

BACKGROUND

ONE IN FOUR PEOPLE WILL EXPERIENCE MENTAL DISORDERS AT SOME POINT IN THEIR LIVES.

AS OF NOW 450 MILLION PEOPLE SUFFER FROM THESE CONDITIONS, RESULTING IN THE INCREASE OF ILL HEALTH AND DISABILITY WORLDWIDE

CURRENTLY, MORE THAN 40% OF COUNTRIES HAVE NO MENTAL HEALTH POLICY. THIS COULD BE THE CAUSE OF WHY TWO THIRDS OF THE POPULATION CHOOSE NOT TO RECEIVE AND MEDICAL SUPPORT DUE TO STIGMA, DISCRIMINATION AND NEGLECT SURROUNDING THE DISABILITY.

WHAT IS STRESS AND ANXIETY?

STRESS *NOUN*

1. A STATE OF MENTAL OR EMOTIONAL STRAIN OR TENSION RESULTING FROM ADVERSE OR DEMANDING CIRCUMSTANCES

ANXIETY *NOUN*

1. A FEELING OF WORRY, NERVOUSNESS, OR UNEASE ABOUT SOMETHING WITH AN UNCERTAIN OUTCOME

2. STRONG DESIRE OR CONCERN TO DO SOMETHING OR FOR SOMETHING TO HAPPEN

