

FUKUSHIMA Wheel

“Reinvent the Wheel”

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<http://fukushimawheel.org/> hashtag: #fukushimawheel

15,870/343,334



3.11, 2011 JAPAN



Fukushima Nuclear Accident

金継ぎ(Golden Repair)



Kintsugi (金継ぎ) ([Japanese](#): golden repair) is the [Japanese art](#) of fixing broken [pottery](#) with a [lacquer](#) resin sprinkled with powdered [gold](#). Kintsugi may have originated when shogun [Ashikaga Yoshimasa](#) sent a damaged Chinese [tea bowl](#) back to [China](#) for repairs in the late 15th century. When it was returned repaired with ugly metal staples, it may have prompted Japanese craftsmen to look for a more aesthetic means of repair. Collectors became so enamored of the new art that some were accused of deliberately smashing valuable pottery so it could be repaired with the gold seams of kintsugi. Kintsugi became closely associated with [the ceramic utensils](#) used for [Japanese tea ceremony](#). (WikiPedia)

FUKUSHIMA Wheel

REINVENT THE WHEEL



- LOCATION
- GPS
- P.O.I.
- GEO-LOCATION ADS
- WEATHER
- TEMPERATURE
- HUMIDITY
- RADIATION
- CO₂

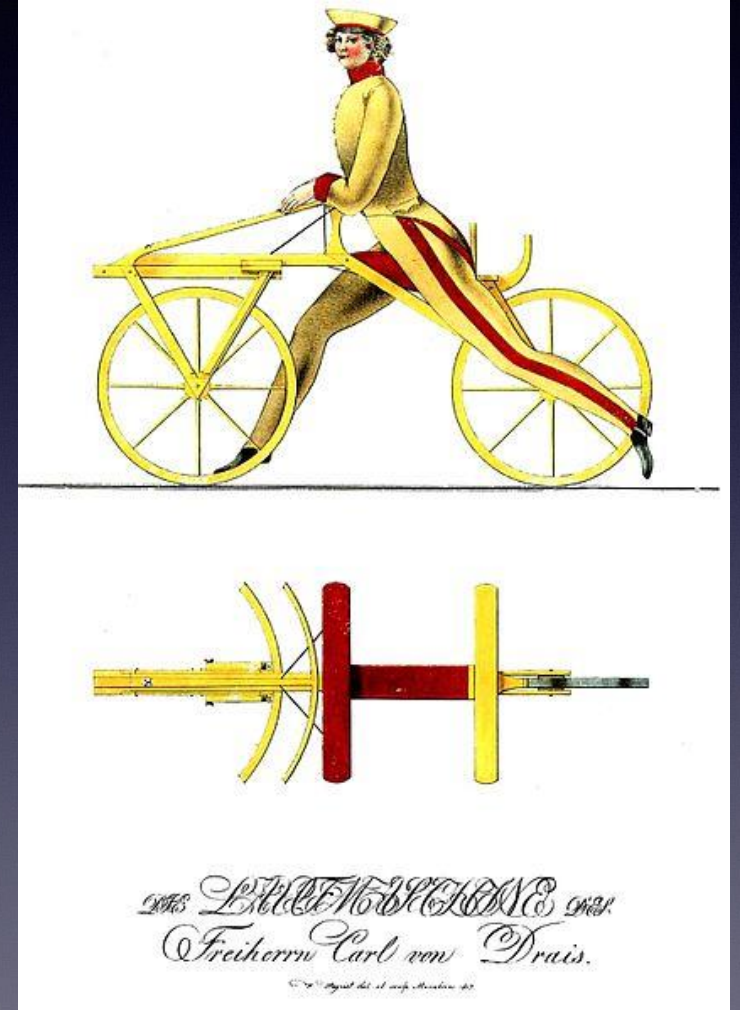


BIKE2.0 REINVENT THE WHEEL

CLOUD BIG DATA

SMART CITY SUSTAINABILITY

Birth of Bicycle

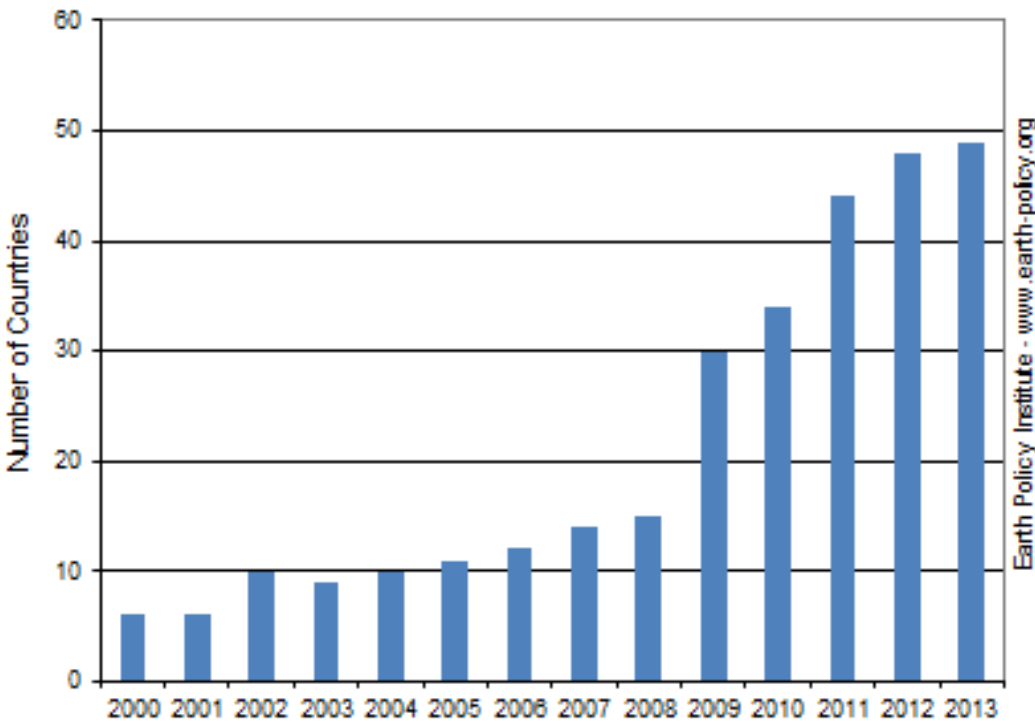


Draisine by Karl Drais, 1814 Germany

Market and Business Model

130,000,000 bicycles/year production

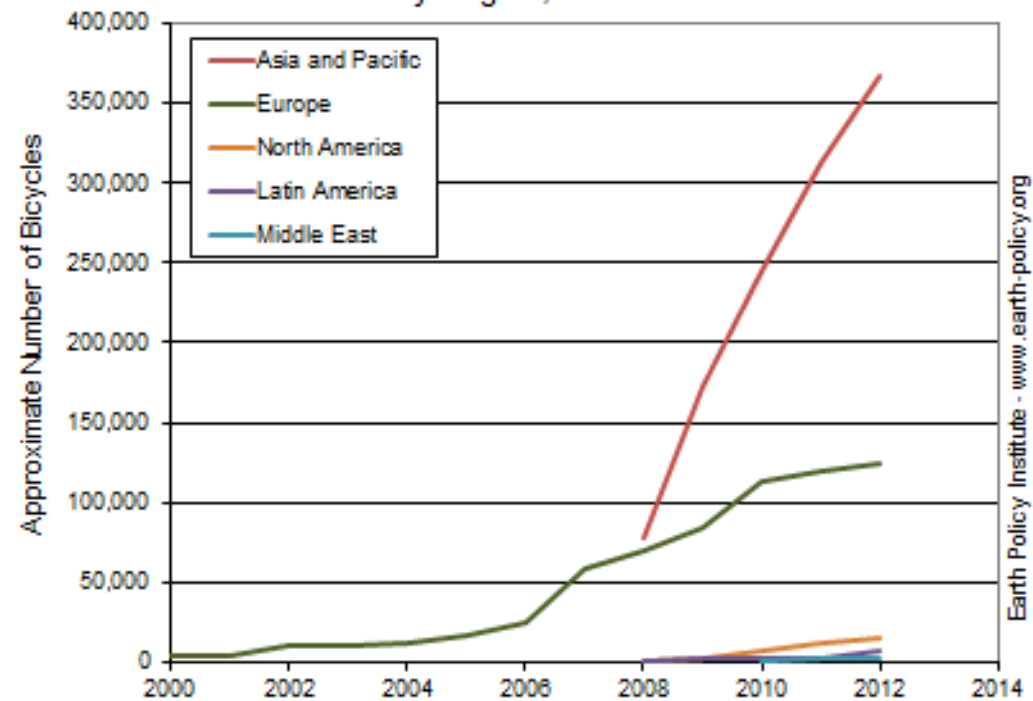
Countries with Bike-Sharing Programs,
January 2000 to April 2013



Source: EPI based on Midgley; Meddin and DeMaio; Shaheen et al.

