



New Project
kemuri shanghai
Press Release

"Edo Robata Style kemuri" - Japanese FIRE Cuisine

Kagurazaka, Tokyo, Japan renowned for more than 10 years, "Edo Robata kemuri" the upcoming Shanghai Hongqiao, to December 31, 2013, opened its presence in China's first store.

Address ;

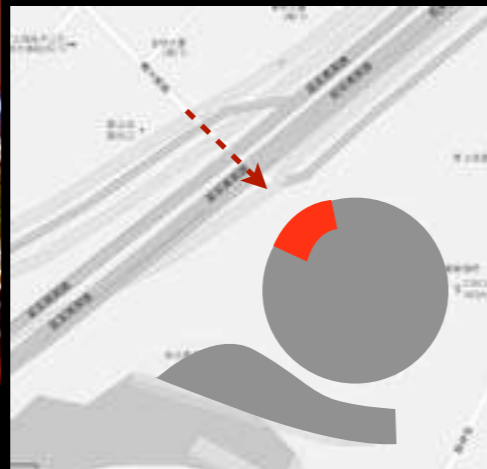
The Garden Plaza,
2088 Yan'an Xi Lu, shanghai,china



kemuri - Kagurazaka, Tokyo, Jpane

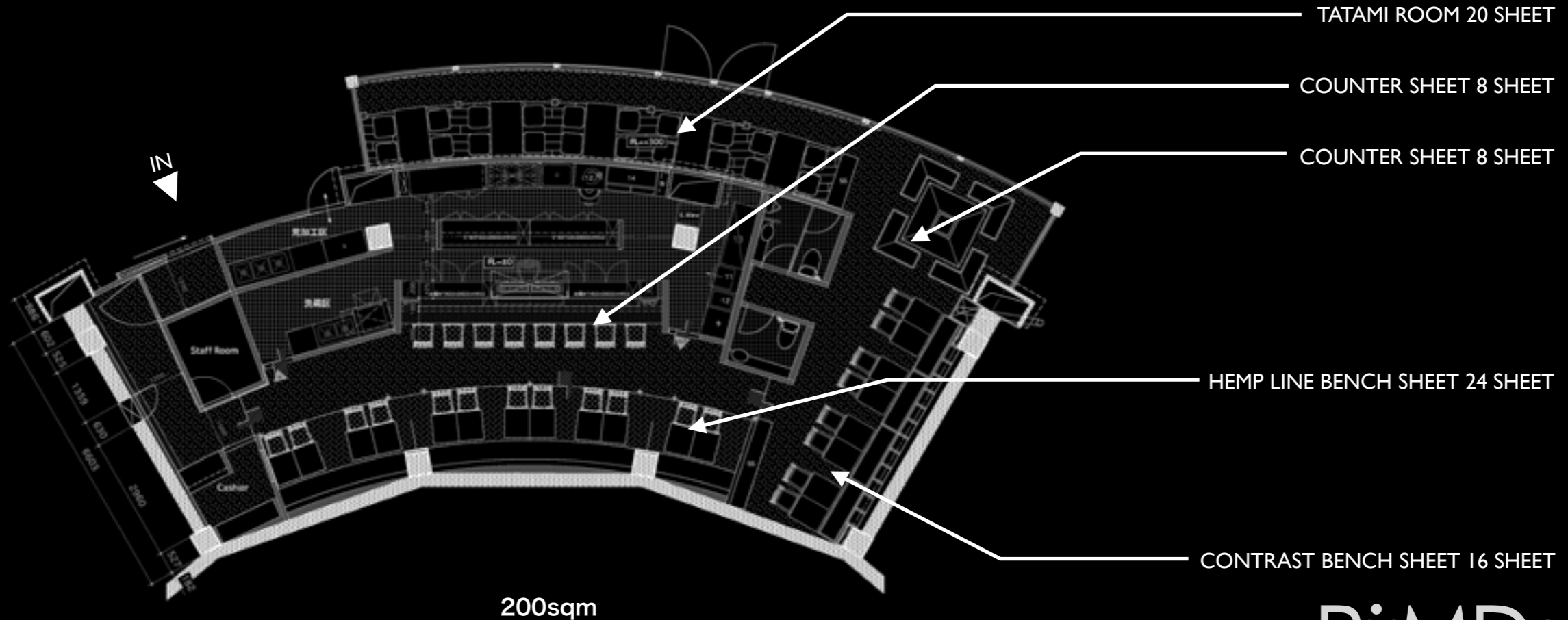


Road side VIEW



"Edo Robata Style kemuri" - Japanese FIRE Cuisine

"Edo Robata Style kemuri" - floor Layout



"Edo Robata Style kemuri" - Owner Profile



HIROKI OKADA

■上海烟美餐飲管理有限公司
(SHANGHAI LIMITED)

Chairman of the board & General Manager.

