

An abstract illustration in shades of red, pink, and grey. It depicts a person's head and hands in the process of painting a cityscape. The person's face is a large, rounded shape with a white eye and a pink nose. Their hands are shown holding a paintbrush and a palette. The background is a mix of solid colors and patterns, including polka dots and a grid. The overall style is modern and graphic.

# P\*NT BOOK

Vol. 1



In April 2023, PYNT was established on the 3rd floor of the Nikken Sekkei Ltd, Tokyo building as a space for open innovation. With the theme of "co-creation," PYNT has been playing a role in promoting various collaborative efforts, both inside and outside the company, creating new value. Nearly two years since its founding, PYNT has grown into a "co-creation platform" that transcends its physical space, working toward a better future.

To share the journey of PYNT and its ongoing evolution with a wider audience, we have created the first-ever "PYNT BOOK." This book is not merely an activity report, but a reflection on the essence of PYNT, exploring questions such as "What makes PYNT unique?" and "How can we encourage more people to engage with PYNT?" It articulates the thoughts and values we hold dear, while introducing our structure and activities.

We hope this book will deepen the connection for those already involved with PYNT and provide a new point of contact for those who are going to experience it in future.



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The "Co-creation" Mechanism:  
Built Through Trial & Error

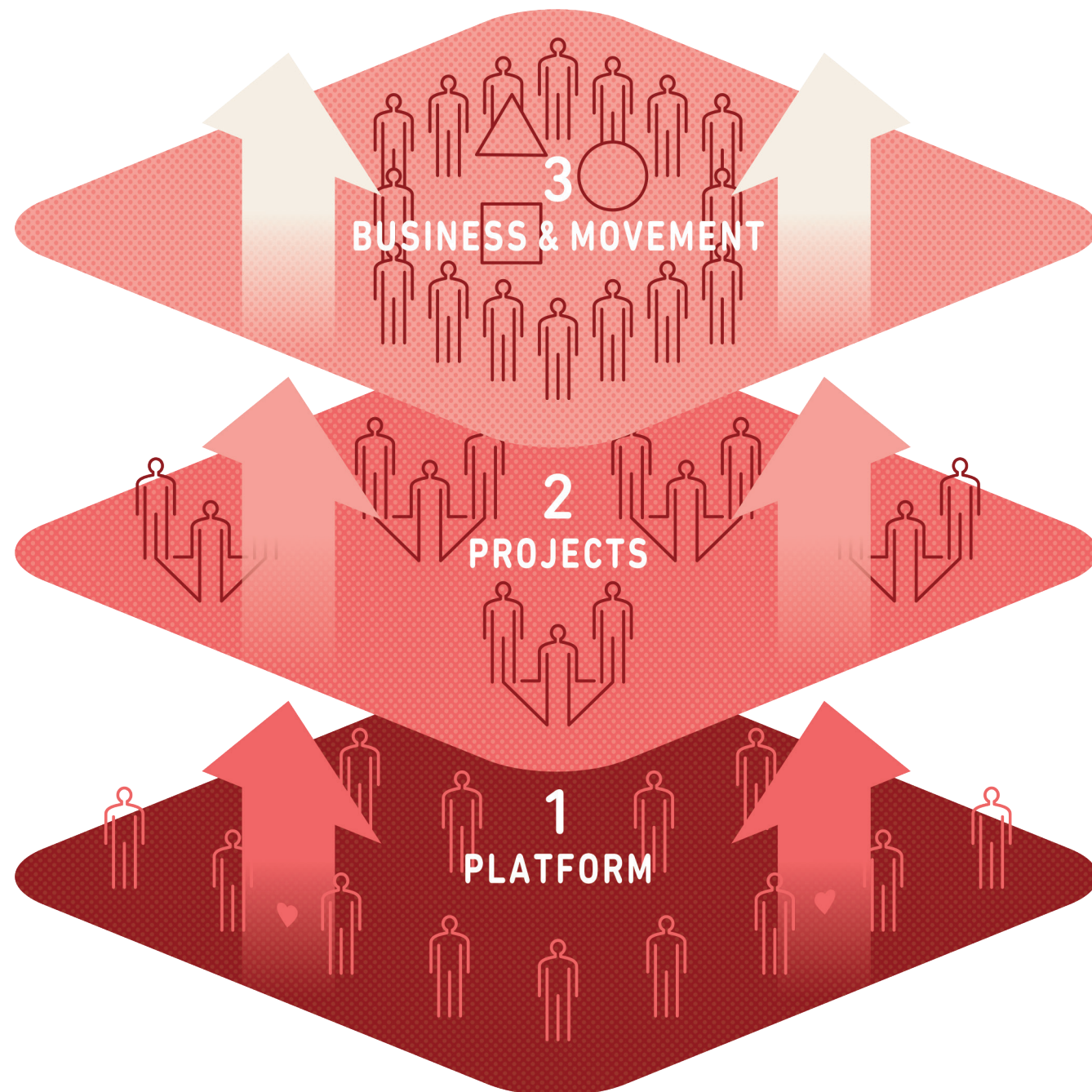
**TRY & TRY**

# Social and Environmental Design and the Nikken Sekkei-PYNT Connection

PYNT is expanding activities as a "co-creation" platform that creates new options for the future of cities.