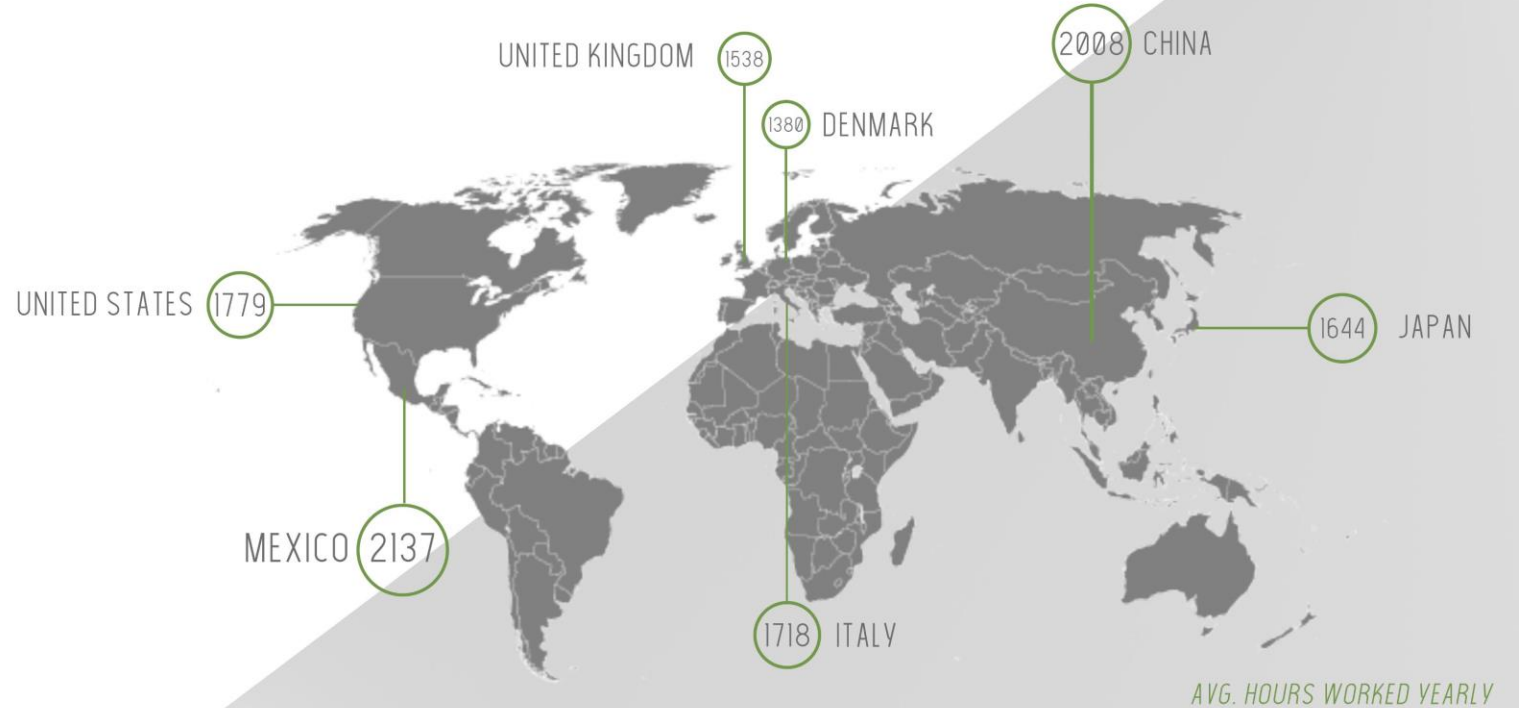
THE WORLD AT WORK



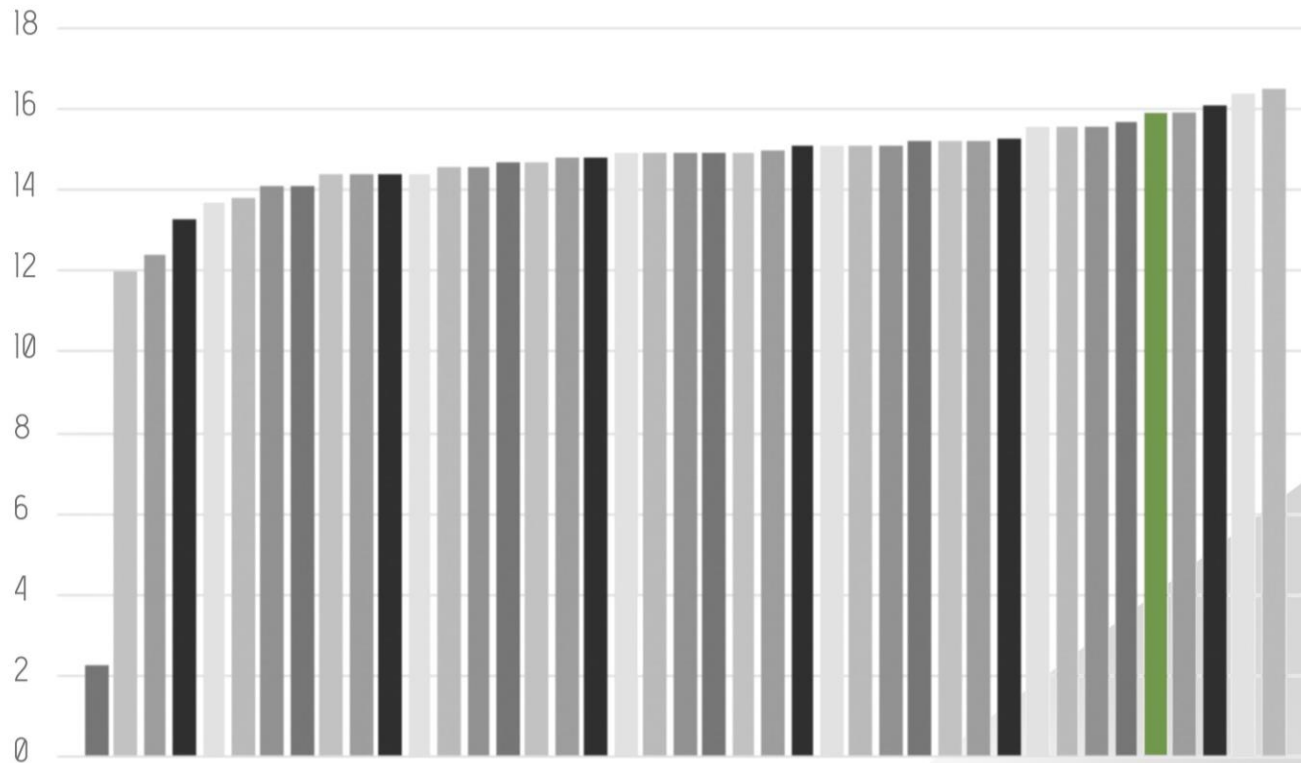
COMMON CAUSES

1. TIGHT DEADLINES
2. HIGH WORKLOAD
3. PRESSURE
4. RESPONSIBILITY

44% WORKLOAD STRESS - 602,000 PEOPLE



DENMARK



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

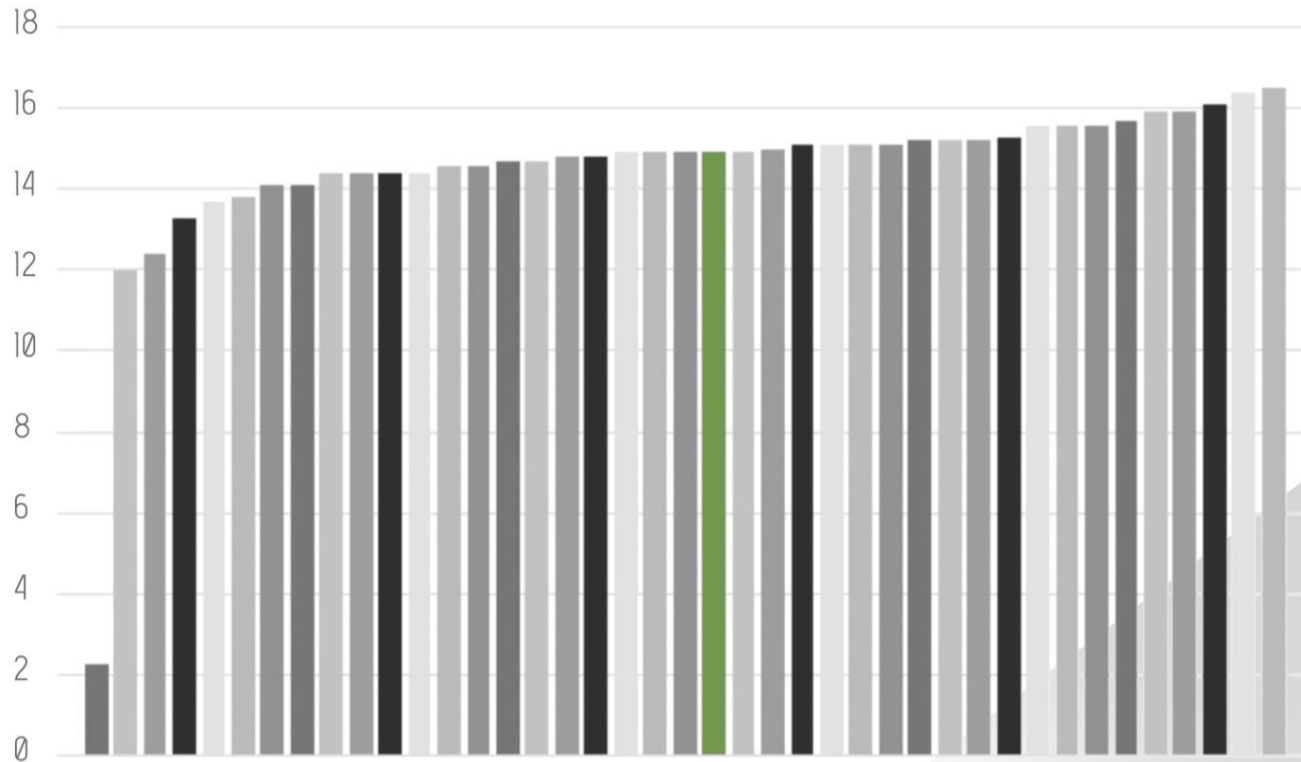
AVG WORKER DEVOTES 66% OF THEIR DAY TO LEISURE

- 1. LOW WORKING HOURS
- 2. FREE HEALTH CARE
- 3. NO TUITION FEES
- 4. SUBSIDIZED CHILDCARE

HYGGE *NOUN*

- 1. A QUALITY OF COSINESS AND COMFORTABLE CONVIVIALITY THAT ENGENDERS A FEELING OF CONTENTMENT OR WELL-BEING

UNITED KINGDOM



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 62% OF THEIR DAY TO LEISURE

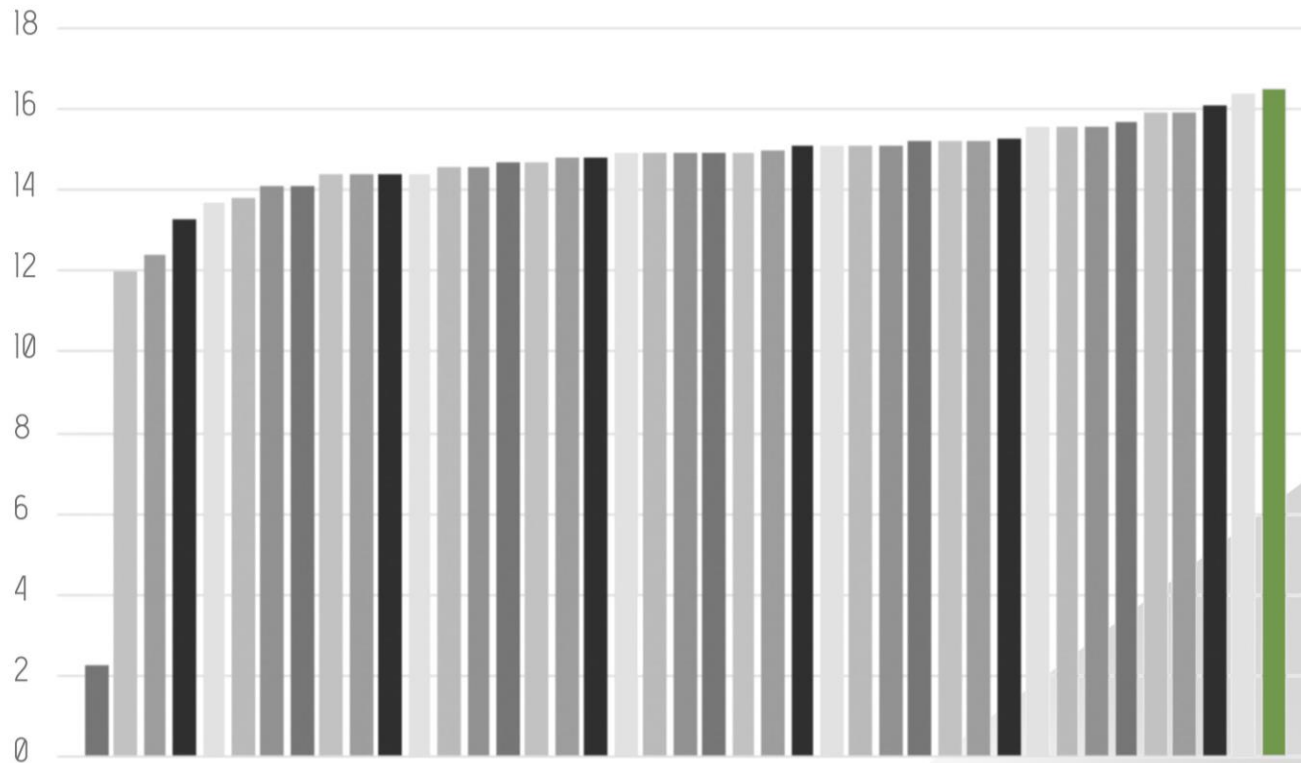
- 1. EDUCATION
- 2. FREE HEALTH CARE
- 3. SURROUNDINGS
- 4. SAFETY

