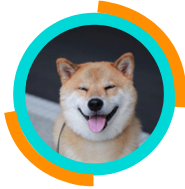


# Small Talks of Ginza: A Dog-friendly Parklet



## INTRO:

## PROBLEM:

People usually rarely talk to each other and to strangers at the busy streets of a city. Many people experience feelings of stress and loneliness. How urban environment can be changed to address this?

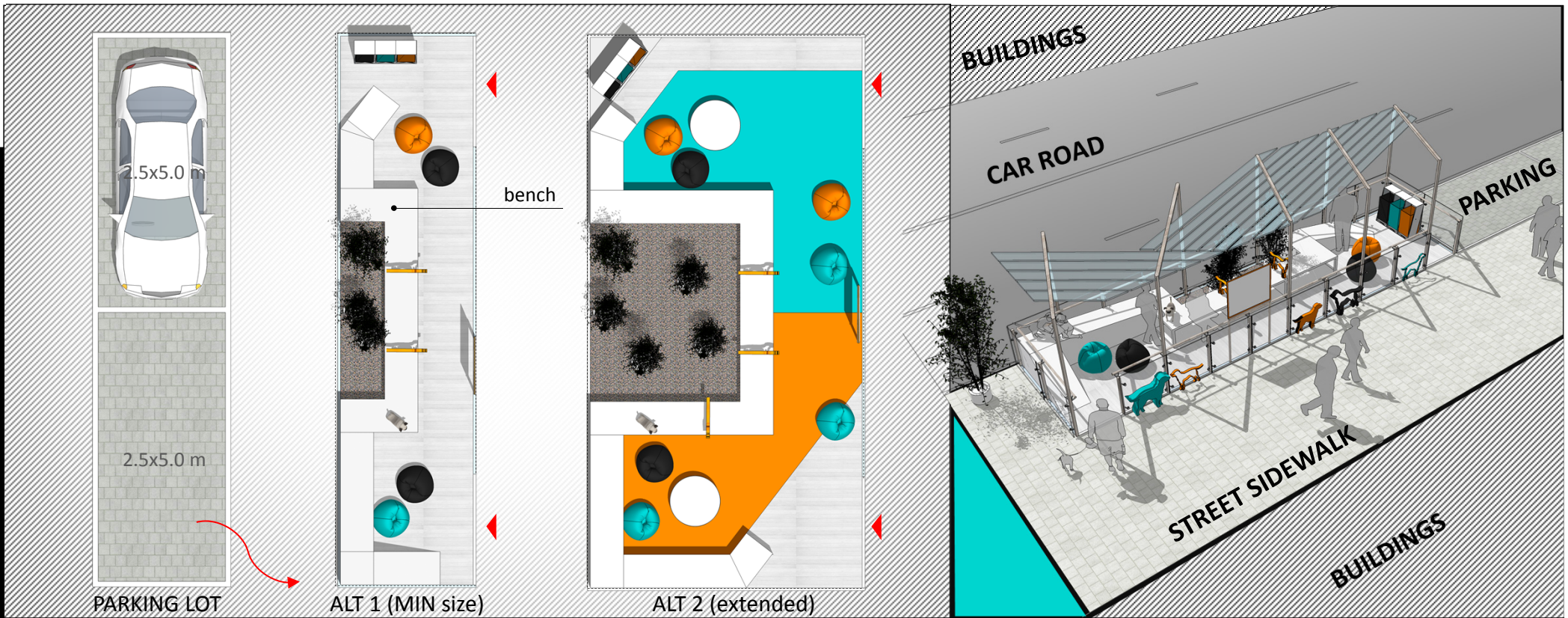
## SOLUTION:

Dogs react to emotions (that is, they seem to understand all languages), they help people to release stress, and make the start of a conversation ('a small talk') easier among strangers.

The idea is to create a small parklets (size of 2 parking lots or bigger) in Ginza that will be animal-friendly and also could foster a good environment for people who are willing to start a communication.

## TECHNOLOGIES INVOLVED:

Actual communication. Mobile app for these parklets can be suggested.