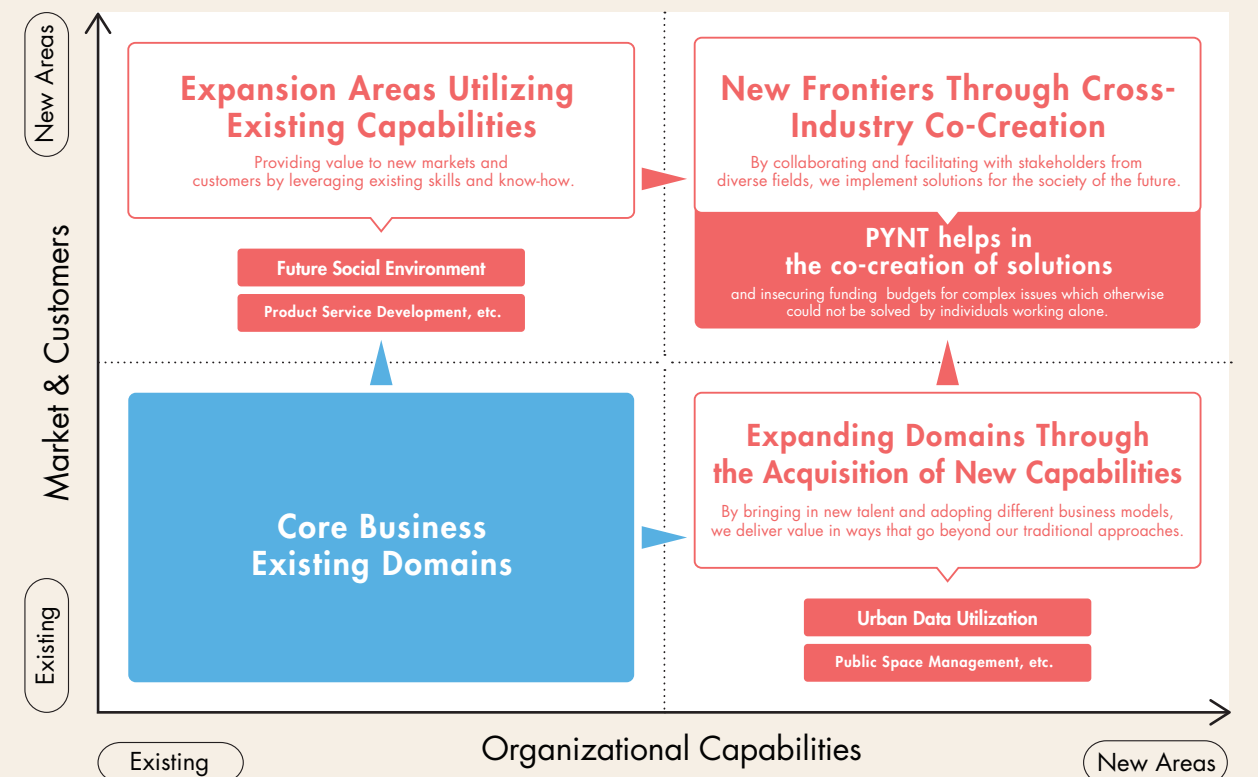
What exactly can be done through PYNT?

What is the relationship between Nikken Sekkei and PYNT?



## The Innovation Process at PYNT and Nikken Sekkei

Among the three stages of innovation—Existing, Expanding, and New—PYNT focuses on the domains of Expanding and New.



PYNT engagement illustration. PYNT's role is to help solve urban and community issues by leveraging the skills and expertise cultivated through Nikken Sekkei's core business, while creating points of connection with new industries and fields of expertise.

How can we achieve regional energy circulation? How will cities of the future change with the introduction of flying cars? What role can design play to solve modern mental health challenges? Such efforts are just a few of the multiple projects underway at PYNT.

PYNT opened in April 2023 as a "co-creation platform" that generates new options for the future of cities. Armed with the mission of redesigning the social environment from the perspective of the public commons, PYNT has been connecting stakeholders with a clear will to address issues with Nikken Sekkei's expertise in architecture and urban planning. Initially, the company supported individuals who met at PYNT to start small activities and gradually expand them into cross-disciplinary projects. Taking a long-term, multi-year perspective, we aim to elevate these activities into the foundation for broader social implementation and to connect them to movements that solve business and societal challenges.

In short, our activities can be summed up as

"working on social environmental design with diverse stakeholders." We take an overarching view of cities and daily life, consider ways to address complex social issues, and work toward improving people's lives and environments. This is what we call "social environmental design." At PYNT, we believe in multiplying city elements and social issues involving various stakeholders, creating shared and empathetic goals, and "reframing" complex problems.

For example, a challenge such as raising children, which is often seen as an individual task, can be broadly solved as a social challenge by reframing it with the concept of "parks." From the perspective of the city, ideas for solving the problem, such as "park drop-off and pick-up," or systems for "community-based" child protection emerge. This could also lead to new ways of managing parks. With this framework and mindset, we support the journey from encounters beyond organizational or positional boundaries to social implementation.



“ PYNT has become a place for activities that connect individual aspirations with corporate actions, creating impact on society. ”

PYNT is creating a community where exploration and practice circulate under the concept of "FUTURE COLLECTIVES" (see page 8). This community aims to express the ideal future of cities through two axes, allowing individuals who share the same interests to meet, think together from multiple perspectives, and encourage action. At PYNT, we connect people with a passion for creating projects by focusing on the essential elements they need (challenges, locations, technologies, and funding), enabling them to practice while being conscious of what they bring to the table.

