



Illustrator

Yo Hosoyamada

vision track





Illustrator

## Yo Hosoyamada

ロンドン大学バートレット 建築学部在学中、建築事務所にて働く過程でビジュアルコミュニケーションに興味を持ち、ロンドン美術大学カンバーウェル校に編入。卒業後からイラストレーターとしてロンドンを拠点に活動する。

細部までこだわった建築的な空間、都市風景を得意とする。企業ビジョン、未来予想、社会課題などの題材をイメージーション豊かに親しみやすいイラストで表現する。

主なクライアントに、WIRED、YouTube、セブン-イレブン、NECなど。2023年、麻生台ヒルズのオープンビジュアル、フロアガイドを担当。

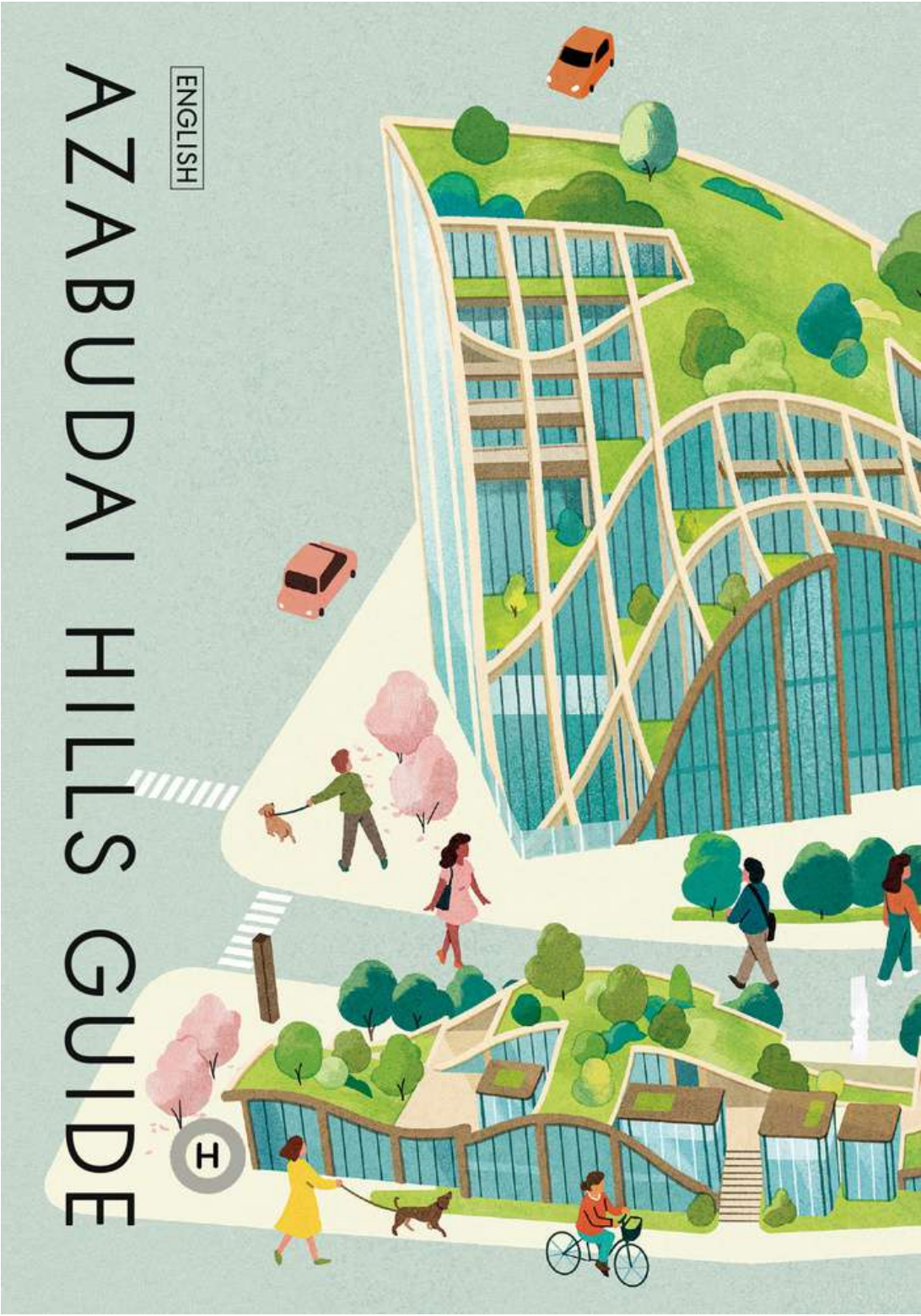


A close-up, slightly blurred photograph of a person's hand holding a black digital pen, drawing on a tablet. The tablet screen displays a colorful illustration of a cityscape with buildings and a figure. The background shows a wooden desk with some papers and a keyboard. The overall lighting is warm and soft.

