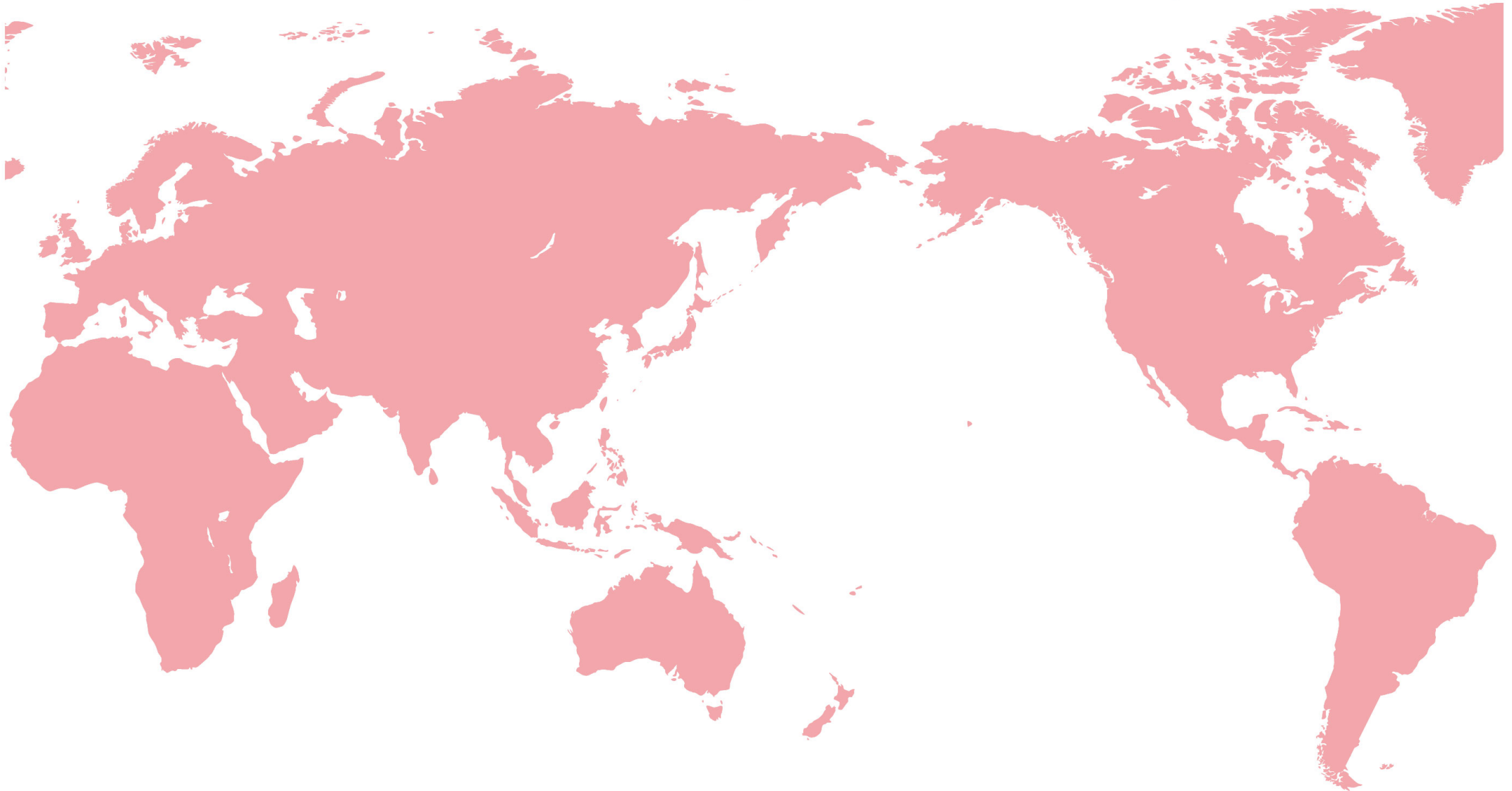


FACTORY TRAILER HOUSE

Cross Border Xpress Workshop



7/25 → **8/7**

7/30 (sat.) Tijuana


8/6 (sat.) Mexico

Participating universities Chiba University / Universidad Panamericana and other

Inquiry (Mail) future@miraitv.com (Website) <http://casafuturolab.org/>

Organizers KB (Mexico, USA) × CASA FUTURO Lab. AC (Mexico) × FUTURE HOUSE Lab. (Japan)





Cross Border Express is a custom and border service which started in 2015 connecting the airports of Tijuana and San Diego. Passengers can easily cross the border between Mexico and USA on foot using this service.

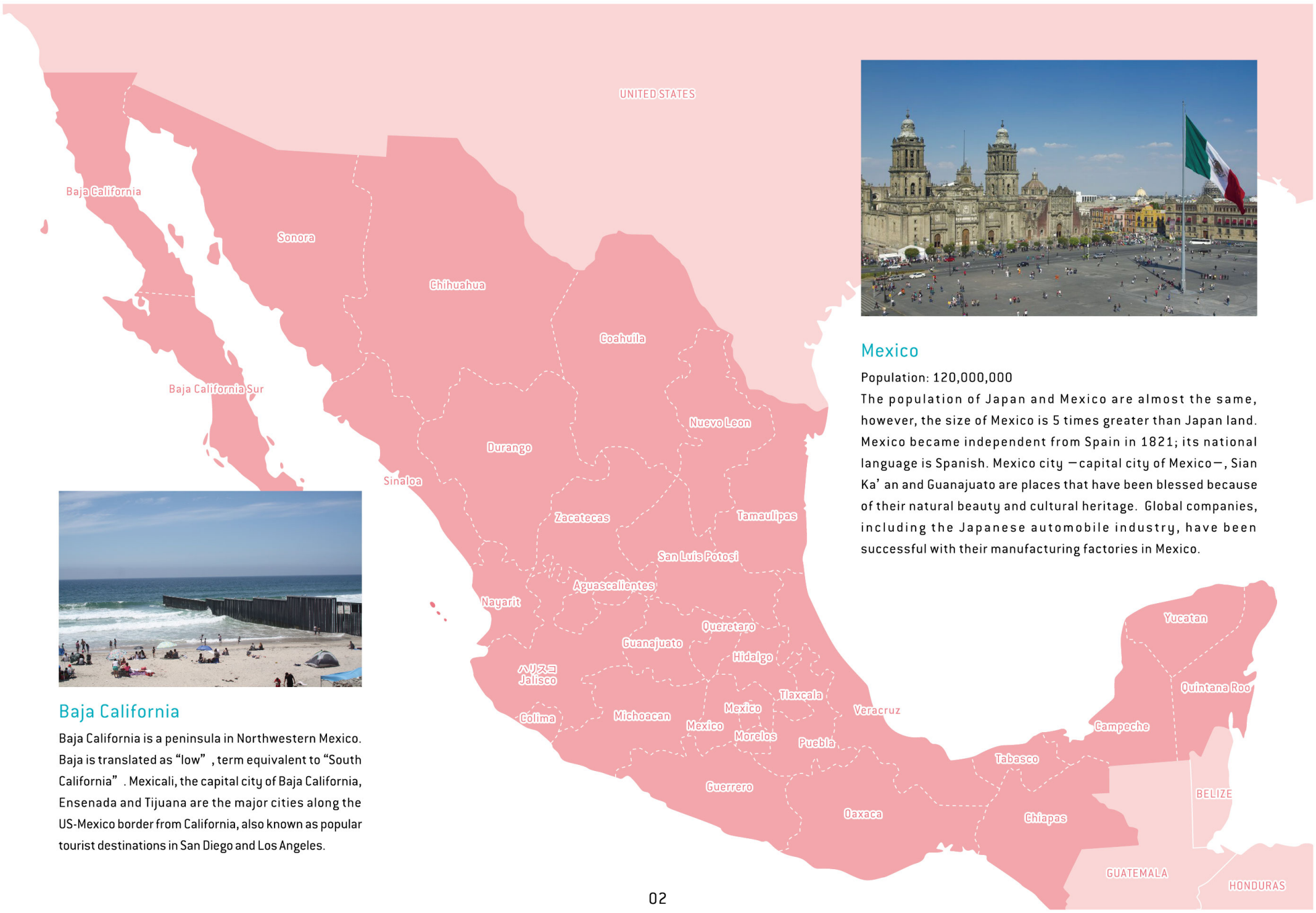
This year we have attached its name, “Cross Border Xpress” on our entrepreneurial workshop. We are proud to have talented individuals and world class hardware companies participating in our workshop from all over the world.

In an international setting, members did their best night and day to challenge the hard task of creating new social businesses. Leaders of Gastronomía Lab, Architecture Lab, Design Engineering Lab; Ms. Kumiko Horikawa, Mr. Kazuma Yamao, Mr. Shohei Nakamura all did an excellent job communicating with their local partners and placed the milestones for our future projects.

The interactions between students selected from Chiba University and Panamerican University and other autonomous participants who contributed to the workshop as interns, yielded great outcome through the exchange of ideas on social entrepreneurship through living and working together in the Casa Futuro Lab trailer house dormitory created for the improvement of the lives of the factory workers.

Building a lasting enterprise is to create a universal value that can be accepted by the future society, and if the enterprise itself is a methodology for social reform, CBX Workshop has just cultivated the soil and planted the seed. We wish to keep walking with you and witness the seed sprout and the fruits ripe.

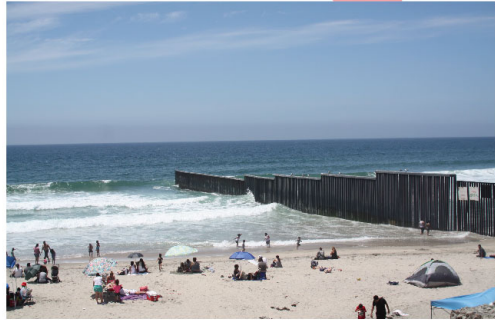
KB Foam Inc. CEO
Keita Kasahara



Mexico

Population: 120,000,000

The population of Japan and Mexico are almost the same, however, the size of Mexico is 5 times greater than Japan land. Mexico became independent from Spain in 1821; its national language is Spanish. Mexico city – capital city of Mexico –, Sian Ka’an and Guanajuato are places that have been blessed because of their natural beauty and cultural heritage. Global companies, including the Japanese automobile industry, have been successful with their manufacturing factories in Mexico.



