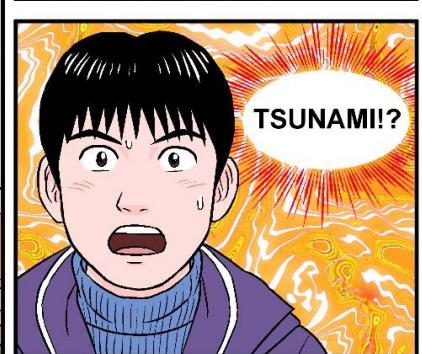
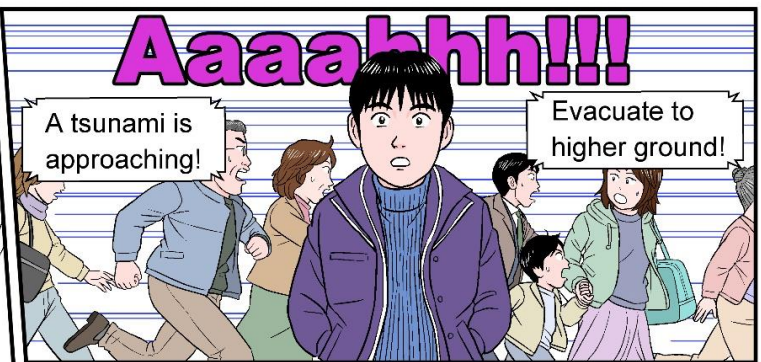
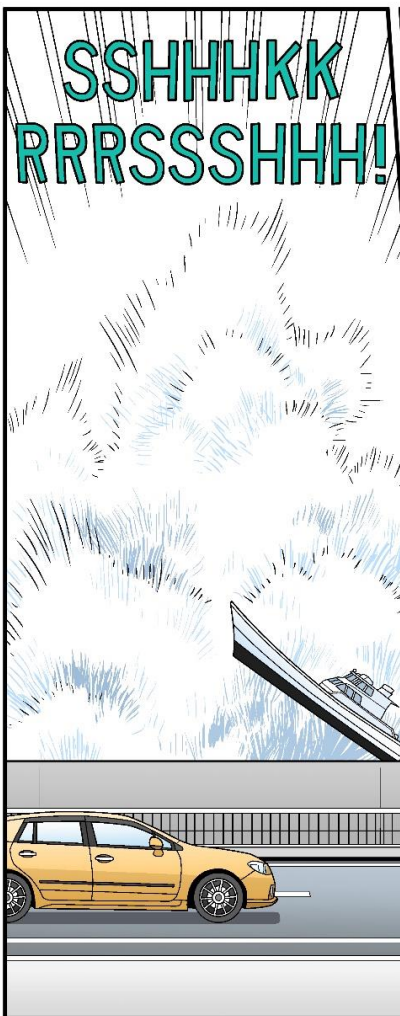


Episode 1 Origin Story

RUMMMMMMMBLE

March 11, 2011
The Great East Japan Earthquake





A man with a hearing disability

I went through a lot, but I came out okay.

People with hearing disabilities can't hear the disaster warning systems.

Hiroyuki Fujishiro, future Pictogram Artist

I couldn't hear the disaster warning system, so I had no idea that a tsunami was coming!

They could be alerted using movement, even if they couldn't hear any alert.



What if two or more images were used, combined with movement to depict warnings?



That's it!

This idea is what led to the birth of Pictogram Art.

Episode 2 What is Pictogram Art?



The birth of Pictogram Art began with the Great East Japan Earthquake.

Pictograms are single ideograms.

The background is a light blue and white checkered pattern.

They are simple symbolic representations, so people can tell at a glance what they represent.

Restaurant!

The background is a pattern of colorful polka dots.

However, there are some pictograms that cannot be understood intuitively.

What does that mean?

The background is a purple and white pattern of swirls.

I wonder if there's any way to create pictograms that could communicate with an even wider range of people...