CWTCH (WALES) / COSAGACH (SCOTLAND) NOUN

1. A LOVING CUDDLE (= AN ACT OF HOLDING SOMEONE IN YOUR ARMS), ESPECIALLY ONE THAT MAKES SOMEONE FEEL VERY HAPPY AND SAFE

2. THE FEELING OF COMFORT AND WELL-BEING

ITALY



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 69% OF THEIR DAY TO LEISURE

1. SURROUNDINGS

2. PUBLIC SPACES

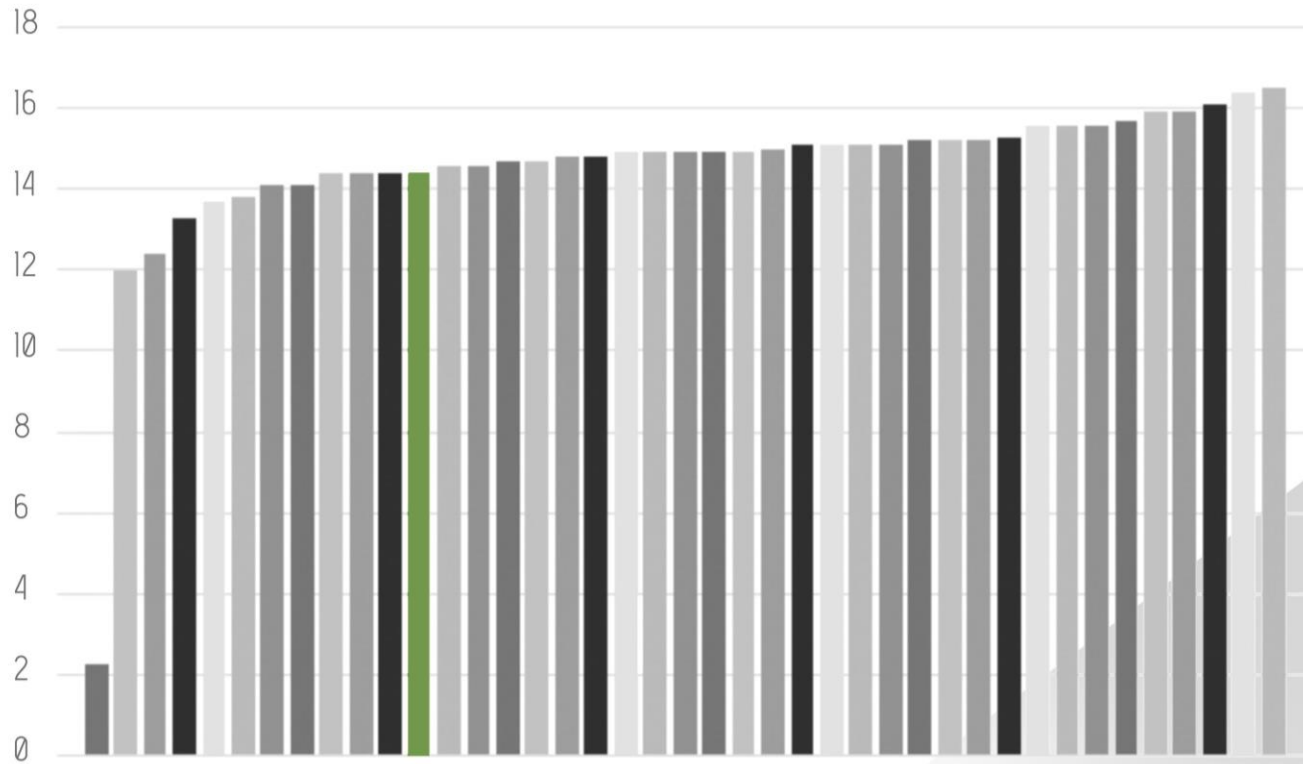
3. HEALTH CARE

4. LIFESTYLE

LA BELLA VITA *NOUN*

1. THE GOOD LIFE

UNITED STATES



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 60% OF THEIR DAY
TO LEISURE