Baja California

Baja California is a peninsula in Northwestern Mexico. Baja is translated as “low”, term equivalent to “South California”. Mexicali, the capital city of Baja California, Ensenada and Tijuana are the major cities along the US-Mexico border from California, also known as popular tourist destinations in San Diego and Los Angeles.



● San Diego International Airport

San Diego



San Diego

San Diego, California USA

Population: 1,233,400

San Diego is a city on the Pacific coast of California, a region known for its warm weather. The commercial port of San Diego and its location on the US-Mexico border make international trade an important factor for the economy of that city. There are US Navy bases and Marine Corps in San Diego, and recently it was revealed that this port researches in the field of medicine and Biotechnology. Japanese people participating in this workshop have entered Mexico through the San Diego International Airport. All participants in these workshop labs are using San Diego to expand the development of their research. San Diego is essential for the activities in Tijuana.

● Brown Field Municipal Airport

San Diego

● Tijuana International Airport

Tijuana

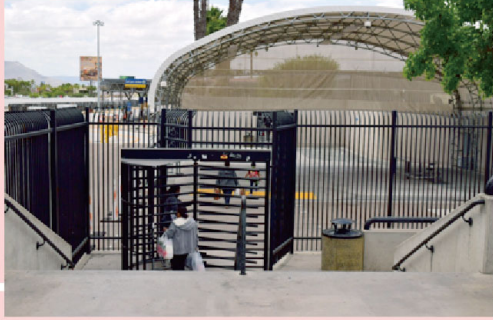


Tijuana

Tijuana, Baja California, Mexico

Population: 1,400,000

It is one of the leading cities in Mexico bordering the United States. Many foreign-funded enterprises have business offices in San Diego. Tijuana has production plants, and they operate across national borders. A region with a great variety of charm is nearby, and it includes Rosarito, the port city of Ensenada, and the wine country area of Valle de Guadalupe. The entrepreneur workshop was held in the premises of KB Foam, a factory located in the Tijuana industrial area.



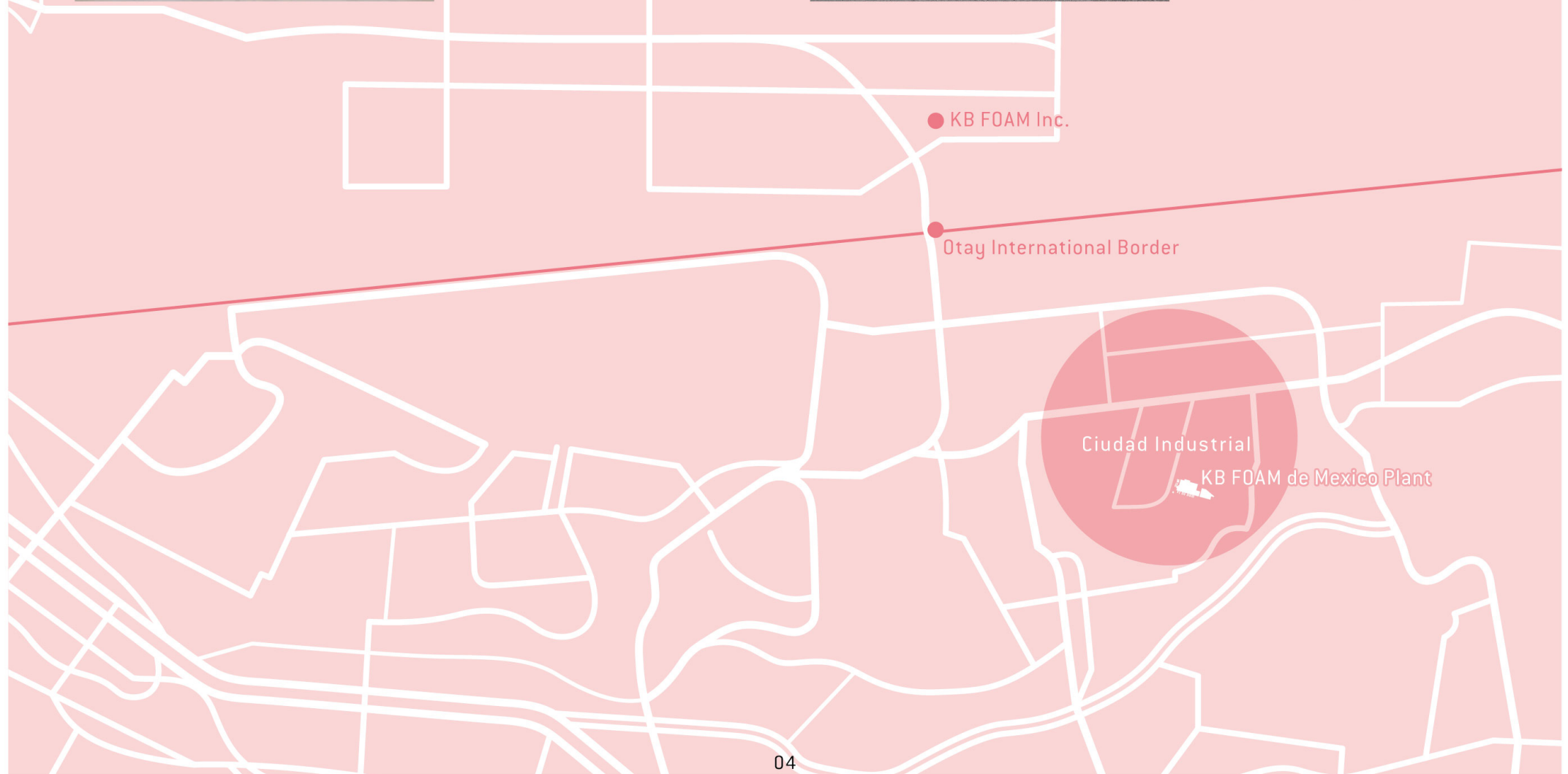
Otay Border

Tijuana has two borders: San Ysidro border and Otay Mesa border. They are the second busiest land border crossing in the world. More than 300,000 people are crossing through them every day. It takes about 15 minutes by car from the Otay border to Casa Futuro Lab.



Ciudad Industrial

It is close to the Otay border, the largest industrial area in Tijuana, and it is where many foreign-capital enterprises, some Japanese companies among them, have got together. There are also production plants of one of the world's leading brand manufacturers, which production is based on the Tijuana–San Diego area.





KB FOAM de Mexico Plant

Calle 5 Sur No. 1546 B, Ciudad Industrial Nueva Tijuana, C.P. 22444, Tijuana, B. C., Mexico

KB Foam produces Styrofoam for packaging. In the space on the grounds where many trailers go in and out every day, Casa Futuro is conducting activities using containers and trailers.

Calle 5 Sur

KB FOAM de Mexico Plant

Calle 5 Sur



CASA FUTURO Lab.

It is a non-profit organization that started activities in 2015. We are currently trying to improve the working environment of the factory workers using house trailers that have been transformed in KBFoam. Using these house trailers, an outdoor cafe was opened for factory workers in 2016. KB Foam employees can enjoy outdoor meals taking advantage of the beautiful Baja California climate, anytime without any cost.

The project to promote provision of housing for employees using house trailers is still underway.

FACTORY TRAILER HOUSE

Cross Border Xpress Workshop



メキシコの工場を舞台に
3つのトレーラーハウスラボで、
未来の事業をつくる2週間。



Food 7/25~8/7

堀川 久美子 / Kumiko Horikawa

DAUGHTER BOUTIQUE / FUTURE HOUSE Lab.メンバー

Design Engineering 7/25~7/31

中村 昌平 / Shohei Nakamura

大阪大学 産学連携本部 イノベーション部 特任研究員

Architect 8/1~8/7

山雄 和真 / Kazuma Yamao

GINGRICH / CASA FUTURO Lab. 建築ディレクター

7/25 → 8/7

7/30(土) Tijuana カンファレンス ※一般入場者あり

8/6(土) Mexico カンファレンス ※一般入場者あり

参加大学 千葉大学 / Panamerican大学 / UABC 他.PULIプロジェクト参加大学

問い合わせ (Mail) future@miraitv.com (Website) <http://casafuturolab.org/>

主催 KB (Mexico,USA) × CASA FUTURO Lab.AC (Mexico) × FUTURE HOUSE Lab. (Japan)



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Jorge Gracia

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BACKGROUND

Casa Futuro Lab. is a civil organization based in Tijuana, Mexico. Its mission is to enhance the living conditions of lower income factory workers through distribution of affordable housing.

Casa Futuro Lab. (CFL) provides its services to corporate customers as a package of two solutions: Along with the housing program, they develop the necessary community environment for residents to improve their living conditions through Do It Yourself (DIY) workshops held every weekend.

CFL brings into use two recycled materials for the new housing project: container and trailer houses. Remarkable innovation in the building materials has reduced the final cost to the minimum, which makes it affordable for lower income workers in Mexico.

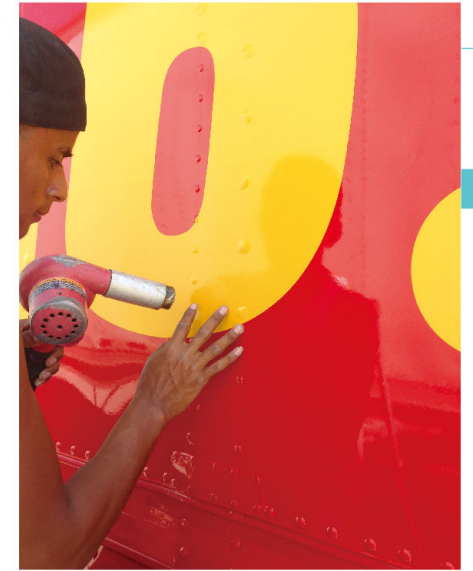
CFL launched its service in 2015 with its first partner, KB Foam, Inc., a Styrofoam manufacturing company based in Tijuana.

