

**State of the map**

**Aizu-Wakamatsu, Japan 2017**

the Design Concept

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# the Beginning

Aizu-Wakamatsu is one of the historical city not only in Tohoku district\*<sup>1</sup> but also in Japan.

So we thought the design must contains historical concept for this city.

Then we started thinking about concepts of this city, Aizu-Wakamatsu.

\*1 Tohoku is a district where Aizu-Wakamatsu is.

# TURUGA CASTLE

We, Japanese people, immediately comes to mind the TSURUGA Castle when we thinking of Aizu-Wakamatsu city.

This castle is demolished after the Meiji Restoration by new the new Japanese government in 1874. And in 1960, after 15 years from World War II, the castle was restored as it looks today.

The nature didn't change its figure faster than history with which maps were changing.

So we thought that this castle, changing its figure in the history, is a symbol of Aizu-Wakamatsu even as a symbol of the map.

# AIZU CLAN

Aizu clan ruled this area in Edo period\*1.

The clan fought against the new government in Meiji Restoration\*2  
then came the last moment to this clan.

This history is very interested by the people.

So Aizu-Wakamatsuz became to the major tourist city  
in Tohoku district.

For these reason the clan was influencing  
people in Aizu from Edo period until today.

\*1 [https://en.wikipedia.org/wiki/Edo\\_period](https://en.wikipedia.org/wiki/Edo_period)

\*2 [https://en.wikipedia.org/wiki/Meiji\\_Restoration](https://en.wikipedia.org/wiki/Meiji_Restoration)



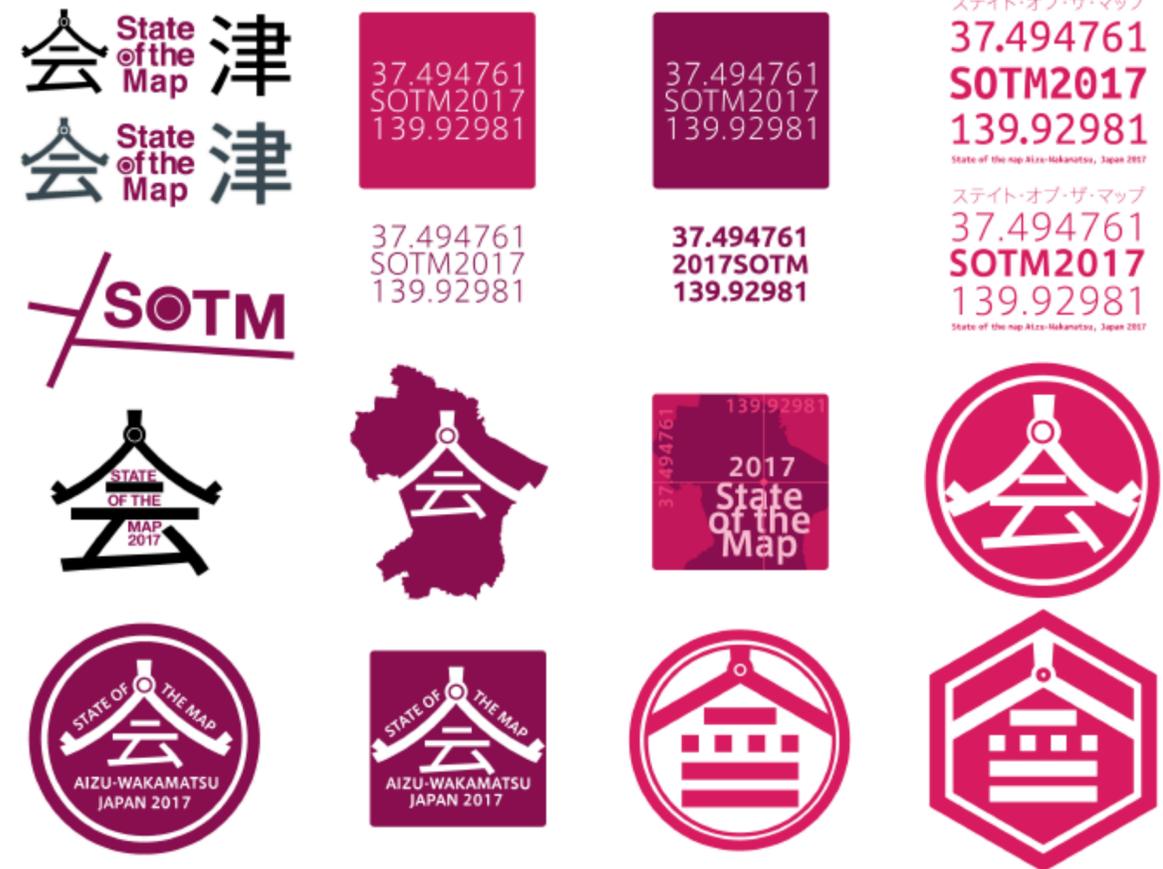
# OSM Fukushima

We are very passionate team in Japan. We work almost everyday on Maps.  
So we want show our daily activity at this chance.  
And we hope this event will a good communication space.



# Working

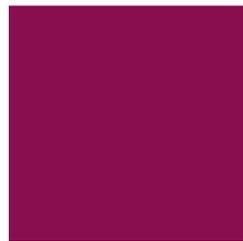
We sketched design with these 3 concepts.



# the Colour For Red Tile



Main Colour  
#D81B60  
C:10 M:100 Y:44 K:0



Sub Colour  
#880E4F  
C:39 M:100 Y:44 K:22



Ordinary tiles of Japanese castle is black.  
Red Tile is a symbol of TSURUGA castle.  
Tiles were black when the TSURUGA castle  
was rebuild in 1960.

But from 2010 the project started  
changing to red tiles instead of black tiles until 2011.



ステイト・オブ・ザ・マップ  
37.494761  
**SOTM2017**  
139.92981

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# the Design

Today we use Chinese letter “会津” for Aizu.  
But they use “會津” in Edo period.

We designed and minimize the letter “會”  
in the logo as family emblem that we call KAMON.  
KAMON is known as a family emblem  
such as Samurai or others.

The top in the “會” figure we desing the castle roof.



Example of KAMON

# the Logo 1



亀甲に會 KIKKO-NI-AI

KIKKO is a name of hexagon emblem and means turtle shell.

This type of emblem has a meaning of longevity and north (Tohoku district places north west in Japan). (i feel that looks like Ingress :-)

Almost of width and height of parts made by "Golden ratio" because the KAMON emblem is generally made by geometric method.

## the Logo 2



丸に會 MARU-NI-AI

Almost of emblems of feudal lords of Aizu Clan are circle type. So it's fit to the event in Aizu-Wakamatsu. This one is made by "Golden ratio" too.

OSM Fukushima team member recommends this type.

# the Logo Type

ステイト・オブ・ザ・マップ

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In ordinary way, for lovely mappers, latitude and longitude of Aizu-Wakamatsu are placed in the logo type to recognize this is for a kind of map event .

In the top of logo type you can see some Japanese letters. These letters means "State of the Map". SotM is not famous in Aizu nor Fukushima yet. We thought that it's need to spread this event to the people who speaking Japanese. That is why we placed these letters.

and The Concept of OSM Fukushima is...

OSM Fukushima's activity is especially focused on Mapillary in these years.  
And we made a concept design site. Thank you.

<http://sotm2017.appspot.com>