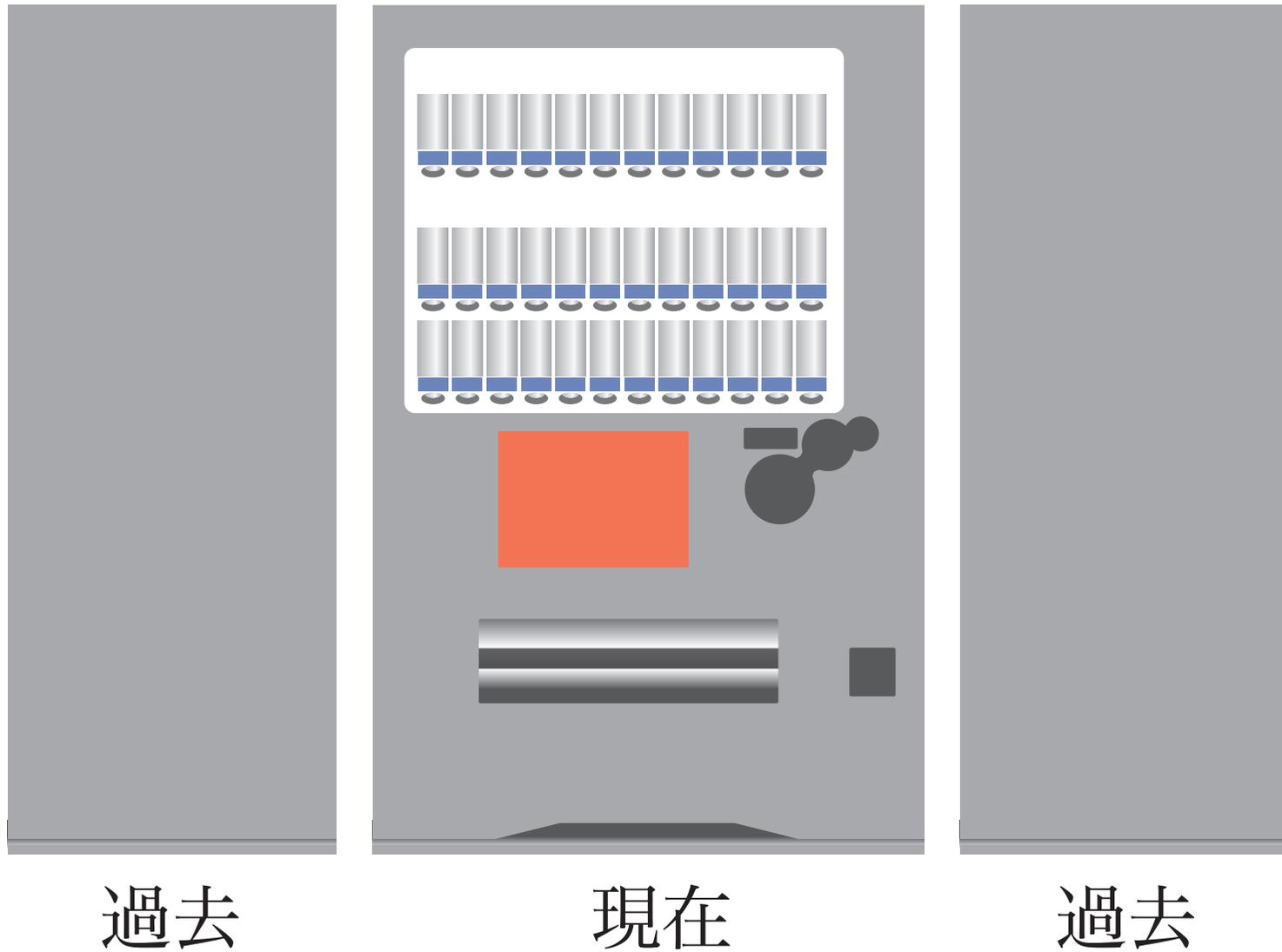
提案①④の配色



屯田兵（開拓 / 開墾 / 土）



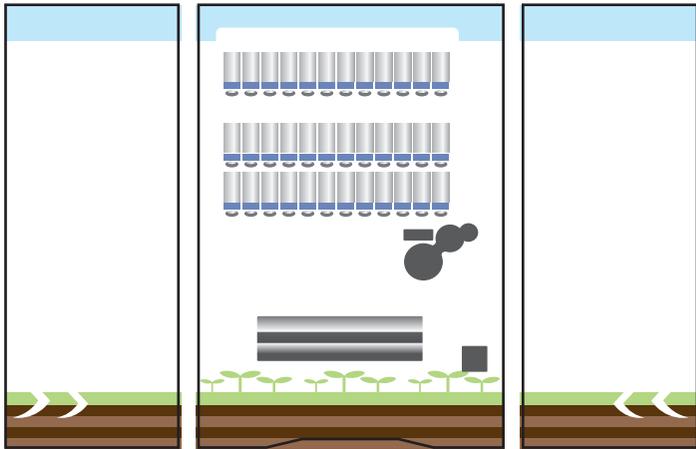
自動販売機の面の考え方



* 未来は街並そのものが表現

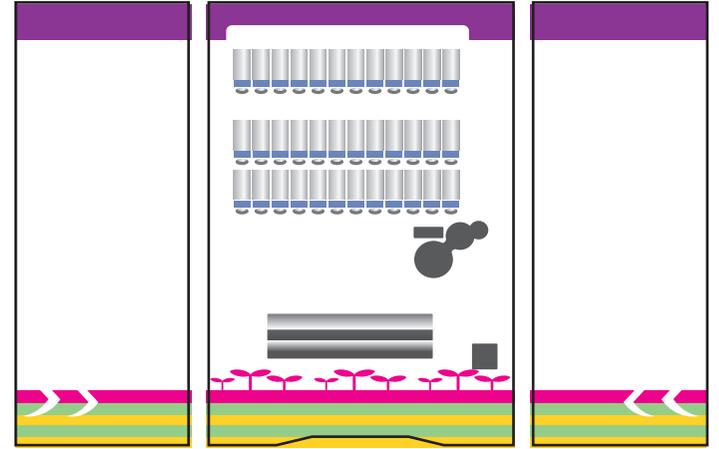
配色の方向性

A



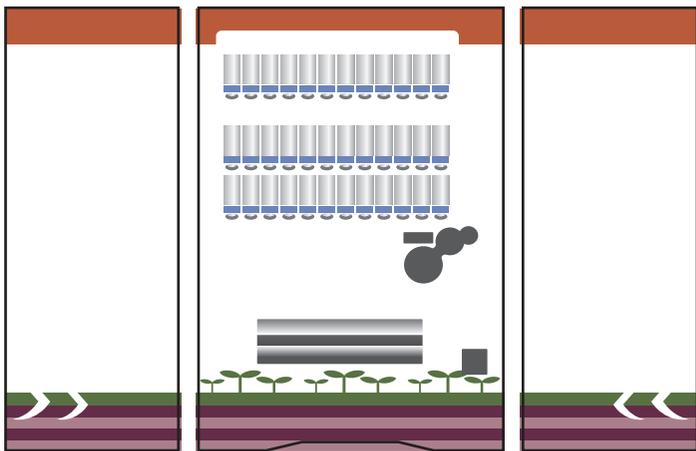
自然色

C



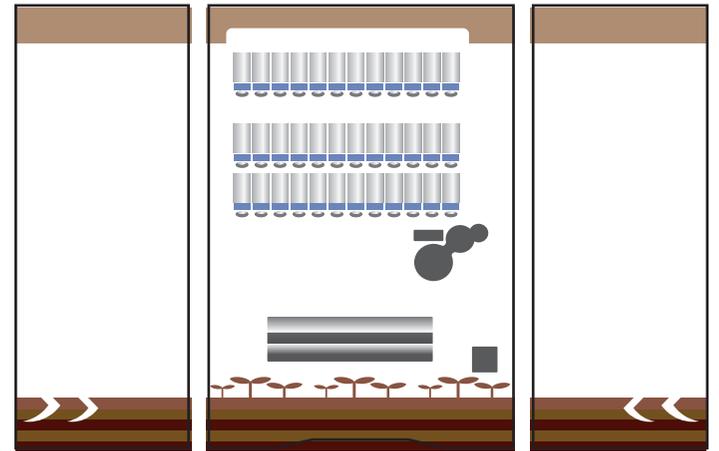
アイキャッチ色

B



歴史伝統色

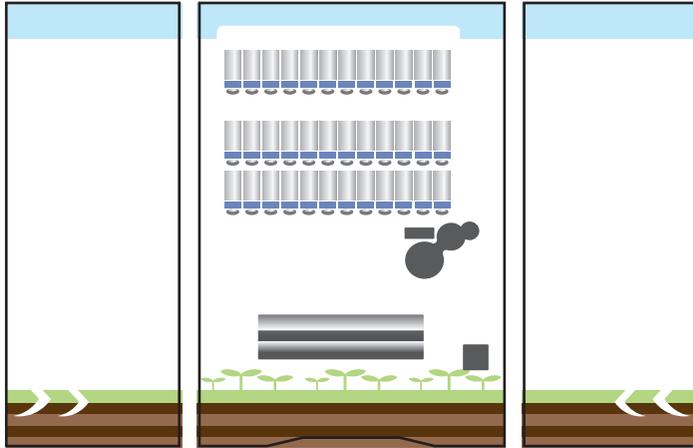
D