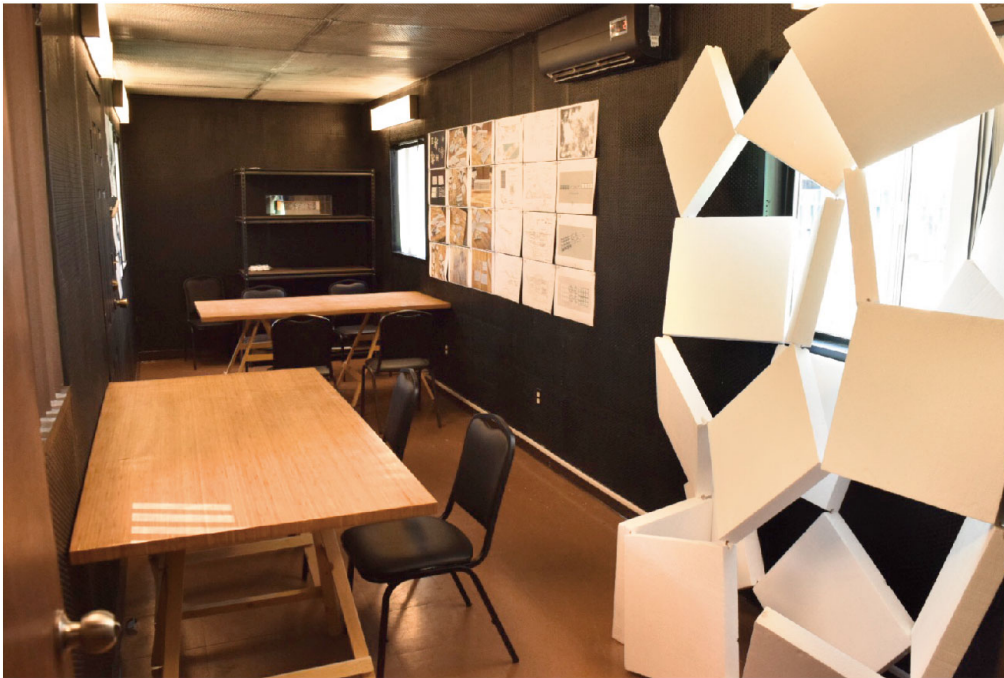
Keita Kasahara, the CEO of KB Foam Inc., reports that since the introduction of a “free-meal,” program, the company’s turnover rate dropped substantially. Furthermore, he notes, it has exerted a positive influence on the overall attitude and performance of employees. This change, Mr. Kasahara believes, occurred through the stabilization of their employees’ living condition.

As a result, Mr. Kasahara took steps to make work life even more attractive for workers at his company by introducing CFL’s services. Now at the launch phase of the program, KB Foam, Inc. in collaboration with CFL, is aiming to create a job contract, which includes a special offer of housing after spending a certain period of time working for the company. Creating affordable housing is a great incentive for lower income workers of Mexico. Mr. Kasahara believes that this would further promote the positive mood in the company, and would be beneficial for the society as a whole.

CFL now looks to achieve great success in the coming summer’s Workshop, “Cross Border Xpress Workshop”, aimed at developing cheaper and more functional trailer/container houses. The workshop will be carried out by three lab leaders, invited from Japan: Kumiko Horikawa, Kazuma Yamao, and Shohei Nakamura.

The workshop will be a combination of R&D for trailer houses and an opportunity for these professionals to try out their social-business strategies in Mexico.







Food Lab Director
Ms. Kumiko Horikawa

FUTURE HOUSE Lab. Member
 Vegan Sweets Brand
 DAUGHTER BOUTIQUE
 Representative
 Wellness Food Researcher

She established and manages Daughter Boutique, a widely-known brand in a society where one can obtain deserts made only from vegetarian ingredients which are healthy for the mind and body.

While being aware of keeping reasonable low prices, she uses as many organic farming ingredients as possible. She creates original recipes which can easily incorporate nutritious ingredients such as nuts, fruits, superfoods, etc.

She works every day to create new products, which can be a little treat for herself, who is always striving hard, or which can be a nice gift for a precious person. The United States market where vegan, gluten-free and organic products are more abundant than in Japan, is always the object of her research.

A Mexican male customer went to the Aoyama Farmer's Market in Tokyo, which is regularly open, and she heard him say that he is a chef at the Raw Food Restaurant in Mexico City. Beyond his talk, she realized that there are also sophisticated shops and restaurants specializing in this type of food in Mexico and the United States. This called her attention because she has been interested in Mexico.



MISSION

- 1 Discover unknown superfoods in Japan.**
- 2 Apply the survey about Vegan and gluten-free sweets in Mexico.**
- 3 Explore the possibility of developing partner companies in Mexico, collaborate in the development of products and also seek the possibility of developing products in the Mexican-American market.**

My first thought, based on opportunities the Tijuana market offers, was that I wanted to study which vegan and gluten-free sweets I have developed in Japan could be introduced in the Mexican market, and to investigate differences in consumer preferences.

In the business development method, the following idea came up to me: it is said that the distribution of chia seed, which is a representative of Mexican superfoods, is saturated in Japan. However, I am still interested in finding superfoods that are not well known in my country, and that can be imported and sold in small and large quantities. I am also still interested in discovering partner companies, such as manufacturing industries, and jointly develop products with the name of my brand, Daughter Boutique, in order to expand it not only in the Mexican but also in the American market.



MISSION

4 Supporting women's entrepreneurship through healthy confectionery manufacturing.

Obesity rate by country

1st Mexico [32.8%]

2nd The United States
[31.8%]

3rd Syria [31.6%]

MailOnline, WHO

Single mothers rate by country

1st Turkey [24.6%]

2nd Mexico [22.2%]

3rd Poland [21.5%]

OECD (2008)

These data reveal that Mexico has the highest obesity rate in the world, and single mothers rate is also high. I thought that it would be possible to create an entrepreneurship model that allowed small entrepreneurs to deal with familiar issues such as candy making, which is familiar to women, and also with the nature of the healthy candy market.

I believe that candy making and selling business is not really difficult to startup, so that making favorite sweets work like a job can be an option to support single mothers' lives in Mexico.

I think that I would like to offer and support ways to launch the sweet brand in the future in Japan, but I can explore first the possibility in Mexico.

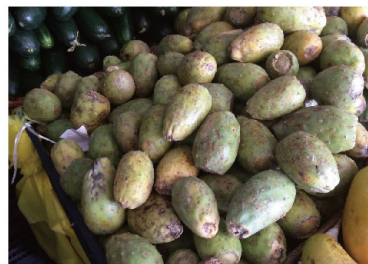
In fact, I have recruited local staff to support sweets making; two KB Foam female employees went to her. As a result of business expansion, I have recently recruited manufacturing staff in Japan; there have been more hiring of manufacturing staff than sales staff so far [OKLME], and many people would like to work on making sweets. I feel that it will happen naturally that a person who works hard wants to start a business.



SUPERFOODS

1 Superfoods in Mexico

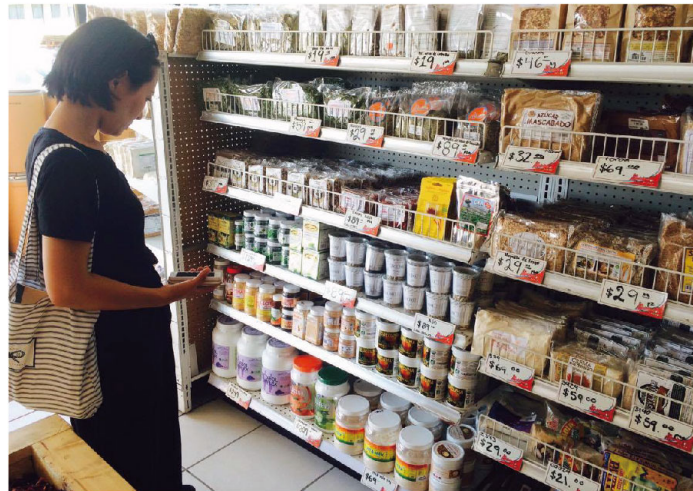
They provide a good nutritional balance; they are products (chia seed, wolfberry fruit, maca, cocoa, coconut, acai, cam cam, among others) with a higher nutritional value than general foods.



As soon as I arrived in Mexico, I began to research on these ingredients in this country and I discovered that superfoods are gaining popularity among people who are aware of their health worldwide. However, I heard that even famous cafés in Tijuana have to purchase these ingredients in San Diego because they are not very popular in Mexico yet.

If domestic demand increases, as consumers get information from abroad, purchases will also increase and the market will be revitalized. Superfoods are also sold in places like the central wholesale market of Tijuana and in small shops of natural products that are scattered throughout the city. According to stories from these shops of natural products, it seems that the majority of clients are people with serious diseases such as cancer. I wanted to find out how many consumers know about the existence of superfoods at the stage of pre-illness and if they incorporate them into their lives in order to maintain good health. Some of the Interesting ingredients I found locally include amaranth, jamaica flower, black mushroom, and mild spice chili powder (California chili powder). These dry goods could be imported to Japan and would sell well if marketed successfully.