## MOBILE APP USE (SUGGESTED FUNCTIONS): [OPTIONAL]



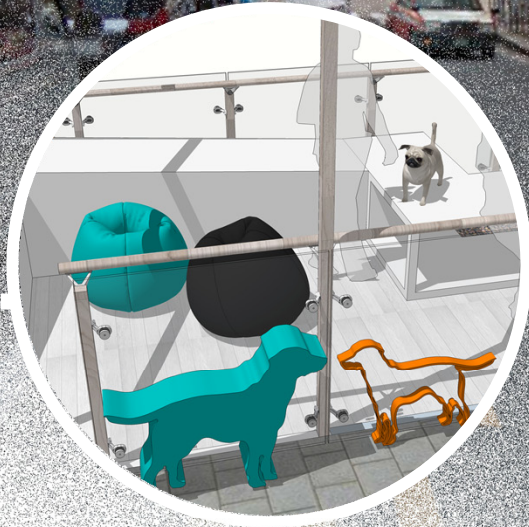
1. Parklet place selection
2. Crowdfunding for parklet construction



3. Dog registration (for people who have a dog and want to visit a parklet)
4. People can register to take a walk with dog (available at parklet)

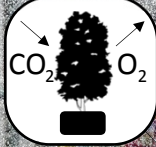


5. Parklets can be used for a small dog exhibitions (if users of the app will want to)
6. Chatting room, etc.



CHATTING PLACE AND PLAY WITH DOGS

## STREET PLANTS



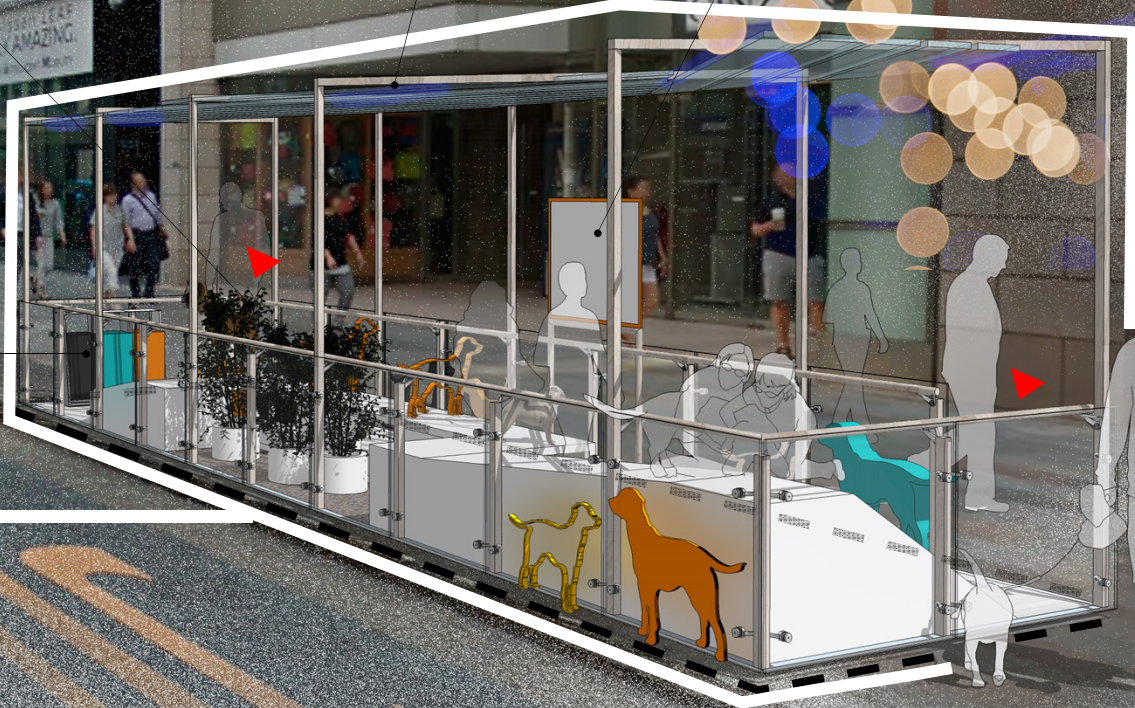
## RECYCLING



## AIR-CONDITIONING & LIGHTING



## MOBILE APP INFO & LED DISPLAY

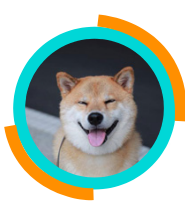


2.5x5.0 m X2  
[2 parking lots]

