

**Keiichi Koyama**  
i Design inc., Tokyo, Japan

**Makoto Takeuchi**  
Takeuchi Design Inc, Tokyo, Japan

### Speaker Qualifications



**Keiichi Koyama**

Company: Managing Director, i Design inc.  
Profile: Signage and Information designer

Member of the Japan Industrial Designers Association, Japan Sign Design Association, Sign Design Society

Teaching at Chiba University and Nagaoka Institute of Design

Specialization in signage design of public facilities, such as Airports, Railway stations, and Environmental design fields. Main objective is to communicate information by developing and providing user-friendly signage systems.

Past presentations:

IIID Visionplus 10: Pictorial symbols for communication support and their relation to Tachikawa City

IIID Expert forum 2006: The focus of terminal signage with an inclusive/universal design

IIID Expert forum 2008: Personalized Information Systems in Japan featuring QR code and IC card & R/W

IIID Expert forum 2009: Pictorial symbol for communication support boards



**Makoto Takeuchi**

Drew on experience in architectural, graphic, and product design to establish Takeuchi Design Incorporated. Took part in creating the "Keio Plaza Hotel Rebranding Project" in addition to being an environmental design consultant for Roppongi Hills.

Professor at the Toyo Institute of Art & Design

General Architect

Japan Sign Design Association's Managing Director

Received award for Excellence in Sign Design for work on the Conrad Tokyo Sign Project and the Shibuya Station Fukutoshin Line Sign Project

### How information design and social media impacted railway use, mobility and life in the wake of the recent disasters in Japan

With the growth of the internet and the spread of cellular phones, railway companies and public-information firms have provided free, accurate timetable and transfer information for Japan's domestic traffic networks, particularly its railways.

Tokyo's railways are at the forefront of this development, where the capital's central railroad network involves multiple public railways and subways which run into one another. Railway management shares information about accidents and other problems, as well as cooperates in various transfers of money.

There was a great change of circumstance in the wake of the earthquake disaster on March 11th. The situation declined as all railway operation stopped, telephone communication ceased and people filled the

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How transport providers and mobility enablers can use social media to better communicate with their customers

**Traffic, Transport and Social Media**

streets, unable to return home. Confusion continued for roughly one week after the earthquake event itself, and it was in this instance that Social Media played a significant role.

Google and Yahoo Japan opened the traffic information special pages as well as quickly posting disaster news. Large numbers of public comments were inputted into social networks such as Twitter. Additionally, TV and the radio broadcast companies approved re-streaming of their news to the network service companies free of charge. Thus, in Japan, a kind of information literacy helped us to survive the crisis

This presentation will report on the current situation in Japan and what has changed within half a year from the disaster outbreak. The usefulness and shortcomings of Social Media will be explored and how information design can restore life and mobility.