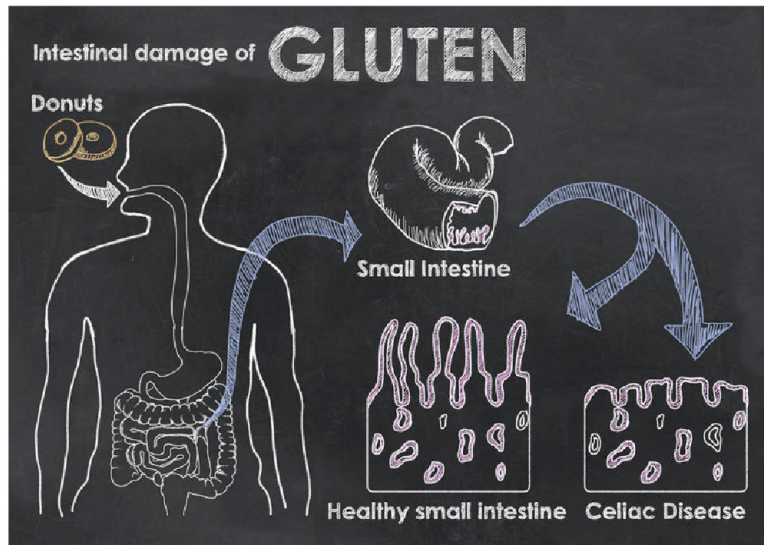
SAMPLING



VEGAN / GLUTEN FREE

2 “Vegan” and “gluten-free” in Mexico

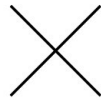
The term "vegan" has come to be used to distinguish it from the term “vegetarian” . In general, a “vegan” can be defined as "a vegetarian who not only does not eat meat or fish but also eggs, cow milk, cheese and other animal proteins". In recent years, the interest in vegan, to avoid allergies and contribute to the welfare of animals, has been increasing among women who are aware of their health. Something similar has occurred with gluten (an additive found in barley, wheat, rye, etc.) abstinence or the “gluten-free” diet.



COLLABORATION

3 Meeting with the staff of a local café-restaurante

DAUGHTER BOUTIQUE
Organic Vegan Muffin & Wellness Foods



We held meetings, scheduled by local staff, with people from some cafés and shops that are aware of health care. Alma Verde stood out among these places for being a highly health-conscious café-restaurant offering raw and vegan food, and cold pressed juice, among others. I and my team tried and experimented with some food to find out the feasibility of preparing it on our own.

Contrary to stereotyped comments we had heard about how Mexicans communicate, the couple of owners of the place, Alma and Leo, valued and fulfilled the commitment they made us. There were some time-lags in replying e-mails and telephone calls, but in spite of the busy schedule of the couple of owners of Alma Verde before the opening of their new shop, they kept their promise. During their catering to KB Foam after one of the speeches, both Alma and Leo and their wonderful colleagues were always smiling and talking with plenty of hospitality while handling cooking. Anywhere in the world where I come to work, I would like to have a similar communication policy able to touch other's heart, an experience that raises the spirit.



MARKETING

3 Implementation of tasting marketing

I conducted tasting marketing tests with KB Foam staff. In regard to sweetness, the response of Mexicans is not very different from that of the Japanese. Regarding texture, I found that many people do not like to eat what in Japan is known as horo horo.

According to the questionnaire, the soft biscuits were not popular, while they are among the Japanese. These biscuits are made from rice flour and almond powder. This Japanese sweet is in the culture of Japan, where the humidity is high. Will the humidity make them easy to eat? The answer would be a very meaningful discovery.

Surprisingly, a muffin containing huitlacoche (corn infected with the smut fungi) was very well received. According to the investigation I made before leaving Japan, huitlacoche was used as an antibiotic in the ancient Aztec civilization. Although rather grotesque in appearance, it was a dish that many people enjoyed.

Mexican people also liked the muffins with chocolate chips mixed with chili, California chili lightly spicy, as well as oatmeal cookies kneaded with shredded tamarind paste. I think that it is very natural that people considers delicious their local food. I plan to investigate more about the ingredients of ancient Japan when I go back my country.



EDUCATION

4 Education for manufacturing staff (support for women's entrepreneurship)



As a test case for women's entrepreneurial support, I gave lessons and recipes for preparing muffins and cookies to two KB Foam staff women interested in making sweets. Both of them actively asked questions and took notes, and the lessons proceeded smoothly.

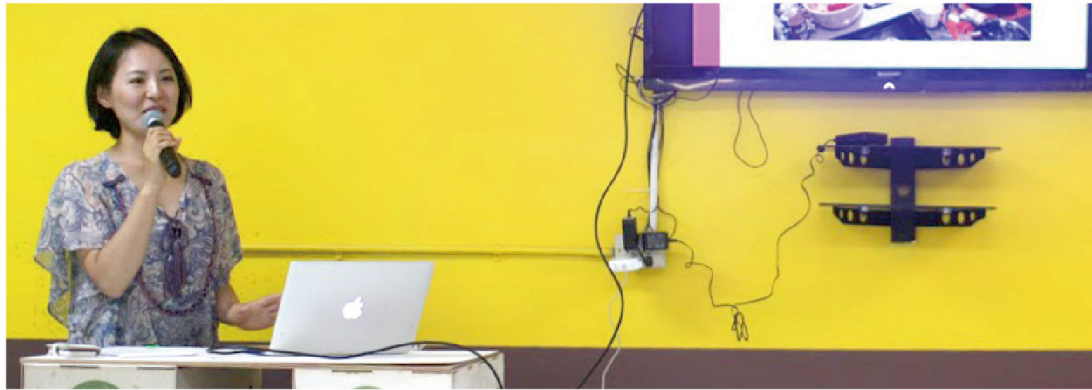
I received an urgent order to bake sweets to do a sales test at the counter next to the cash register in Alma Verde. I realized that I could not fill the order in due time using the KB Foam small trailer-kitchen oven; I was able to finish overnight by using the gas oven in the kitchen of KF Foam's cafeteria and with the help of project members in the task of packing. It was a small but significant step to generate income in Mexico.

There were some things that I could not get, such as packaging materials with the Daughter Boutique logo, however I am very grateful to Alma and Leo for the opportunity they gave me.



PROGRESS REPORT

Conference achievement report



On the last day of the workshop, we informed about the activities carried out during the two weeks of work, and about results and marketing issues of our products, by means of a slide presentation.

In conclusion, health-oriented food and vegan lifestyle in Mexico is still small, and there is enough space to develop it. To decrease the obesity rate, which is a social problem, and the possibility of starting a business model that provides work that single mothers can do well, are two aspects that could solve social problems and at the same time cover market needs by deploying a small company that makes sweets in integrated facilities to house trailers. We will continue to conduct market research and we hope to have possibilities for marketing while looking for local businesses and individuals to cooperate, and also the cooperation of the government and local communities.



OUTLOOK

Future tasks and prospects

Alma Verde Café bought the cookie recipe developed by me. That place is an example of an elegant balance between the beauty of its interior, the health and gastronomy of superfoods. Alma and Leo are doing there a very beautiful and valuable marketing directed to the health in the city of Tijuana.

In addition, visiting a Culinary Art School designed by architect Jorge Gracia, who gave a speech at the conference in KB Foam, we met and could talk with Mr. Javier Gonzalez, president of the Culinary Art School OKLME; we found a point of contact in the subject of food education; it was a great opportunity.

Alma and Leo attended the first conference in spite of their busy schedule considering the opening of their second shop, and they also catered, together with the chef, for the second time.

Mr. Gonzales also attended the conference and showed interest in the activities, and intends to cooperate.

Contact with all of them is very important, and I would like to continue with the activities aimed at advancing marketing next year.





Design Engineering Lab. Director
Mr. Shohei Nakamura

Osaka University Industry Study
 Cooperation Head Quarter
 Innovation Department Appointed
 Researcher

SNDesign Chairman

He is currently carrying out the design business while also being engaged in an Enhancing Development of Global Entrepreneur Program at Osaka University. As design engineering, education, and soccer are his activity domains, he has been active in several wide-ranging areas. At the CBX workshop design engineering lab, he plans to design future tableware, furniture, consumer electrics products, for the trailer house which is to be “the future house”. Additionally he is going to make a study of various life style designs such as for community, leisure, festival, play and games.



BEFORE MEXICO

Subject: Future House

I work as a designer and a university teacher. The theme of Future House = a moveable future house is a unique subject that aspires a challenging spirit as a designer. It was also an interesting topic as a fusion region from different methods.

My purpose at this workshop on this subject is it was to make a foundation for problem solving through collaboration with Mexican people.

What I first thought about as preparation for the workshop is the task to be solved by the future house project? What I thought seriously was energy. How do we secure energy such as electricity, water and food for people living in the future home? What is the source of energy in the future home? These questions were exhausted, I brought back to Japan as a homework in Mexico.

Another preparation was pre-exchanges with people in Tijuana, Mexico.

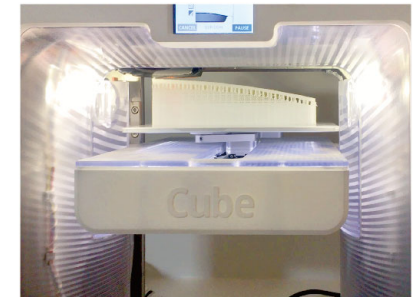
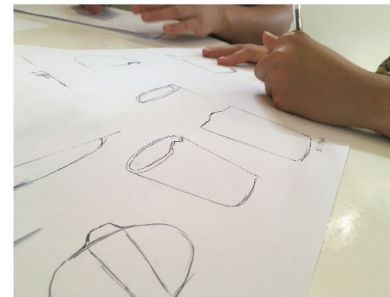
Design is from a person's idea, people are indispensable. For the design in Tijuana, Mexico, it will need people in Tijuana, Mexico. With arrangement of Mr. Masaki Horiuchi of Casa Futuro, I was able to cooperate with design office ORBE4 in Tijuana, Mexico. I exchanged information with Email and Skype, made a preliminary discussion and prepared for workshop to raise my mind.



