

Ginza Trust Shop

私たちの提案するアプリは、都市部における無人販売所・トラストショップである。

無人と言っても、ショップには電子タグやAI監視カメラなどの装備はなく、完全に丸腰である。利用者は自らの良心に従って物品を購入し、自らの価値判断の元で適当な価格を決定する。このショップは、大胆にも銀座を歩き交う人々の「公正と信義に信頼」することで成り立ち、また同時に人々のお互いの良心に対する信頼/Trustを促す触媒となる。つまり、利用者、歩行者、傍観者を含め、このアプリの正常な作動には、街行く人々全員の参加が必要となる。

AI頭脳と仮想/拡張現実のひしめく近未来都市生活にあって、信頼をベースとした温度のある「現実」のあり方を再考してみたい。



The Trust Shop “app” will be powered by mutual trust, civic pride, and a sense of community among visitors and residents in Ginza. It will act as a catalyst to realize a society in which trust is recognized as a crucial component of a rich urban experience.



We hope to redefine the conventional shopping experience by increasing the connection between vendor and seller. The Trust Shop will provide a platform for charitable fundraising, small producers and small businesses to sell in Ginza.

INSPIRATION

The concept is inspired by the unattended vegetable stalls in the Japanese countryside (*Fig.A*), the unattended water stalls in Irish airports (*Fig.B*), and the 'pay as you feel' (PAYF) cafes in England (*Fig.C*). All focus on trust and honesty in purchasing items. Our proposal fuses the rural to the urban, and the national to the international.



Fig. A



Fig. B



Fig. C

We have combined and built on the ideas in 'Storpia' and 'Qhatu' from Phase 1 to inform the conceptual, interactive and functional aspects of the Trust Shop.

A digital screen influenced from 'Storpia' would be used to show the producer and story of the items being sold. This would inform the customer about the producer and better inform them about the goods for sale.

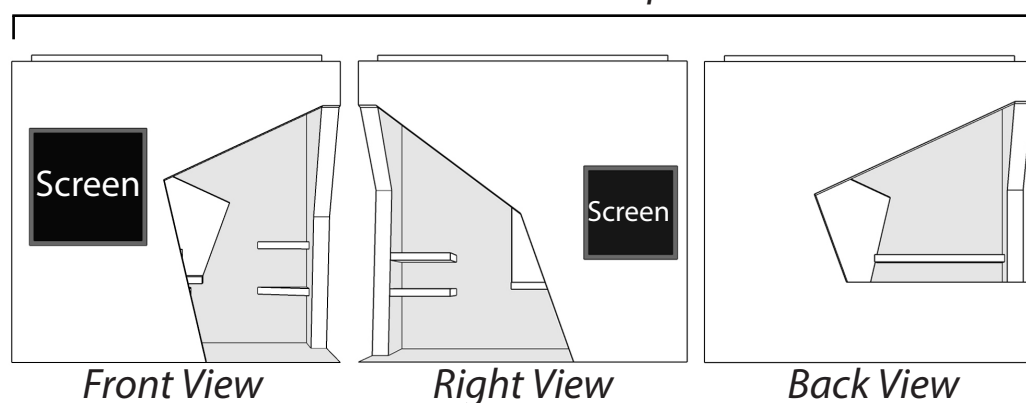
The Trust Shop would use a booking system, building on the ideas from 'Qhatu', for sellers to book a slot at the shop. When booked in as the seller, a bank account could be linked so that customers paying by card pay directly to the seller.



+



Ginza Trust Shop

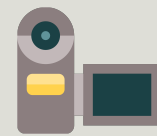


HOW IT WORKS

The Trust Shop could be used by small urban producers, community groups or individuals wishing to fundraise, and sellers in rural areas keen to reach a new market. Technology is used to increase the interaction between seller and customer, and remains secondary to the purpose of the shop as a trust experiment.



Vendors would book a slot and the shop themselves.



They could record a message or video to be displayed on the digital screen.



Customers to the shop would pay anonymously what they think the items are worth rather than a fixed price. This would be through an honesty pot or by a card payment where they enter the value to pay.



The only regulation required would be a limit on how many times an individual vendor books a slot at the shop, to keep it from becoming a one person stall, and how the stocking and cleaning of the shop between vendors is undertaken.



The concept is scalable and requires little infrastructure. As the Sony Park area changes, the shop can move around the site. The Trust Shop can also be placed in different locations in Ginza and across the city.



Since visitors would not know each day what the Trust Shop would be selling, we hope it would serve as an attraction in and of itself and increase footfall in the area.