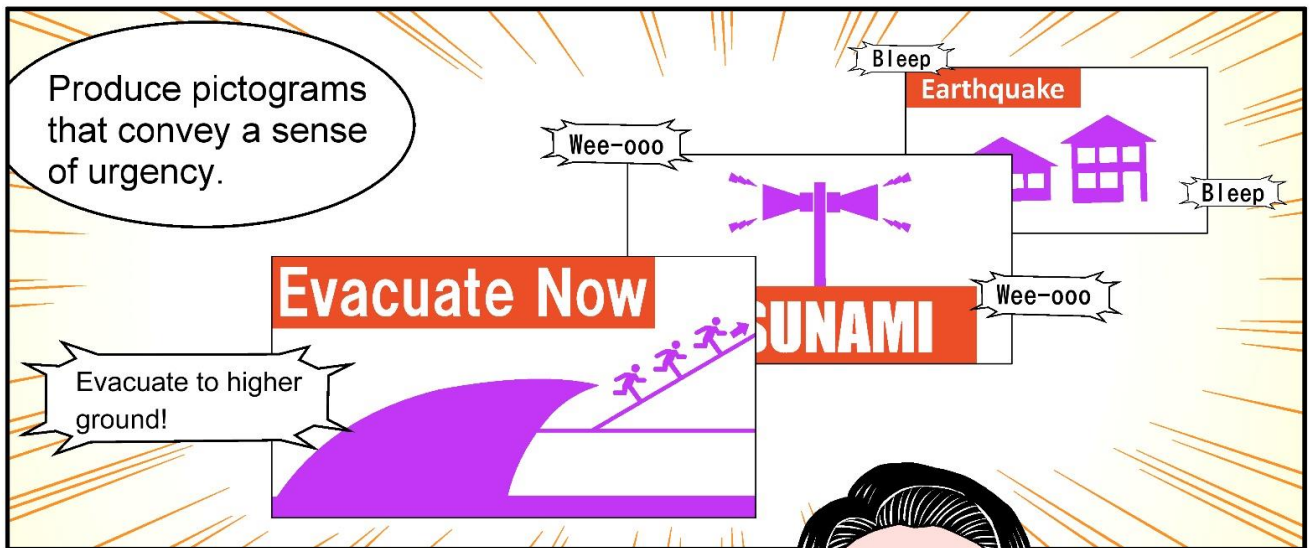
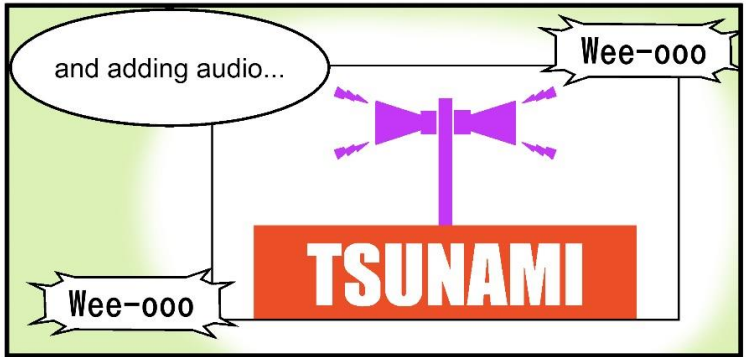
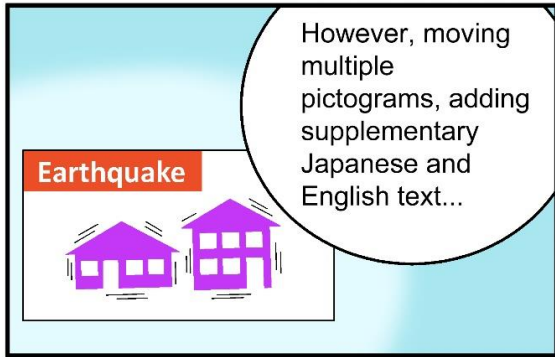
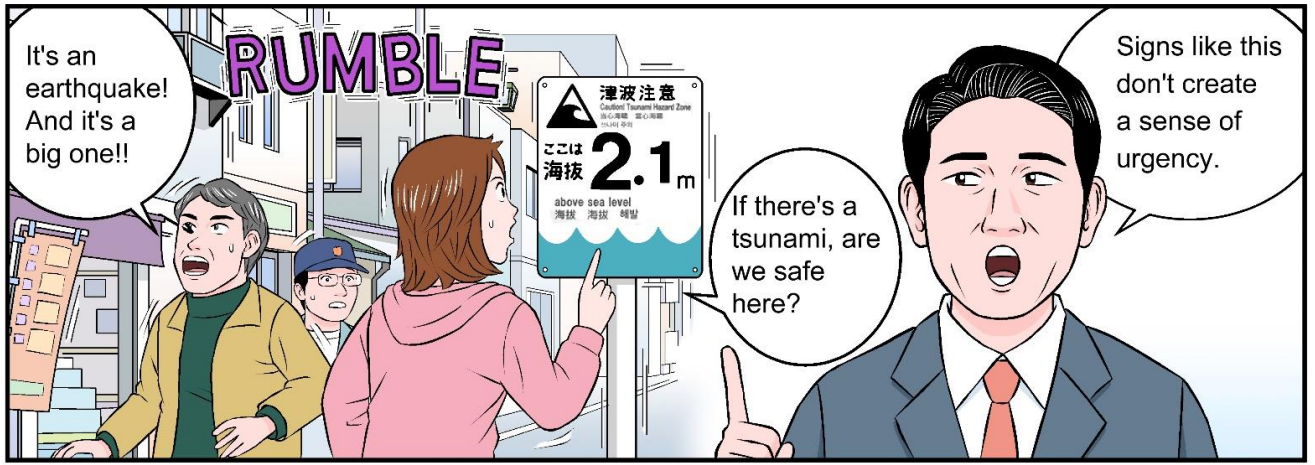
This was something that had long been on Fujishiro's mind.