Why "Social Environmental Design"?

The reason for PYNT’s creation lies in the values that have been part of Nikken Sekkei since its founding in 1900. Nikken Sekkei handles architectural design, project management, and urban development projects worldwide. At first glance, it might seem that we are simply a design company. In reality, however, we integrate various areas of expertise, focusing both on visible design while also considering underlying systems, institutions, organizations, ecosystems, data, and diverse stakeholders to create new value in a comprehensive and holistic way. To address the societal issues that change with the times, we build wide-ranging relationships and ultimately translate them into cities and buildings. In other words, we have been challenging ourselves to pave the way for the forefront of "social environmental design."

In 2021, Nikken Sekkei unveiled a medium-term management plan with the vision of "evolution toward a social environmental design platform." This vision is intended to accelerate our efforts in collaboration with external stakeholders. PYNT, as the platform for implementation, has become a place for activities that connect individual aspirations to corporate actions and create impact on society, which differs from typical work processes.

Creating the Future Through Trial and Error

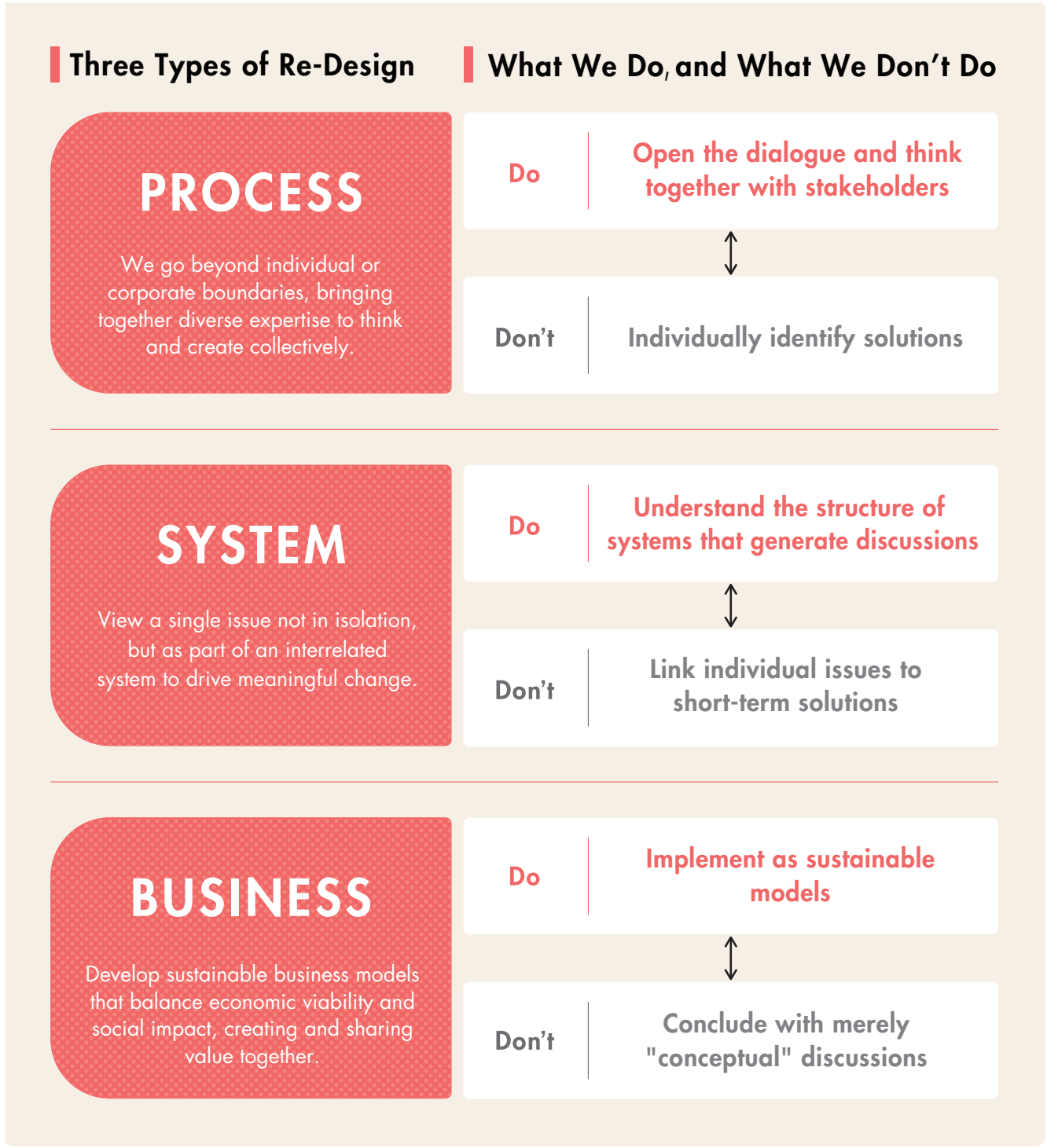
In the nearly two years since its establishment, diverse individuals both inside and outside the company have visited PYNT, resulting in over 30 small-scale practices and projects. Six of these have moved into the trial phase, gradually progressing toward larger visions for social implementation. At the same time, the mechanisms for collaboration and specific approaches to advance these projects have begun to take shape.

