

# The real people in Japan

KADONA International Co., Ltd. supports people who wants to deliver their messages to overseas. They are very talented craftspeople and experts who chose to study and cultivate their skills through their entire life. If you happen to be in Japan, please visit them to see their excellent performance and products. You will feel their energy and passion from earnest eyes.



▼ 2017 (3)	
▶ 2月 (1)	
▼ 1月 (2)	
Shikahama Nature Organization "Noraemon"Representa...	Welfare Select Shop "Iseya"Representative Mr. Hiro...
▶ 2016 (25)	

2017年1月9日月曜日

**Welfare Select Shop "Iseya"**  
Representative Mr. Hiroyuki Fujishiro



**I have heard that you are creating and finding jobs for the disability people. What exactly do you do in regard to that?**

When companies enroll disability people, there are a lot of issues that they need to solve. I consult these companies in order to pursue the path of development regardless of enrolling disability people or not.

For example, there is a project called "Stop the Disaster of a Fall!", which is a higher-grade proposal related to barrier-free. I have a strength in proposals from the multiple perspective like a walking stick, a wheelchair, and a mobility scooter. I try not to overlook even a small point, and all the proposals should be based on the theoretical foundation.

**Could you tell me the catalyst of your business?**

I have met a few disability people who exceeds some abilities over healthy people. If everyone can see the disability people without the filter of "disability",

KADONA International Co., Ltd.

Naoko Kadowaki

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詳細プロフィールを表示

ブログアーカイブ

▼ 2017 (3)
▶ 2月 (1)
▼ 1月 (2)
Shikahama Nature Organization "Noraemon"Representa...
Welfare Select Shop "Iseya"Representative Mr. Hiro...
▶ 2016 (25)

there are some ways that companies can use their ability at the maximum extent. Then, this world will go smoother. That was the catalyst of my business.

I love to observe people, things, and money. I used to work at the customs handling drugs, guns, fake products which are all abandoned or controlled to import. I have trained my sixth sense through the surveillance, control, anti-terrorism policy, custody for the bonded district, and assessment and collection of the customs and consumption tax.

I privately conducted an undercover investigation as "Chirimen Tonya at Echigo" and "Adventure Kin-san" so that I can brush up my sixth sense. Through this activity, I have found that people only look at someone's title or appearance. I would like to play a game with my ability not the fixed frame like a title or an appearance. Therefore, I try not to talk about the past. A boast or a heroic story talked by the people who do not have a confidence of their current status is such a frivolous activity.

**I feel like there is not much of relationship between disability people and healthy people. How do you hope to change this relationship in the future?**

I think there are issues on disability people as well. When healthy people talk to disability people, it will not last long if there are not variety of topics. Then, healthy people start finding a topic to talk about. It would end up talking about the reason of disability which is not the one disability people want to touch.

Disability people need to train their strength on showing not the title of "disability" but their ability.

On the other hand, people in the overseas often ask "May I help you?" in order to open up the conversation towards the future. As for this aspect, it would be great if healthy people and media could change their attitude.

**You play an active role in the pictogram art. What would be possible in the world of pictogram art?**

[http://japan-iseya.com/cosmic/Diversity\\_Arts.html](http://japan-iseya.com/cosmic/Diversity_Arts.html)

Pictogram is usually composed with just one picture, but I combine with more than two pictures to make a stop motion or moving image of storyboard. I work with a designer, Ms. Kei Ishikura to create original pictogram.

Pictogram art makes it possible to send a message to anyone without language barrier. Since it is a visual message, hearing-impaired people, dyslexia people, and intellectual disable people can understand. The actual moving image is updated as YouTube video on the above-mentioned HP, so please check it out. If there is narration in the video, it would work for the visually impaired people. But we intentionally did not include any narration or sound.

There are two feasible worlds together with pictogram art.

The first one is creating a wide variety method for utilization of art because of replacing pictogram to illustration and also inserting music, narration, and captions.

The second one is applying pictogram art to Pepper and digital signage related to the guide sign for the foreign tourists and Tokyo Olympic・Paralympics.

I wanted to use the bathroom at the airport in the overseas before and asked some people where it is located. But they did not understand what I said even though I spoke English and other language. In this situation, we can set up the pictogram art guide for the bathroom so that tourists do not have ask anyone. We can apply the same for the derivation in case of evacuation, rule, and manner in general.

Therefore, pictogram art is useful for not only the people from overseas but also for the disability people, children, and elderly people.

**What would you like to start new in the year of 2017?**

I would love to put more effort on sports. For me, work, art, and sports are the three important elements shaping myself. There are many things that I would like to focus on around me, and I am doing my best every day.

**Please send the audience last message.**

Since you (interviewer Ms. Kadowaki) is the professional executive coach, your questions were spectacular compare to other medias. I think they were spectacular questions and spectacular responses.

People say it is the age of diversity, but people usually have a very narrow outlook on things because of the articles and videos came out with labels and unsubstantial contents.

I hope everyone would try to look at possibilities and abilities without putting on labels of women, disability people, and foreigners but not the spectacle.

<http://japan-iseya.com/>

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登録: コメントの投稿 (Atom)

自己紹介

 **Naoko Kadowaki**  
フォロー 2  
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