■enrest co Ltd (JAPAN LIMITED)

General Manager.

■餐飲中國發展諮詢有限公司
(HONGKONG LIMITED)

Managing Director

- Born in Kanazawa Japan.
- Currently living in Shanghai, China.
- Graduated from Waseda University (Faculty of Law).
- "Management OF Shanghai & kagurazaka(JPN) kemuri" restaurant.
- Entrepreneurship through JAFCO, Mitsubishi etc. Sockets.
- Restaurant consulting teacher (entering the Chinese market improvement and profitability).
- Such as "I learned that everyone in the restaurant business in the important book"; writing.

Produce from kemuri (BGM and the book)

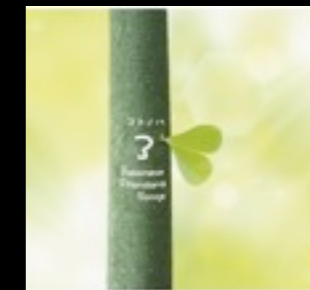
"The important thing is everyone in the restaurant business taught in his book".



[http://www.amazon.co.jp/dp/4479792848/ref=as_li_tf_til?](http://www.amazon.co.jp/dp/4479792848/ref=as_li_tf_til?tag=hiroki0504-22&camp=243&creative=1615&linkCode=as1&creativeASIN=4479792848&adid=0HANA021YRE5QB3DS64V&&ref-refURL=http%3A%2F%2Fhiroki0504.seesaa.net%2E)

[tag=hiroki0504-22&camp=243&creative=1615&linkCode=as1&creativeASIN=4479792848&adid=0HANA021YRE5QB3DS64V&&ref-refURL=http%3A%2F%2Fhiroki0504.seesaa.net%2E](http://www.amazon.co.jp/dp/4479792848/ref=as_li_tf_til?tag=hiroki0504-22&camp=243&creative=1615&linkCode=as1&creativeASIN=4479792848&adid=0HANA021YRE5QB3DS64V&&ref-refURL=http%3A%2F%2Fhiroki0504.seesaa.net%2E)

Original BGM CD produced; Kotonoha Vol.1 ~ 3



kemuri shanghai restaurant design process

kemuri shanghai restaurant design process

According to the owners of the two theme design requirements.

1. Similar like in the movie "Kill Bill" from overseas angle to show the world outlook of the Asian culture.
2. The shop name kemuri (Chinese smoke mean), through the design can show The moral of kemuri.

Concept-1;

performance of the movie 'Kill Bill' sense of the world



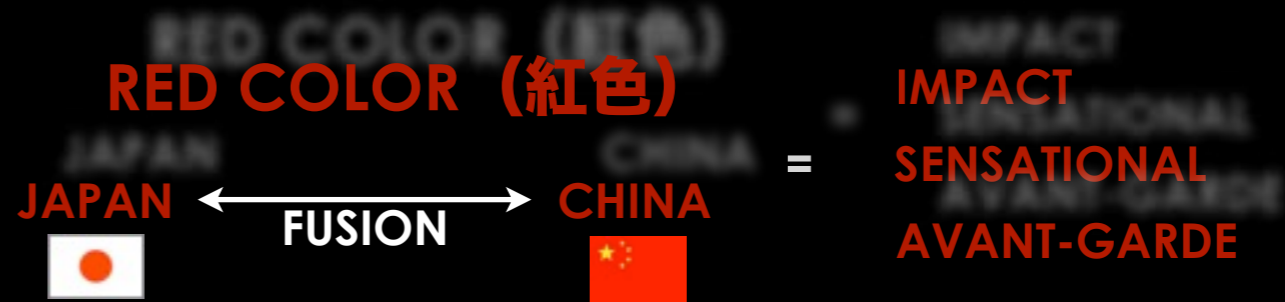
Concept 2;

designed to show kemuri The moral



Concept-1; performance of the movie 'Kill Bill' sense of the world

1. performance of the movie 'Kill Bill'