Sometimes supplementary text is used, but foreigners who don't speak the language used in the text can't understand it.

どなたでも自由にお使いください

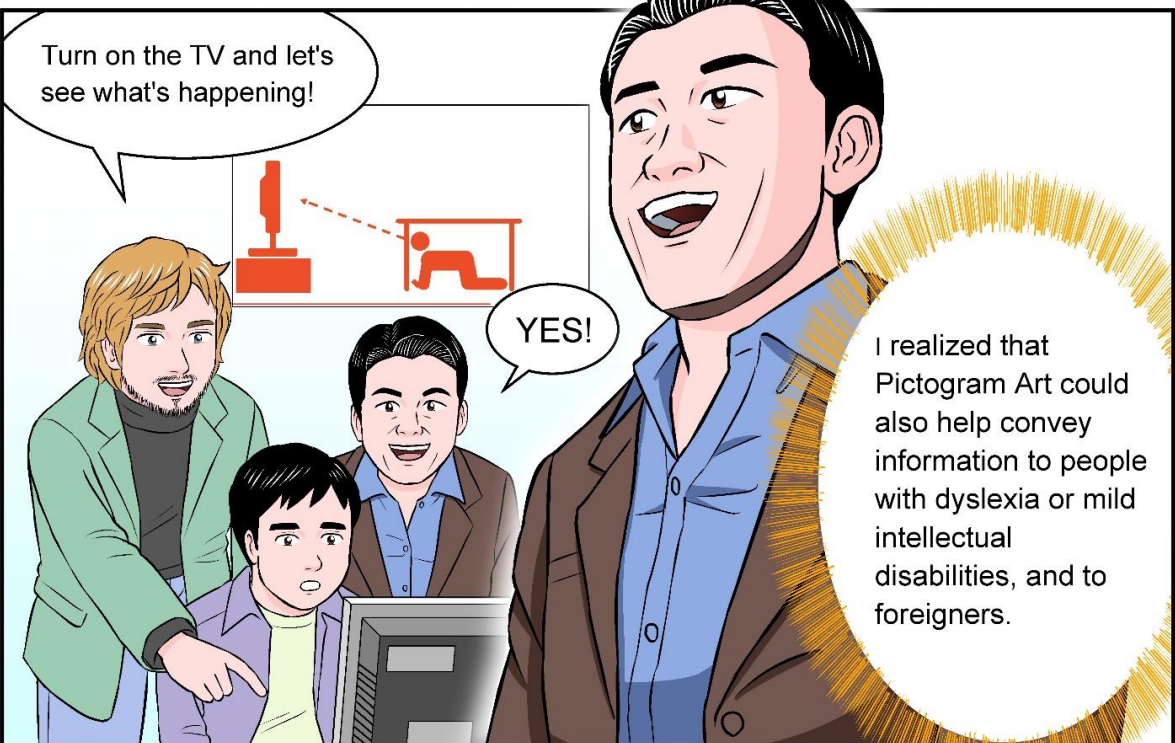
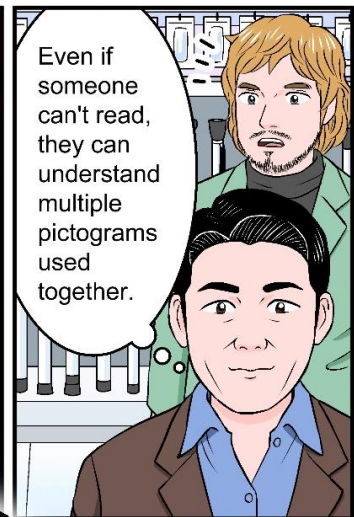
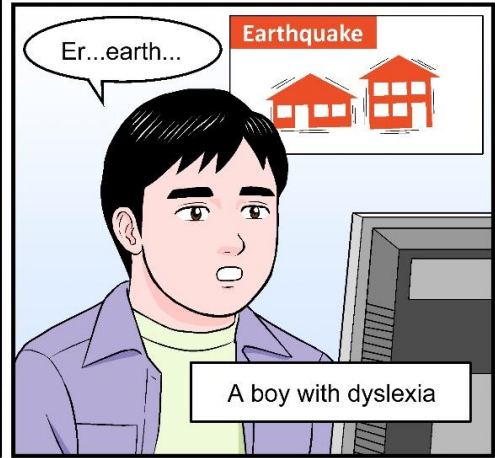
The background is a light green pattern of swirls.