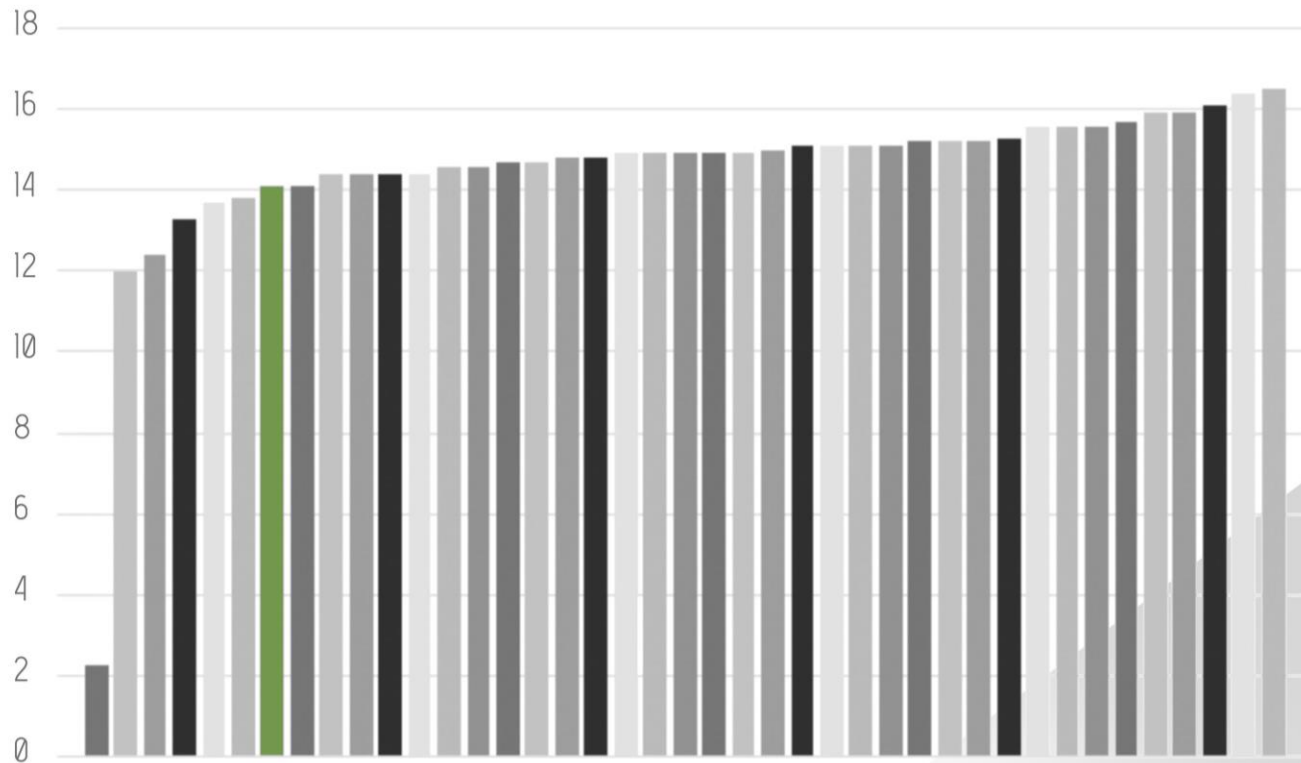
1. EDUCATION

2. LEISURE

3. HOUSING

4. LONGER WORKING HOURS

JAPAN



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 58% OF THEIR DAY TO LEISURE

1. ENVIRONMENT QUALITY

2. EDUCATION

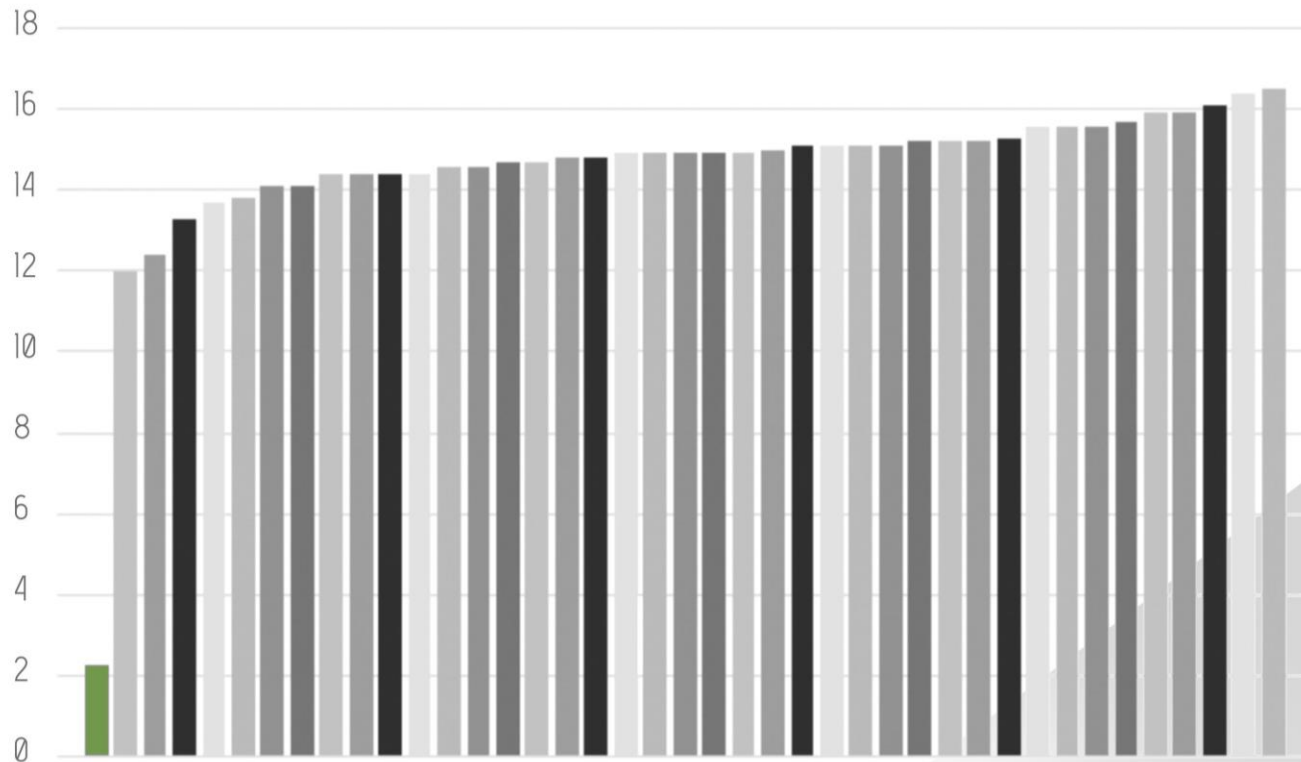
3. SURROUNDINGS

4. SAFETY

IKIGAI *NOUN*

1. A REASON OF BEING.

CHINA



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 10% OF THEIR DAY TO LEISURE