Earth Policy Institute - www.earth-policy.org

Number of Bicycles in Bike-Sharing Programs
by Region, 2000-2012



Source: EPI based on Midgley; Meddin and DeMaio; Yang et al.; Shaheen et al.

Earth Policy Institute - www.earth-policy.org

“Reinvent the wheel”

To **reinvent the wheel** is to duplicate a basic method that has already previously been created or optimized by others.

The inspiration for this [idiomatic metaphor](#) lies in the fact that the [wheel](#) is the [archetype](#) of human ingenuity, both by virtue of the added power and flexibility it affords its users, and also in the ancient origins which allow it to underlie much, if not all, of modern [technology](#). As it has already been invented, and is not considered to have any operational flaws, an attempt to reinvent it would be pointless and add no value to the object, and would be a waste of time, diverting the investigator's resources from possibly more worthy goals which his skills could advance more substantially.

The phrase is sometimes used without derision, when a person's activities might be perceived as merely reinventing the wheel, when they actually possess additional value. For example, “reinventing the wheel” is an important tool in the [instruction](#) of complex ideas. Rather than providing students simply with a list of known facts and techniques and expecting them to incorporate these ideas perfectly and rapidly, the instructor instead will build up the material anew, leaving the student to work out those key steps which embody the reasoning characteristic of the field. (Wikipedia)



“Invisible” Helmet

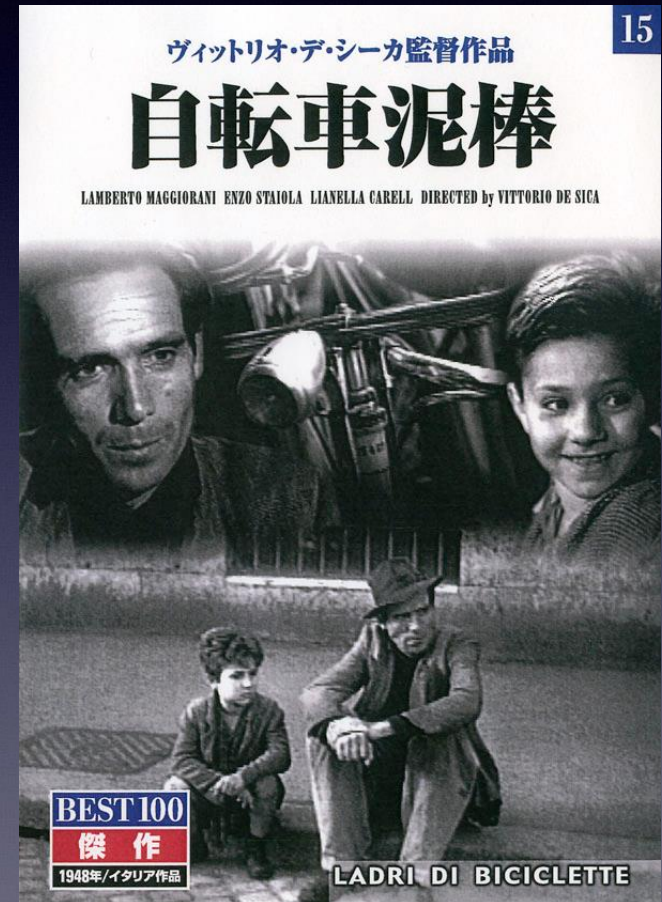
Reinvent the Wheel

Incentive

<http://fukushimawheel.org/> hashtag: #fukushimawheel

Public Domain

傘 +



B2B: Tourism



Big
Data



Taipei, NY, Paris, Amsterdam

Gamification!



Sustainable and Healthy



Illuminate the City



LED on wheels



Location-based Advertising to support project

B2C

ゼロ年代を締めくくる、栄光を懸けたファイナルレースを生中継!