Episode 3 A New Insight

Pictogram Art also helped convey information to people without hearing disabilities.



Episode 4 I wish to convey information to everyone in the world with Pictogram Art!

Earthquake

Bleep

Bleep

Wee-ooo

Wee-ooo

TSUNAMI

Evacuate Now

Tsunami warning!
Tsunami warning!
Evacuate to
higher ground!

Pictogram Art uses multiple pictograms, movement, supplementary text in Japanese and English, and audio to convey accurate information to everyone around the world.

Universal Design

It's even easy for people with poor eyesight, like me, to understand.

I understand it even though I can't read it.

Earthquake!

揺れを感じたら、丈夫なテーブルなどの下に入り、身の安全を図る。
If you notice a tremor, protect yourself by hiding under a sturdy table.

It's in English, so it's easy for us foreigners to understand,

but what if someone wants to use it in a country where people don't speak Japanese or English?

不动

მიწისძვრა

تحذیر تسونامی کبیر

Chini Kwanza

다르다

All you have to do is change the language of the text in the Pictogram Art to that of the country where it will be used.

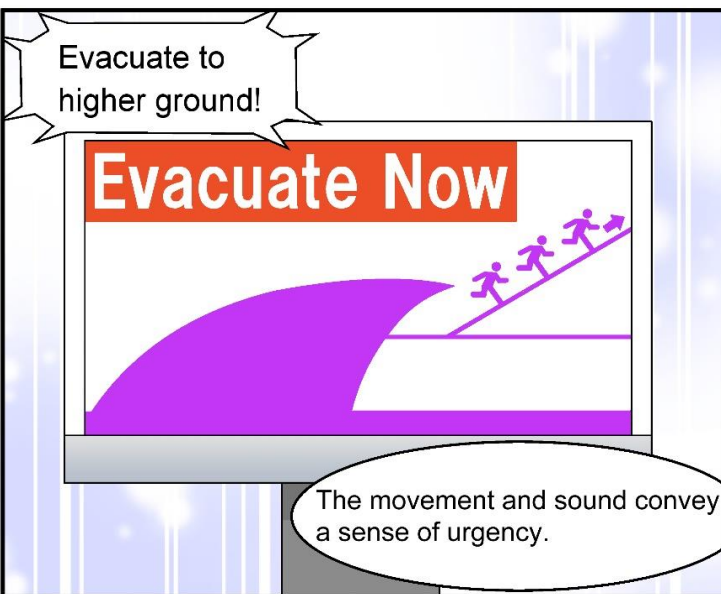
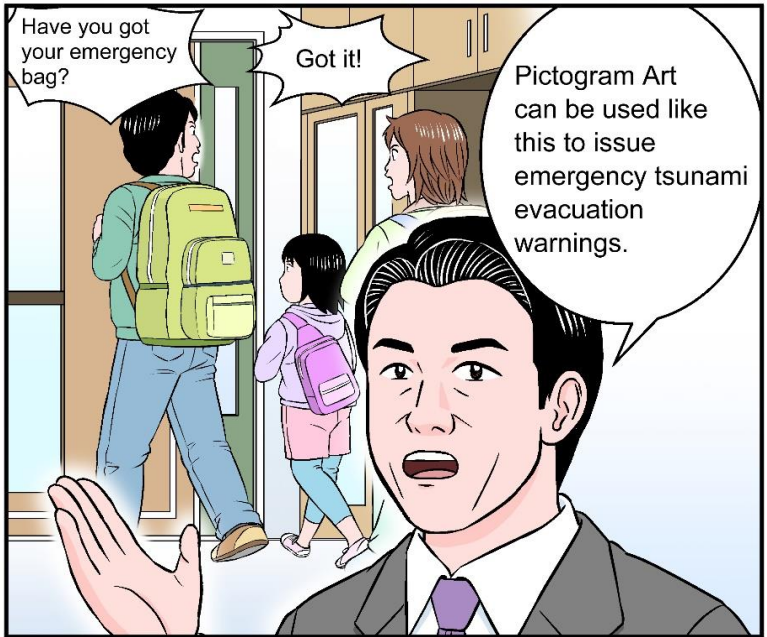
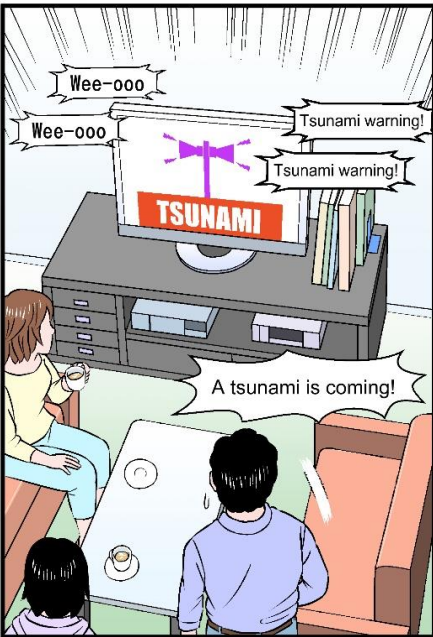
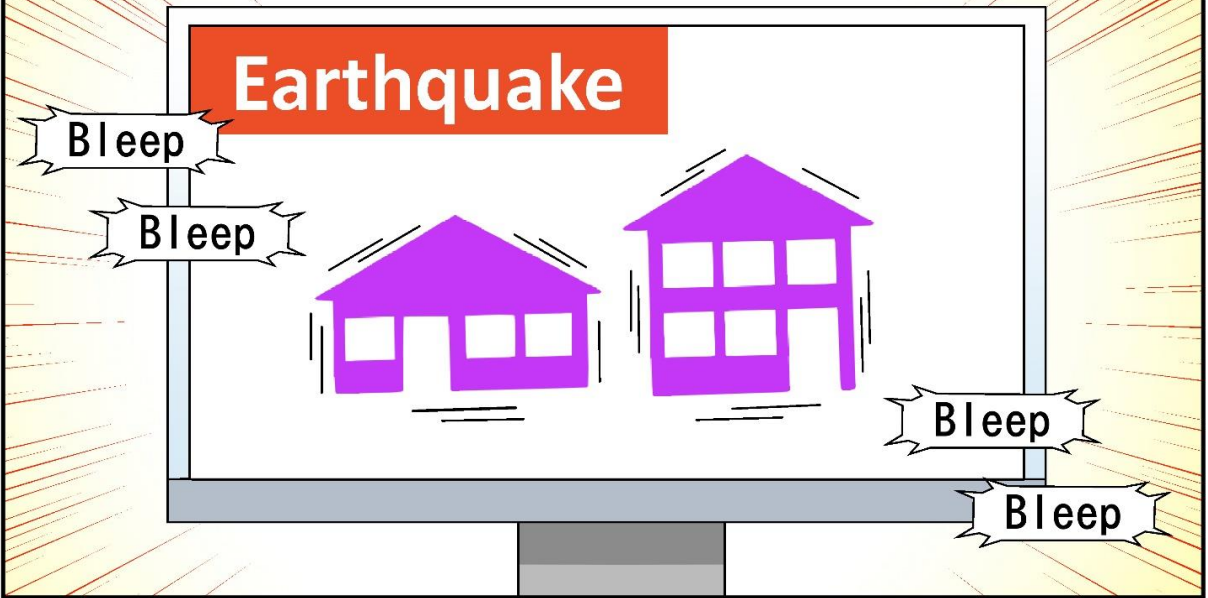
Good idea!