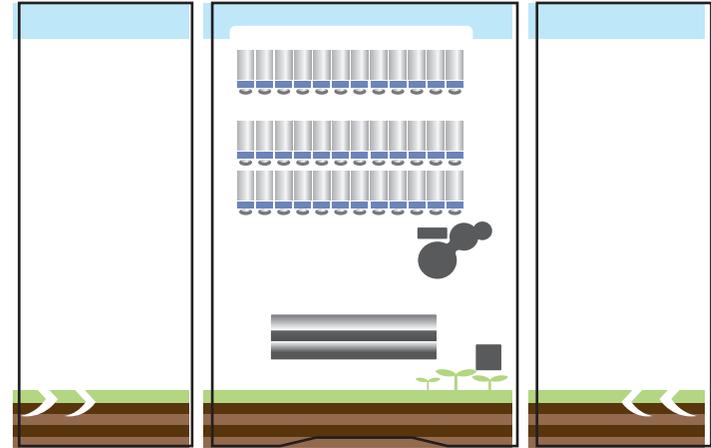
土色

面の方向性

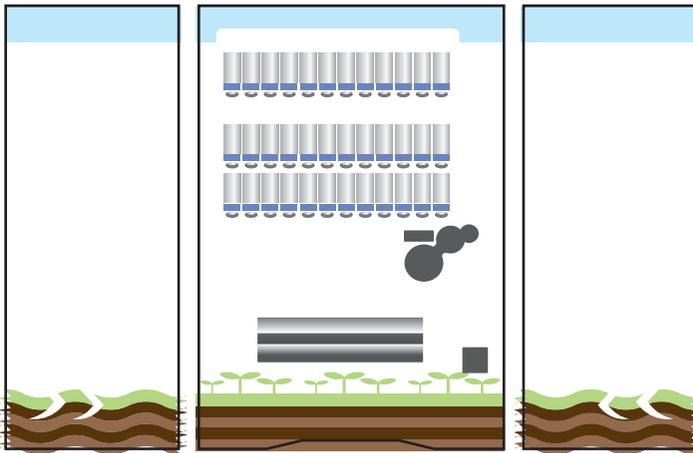
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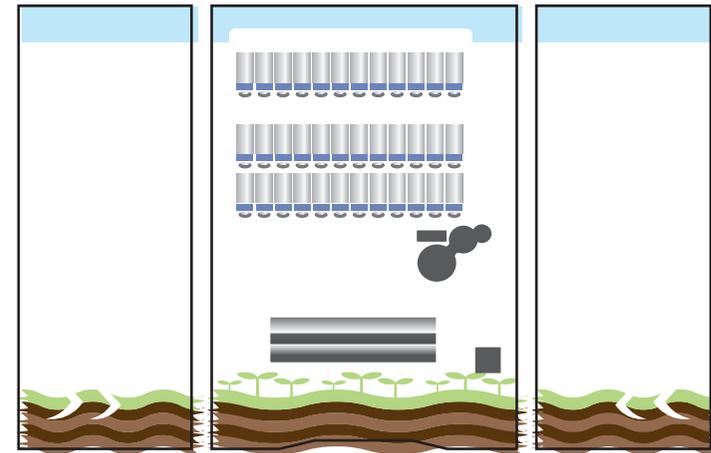
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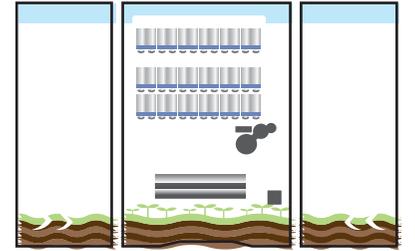
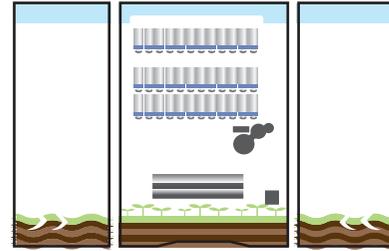
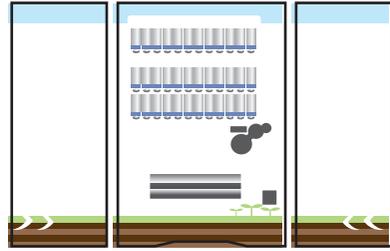