While we have faced challenges and trial and error in promoting collaborative efforts, numerous co-creation projects have emerged. Starting in 2025, the co-creation program "FUTURE LENS" with social entrepreneurs will launch. Plans to expand our bases are also underway.

We see PYNT not just as a "place" but as "an activity to push forward social environmental design." By repeatedly engaging in small trials, we will continue to tackle social issues and work to make individual aspirations into reality, offering new possibilities for our cities.

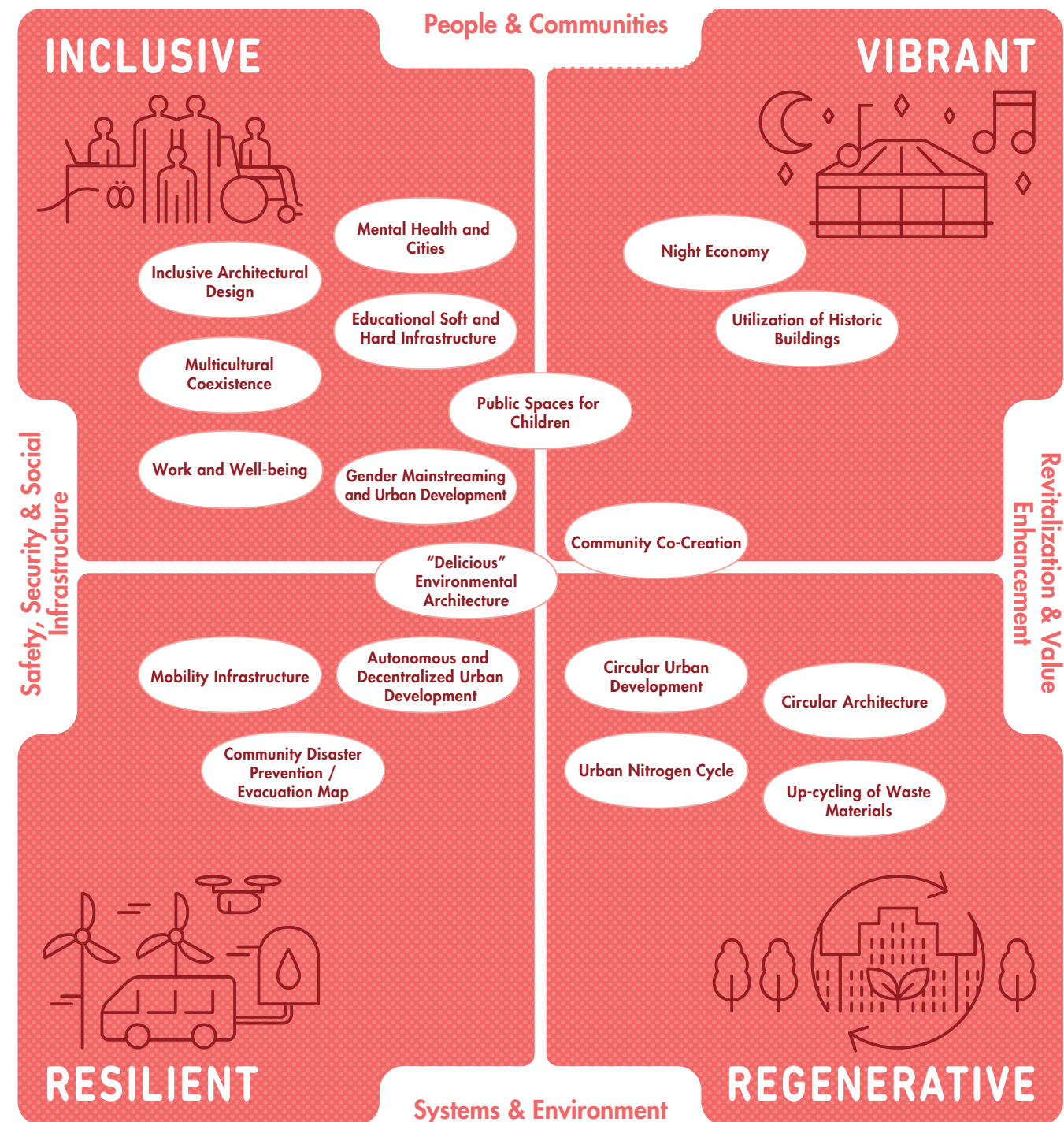
The PYNT Social Environmental Design Approach

Cities are fields for solving social issues. By viewing individual challenges from the "city perspective," we can reframe those challenges and create new values, services, spaces, and markets for better cities and personal lives. To achieve this, PYNT approaches the concept of redesign from three perspectives: "process," "system" and "business," and works on solving social issues by visualizing problems and engaging stakeholders to drive change.



# FUTURE COLLECTIVES

FUTURE COLLECTIVES (FC) refer to communities where people with shared thematic interests can meet, think together, and act. The diagram below categorizes PYNT's vision of the "future of the ideal city" into four sections, while also visualizing the current projects underway at PYNT. From the perspective of social and environmental design, we can observe how issues are being addressed and the progress being made. Although the phases vary, we introduce five ongoing projects from within FCs.



How might we create visions together for the future of our community, beyond our positions, and create transportation and infrastructure systems that make use of the resources we have?



## Overview

Challenges related to transportation and infrastructure in local communities are becoming more severe. The government recognizes that transportation is linked to various sectors such as education, healthcare, welfare, entertainment, child-rearing, schools, disaster prevention, tourism, and logistics. When these foundational elements of a community break down, the impact is immense. On the other hand, many residents still express satisfaction or resignation with their current situations, offering comments such as, "We're not struggling yet," or, "It can't be helped with the declining population."