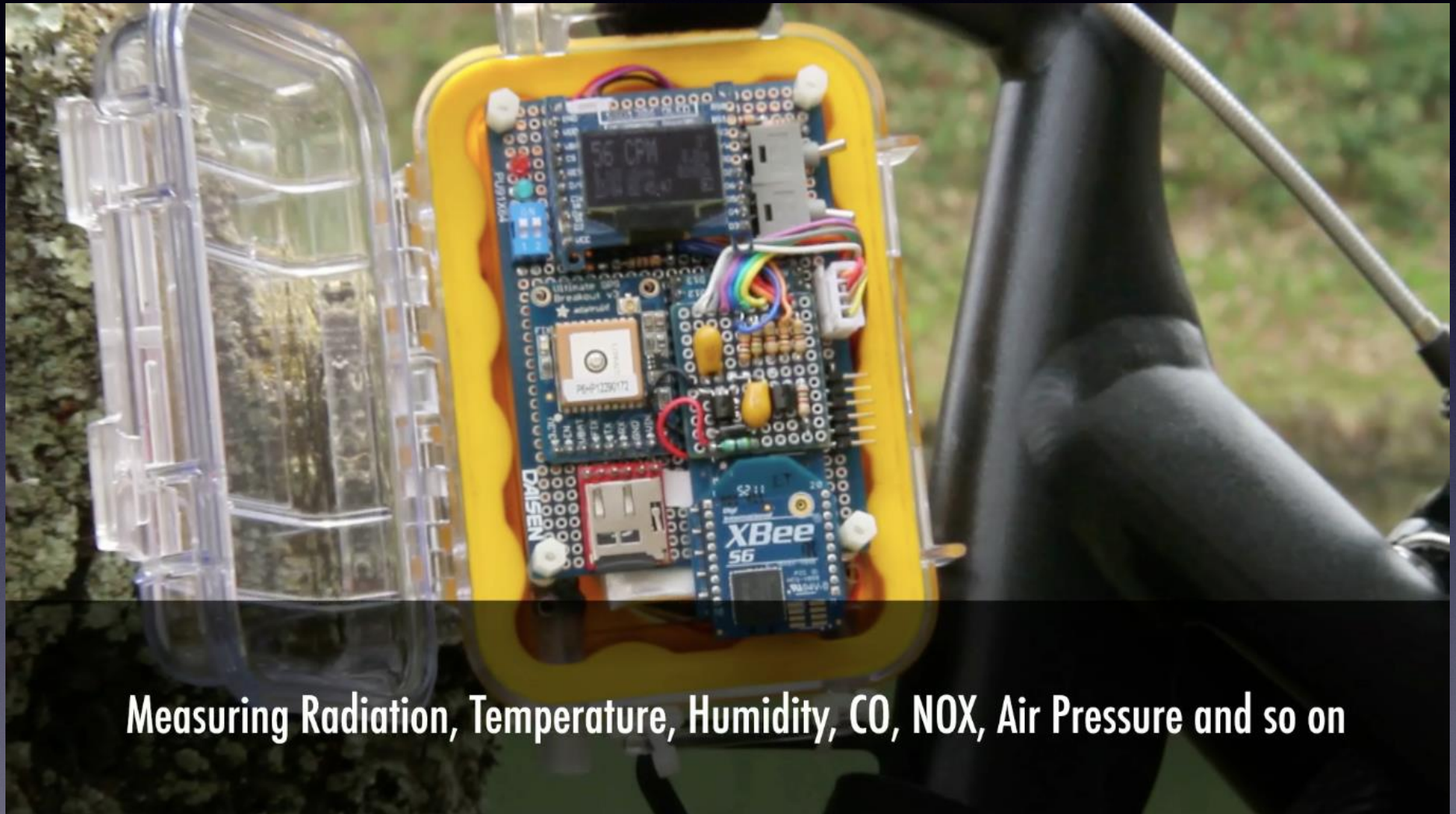
打鐘!奪え賞金1億円
KEIRINグランプリ09
12月30日(水) 15:55~16:50
日本テレビ系列全国28局ネット