1. HEALTH

2. LEISURE

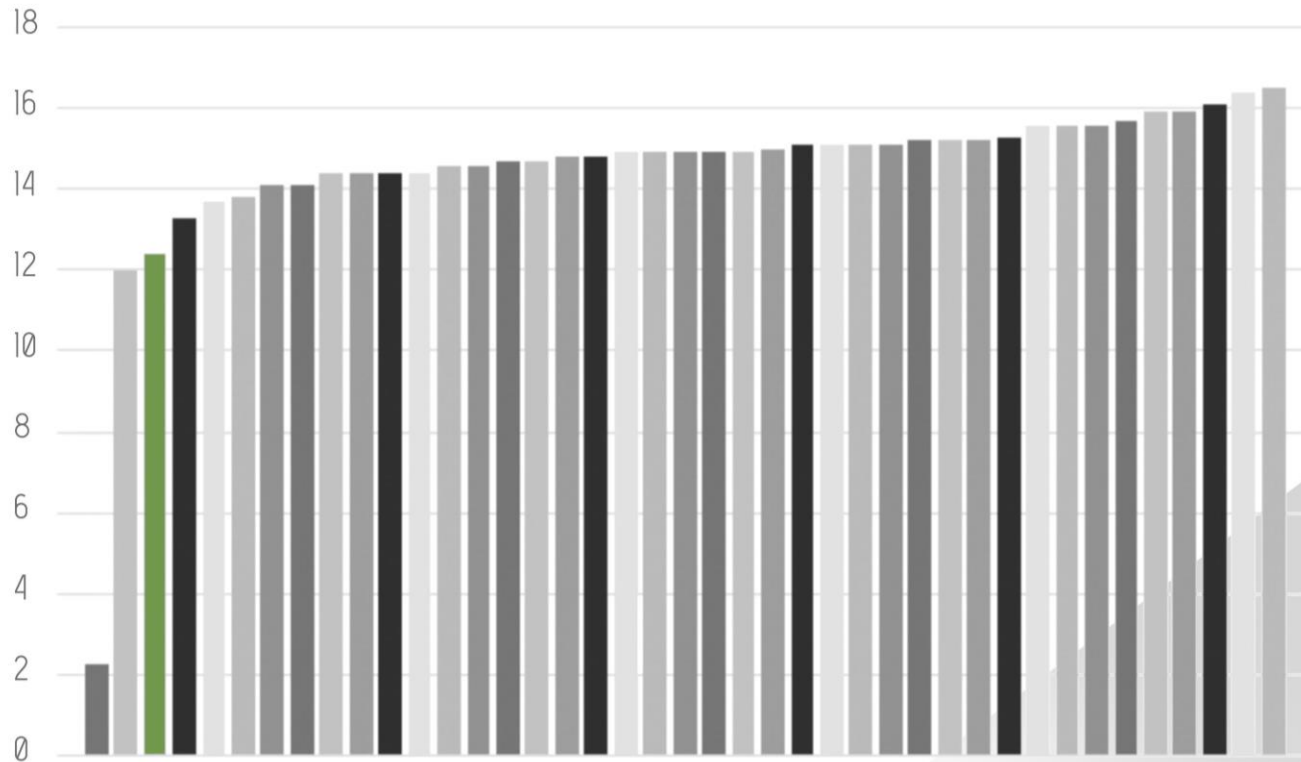
3. EDUCATION

4. INCOME

DATONG *NOUN*

1. GREAT COMMUNITY, GRAND HARMONY, GREAT UNITY.

MEXICO



AVG. HOURS SPENT ON LEISURE AND PERSONAL CARE

AVG WORKER DEVOTES 50% OF THEIR DAY
TO LEISURE

1. SURROUNDINGS
3. LEISURE

2. COMMUNITY
4. LIFESTYLE

STRESS BUSTERS



BE ACTIVE



CONNECT WITH PEOPLE



SELF-CARE



LOOK FOR THE POSITIVES



VOULUNTEERING



CHALLENGE YOURSELF

WHY JAPAN?



+



OBJECTIVE

SOUND



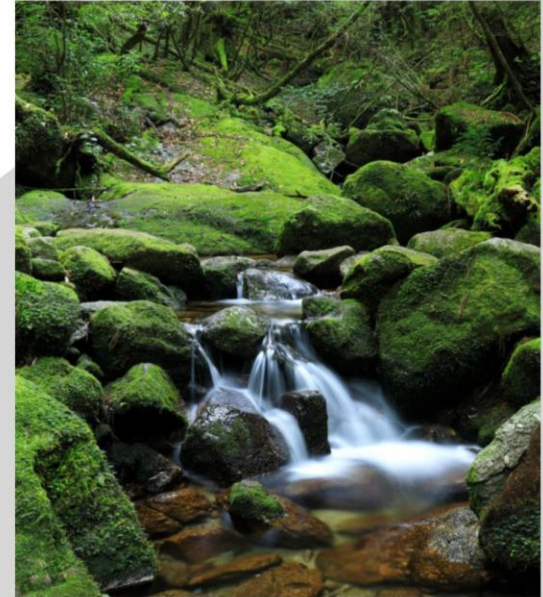
1. REDUCE THE FEELING OF STRESS AND ANXIETY BY CREATING A STRESS-FREE ENVIRONMENT