In the Community Drive Project, we are collecting and visualizing the issues related to daily life and transportation from the perspectives of child-rearing generations, youth, the elderly, local government employees and business operators. From there, we aim to create opportunities for dialogue to consider our living environment by sharing ideas on how things could be improved, as well as examples of practices that are already underway.

On the other hand, we are estimating the costs associated with maintaining local infrastructure and public transportation, as well as collecting data on "mobility resources," which include residents' cars, taxis, buses, trains, trucks, business vehicles, as well as government vehicles. By quantifying their numbers, maintenance costs, and routes, we are building a foundation of data to explore potential solutions. Based on the visualized challenges and data, we aim to develop a process and toolset for envisioning the future of the community and its way of life over the next 10 years.



## Stakeholders

- Local communities, such as child-raising generations, youth, and the elderly
- Local government employees
- Local transportation service providers
- Community-based businesses
- Welfare organizations derived from social welfare councils
- Think tanks focused on visualizing challenges
- Public relations experts to encourage participation from journalists and residents
- Designers
- The Ministry of Land, Infrastructure, Transport and Tourism (MLIT), etc.



## How might private companies and local communities collaborate to support a child-rearing environment ?

### Overview

Balancing work and child-rearing is a challenge faced by many households with children. At PYNT, we view this not as an issue confined to individual families but as a challenge that should be addressed by whole communities. In collaboration with Asahi Soft Drinks Co., Ltd., we developed a service concept centered around parks as public spaces symbolizing children's growth, based on the emotional value of Asahi's Calpis® beverage brand.

The core of the project creates a system to support the child-rearing environment within the community. To achieve this, we introduced the idea of giving parents positive time away from their children, in order to deepen the parent-child relationship. Specifically, at Kitaya Park in Shibuya\*\* ward, we conducted a Proof of Concept (PoC) in collaboration with local events, transforming the park from a mere playground into a space where both parents and children can enjoy quality time separately.

Moreover, this initiative aims to create new connections between the community and the commercial brand by leveraging resources developed through the park's designated management and networks with surrounding areas. Moving forward, we aim to enhance the brand value of the beverage manufacturer through this experience and contribute to improving the child-rearing environment.

Currently, we are evaluating a number of hypotheses and exploring further possibilities based on the findings from the PoC and interviews with experts in childcare, general care, and community services. These processes might not only lead to solving specific issues, but also contribute to the creation of a new model for urban development that enhances the value of the entire community, based on public spaces.

### Stakeholders

- Beverage manufacturers
- Designated park manager (Nikken Sekkei)
- Local businesses around the park
- Childcare service providers
- Providers of children's programming
- Individuals striving to balance work and child-raising, etc.

Child-rearing Challenges

Public Spaces

\* "Calpis" is a registered trademark of ASAHI SOFT DRINKS CO., Ltd.  
 \*\* Nikken Sekkei Ltd is also involved in the design, management, and operation of the project.

## How might we integrate the expertise of our employees with the needs of local communities to co-create towns that support self-governance ?

### Overview

Launched by the Nikken Group in 2023, the Regional Revitalization Group is an internal platform designed to think about regional revitalization and co-creation. This initiative aims to develop new solutions to local challenges by combining the specialized knowledge in architecture and urban planning with the wide range of resources each employee brings, including their personal experiences and hobbies.

The Regional Revitalization Salon serves as a space for employees to autonomously connect with local communities, engage in dialogue, and share ideas toward solving local issues. Through concrete efforts such as supporting urban development activities, designing workshops for the community, and hosting events led by employees active in the region, we are building sustainable relationships for both the local community and our employees. As a result, the aim is not only to solve problems but also to create new systems that support local autonomy.

Currently, we are collaborating with local stakeholders to explore specific actions on topics like historical town planning, reconstruction, and climate change adaptation. These initiatives seek to integrate the expertise of employees with the needs of the region, presenting a model for community-driven town development.

### Stakeholders

- Nikken Group employees who actively and intentionally engage with local communities
- Nikken Group employees who wish to engage in activities.
- Local stakeholders facing challenges
- Practitioners and experts already active in the region, etc.

Regional Management

Employee Co-Creation Platform



## How might we design solutions for mental health challenges in urban environments?

### Overview

In Japan, mental health issues are often regarded as individual problems. But their impacts are serious, with associated economic losses estimated as high as 2 trillion yen annually. In urban areas, overcrowded living conditions, feelings of isolation and work-related stress exacerbate this problem.

Against this backdrop, PYNT provides a platform where mental health professionals, designers, AI experts, urban planning specialists, and others with diverse interests can come together to generate ideas and connect themselves to concrete projects.

In this project, we have visualized the environment and conditions surrounding mental health as a "network map," one of the systems maps, clarifying the interrelationships between complex factors. Among these, the keyword "trauma" is used to analyze the issue through AI, exploring the nature of cities and potential solutions from multiple perspectives.

Through this process, ideas have emerged, such as designs for more mentally healthy spaces, proposals for public contribution purposes, and systems for peer support within organizations. Currently, specific projects are under consideration to bring these ideas to life, presenting new perspectives and methodologies for solving mental health issues in urban areas.



