

# Final Portfolio GroupA

## Mr. Sugimoto

Mr. Sugimoto is executive of cafe store at Yamanaka lake. He graduated from Musashino Art university and Tama Art university, and he joined Reknown. He had been working as a employee and designed for foreign brand as designer. He retired it at 65 years old and moved to Yamanashi prefecture because he wants to concentrate on painting Mt.Fuji. He thinks that new relationship and surrounding inspire him. Since then, he has been working at the café. Now, he enjoys new discovery every day and meeting new people. He likes meeting He prefer Tokyo's café to Yamanashi's one It is because there are famous café such as StarBucks and Tully's coffee but their coffee are like same taste. However taste of coffee in the cafe in Yamanashi are various and personal. In this five years, he had been many experienced. One day, he met a person who manage the café at Ootsuki city at the museum at Tsuru. After that Mr. Sugimoto met him again at Yorimitinoyu. Then they became friends and interactive frequently. He told us about overtourism. He thinks that overtourism influences on price going up, language barrier, and disregarding the locals, and he learned speaking English. Foreign customer came to his store and he learned speaking English. His social media helps promotion, making his memories, and creating relationship. He gave us some advice that having strong curiosity and activity and experience everything on our own will give us the joy and inspiration. All the newness here (including new people, discoveries and nature) gives him inspiration and motivation to do his activities.

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