IN MEXICO



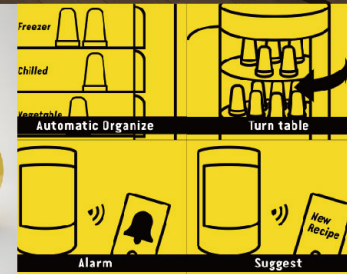
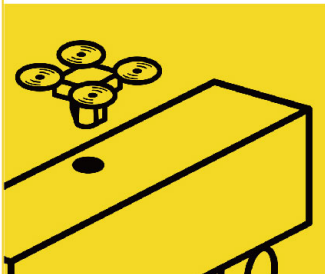
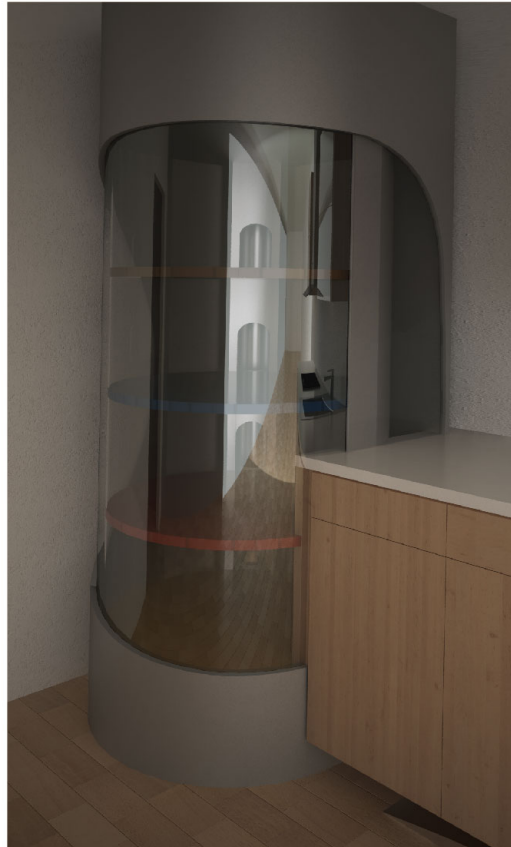
In the workshop, in addition to Isamar and Daniel of ORBE 4, two students of Universidad Panamericana students Marifer and Oscar also joined. Even though I made a plan myself before attending this workshop, I first started watching the future widely with five people and presenting ideas on FutureHouse. What the designer does is almost the same in every country. We propose ideas, change shapes while doing sketches, and repeat the study using models. Because our native language is different, there was some communication problem in the detailed explanation of the idea, but we could communicate from a few technical terms without interpreter. The design idea reflects that person's background. We gave ideas and explained it. While repeating these, we shared differences in cultures and social backgrounds by the living countries and the living areas. They worked with motivation, collaboration was a very good time. I devised various ideas while thinking about the development of technology and the life in the future, but in conclusion it became three proposals. That is IoT Fridge, Replace able Dish and Carne Asada Grill.



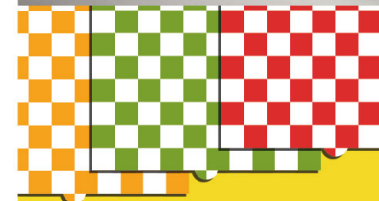
IN MEXICO

DESIGN IDEA1 IoT FRIDGE

The IoFredge is a refrigerator for a movable future home. Drone delivers food and meals directly to the refrigerator. It utilizes the characteristics of the trailer, which is the wall that separates the space from the outside world. When we order, the drone delivers and the refrigerator receives it. This is a proposal as a social system of the future. For the delivery system at drone it is necessary to revise the law, so the reality is still time consuming, but the possibilities and values are great.



DESIGN IDEA2 REPLACEABLE DISH



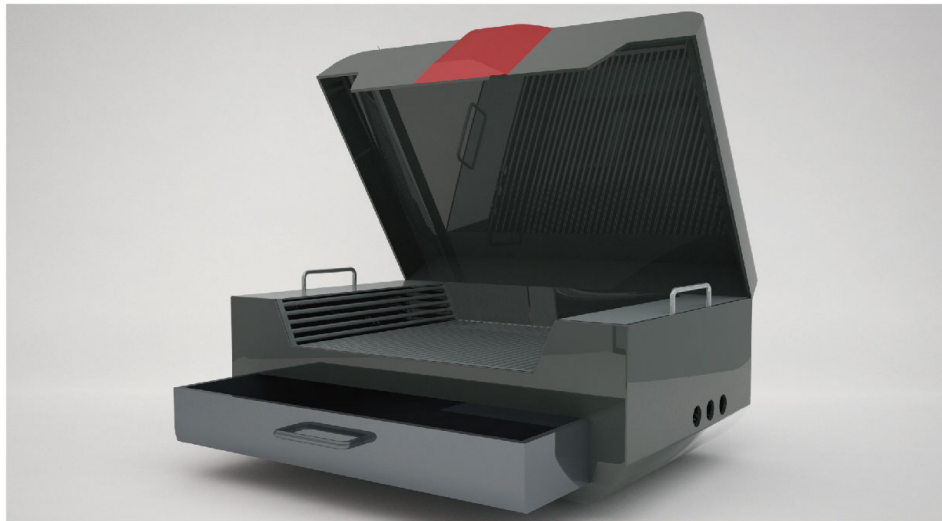
ORANGE AVOCADO TOMATO



Replacement Dish is a dish that reduces the consumption of water by not using it to do dishes after meal. By covering the surface of the plate with special paper that repels water or oil, you can also reduce the dishwashing time after meal. When considering moving homes, I think that the most important thing is to secure water. Food grease is the most burdensome when building a water system. By not rinsing off dishes with water, it increases the effectiveness of the circulation system without pouring oil into the circulation system.

IN MEXICO

DESIGN IDEA3 CARNE ASADA GRILL



Carne Asada Grill is a grille exclusively for Carne Asada.

I received a strong introduction from ORBE4 members that "Carne Asada (Mexican BBQ) is the culture of our country", this idea came out.

It's installed under the trailer. Meals are people's vitality. If you eat together everyone will be vitality of the community. I aimed to design not only the energy of the future house but also the energy of people living in the future house.



INTRODUCE JAPANESE CULTURE DANCE PARTY



Alcohol and music also make energy for people besides meals. We originally planned a nighttime project based on these, but unfortunately we did not have time left with a daytime project. However, when we talked about this night project to the workshop's management staff, there was a reaction, "It's not easy, but it seems interesting so let's do it." As you can see from this voice, it is important for everyone to have fun. Even though it was in a hurry, we made it to throw a Japanese inspiration party at night.

AFTER MEXICO

AFTER MEXICO FUTURE DEVELOPMENTS AND PROSPECTS

What I am aware of through this workshop is that we still need human resources to realize the future house that the future laboratory is aiming for. In order to realize the design proposed this time, we have to go beyond a lot of difficult questions such as not only technical but also legal problems. For that, I felt that we need to gather members who can share our will.

The first thing I did after the workshop was the collection of members and a summary of what I have learned so far. I opened the event with the subject of "none movement and movement - moving architecture" at the design team Tied which I belong to.

In the workshop, our ideas were based on "moving houses", but now we also discussed about "not moving house", as a result I was able to find the good points and weak points as moving houses and get hints for the next step.

By showing myself to public places, I have opportunities to contact with people who are interested in our project and have them participate in the project.

From next year I plan to pick up Futurehouse Lab in a Social Design class.

I would like many students to participate as new members and to generalize "the future house" together.





Architect Lab. Director

Mr. Kazuma Yamao

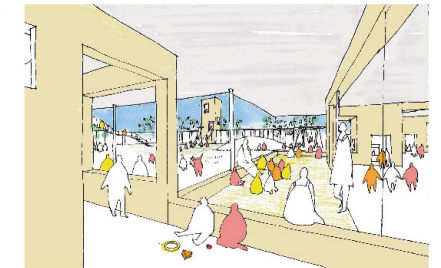
CASA FUTURO Lab.
Construction director

GINGRICH
Architects Chairman

Is an architect who was born in Kyoto in 1978. After winning numerous awards while working in Tokyo at an architectural design firm since 2004, he later established a Gingrich primary architect office in 2013. And he represents the office.

While carrying out the activities of designing domestic & international housing at various scales including master planning, and doing research, not only in Mexico but in Middle Eastern countries such as Dubai, and Jakarta (Indonesia), he is focusing his research on “the future residence” in an uncertain era.

The architectural lab is scheduling an exhibition of the “Future Factory” plan as well as the future houses for the Tijuana area. Also, we are going to discuss about putting the “Future Factory” plan into practice, do the design work in the lab, and then we will show the inside of such activities. Typically, buildings do not move. However nowadays, architects are like entertainers on tour, moving the world and designing suitable buildings for each place and region. He’ d like to create the building designs which would travel with the architect who is representing the physically moving body.



Architecture Lab

Architecture Lab is the place of practice on architecture in Mexico. In the first week of August 2015, I made presentations on design proposals mainly prepared in Japan and spoke about various discussions with workshop participants.

index

1. Regarding the practice of architecture in Mexico
2. Future factory Project
3. Education Program
4. Future prospects and tasks



Model displayed during the workshop



interior of architectural laboratory

1 Regarding the practice of architecture in Mexico

Architecture does not move from the land. However, architect continues to move from land to land, and has a mission to keep thinking about architecture only at that place. I have two offices in Tokyo and in Dubai with a business alliance partnership. That is why I think that thinking of architecture in Mexico is not unusual progression, it is similar to these experiences. On the other hand, the aim of discovering a new life style centered on the "trailer house" is a very challenging project for me to keep moving around. In the workshop of 2016, as the first step in the practice of building in Mexico, we will propose the initial proposal of Future Factory Project set in KB Foam and explore future prospects.