SMELL



2. PROVIDE ESCAPISM FROM THE HUSTLE AND BUSTLE OF MODERN LIFE

SIGHT



3. A WINDOW TO NATURE

JAPANESE GARDENS



SHOJI SCREENS =



THEME DEVELOPMENT



TRANQUIL
SUPPLE
PURE
FLUID
GRACEFUL



TAKE ME SOMEWHERE ELSE *EIK OCTOBRE*



7615 C



4665 C



7490 C



578 C



420 C



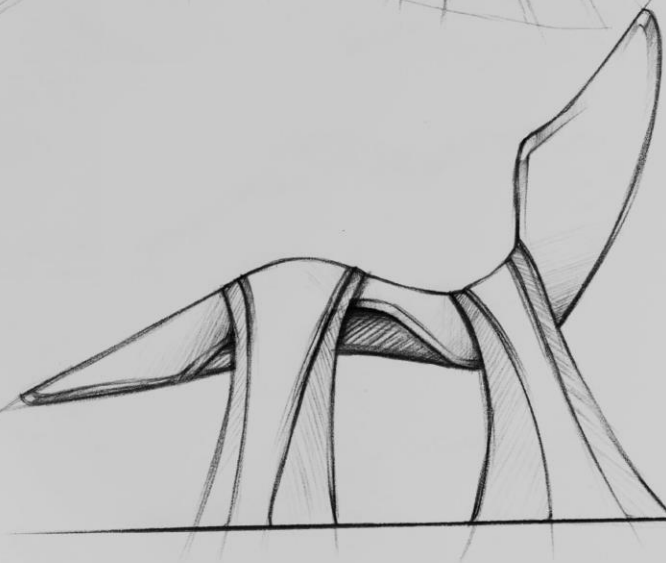
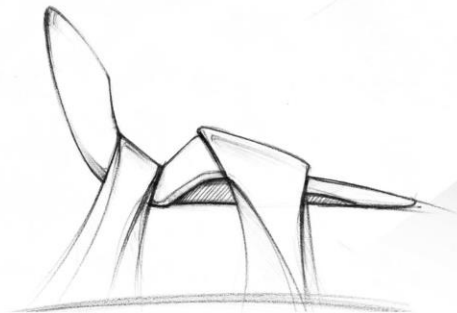
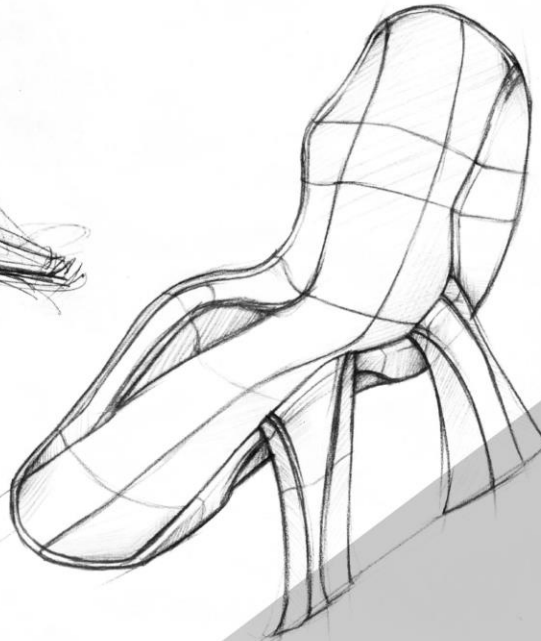
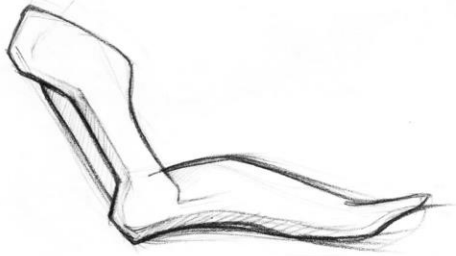
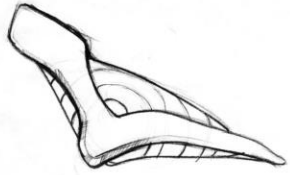
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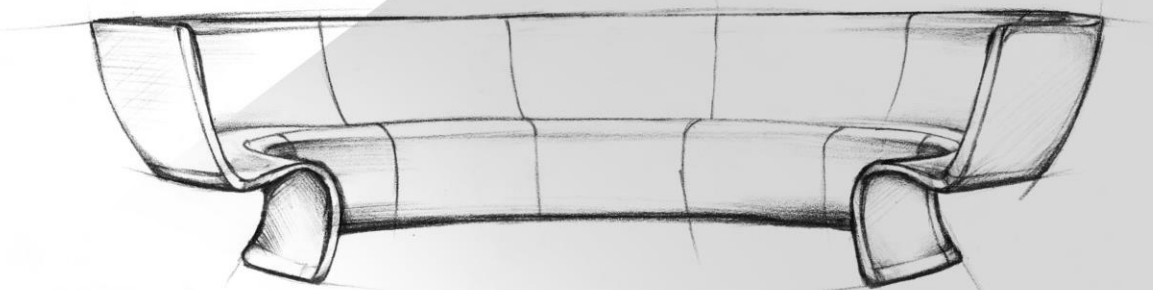
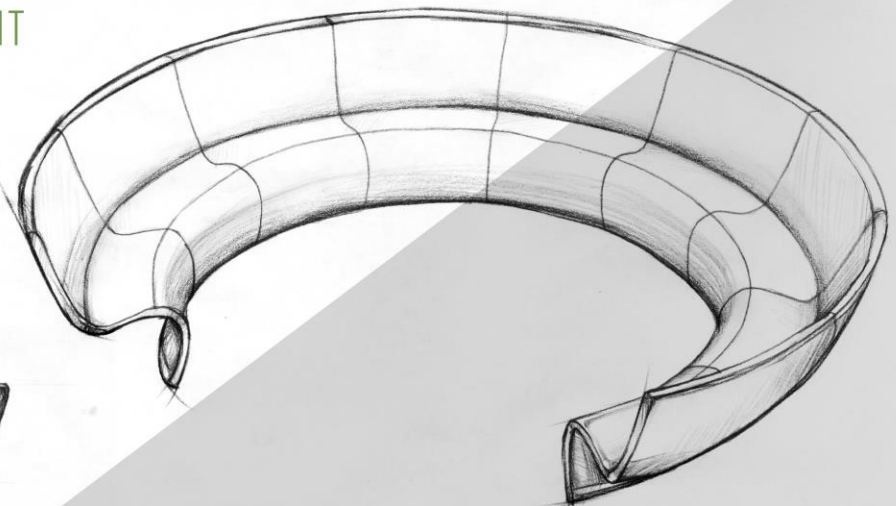
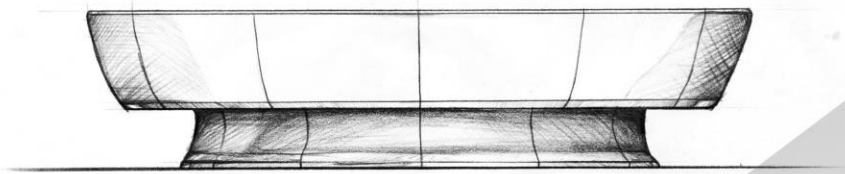
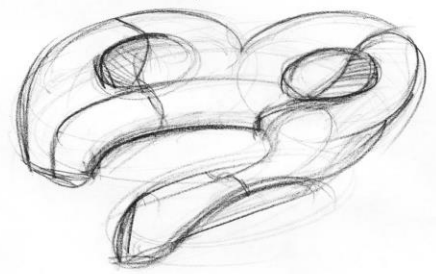
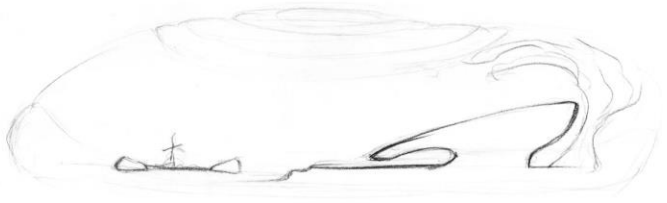
PROPOSAL 1

SINGLE SEATER CAPSULE

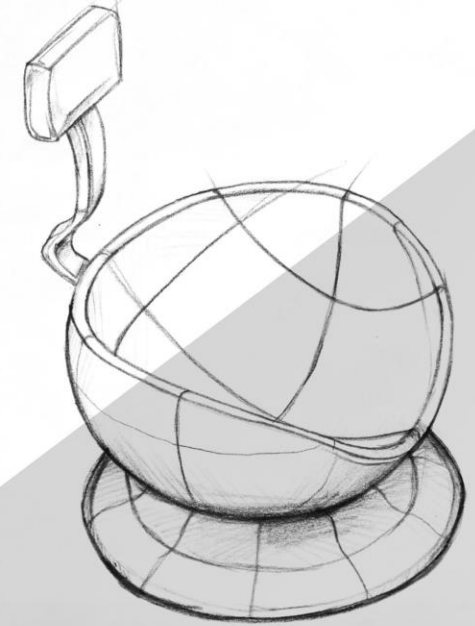
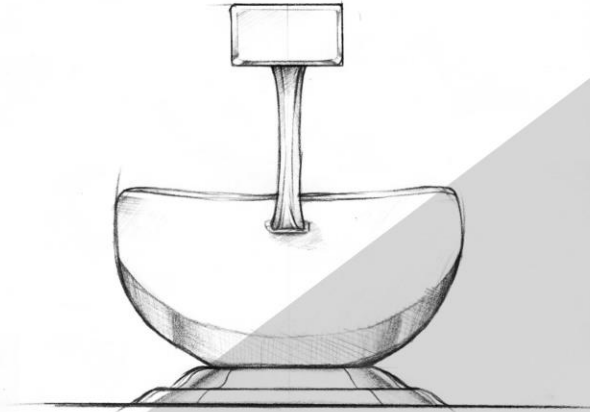
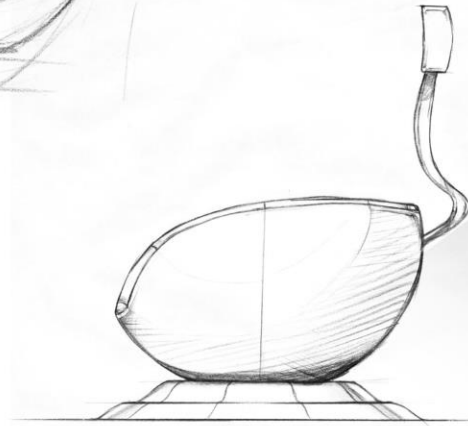
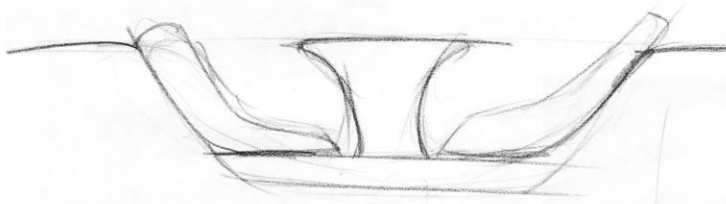
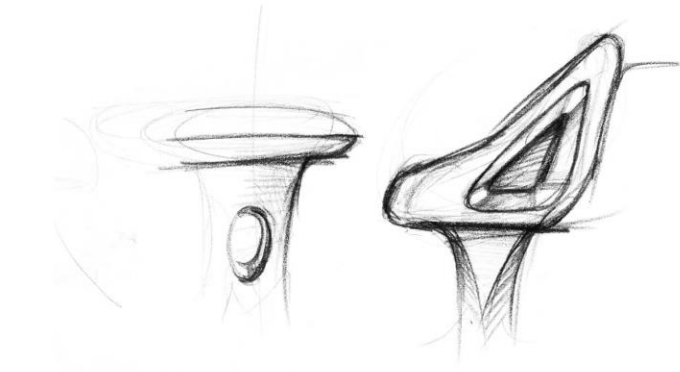