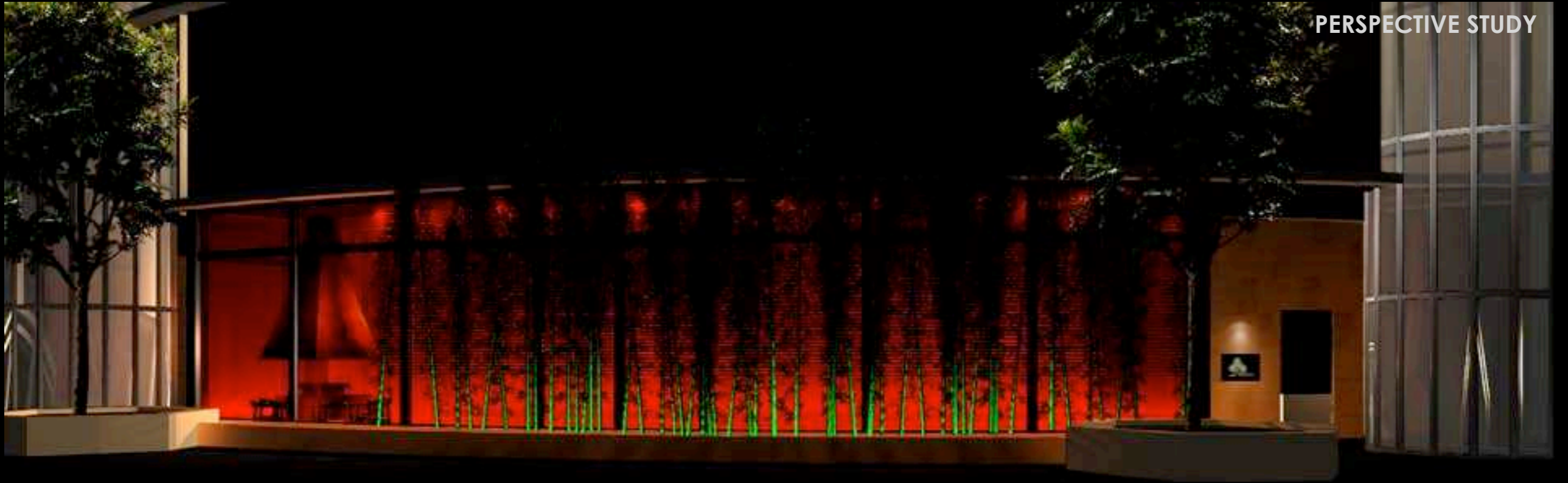


The movie "Kill Bill" film work gives a performance with a strong conflict.

External performance of Facade window glass faces China & Japan national color "red" .Because Intended to reflect the theme of "Kill Bill" movies.

Concept-1; performance of the movie 'Kill Bill' sense of the world

Concept-1; performance of the movie 'Kill Bill' sense of the world



PERSPECTIVE STUDY

The movie "Kill Bill" film work gives a performance with a strong conflict. External performance of Facade window glass faces China & Japan national color "red" . Because Intended to reflect the theme of "Kill Bill" movies.

Concept-1; performance of the movie 'Kill Bill' sense of the world

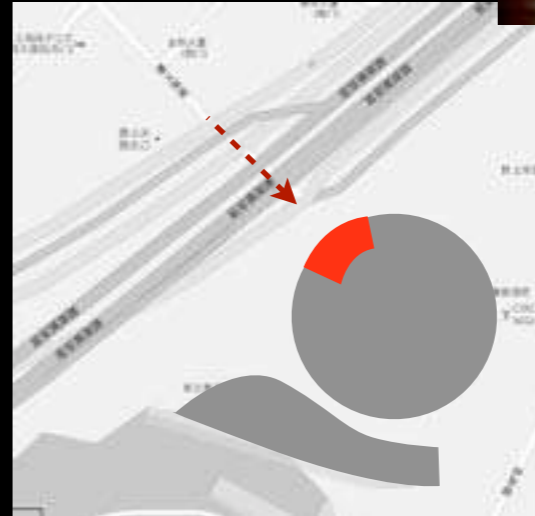
Concept-1; performance of the movie 'Kill Bill' sense of the world