Mental Health Challenges

Office and Urban Spaces

### Stakeholders

- Urban development experts (Nikken Sekkei)
- Internal medicine and psychosomatic treatment doctors
- Occupational therapists
- Individuals struggling with mental health issues
- AI consultants
- Interior designers
- University professors
- Designers, etc.

## How might we visualize the invisible environmental burdens of cities and create a truly harmonious coexistence between people and nature?



### Overview

This project aims to visualize the "invisible" soil environment beneath urban land use. The focus is on water and nitrogen quality and quantity, with the goal of quantifying the environmental impacts of urban development and construction through data measurement and standard modeling. By doing so, we aim to share urban environmental challenges in an easily understandable form, encouraging collective reflection and collaboration on the relationship between people and nature for a more sustainable future.

As climate change mitigation and nature-positive initiatives gain momentum, the intersection of "what benefits nature and what benefits people" is where future value will emerge. To that end, by reimagining urban environments in terms of "watersheds," we aim to clarify not only flood control but also the role of architecture and civil engineering, as well as the relationship between nature, economy and costs.

This effort collaborates with *Code for Ground*, a project that aims to make soil environment data open, conducts water quality and quantity measurements on a site-specific basis, working on the standardization of variables such as water and nitrogen in urban areas, and seeks to establish measurement methods.



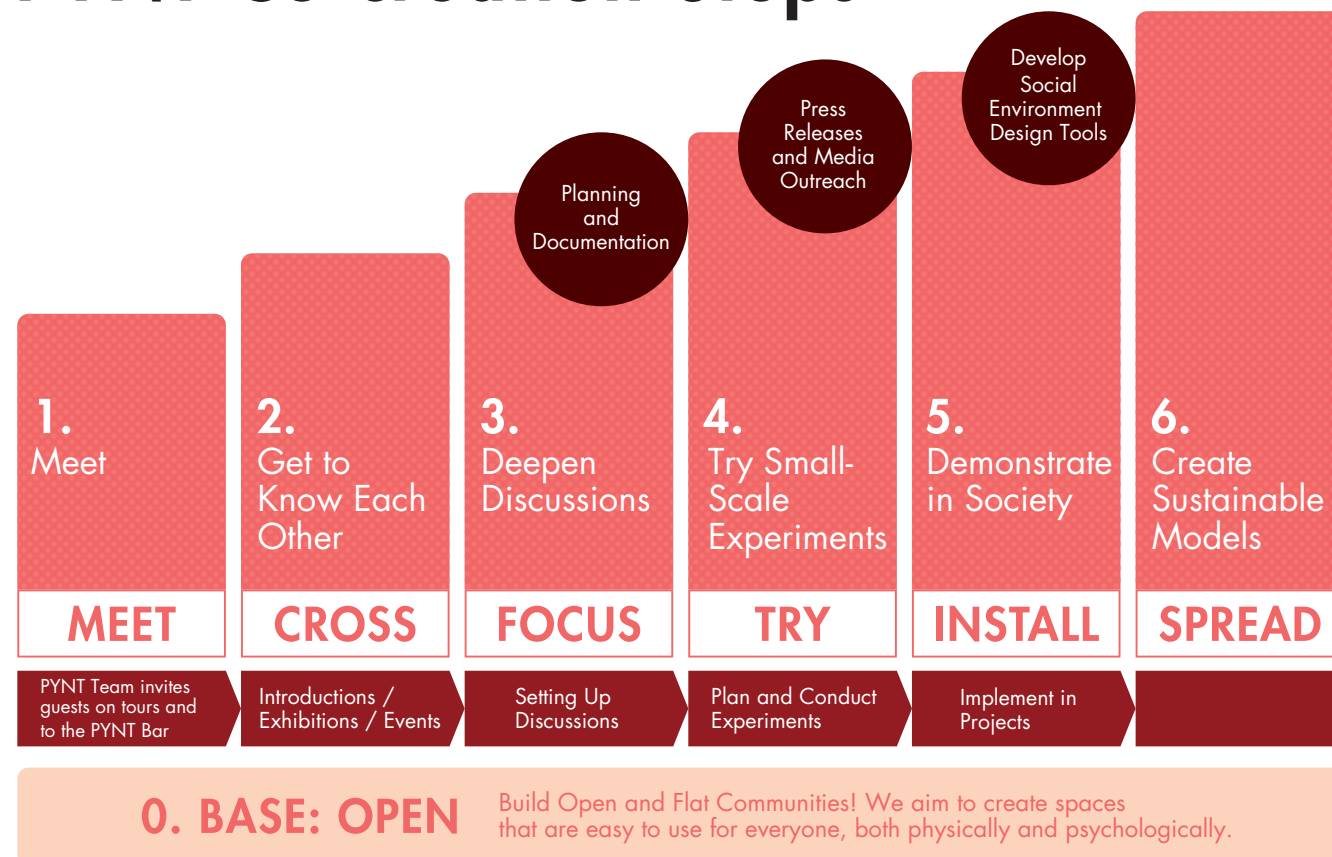
### Stakeholders

- *Code for Ground* (civic tech initiative for open soil environment data)
- Environmental and microbiological researchers
- Manufacturers of measurement instruments
- Urban development and landscape experts (e.g. Nikken Sekkei)
- Landscape material manufacturers
- Relevant government agencies, etc.