PERSPECTIVE



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## DOGS AS RARE THINGS TO SEE IN THE CITY, CAN ALSO BE AN ATTRACTION POINTS



DOG STATUE AT THE LOCAL STORE IN GINZA



FAMOUS HACHIKO STATUE AT SHIBUYA



ACCIDENTALLY APPEARED DOG AT GOOGLE MAPS PHOTO IN GINZA

Usually dogs catch a lot of attention at the street. The example is accidentally appeared dog at Google Maps photo in Ginza that was a people's attraction at the moment. It seems typically that it is not much infrastructure at the street that is animals-friendly. Even public parks usually do not allow visitors with pets. The change of a policy towards a more animal-friendly direction could be a good point in humanization of urban environment.



## DOGS OWNERSHIP (TOP 5 DOG POPULATIONS)

USA	69,929,000
China	27,400,000
Russia	12,520,000
Japan	12,000,000
Philippines	11,600,000

Source: <https://www.petsecure.com.au/pet-care/a-guide-to-worldwide-pet-ownership/>

Source: <https://moderndogmagazine.com/blogs/modern-pets/country-highest-percentage-pet-ownership>

However, Asian countries appear to have the smallest percentage of their population who own pets. In Japan 37 percent report having a pet living with them, in Hong Kong 35 percent, and in South Korea just 31 percent.

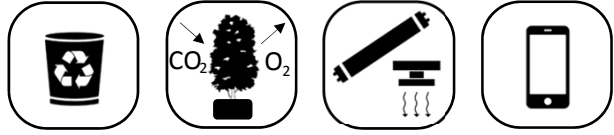
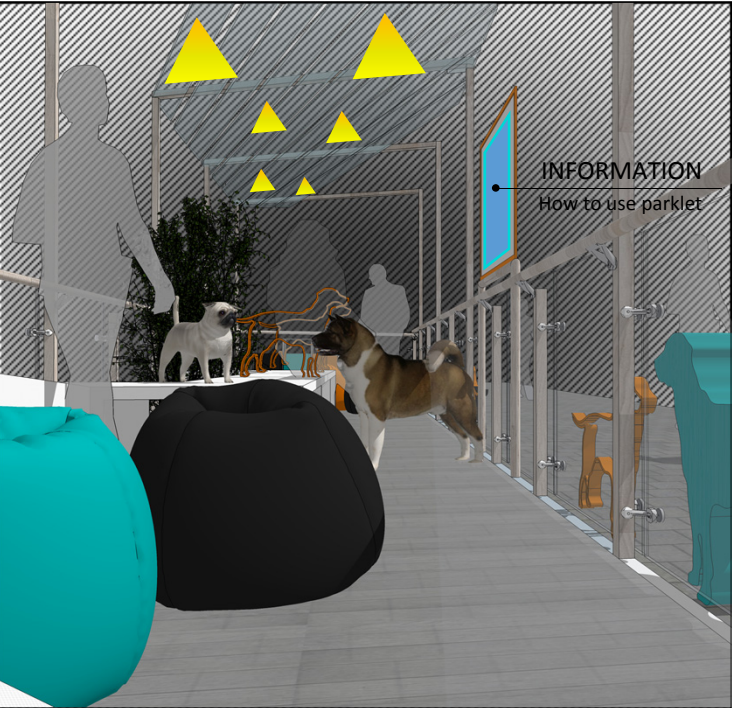
## Ginza Sony Park



## SUGGESTED EXTRA PROGRAMS [OPTIONAL]:

- **Pet-friendly Days**  
(with pet care and volunteer activities for maintaining clean environment)
- **Pet-keeping Lessons (for kids)**  
Safety interaction with pet; caring a pet masterclass or lecture
- **Small Dogs Exhibitions (temporary)**

## Special Parklets or Other Parks



## PROPOSED PROGRAMS:

- **Temporary Dog-friendly Parklet**  
Location can be universal, although the example of location is suggested
- **Best Walking Routs Between the Parklets**  
(if there will be several parklets)
- **Dog-friendly parklet mobile app (optional)**