FACADE PHOTOGRAPH



Road SIDE PHOTOGRAPH



Address ;
2088 Yan'an Xi Lu, at the Garden Plaza,
shanghai,china

Concept 2; designed to show kemuri The moral

Smoking Study.....
Smoking Study.....
■ Observed smoke

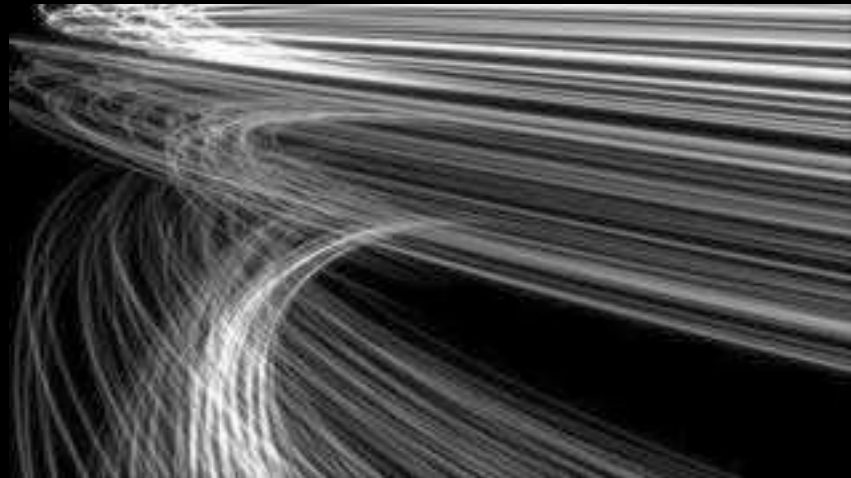
When tobacco smoke observed,
Smoking is constituted by a line change.



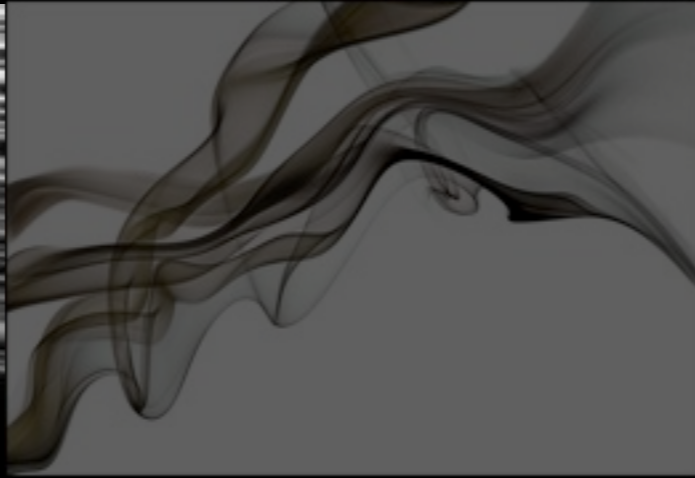
Upper portion of a change in shape

Original single line

Concept 2; designed to show kemuri The moral



LINE IMAGE PHOTO



SMOKE IMAGE PHOTO

+



Old house Architectural IMAGE PHOTO

Performance in the space, the lines of the old house architectural art.

Concept 2; designed to show kemuri The moral

- Performance in the space, the lines of the old house architectural art.

Line material : hemp Line

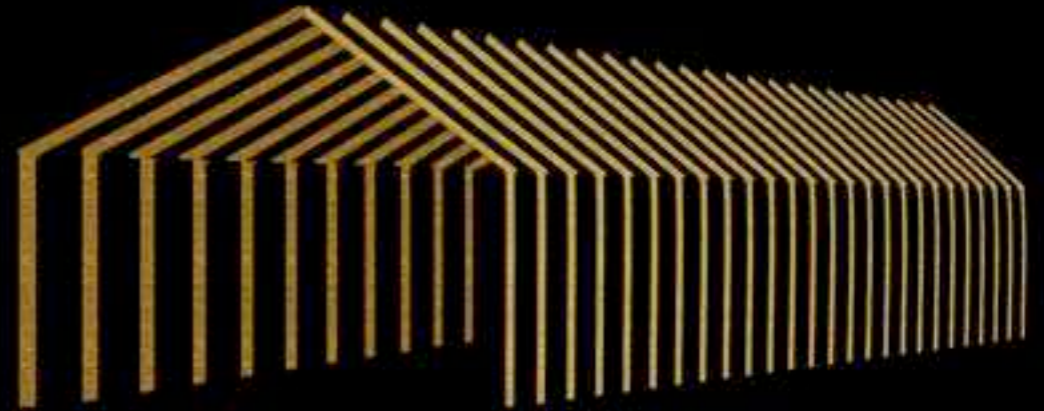


The material used is hemp rope.
Hemp material since ancient times.