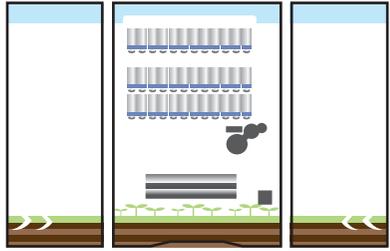
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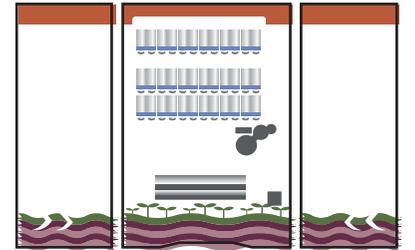
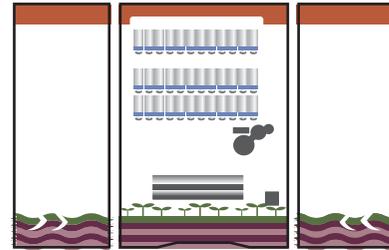
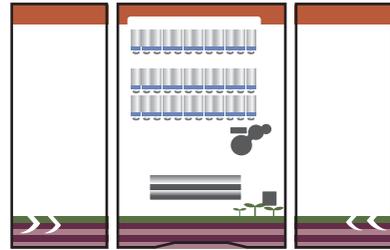
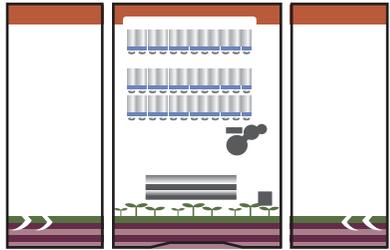
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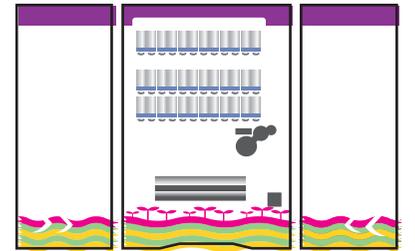
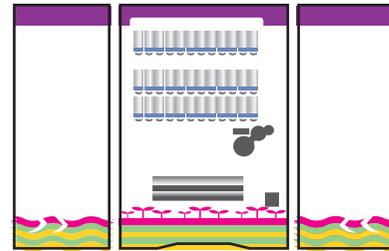