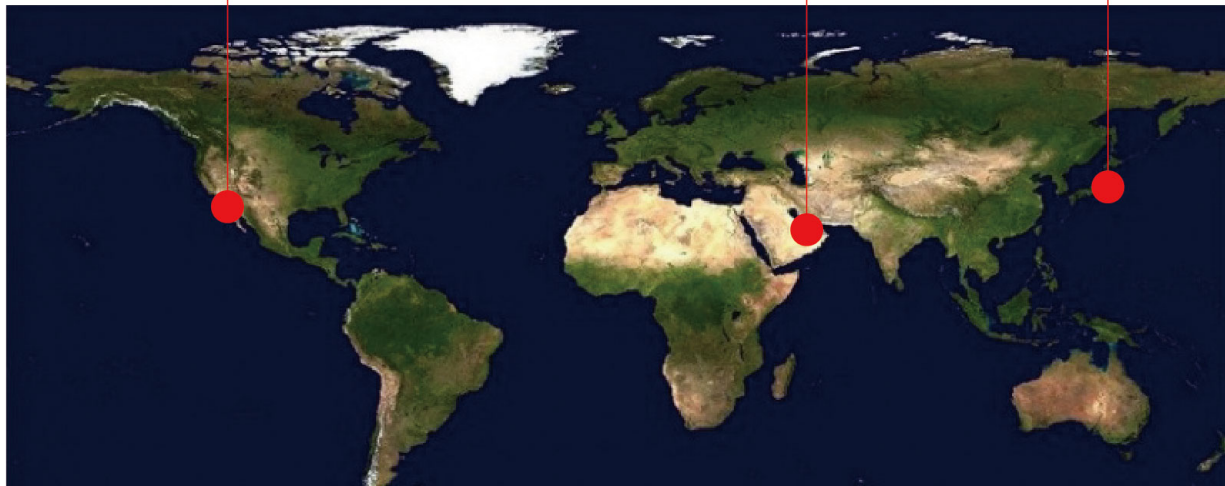
Tijuana, Mexico
KB foam

ibda **إبدا** design

Dubai, UAE
Wael Al Awar + Ken-ichi Teramoto

GINGRICH

Tokyo, Japan
Kazuma Yamao



2 Future Factory Project -1

Speaking extremely, Future Factory Project is an attempt to "open factory in town". Based on Sinco Sur where KB Foam is located, we set up a public space towards the street, thereby realizing improvement in the environment of the factory zone. Along with that, we will encourage motivation for workers, it gives a sense of pride towards work and workplace. It is also intended to improve the quality of life by establishing a place of communication with other factory workers.

At the same time, the Future Factory project is not just for people working at the factory. We are offering assets of technology to those who have ideas but no place to practice and aim to create new business.



Future Factory proposal model. The big staircase connects from the front road (Cinco Sur) to the plant site on



Cinco sur and KB Foam

2 Future Factory Project - 2

There are two major proposals.

One is to use a difference in elevation between the front road and the factory site and set up a large staircase with a width of about 15m. This will be a flow line connecting the town and the factory, and it will become a staircase resting place or an audience seat at the event.

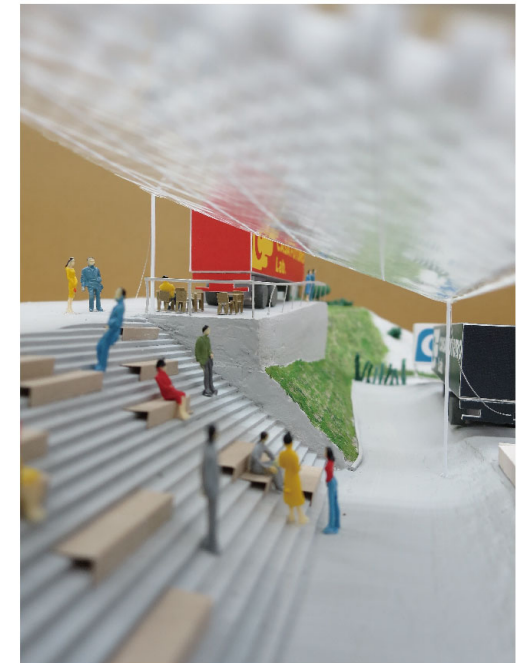
The other is a big roof over this big staircase. In order to create a bright place while shielding the strong sunlight of Mexico, we proposed a SELF BUILD roof using ETFE membrane and EPS material which is the mainstay of KB foam business.



View from plant side



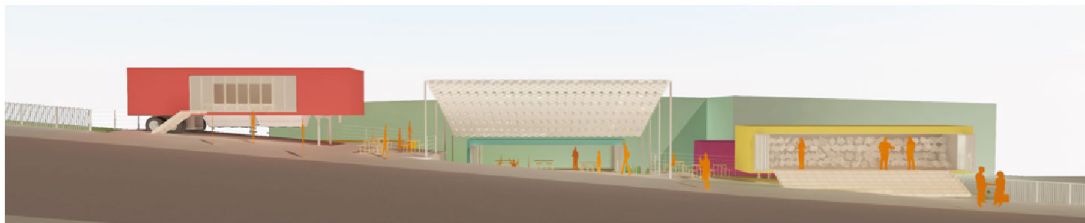
Model of roof



View of the large stairs

2 Future Factory Project - 3

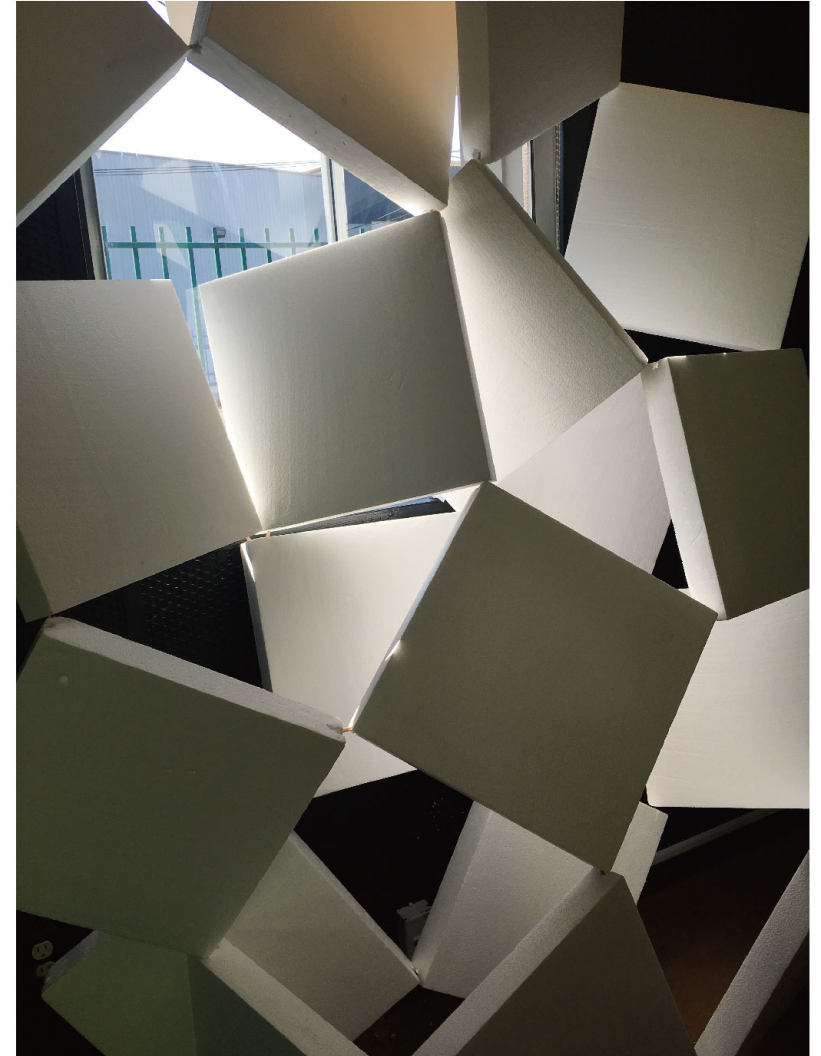
I am planning two purposes for utilizing trailers. Two trailers are installed facing the front road, one will sell Japanese lunch boxes etc and the other will be functioning as a showroom of KB Foam. In this proposal I considered it in the space of the showroom to represent the material properties of EPS which is the mainstay of KB foam business. EPS is very light weight and can pass light depending on its thickness. I processed this material into a panel that is easy for people to carry, then created an artistic wall that stacked its panels just by contacting corners and corners in three dimensions.



Roadside hill & the showroom on the right side



Interior view of showroom



Mock-up in architecture laboratory

3 Education Program

One of the main objectives of the CASA FUTURO project, which is the mother of the Future Factory project, is the discovery of new talent who will be responsible for the next generation. In the workshop, here are the following:

1. In order to explore the collaboration with Tijuana-based architecture school (Escuela Libre De Arquitectura) visited architects representative Mr. Jorge Gracia
2. Guidance on proposing a future trailer house for two days to workshop participating students from Mexico and Japan.
3. Made guidance on the creation of showroom mock-ups.

I am trying to make these experiences become the first step toward future projects. In addition, trailer design competition will be carried out, and we will start to try architectural practice by student ideas.



Visit Escuela Libre De Arquitectura



Discussion with students participating in workshop



Mockup creation in architecture laboratory

4 Future prospects and tasks

During my stay, I had a meeting with Japanese Mexican Aiko Enriquez Nishikawa who is a representative of a construction company based in Tijuana Mexico. A system for examining and practicing a new construction method using EPS is in place. We started building construction teams that are necessary for practicing construction in Mexico, such as structural engineers and architects. Architecture laboratory is underway as a place to perform actual building design work. It is the greatest challenge and the most interesting thing for me is how to realize a fumbling project different from the normal process on foreign land.



STUDY OF CONTENTS

Japanese Class:

During the workshop period, we have conducted an introductory Japanese class for ten days for the Mexican employees at KB Foam. We have covered some basic greetings to Hiragana (basic letters in Japanese), and introduced some Japanese culture, Kendama, Calligraphy and Japanese food. We have noticed some obstacles in teaching Japanese to Spanish natives especially in pronunciation, nevertheless it provided us with the opportunity to learn from the process the differences between the languages and the way to improve our teaching methodology. We felt a great possibility of communication through language teaching proces. We hope that the class provoked further interest in the Japanese language and culture and promoted smoother communication of the Mexican and Japanese officers in the factory.

Techno Udon:

On July 30th, we held “Techno Udon” at the end of the open lab. It is an event of two cultures combined, a trailer house turned into a club space and a bag of udon dough (udon is a type of Japanese noodle) in the center of the dance floor. The participants would step on the dough as they dance, so the udon dough would get nice and tough, and by the end of the party, it is ready to be cooked.. We all enjoyed dancing and eating the udon we took part in making. It was not an easy process. From purchasing the material, organizing the space, cutting the dough to cooking the enormous amount produced and eating them. But after all, we were successful going through all the process and enjoyed the outcome. It served as great occasion for us to introduce Japanese food culture to the mexican counterparts in contemporary fasion, and also to have the trailer house involved in that process.