Great strength tension's hemp rope line
of compiled with many small hemp rope.

The important concept of Owner , the
relationship between people and
cooperation and collaboration .

Therefore selected as the main
materials is hemp.



HEMP ART Line's old house building
IMAGE STUDY

Concept 2; designed to show kemuri The moral



PERSPECTIVE STUDY



- Performance in the space, the lines of the old house architectural art.

Concept 2; designed to show kemuri The moral



RESTAURANT PHOTOGRAPH



RESTAURANT PHOTOGRAPH

PHOTOGRAPH INDEX



PRISM DESIGN - MANAGEMENT DESIGNER INDEX

Tomohiro Katsuki

ORGANIZER / DESIGNER

Japan

http://www.behance.net/prism_design



Project

- 2013 kemuri shanghai @ shanghai -china
 - 2013 DAIWA HOUSE SALES CENTER @ beijing-china
 - 2013 Nissan Design Center Beijing @ beijing-china since 2013
 - 2012 Tao restaurant - HOWARD JOHNSON YIXING 1f @ yixing-china
 - 2012 Fount - Japanese Restaurant - Terrace Renewal @ shanghai-china
 - 2011 En Shanghai - Japanese Restaurant @ shanghai-china
 - 2011 Okinaya - office @ shanghai-china
 - 2011 Nissan Design Center Beijing - office @ beijing-china
 - 2010 Patio - Restaurant - HOWARD JOHNSON YIXING 4f @ yixing-china
 - 2010 Shanghai World Expo OSAKA BOOTH @ shanghai-china
 - 2010 Jane's Bar @ shanghai-china
 - 2009 Vin Di Vin by Ci5 @ shanghai-china
 - 2009 Sivita @ shanghai-china
 - 2009 Wonder-Side Food co.,ltd office @ shanghai-china
 - 2009 Prism Design Project start
- ### Awards
- 2012 En Shanghai - JINTANG PRIZE GOOD DESIGN OF THE YEAR(CHINA)

Masanori Kobayashi

Interior Designer

Japan



Profile

2011 - Present

- 2008 SHANGHAI CHUANGSU DESIGN Co.,Ltd
- 2008 INFIX DESIGN SHANGHAI Co.,Ltd
- 2008 Completed the North Seattle Community College
- 2007 Completed the OSAKA DESIGNERS'COLLEGE
- 2002 ANA GROUP RESTAURANT SECTION
- 1982 Born in HIROSHIMA (JAPAN) Prefecture

Project

- 2013 kemuri shanghai @ shanghai -china
- 2013 KAMAKURA PASTA @Shanghai -china
- 2012 J's RESIDENCE@Shanghai -china
- 2012 GoGo JAPANESE RESTAURANT@ShenZhen -china
- 2012 MANPUKU YAKINIKU RESTAURANT @ShenZhen -china
- 2011 AZZURRO ITALIAN RESTAURANT @ Shanghai -china
- 2011 Z's RESIDENCE@Shanghai -china

Reiji Kobayashi

Architecture Designer

Japan



Profile

2012 - Present
FREELANCE

- 2009-12 Arata Isozaki & Associates
- 2009 Completed the Master Course, Construction Engineering Major, Shibaura Institute of Technology Graduate School of Engineering
- 2007 Graduated the Department of Architecture, Shibaura Institute of Technology
- 1984 Born in Gunma (JAPAN) Prefecture

Awards

- 2008 "a fine work" 4th Daiwa House Residential
- 2007 "Special Award"[Omou-sora] Diploma project Shibaura Institute of Technology
- "winning work"14th Union design award competition
- 2005 "1st Prize" architecture design championship

Project

- 2013 kemuri shanghai @ shanghai



SPECIAL THANKS !!
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PRISM DESIGN CONSULTING SHANGHAI
上海莆森投資管理有限公司

501 - 5/F - TOWER3 Wellington Garden, No.183 HuaiHai Road
(W), Shanghai, China / Postal code:200030
上海市徐匯區淮海西路183號 匯寧花園3座-501號室

tel : +86 21 3214 0639
fax : +86 21 3214 0739
mobile : (+86)134 7257 1466
mail : infoprismdesign@gmail.com

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SPACE DESIGN CONSULTING SHANGHAI