# COMMISSION WORKS

of Yo Hosoyamada









01 / 02 FUTURE OF ENVIRONMENT 今後の取り組み

## FCVによる自動運転

Autonomous FCV



02 / 02 FUTURE OF ENVIRONMENT 今後の取り組み

## AR商品表示

AR display



05 / 05 FUTURE OF ENVIRONMENT 現在の取り組み

## 環境負荷低減店舗

Environmentally friendly stores



01 / 02 FUTURE OF HUMAN RESOURCES 今後の取り組み

## デジタルツイン

Digital twin



02 / 04 FUTURE OF LOCAL 現在の取り組み

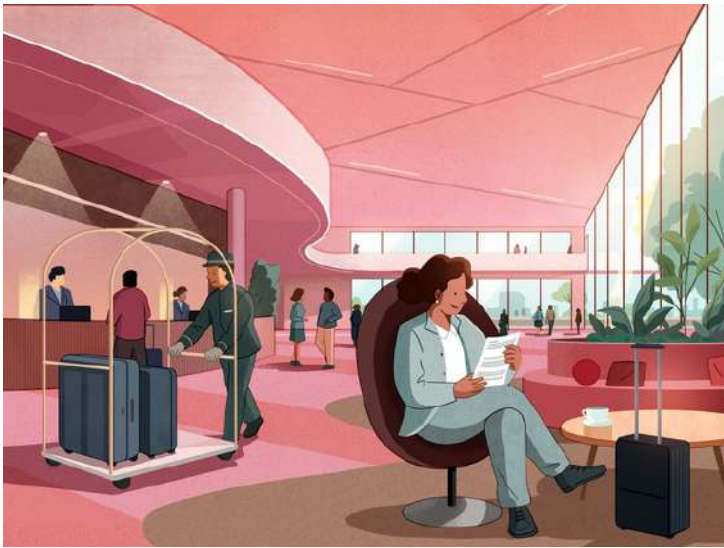
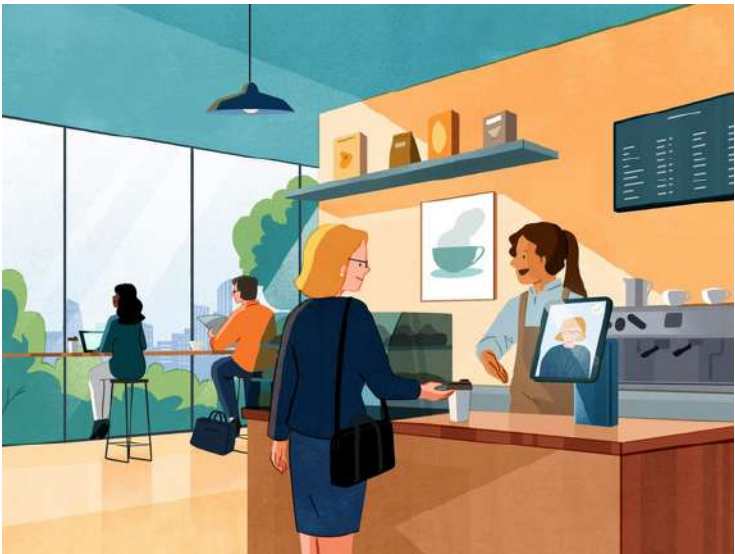
## 7NOW / ドローン配送