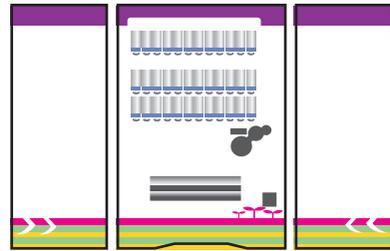
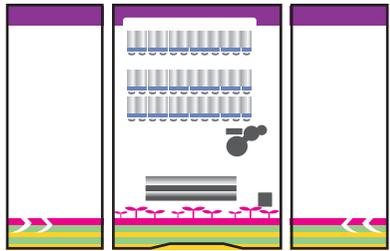
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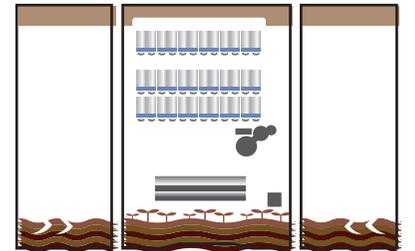
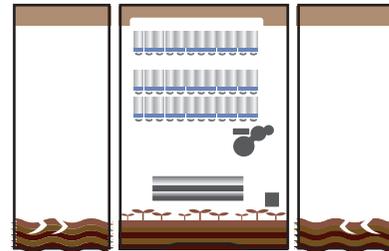
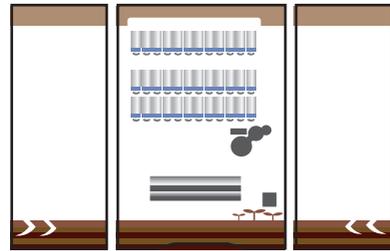
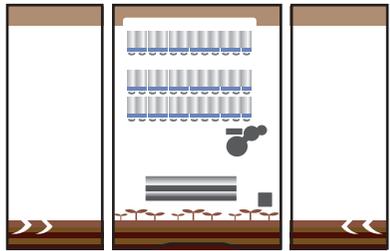
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の方針をご決定ください。