PROPOSAL 2

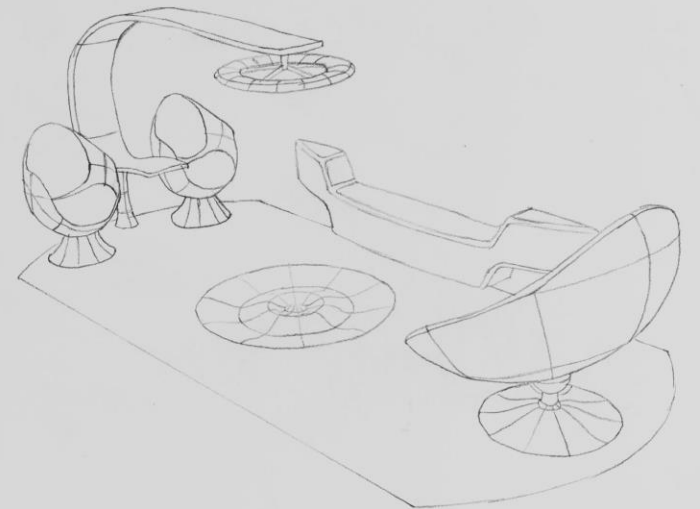
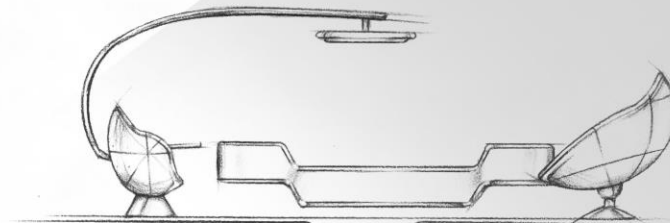
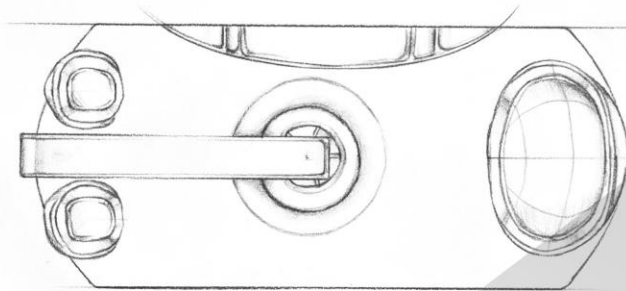
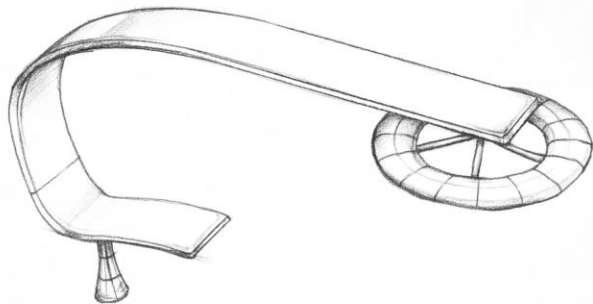
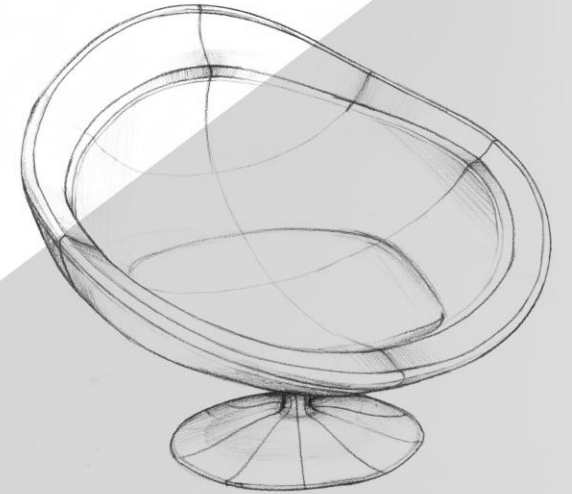
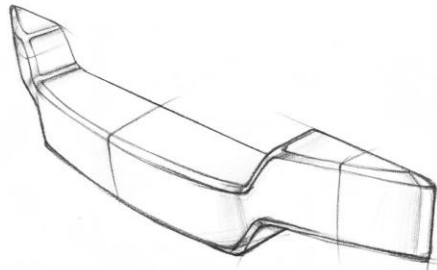
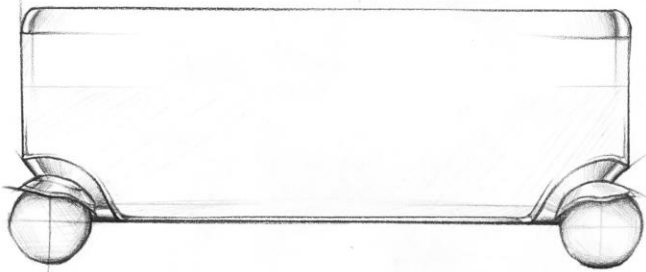
VACHT