7NOW / Drone delivery





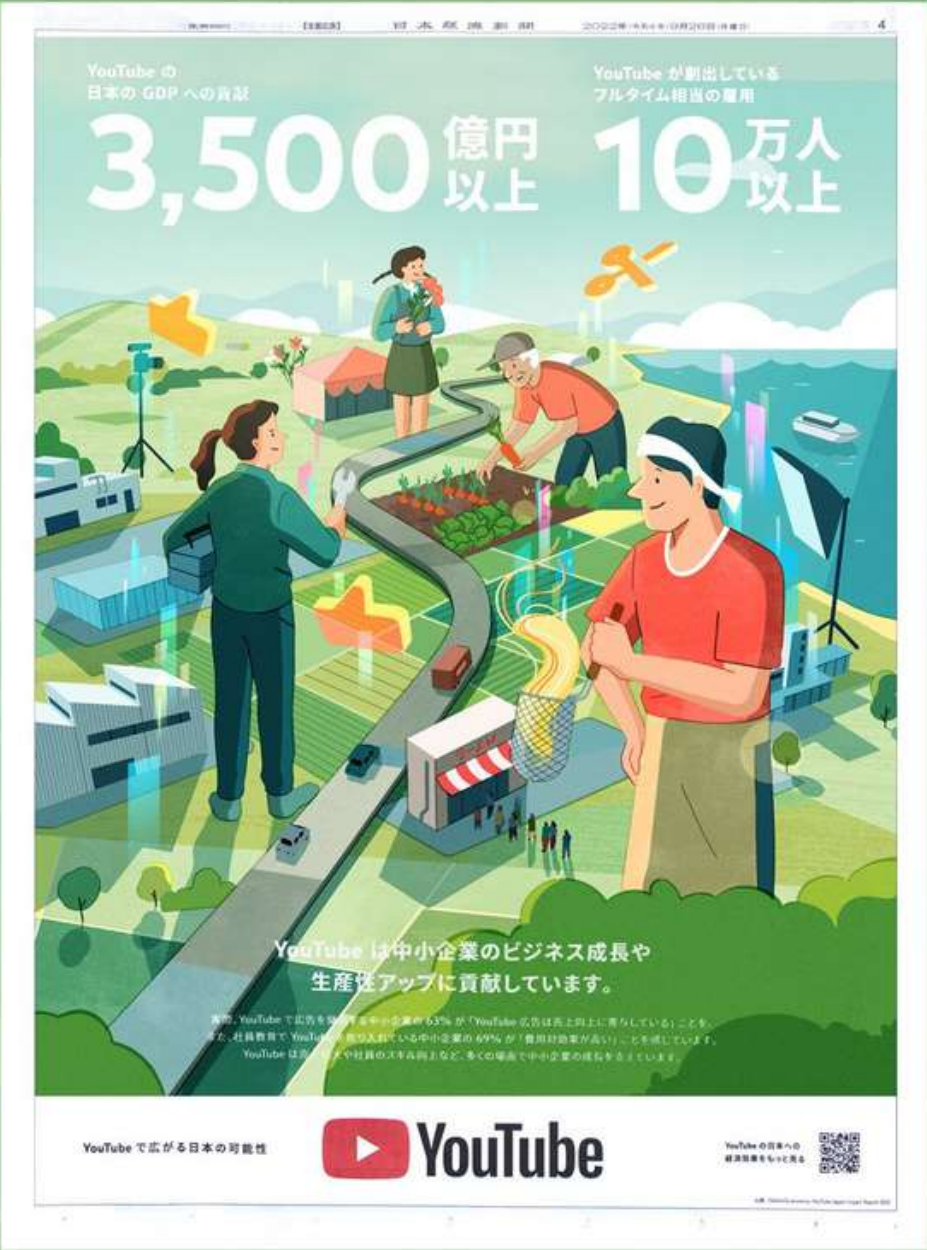
























GQ SHOP



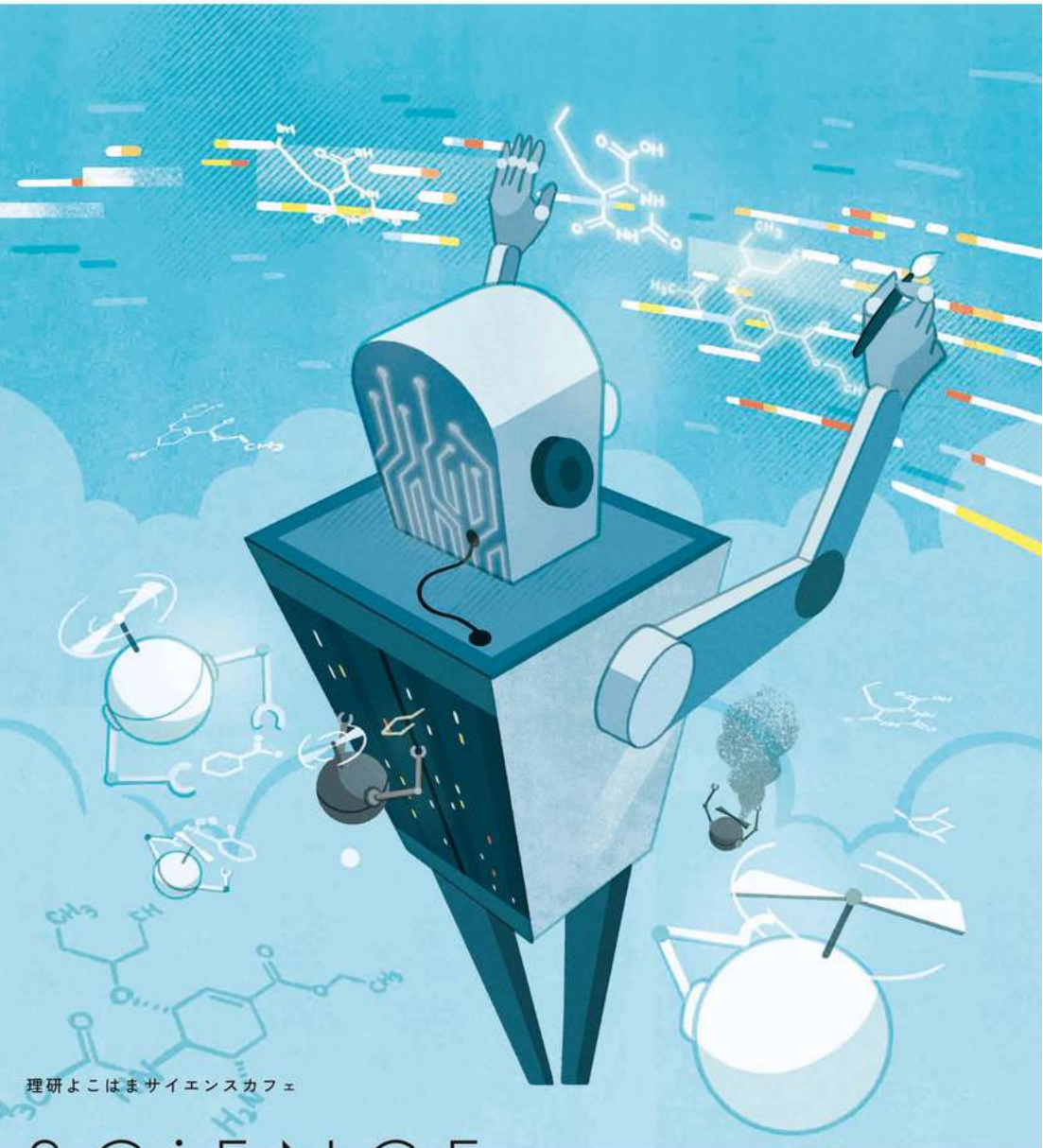
## COMMISSION WORKS



一九堂 THE NEXT JOURNEY CALENDAR (ドイツカレンダー展「銅賞」)



「くすり」を創る科学 AIとシミュレーションによる未来



理研よこはまサイエンスカフェ

# SCIENCE CAFE

Our Science Cafe initiative sends researchers out to libraries, science museums, centers and other public locations in Yokohama and the surrounding areas to discuss science with participants in an informal and friendly atmosphere over a cup of coffee.

8.5 2023

横浜市立横浜サイエンスフロンティア  
高等学校・附属中学校  
定員 40名 / 要予約 / 参加費無料  
<https://www.yokohama.riken.jp/sciencecafe/>

RIKEN

三菱総合研究所の未来読本 | フロネシス


# Phronesis No. 24

## 未来社会への新胎動

時代を創るイノベーションの最前線

巻頭特別対談  
人類の課題解決に迫るAI

巻頭特集  
AIと「ヒトの知」が拓く新世界



東洋経済新報社

三菱総合研究所 [著]

人に優しく結果に厳しい「最強組織」のつくりかた

Weekly Toyo Keizai 週刊東洋経済

2000 0/00 定価 000円

# 心理的安全性 超入門

失敗する組織の共通点

- ❑ 会議で誰も発言しない
- ❑ 職場の上下関係が不必要に厳しい
- ❑ 恐怖やペナルティーで失敗を減らそうとする
- ❑ 情報共有が行われない
- ❑ 過去の成功や前例にこだわる
- ❑ 従業員のワークライフバランスを軽視する