Soil Environment  
Urban Greening



## PYNT Co-creation Steps



PYNT entails unique Co-creation Steps. This system connects people and generates projects, breaking down actions for each step, as well as the 'gate openers' to proceed to the next step. At the same time, by defining the necessary skills of the supporting PYNT Team, it clarifies the actions needed to drive projects and link them to innovation.

STEP 0 is not a project itself but serves as an entry point to the community, utilizing the open and flat atmosphere of PYNT as a space. This step creates a foundational environment that ensures smooth progress for the later stages and creates the conditions to generate new value.

STEPS 1 and 2 represent the "meeting and getting to know each other" phases. They start with conversations to understand people's thoughts, challenges, strengths, etc. Then, by connecting people who share similar interests, concerns, or challenges, and by setting up discussion forums, they create the soil for co-creation, leading to subsequent actions.

STEPS 3 and 4 involve sharing challenges and engaging in deeper discussions with people who resonate with the direction of the project. These are the stages where things

begin on a small scale. From structuring the challenges to setting goals for each step, discussions involving stakeholders are held from the perspective of social environmental design. We organize challenges through event planning, exhibitions, visualizing and structuring issues using systemic design and design research through fieldwork, considering the technologies, spaces, and funding needed to push the activities forward.

From STEP 5 onward, the focus lies on implementation in society. For example, the "Community Drive Project" (see page 9) that addresses regional mobility challenges is currently undergoing a pilot experiment in Kurobe City, Toyama Prefecture. Based on the insights and systems obtained from this experiment, we are moving toward expanding it to other regions, entering STEP 6, where we aim to create a "sustainable role model."

At PYNT, the focus is not only on short-term results, but also on solutions to real-world problems for the generation of medium- to long-term impacts. Over the course of several years, we have provided maximum support to individuals who possess clear visions, helping them to move forward with their projects.

The Expanding  
PYNT Community

# KEEP GROWING



# PYNT for ME

## —What does PYNT mean to me?

One of the key features of PYNT is its "open and flat community." Here is a glimpse: people from various backgrounds visit daily, engage in communication, and begin to participate in co-creation projects. If you feel a connection, don't hesitate to reach out to the PYNT Team!

**Q1** How often do you use PYNT?

**Q2** What themes, fields, or social issues would you be interested in co-creating through PYNT?

**Q3** If you had to describe "what PYNT means to you" in one word or phrase, what would it be?

**Q4** How would you describe your area of expertise?

### Shinji Majima

General Incorporated Association COMHCA

**A1** Every two weeks

**A2** Urban issues and mental health, work and well-being

**A3** A warm, resonant space that nurtures co-creation and emergence

**A4** #MentalHealth  
#DialogueAndCollaboration  
#HealingandTransformation

### Kota Nakagawa

Nikken Sekkei Research Institute

**A1** Twice a week

**A2** I want to explore Poetic Urbanism—rethinking the city through poetry and song!

**A3** A space where individuals and society connect

**A4** #UrbanPlanning  
#CommunityCoCreation  
#CivilEngineering #Photography #ZINE

### Ryoko Inoue (Photo: left)

MIRAI INSTITUTE, INC  
PYNT Community Organizer

**A1** Five days a week

**A2** Passing down traditional culture and creating nature-positive cities

**A3** "A place where seeds of hope for the future are gathered"

**A4** #Music #FoodAndDrink  
#Communication

### Ai Ito

Nikken Sekkei Ltd Space Design Group

**A1** Every day!

**A2** Hotel enthusiasts / a gathering of interior design lovers

**A3** Healing

**A4** #HotelLovers #InteriorDesign

### Kazuhiro Sobue

Nikken Sekkei Ltd Commons Group

**A1** Two to three days a week

**A2** CO<sub>2</sub> reduction (carbon neutrality), material circulation, and the value of new materials

**A3** A place for new encounters and inspiration

**A4** #Commons#CommonSpace  
#ProjectDesign

### Erika Yoshida

Nikken Sekkei Ltd Corporate Department

**A1** Two to three days a week

**A2** Regional revitalization, internal engagement

**A3** A space between work and private life

**A4** #FacilityManagement #Security

### Mariko Shoshin (Photo: right)

MIRAI INSTITUTE, INC  
PYNT Community Organizer

**A1** Two days a week

**A2** Work and well-being, next-generation infrastructure and mobility

**A3** A place where people's interests intersect and serendipity emerges

**A4** #ListeningToPeople  
#CommunityOrganizing  
#BoosterForEmergence

### Soma Nii

Nikken Sekkei Ltd Architectural Design Department

**A1** Once a week

**A2** Future Platform / sustainable operation and sales of tools that provide a comprehensive overview of societal initiatives and support high-resolution discussions about the future.

**A3** External liaison

**A4** #ArchitecturalDesign

### Yu Hirama

UniGrowth Co., Ltd.

**A1** Five days a week

**A2** Smart homes, IoT, automation, and healthcare

**A3** A platform for innovation

**A4** #SoftwareDevelopment #IoT  
#SmartHome #Bluetooth  
#API #Healthcare

### Goushi Yamaguchi

DIVE Inc.

**A1** Two days a month

**A2** Creating communities that are comfortable for both people and living creatures

**A3** "A place where diverse sensibilities and values blend together"

**A4** #VentureCapital BusinessDevelopment  
#Connector #InsectLovers #PublicRelations



**Kazumasa Yamada**

BIOTOPE co., Ltd.