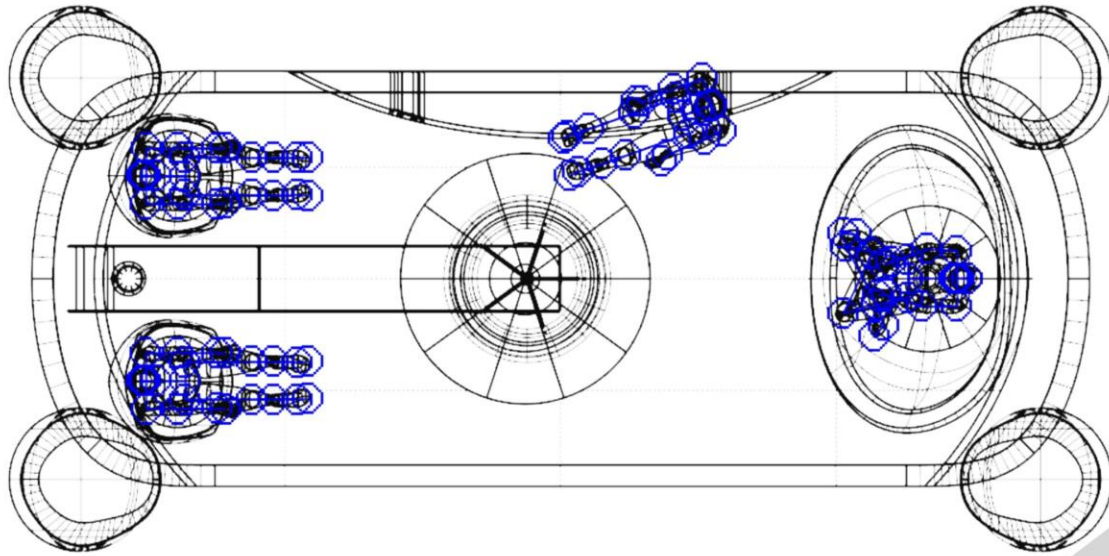
PROPOSAL 3 POD



PROPOSAL 3 POD



PROPOSAL 3 POD

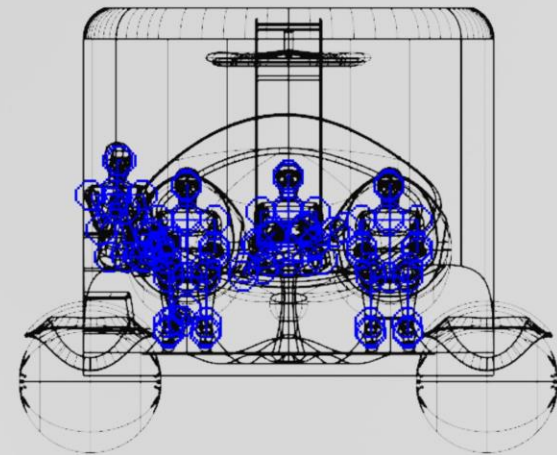
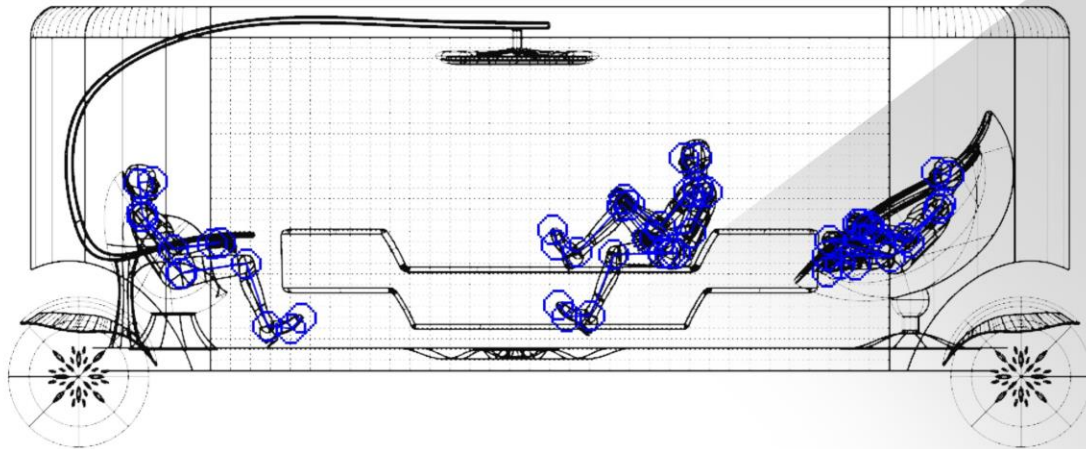


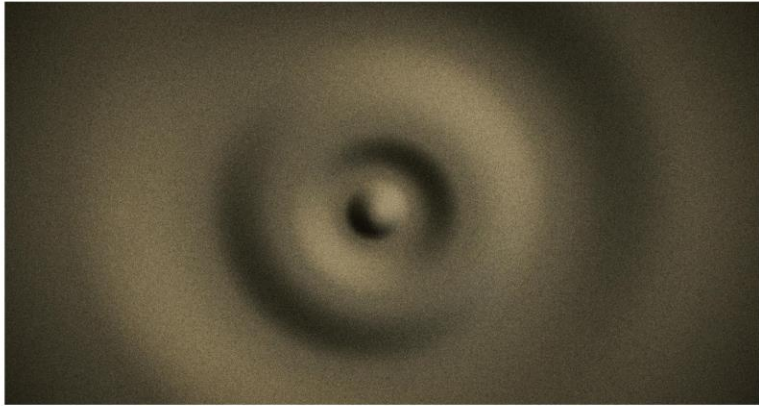
PROPORTIONS

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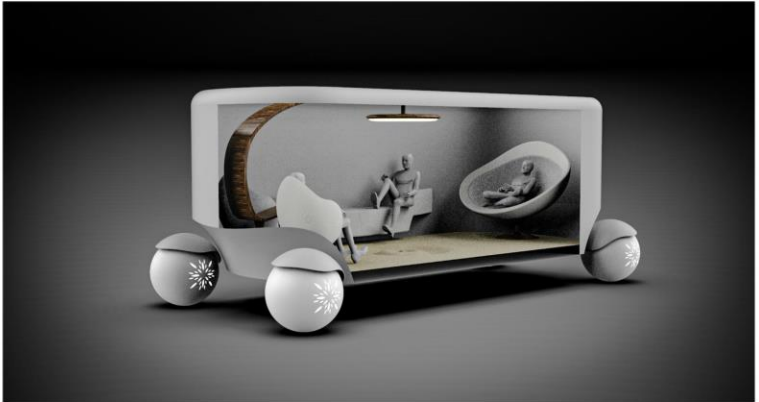
HIGHT- 2286

LENGTH - 6330





PROPOSAL 3 POD



PDS

1. CARRY 4+ COMFORTABLY
2. SUSTAINABLE MATERIALS - RECYCLED, ORGANIC, RENEWABLE) TAKING TEXTURES INTO ACCOUNT
3. FAMILY FRIENDLY/SHARABLE
4. PROMOTE CONNECTIVITY WITH OPTIONAL PRIVACY
5. SENSORY OPTIONS - PROMOTE POSITIVITY AND CONNECTIVITY WITH NATURE
6. CUSTOMISABLE - USER FRIENDLY INTERFACE SUITABLE FOR 2050
7. COLOUR PALLET - COOL AND NATURAL
8. MODULAR OPTIONS - THE ABILITY TO BE USED IN MULTIPLE VEHICLE TYPES/ARCHITECTURE