5Pesos Sobre Ruedas:

As the third open lab event, we organized 5 pesos sobre ruedas at the front of KB Foam factory to sell unused goods within the factory to the public residing in the vicinity. It successfully attracted people in the surrounding area and brought in a lot of people to the open lab. People enjoyed shopping at our market and our unique services including writing Mexican names in Japanese calligraphy. The event was successful overall.



OPEN LABO / CONFERENCE

Venue Calle 5 Sur, No. 1546 B Ciudad Industrial Nueva Tijuana, C.P. 22444,
Tijuana, B.C. Mexico

【Open Lab 1st 7/30 (Sat.)】

13:00 ~ 17:00 Open Lab.

15:00 ~ Conference

Presenters: Kumiko Horikawa / Shohei Nakamura

Guest Speakers : Jorge Gracia

17:00 ~ Event "Techno Udon"

【Open Lab 2nd 8/5 (Fri.)】

13:00 ~ 17:00 Open Lab.

15:00 ~ Conference

Presenters: Kumiko Horikawa / Kazuma Yamao

Guest Speakers : Joe Stapley

【Open Lab 3rd 8/6 (Sat.)】

13:00 ~ 17:00 Open Lab.

13:00 ~ 15:00 Event "5 Pesos Sobre Ruedas"

15:00 ~ Conference

Presenters: Kumiko Horikawa / Kazuma Yamao

Guest Speakers : Luis Arturo Mendez / Raul Garcia / Taro Zorrilla

Participating universities

Chiba University / Universidad Panamericana and other

Organizers KB <Mexico,USA> / Casa FUTURO Lab, A.C. <Mexico> / Future HOUSE Lab. <Japan>

FACTORY TRAILER HOUSE

Cross Border Xpress Workshop

Open to Public
7/30^(Sat.)
Tijuana Conference
Presentation about the Lab projects will be given to the guests who are related to the subject of improving "Tijuana".
Gastronomia Lab / Lab. Director
堀川 久美子 / Kumiko Horikawa
Ingenieria de Diseno Lab / Lab. Director
中村 昌平 / Shohei Nakamura

Open to Public
8/6^(Sat.)
Mexico Conference
Presentation about the Lab projects will be given to the guests who are related to the subject of improving "Mexico".
Gastronomia Lab / Lab. Director
堀川 久美子 / Kumiko Horikawa
Arquitectura Lab / Lab. Director
山越 和真 / Kazuma Yamao

Share the joy!
Location:
Calle 5 Sur, No. 1546 B Ciudad Industrial
Nueva Tijuana, C.P. 22444, Tijuana, B.C. Mexico
University Participants:
Chiba University / Panamerican University / UABC etc,
PULI Project participating universities
Hosts:
KB (Mexico, USA) / CASA FUTURO Lab. AC (Mexico) / FUTURE HOUSE Lab. (Japan)

KB CASA FUTURO Lab. FUTURE HOUSE Lab.

OPEN LAB.

OPEN LABO / CONFERENCE [7/30]

Gastronomía Lab.

Kumiko Horikawa

- Research / Trial / Tasting / Sales (Arma Verde)
- Future developments and tasks

Ingeniería de Diseño Lab.

Shohei Nakamura

- Drawing / Selection / Trial (3D printer)
- Future developments and tasks



Guest Speakers: Jorge Gracia (Architect)

Jorge Gracia, graduate from Universidad Iberoamericana Noroeste in 1997 and founded the Gracia Studio in Tijuana in year 2004. Gracia was selected by the Architecture League of New York to participate in a series of conferences “Emerging Voices 2013 ” in the Cooper Union NYC and also took part in the team “Design Vanguard 2012 ” organized by Architectural Record NYC. In

He founded the New School of Architecture and Design in Tijuana, and takes a leading role of architecture in Tijuana-Sandiego region.



OPEN LABO / CONFERENCE [8/5]

Gastronomía Lab.

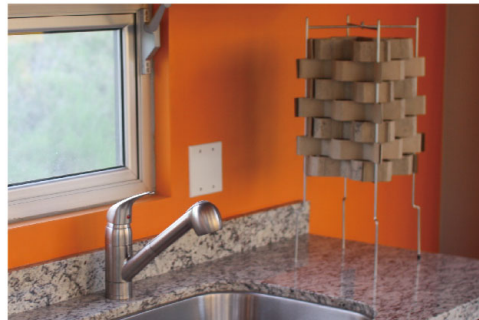
Kumiko Horikawa

- Research / Trial / Tasting / Sales (Arma Verde)
- Future developments and tasks

Arquitectura Lab.

Kazuma Yamao

- Public space / EPS object / House Trailer
- Future developments and tasks



Guest Speakers: Joe Stapley (Ecor Noble Environmental Technology)

Joe Stapley is an entrepreneur. He explained the business of one's company. And He argued about the possibility of the common enterprise with KB Foam.



OPEN LABO / CONFERENCE [8/6]

Guest Speakers: Luis Arturo Mendez

Universidad Panamericana, Department of Innovation and Industrial Design Aguascalientes

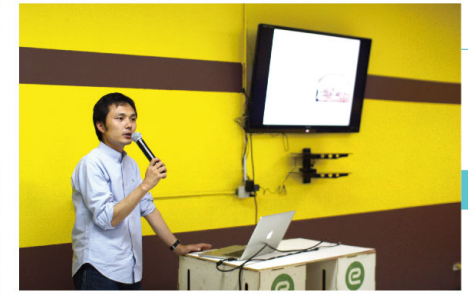
Luis Arturo Méndez Alba is a professor of industrial design at Panamerican University. He has worked for many years as an industrial designer for corporates. Through out his career, he has developed over 400 products for companies such as Airports and Auxiliary Services. As a member of Casa Futuro Lab, he participated in the workshop last year at Aguascalientes and continues his activities there with the students of design at Panamerican University.

Raul Garcia

Raul Garcia is an architect and the founder CEO of DLC Arquitectura, a design and architecture company based in Mexico City. He is also a teaching member of the faculty of architecture at Autonomous University of Hidalgo and a post graduate researcher at UNAM. His current focus of research is in the combination of the contemporary and vernacular housing. As a member of Casa Futuro Lab, he aims to launch CFL enterprise in Mexico City.

Taro Zorrilla

Taro Zorrilla is an architect and video documentarist based in Mexico City. He is also the founder of TALLA, Taller de Arte y Arquitectura México and Japón and the founder of Fundacion Paisaje Social A.C., a non-profit organization based in Mexico City. Having Japanese and Mexican parents, he grew up surrounded by two cultures. As an architect he puts emphasis on art, ecology and multicultural origins of people across borders. With Casa Futuro Lab, he aims to develop houses for the future in Mexico City and Mexico.



TRAILER HOUSE

What is your idea about the city of Tijuana in Mexico? Many people are likely to think about dangerous areas, drugs, and the like. Eight courageous Japanese people participated in this Cross Border Xpress Workshop in this place where it is not easy to make a good impression. However, they did not come just as visitors; they had in mind the great purpose of making business.

Here in the city of Tijuana, there is a high-quality vegan restaurant that cannot be found in Japan, a cooking school that sends graduates to the whole world; there are also architects who are committed to local materials and with making a simple space, the best space. As you can see, there are very talented people.

Being part of the workshop, I met people fighting on the front lines to eliminate the bad image of Tijuana. We had a lab work whose result was getting Japanese sweets at the local vegan restaurant. Through this workshop, all of us, including myself, could feel strongly the hidden possibilities of development that this city offers.

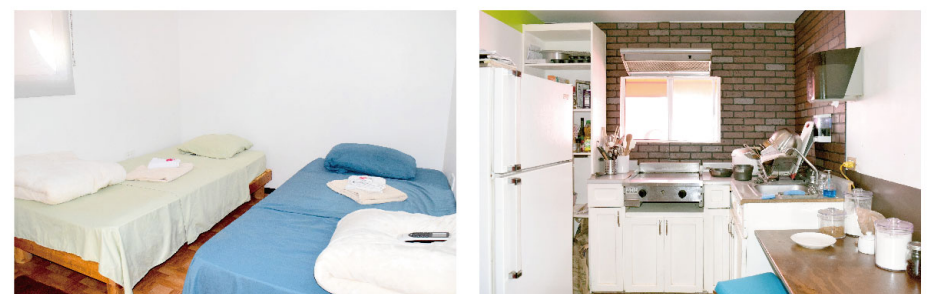
In addition to its people, Tijuana offers other great advantages. One of them is that it just borders the United States, the largest market in the world. And as it is adjacent to San Diego, known for having the best weather in the United States, Tijuana shares that good weather. It is a place where you can live very easily because of its natural wealth, such as the sea and the delicious seafood.

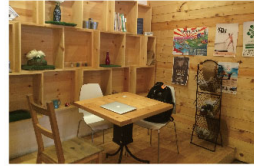
In order to make Tijuana a better place, first of all I thought that it would be necessary for as many people as possible to experience themselves the charm of this city, and one way of doing this was to promote the rent, as a hotel, of the house-container used for the workshop, through Airbnb (a peer-to-peer online marketplace and homestay network).

Why do not you try feeling the charm of Tijuana while experiencing futuristic style living in a container house? Please come and visit us; you will surely feel captivated by Tijuana.

The momentum of the Casa Futuro Lab project will continue to increase. First of all, the second period students of PULI will visit us in November because of the agreement with Chiba University. We will further expand our network and proceed to the next stage. Why do not you join us to make new things here in Mexico? We look forward to continuing the challenge with you in Mexico.

Masaki Horiuchi KB Foam House Trailer Representative





Vegan cuisine “Alma Verde”

Let’s enjoy a healthy meal in Mexico, in a place where superfood is prepared, at the healthy food restaurant that represents the city of Tijuana.

Recommended menus are vegan nachos and vegan burger! Is not this the only place where you can eat vegan nachos from Mexican cuisine? In addition to cold pressed juices and smoothies, everything on the menu is healthy for the body. And it is a fashionable space where one calms down. It is a very pleasant thing to have beautiful and good places for physical health.