City Environment



Radiation value

Solving Your City's Problem



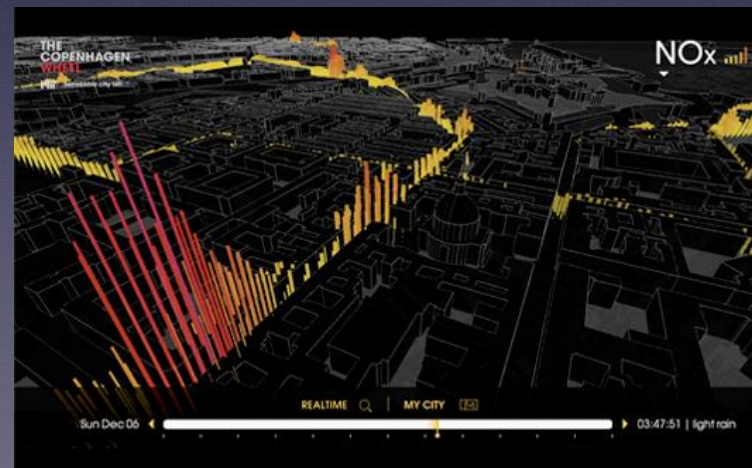
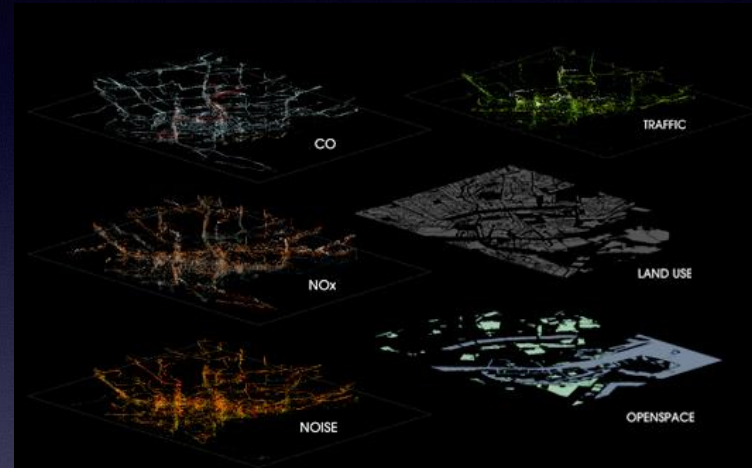
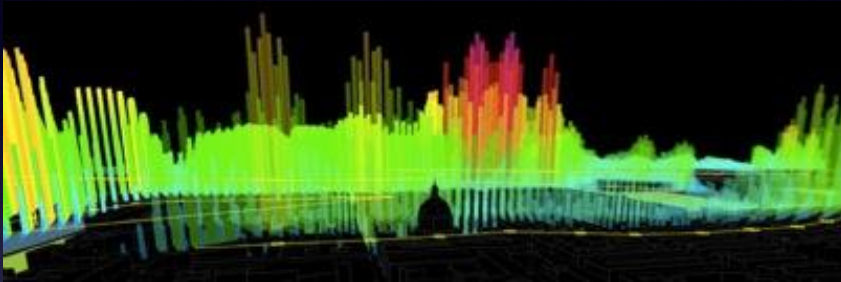
Measuring Radiation, Temperature, Humidity, CO, NOX, Air Pressure and so on

Sensor 1.0!?