「ブラック企業はもちろん「ゆるい職場」もダメ！」









Issued by Hosoyamada Design Office

[Feature]  
20 Guidelines  
to follow during  
COVID-19

vol.1

# Quaran-time

Life at home  
during a pandemic  
Stay inside,  
Stay connected

- 01 Buttons on vending machines and door knobs can be high risk: **only touch these areas with one hand**, while keeping the other hand clean.
- 02 Maintain your distance. Practice social distancing and keep at least 2 meters away from others. Also, avoid speaking face-to-face.
- 03 Try to work from home as much as possible and limit the number of times you travel to work.
- 04 Avoid meeting people as much as possible. For essential meetings, try and use video conferencing methods.
- 05 We want to reduce the burden on our healthcare system as much as possible. So protect yourself from COVID-19 by **staying home!**



Illustration by Yo HOSOTAMADA

Issued by Hosoyamada Design Office

[Feature]  
20 Tips on  
life at home  
in quarantine

vol.2

# Quaran-time

Life at home  
during a pandemic  
Stay inside,  
Stay connected

- 01 Do-it-! DUM! Believe some stress by playing music! But beware of angry neighbours.
- 02 Even a short simple workout is an effective way to keep healthy. Did that 5 min leg workout on Youtube burn this much before??
- 03 Kids are nice, but can also turn into hyperactive monsters if they lack proper play time. Consider going on a walk or to the park from time to time.
- 04 Working from home with kids is hard. Where both parents are at home, try splitting your time with your kids between each other.
- 05 Have some free time and a lot of bananas? Try a banana bread recipe! But try not to stain the ceiling out of excitement.



Illustration by Yo HOSOTAMADA

## Quaran-time

vol.2

20 Tips on  
life at home  
in quarantine

- 06 Video conferences are the trend, but with pixelated videos and uneven sound, a good ol' phone call could be a better option.
- 07 Being stuck at home isn't an excuse to sleep all day! We know that mattress looks all too comfortable, but try to maintain your daily rhythm.
- 08 Have you watched Marie Kondo's clean up videos but never got around to doing it? This could be a good time to deep clean and declutter - your flat could look a lot bigger afterwards!
- 09 If you have been outside, take off your mask and wash your hands first before doing anything. We need to wash off all the germs and viruses off of our hands to avoid cross contaminating things in the house.
- 10 Online parties could be a great way to catch up with those friends living across the globe! Why not throw a reunion party during this time?
- 11 Shower your pet with extra love now that you are spending more time at home - but don't overdo it with the treats, or your Dachshund pup will look more like a block of ham.
- 12 We cannot travel but how about virtually? A trip to your Animal Crossing village could be nice too.
- 13 For some individuals, you could have the virus without showing any symptoms. Maintain a balanced diet to keep your body strong and healthy to beat that virus! Refrain from juggling beccolles.
- 14 Tired of online video calls? Want to chat with someone physically? Try a string telephone!
- 15 Staying active at home doesn't always mean working out. Try doing chores instead! Get that laundry done and workout at the same time!
- 16 Relaxing and reading a book could be a great way to spend your downtime at home. Finish that thick novel sitting on your shelf and brag to your friends about it!
- 17 Time to unleash your hidden talents! A career as a gymnast could be more than just a dream!
- 18 With all that is going on, it is very easy to get sucked into the news either online or on TV. Take some time off your screen if you're feeling anxious or stressed.
- 19 This might be a good opportunity to pull out that yoga mat and do some stretching.
- 20 If your apartment elevator is crowded, wait for the next one and refrain from small talks during the ride. Stairs are also a great alternative to avoid that.

In this issue of Quaran-time, we have set out a few ideas on how to spend this time at home. Despite all of the uncertainty during this time, there are things we can do individually at home to maintain balance and structure in our lives.

Working remotely for the first time has presented itself with its difficulties, but let's not forget about the benefits that this time can have as well.

For our staff who are living alone, it can sometimes be difficult working continuously, without having the opportunity to speak to friends at work. It can also be lonely not being able to have lunch with co-workers. But on the flip side, not having to commute to work gives them more free time every morning and night. For our staff with families, it has been a struggle trying to focus on work while looking after their kids, as well as

balancing a multitude of chores that have to be done around the house. But, again, this time has allowed them to spend more quality time with their families at home.

And with a little more time on our hands, we have been able to start new creative projects - hence this newspaper! Aside from our professional work, we now have the time to think and talk about new creative projects.

We can try and find ways to make this teleworking method work for us while finding the positives in this situation.