It is said that there are between 3,000 and 8,000 languages.

I wish to convey information to everyone in the world with Pictogram Art!

That's one of the major goals of Pictogram Art.

Episode 5 Pictogram Art is Provided via the Media



For example, it can be used in digital signage.



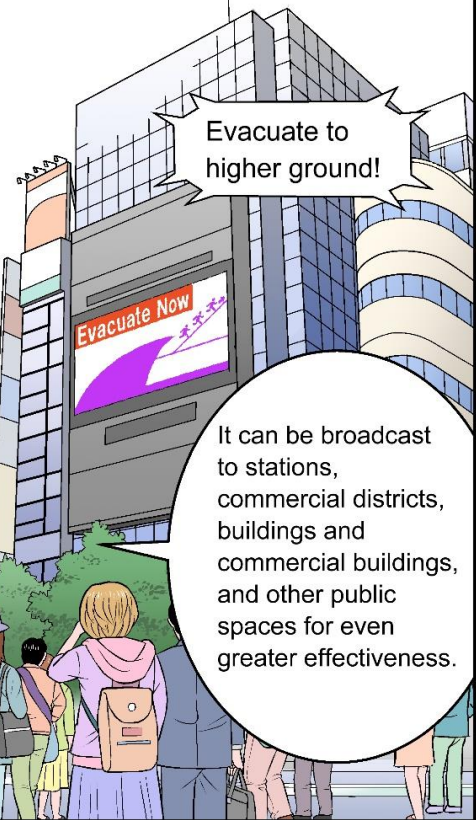
Wee-ooo



Wee-ooo



Evacuate to higher ground!

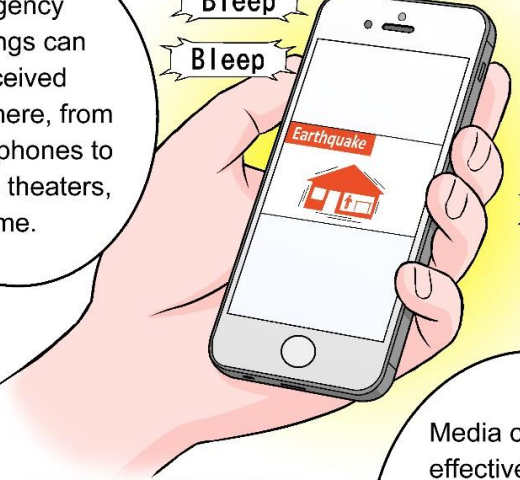


It can be broadcast to stations, commercial districts, buildings and commercial buildings, and other public spaces for even greater effectiveness.

Emergency warnings can be received anywhere, from smartphones to movie theaters, any time.

Bleep

Bleep

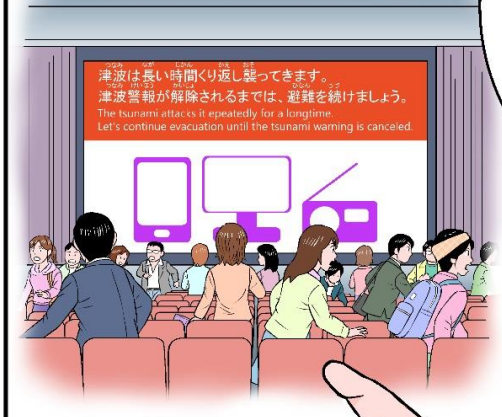


Bleep

Bleep

Media could be effectively used like this to convey information quickly and efficiently in the event of an emergency.

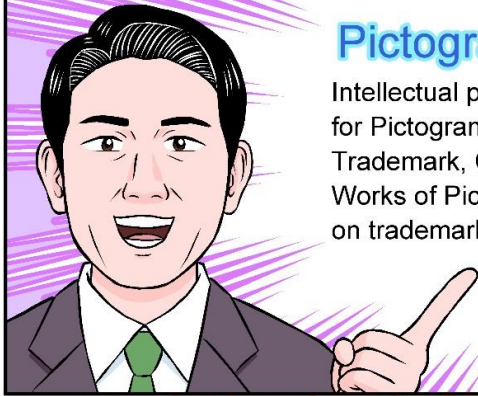
In addition to disaster information, Pictogram Art could also be used in a wide range of digital content, including information about manners, morals, rules, and social satire, or in commercials.