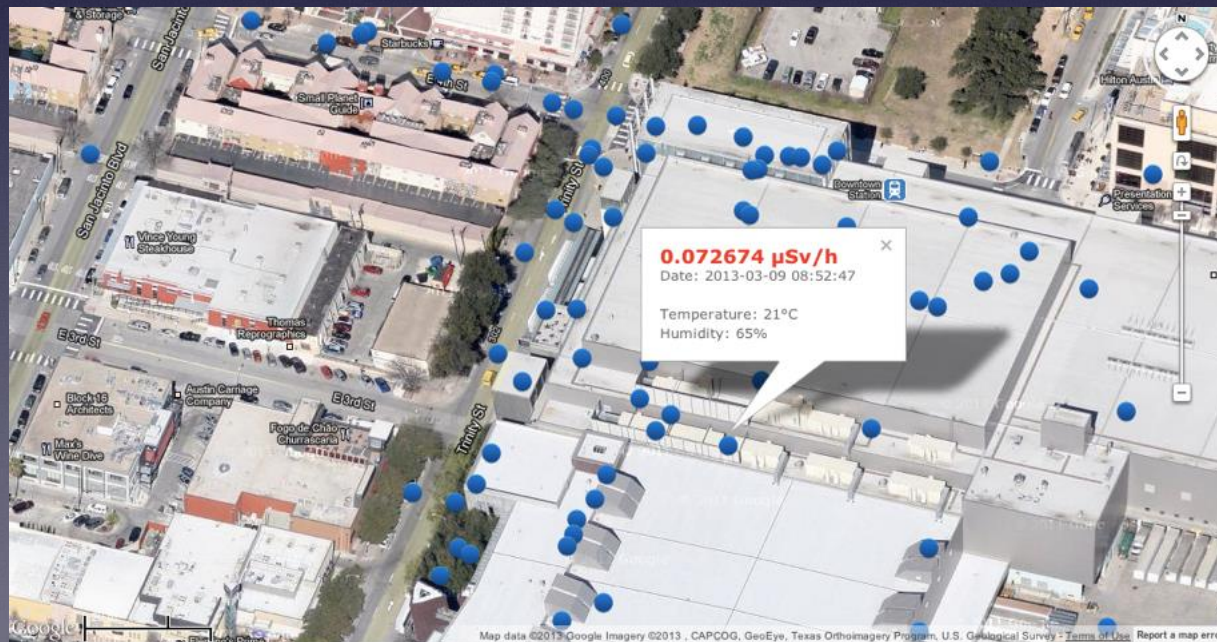
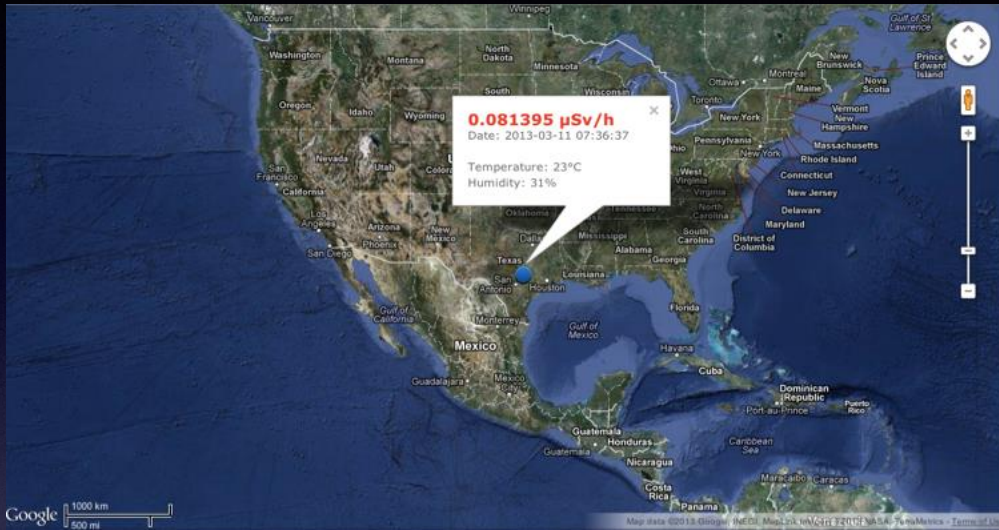