With our studio going remote for the first time, we have collated a few notes in the form of a newspaper. These may not be applicable to everyone but we hope that they can help make this quarantined life as enjoyable as possible.

## Quaran-time Next Issue

Issue 3 will focus on "the most effective way to kill the virus?!" - Hand washing.

Issued on 24th of April 2020 by Hosoyamada Design Office  
© HOSOTAMADA DESIGN OFFICE 2020  
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Letterpress Letters



# of Yo Hosoyamada



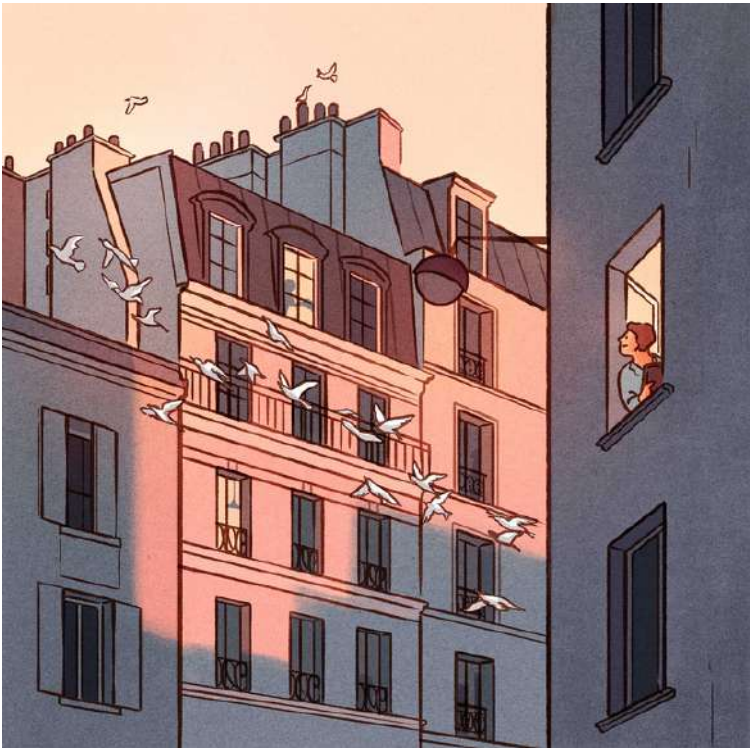
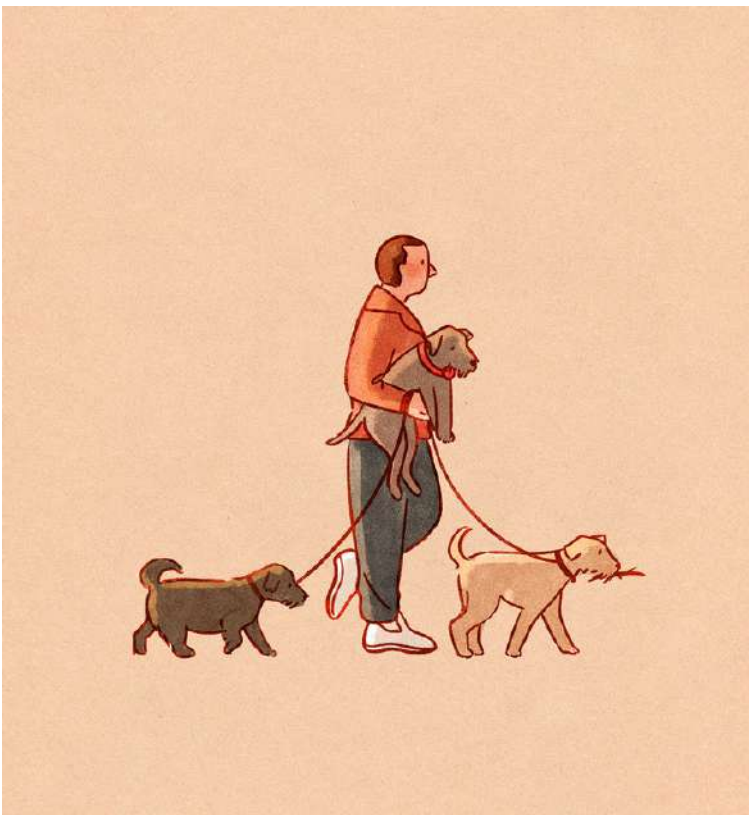








PERSONAL WORKS









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# vision track