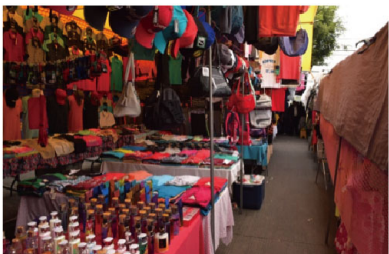
The second Camino Verde shop that opened a day after the conference at KB Foam was visited by a lot of people. I hope many good things for this place in the immediate future.



Market on Wheels (Mercado sobre Ruedas)

Talking about Latin America, what image comes to your mind? Is not that of “chaos” to say it with a single word? It is in a Sobre Ruedas Market where you can enjoy the typical Latin American atmosphere. It is a street market that is mainly held on weekend, in different places in Tijuana.

There is a Sobre Ruedas Market, easily located by travelers, in the vicinity of downtown. The other one is close to the port of entry near KB Foam, where you can enjoy a more local atmosphere.



Taco Shop

Talking about Latin America, what image comes to your mind? Is not that of “chaos” to say it with a single word?

It is in a Sobre Ruedas Market where you can enjoy the typical Latin American atmosphere. It is a street market that is mainly held on weekend, in different places in Tijuana.

To talk about Mexico is also to talk about tacos. Let me recommend a taco shop to you. Walk two blocks west on Calle Salvador Díaz Mirón Street OKLME, in the center of Tijuana, that intersects with the main road of Revolution Avenue. You will find the stand and a crowd of people. This is the taco shop that I recommend! There is only one type of tacos: Birria. Birria is a Mexican dish made with goat’s or calf meat stewed with plenty of spices.

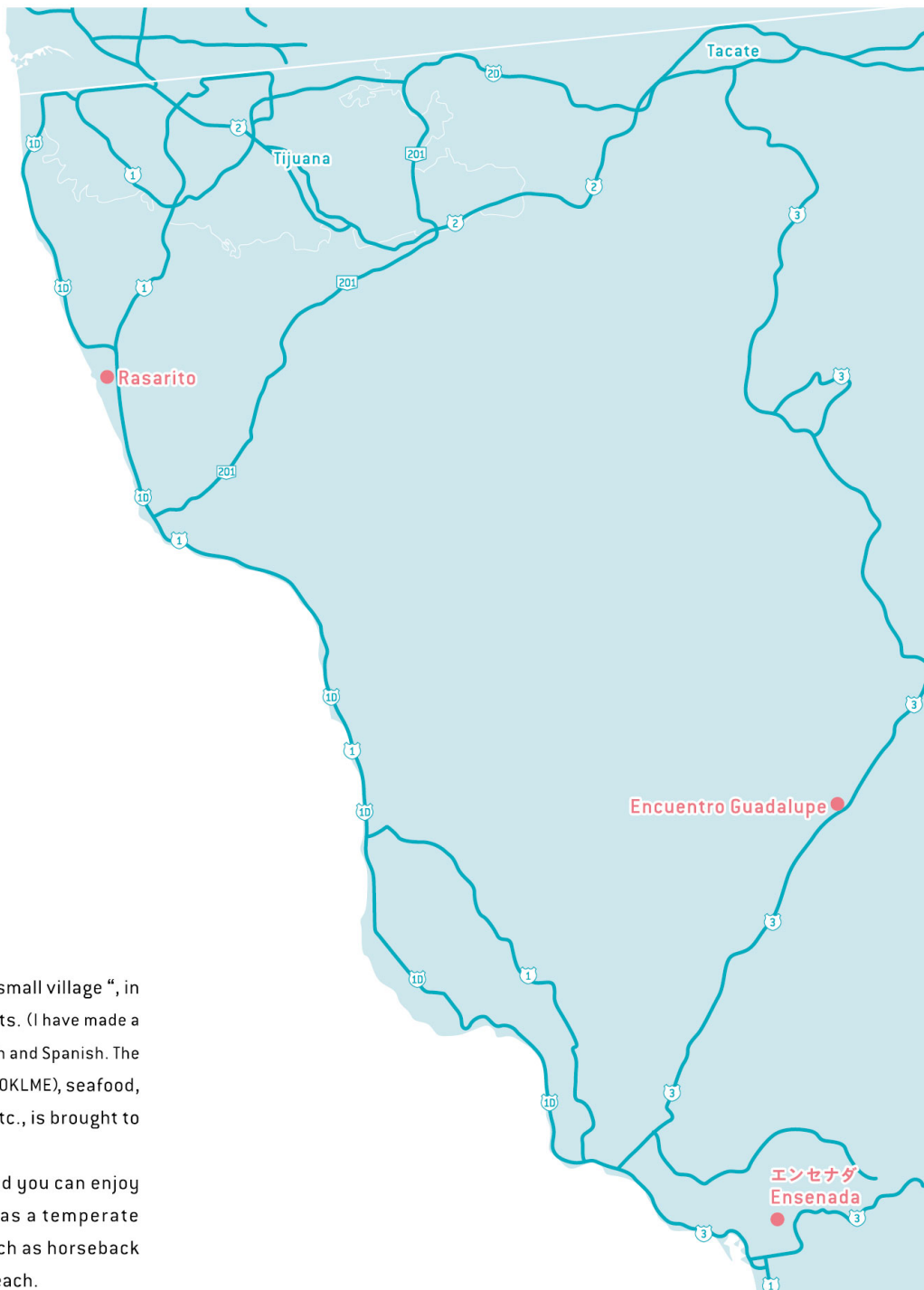




Port of Rosarito and Ensenada

Rosarito exudes the atmosphere of a very relaxed “small village”, in contrast to Ensenada, which is bustling with tourists. (I have made a slight adjustment in the grammatical structure of English and Spanish. The idea is fluent now in both languages.) From both ports (OKLME), seafood, such as bonito, yellowtail, tuna, shrimp, octopus, etc., is brought to market; so you can always buy fresh seafood there.

There are many restaurants around the market and you can enjoy tasty Mexican seafood dishes. Since Rosarito has a temperate climate all year round, you can enjoy activities such as horseback riding, bungee jumping sport and swimming on the beach.



Encuentro Guadalupe

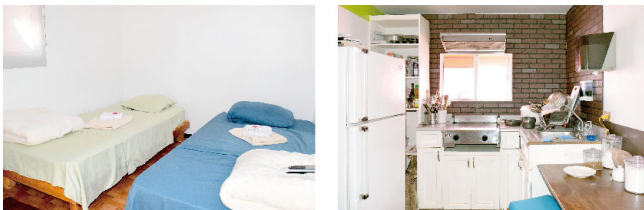
Villa de Guadalupe is known as the Mexican luxury grape production town.

“Encuentro Guadalupe” has modern facilities and a cafe restaurant surrounded by vineyards. The interior is very simple but the visitor will feel immersed himself in a vast landscape seen as from a large window. You can spend a good time relaxing with nature, forgetting everyday life while drinking wine.

Why not enjoy there a fancy adult holiday?

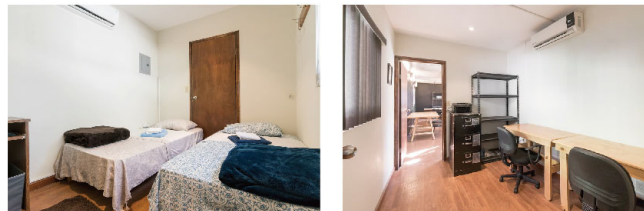
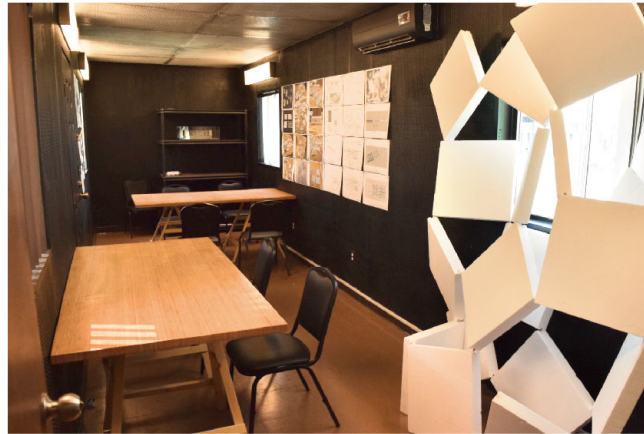
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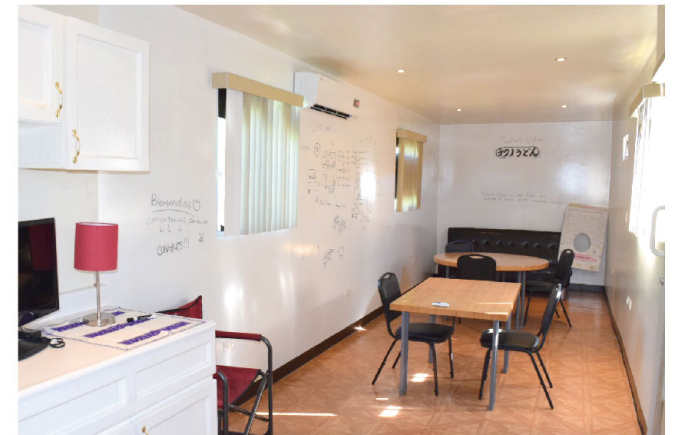
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INGENIERÍA DE DISEÑO LAB

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PARTICIPANT

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Lab. Director

Kumiko Horikawa Food Lab. Director / DAUGHTER BOUTIQUE Representative / Wellness Food Researcher

Shohei Nakamura Design Engineering Lab. Director / SNDesign Chairman / Osaka University Industry Study Cooperation Head Quarter Innovation Department Appointed Researcher

Kazuma Yamao Architect Lab. Director / CASA FUTURO Lab. Construction director / GINGRICH Architects Chairman

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Ikuko Morikawa Casa Future Lab. Intern

Mai Koda Casa Futuro Lab. Intern

Guest Speakers

7/30 Jorge Gracia Architect

8/5 Joe Stapley Entrepreneur, Ecor representative

8/6 Luis Arturo Mendez Pan American University professor

Raul Garcia Architect, DLC Architectural Office Representative

Taro Zorrilla Architect, TALLA Representative

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