津波は長い時間くり返し襲ってきます。
津波警報が解除されるまでは、避難を続けましょう。
The tsunami attacks it repeatedly for a longtime.
Let's continue evacuation until the tsunami warning is canceled.



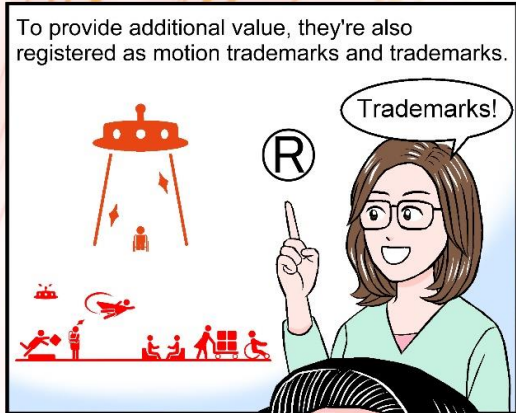
Episode6 Intellectual Property Rights



Pictogram Art is a world first!

Intellectual property rights have been secured for Pictogram Art(Copyright, Motion Trademark, Trademark, Certified Date).

Works of Pictogram Art are digital artworks based on trademarks and motion trademarks.

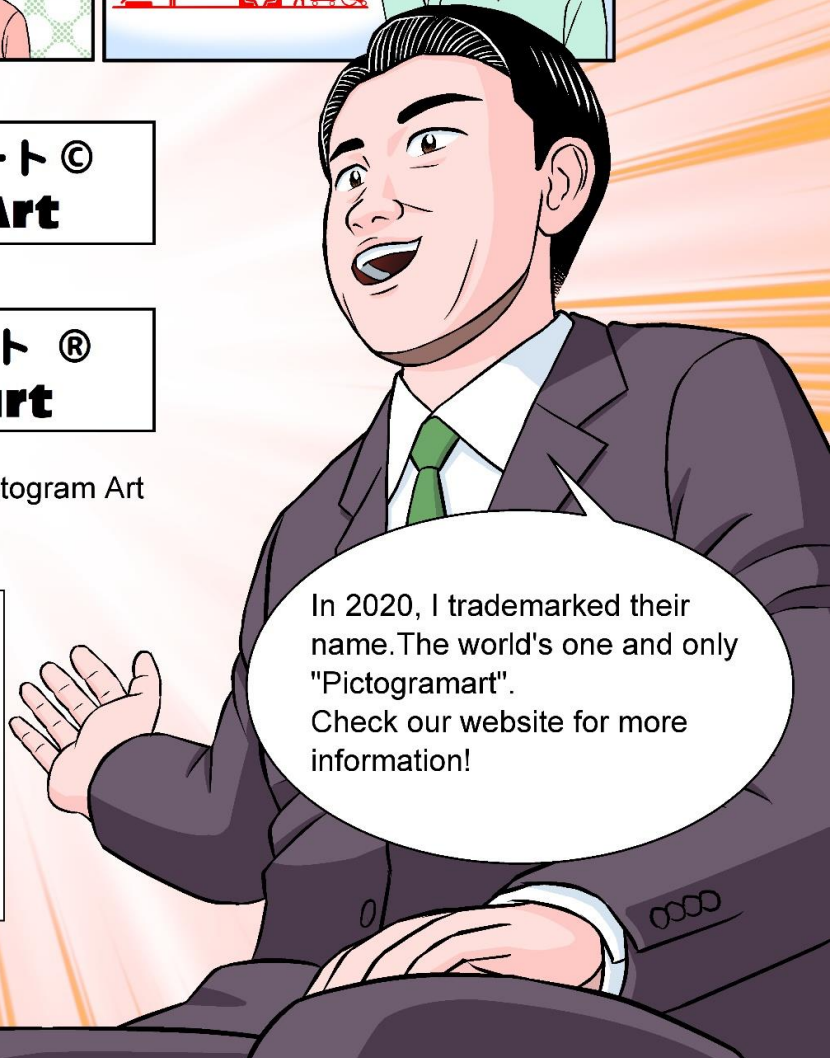


ピクトグラムアート ©
Pictogram Art



ピクトグラマート ®
Pictogramart

I've renamed them from Pictogram Art to Pictogramart.



In 2020, I trademarked their name. The world's one and only "Pictogramart". Check our website for more information!