<http://fukushimawheel.org/> hashtag: #fukushimawheel

B2G: Visualization of City



All Around the World

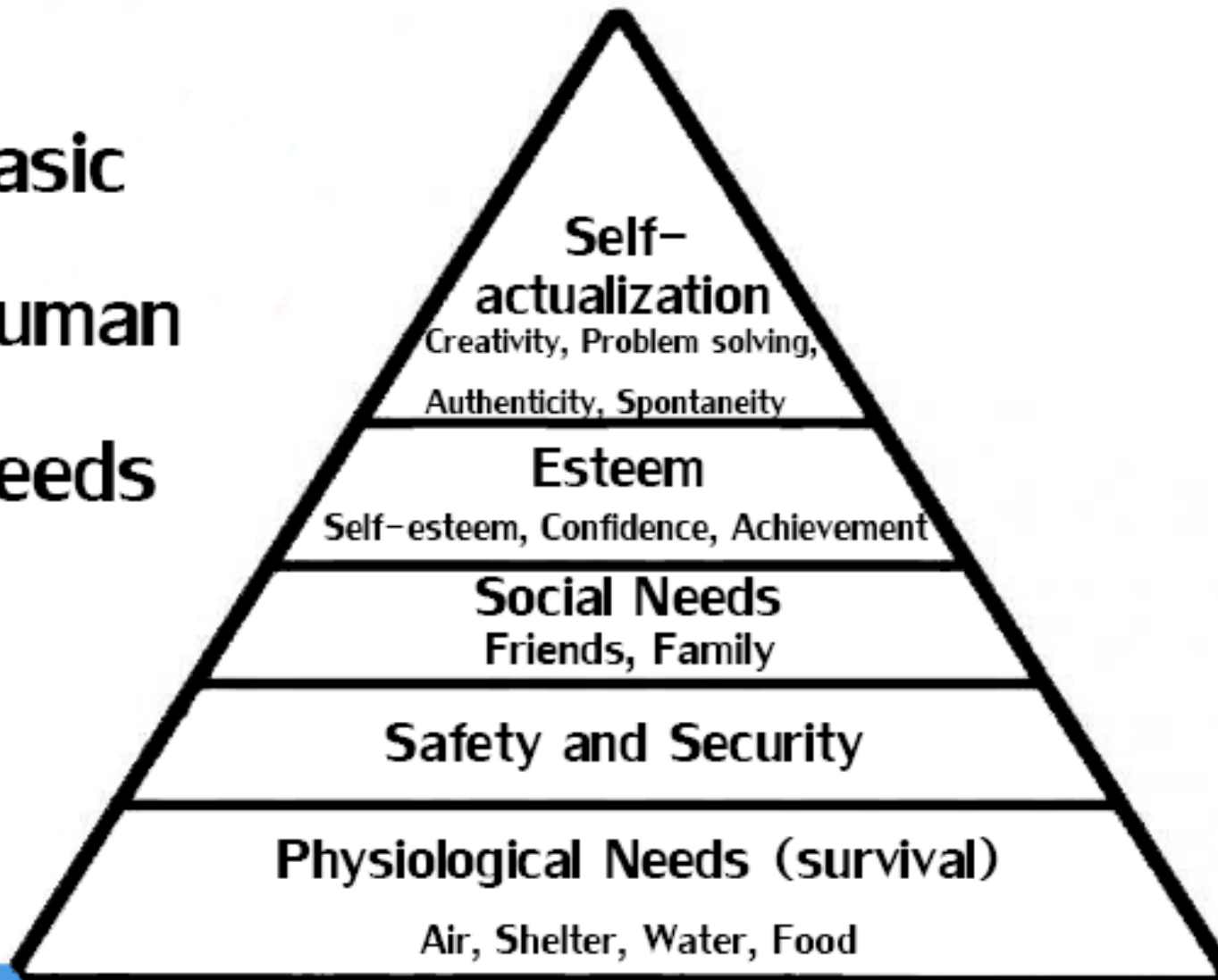


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Ready for Disaster?



**Basic
Human
Needs**



WiFi

Awards and EXPOs

- EETimes 2012 Editor's Pick
- SXSW 2013
- Discovery Channel, Mexico
- Maker faire Bay Area 2013
- Support from Japanese Reconstruction Agency
- SF Japan Night 2013 Finalist
- Maker faire Tokyo 2013
- DOIT共創公域
- SXSW 2014

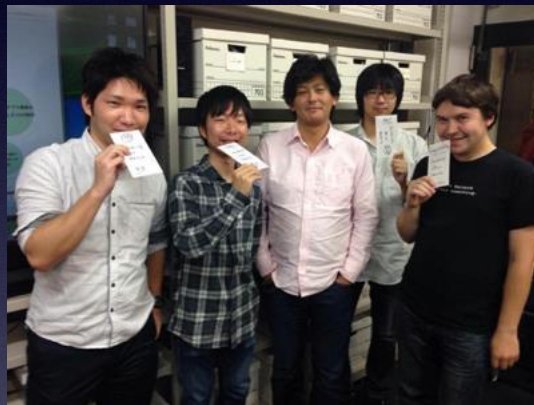
The Team

Joint Venture between Japan and Silicon Valley at SXSW
2014



Hustler

Chief Chaos Officer since 1995



Hackers

9th in world wide CTF, PhDays in Russia
Japanese Hardening One Remix Champion



Hipsters

Health 2.0 Developers Challenge 2013
World Cup Champion



Collaborators

International NPO and Berkeley

<http://fukushimawheel.org/> Startup Hashtag: #fukushimawheel



“Where there is sorrow
there is holy ground.”
– Oscar Wilde



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Show Time

<http://fukushimawheel.org/> hashtag: #fukushimawheel