- A1** Two to three times a week
- A2** Mental health, energy circulation, inclusive cities for people with disabilities
- A3** A place where possibilities come together and open up
- A4** #BusinessDesign #SystemDesign #Facilitation

**Tomohiro Kaneko**

Nikken Sekkei Ltd Built Environmental Design Section

- A1** Once a month
- A2** Decarbonization, environmental design, water usage, home appliance development
- A3** New encounters and challenges
- A4** #EnvironmentalDesign #Simulation

**Koji Okubo**

Nikken Sekkei Ltd Architectural Design Department

- A1** Three days a week
- A2** Space-related projects, digitally transformed architecture
- A3** 2.5nd place / a space-time distortion within Nikken Sekkei
- A4** #SpaceArchitecture #SAL #DXinArchitecture

**Naoyoshi Yasuhara**

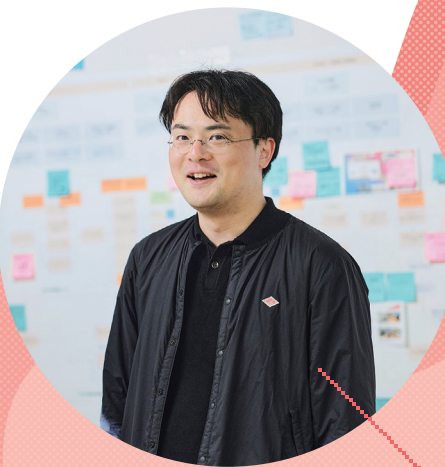
Nikken Sekkei Ltd, Senior Manager, CR Division, Tokyo Office / Head of Nagano Branch

- A1** Four to five days a week
- A2** Business networking activities (a social experiment on the "Six Degrees of Separation")
- A3** A space for simultaneous co-creation of "ABC" (A: business in charge, B: internal company meetings and communication, C: borderless - the third place)
- A4** #Architect

**Risako Tanuma** (Photo: left)

FRONTIER Nikken Sekkei Ltd Facility Management Section

- A1** Three days a week (three days on-site)
- A2** Inclusive design, a system for cross-departmental lunch groups, "delicious" environmental architecture, GLOCAL
- A3** A free, creative, flat space where everyone can connect
- A4** #Inclusive #VisualImpairment #CommunicationAndSalesSkills #Spice #LoveForPYNT

**Mizuki Aotani** (Photo: right)

Nikken Sekkei Assistant Unit to Principal of Corporate Group

- A1** Two days a week
- A2** Inclusive, environment, sports
- A3** A place to create new, fun things, get inspiration, and absorb and learn from events
- A4** #Childcare #Education #Psychology #Sports #Design

**Yukito Karasawa**

Nikken Sekkei Research Institute

- A1** It was supposed to be once a week, but actually, four times a week!
- A2** Community co-creation: creating mixed-use spaces and gentle local circulation that leverage regional characteristics from the residents' perspective
- A3** An addictive deep dive / a captivating obsession
- A4** #UrbanPlanning #CommunityDesign #PublicPrivatePartnership #AssetUtilization #Machiyado

**Moe Ishibashi**

MIRAI-INSTITUTE Co., Ltd. PYNT Community Organizer

- A1** Almost Every Day!!! I LOVE PYNT ♥
- A2** The future of work, community-building, well-being,
- A3** A place to belong, and the feeling that I am catching a glimpse of the near future.
- A4** #CommunityOrganizer

**Tatsuya Ono**

Nikken Sekkei Ltd Architectural Design Department

- A1** Two to three days a week
- A2** Flying car initiatives
- A3** A place that lowers the barriers to Nikken Sekkei
- A4** #ArchitecturalDesign

**Kohei Ito**

President &amp; CEO, BIOTA Inc.

- A1** Once every two to three months
- A2** Landscape, biodiversity, architecture
- A3** A warm and welcoming place that inspires positivity
- A4** #MicrobialDiversity #GenomeScience #LifeSciences

**Yusuke Mitsui**

Nikken Sekkei Ltd Commons Group Commercial Experience Department

- A1** Three days a week
- A2** Overseeing and understanding the structure of various themes (such as the ID center). Currently practicing circular design in the ministry of the environment office relocation project.
- A3** A place for one of my "sub-personas"
- A4** #ArchitecturalDesign #Design #PublicSpaces #BehaviorChange#ProjectDesign

**Junko Iwaya**

Nikken Sekkei Ltd Innovation Design Center

- A1** Four to five days a week
- A2** Multigenerational co-creation, happy living, community spaces
- A3** Hope
- A4** #ProjectManagement #HealingEnvironment





## INTERVIEW

YURIE KIBI

ASUKA YOKOYAMA

MOE ISHIBASHI

# The PYNT Team and the Community Connection "Baton"

## INTERVIEW

Nikken Sekkei Ltd Innovation Design Center

**Yurie Kibi**

Nikken Sekkei Ltd Innovation Design Center

**Asuka Yokoyama**

MIRAI-INSTITUTE Co., Ltd. Community Organizer

**Moe Ishibashi**

PYNT operations are led by the Nikken Sekkei Innovation Design Center, with collaboration from Community Organizers (COs) who are stationed on-site but come from outside the company. The COs engage with PYNT visitors with familiarity and professionalism, much like old friends who never overstep boundaries. Their role is to foster a positive atmosphere and cultivate the community's foundation, and to create an environment where new value-generating projects can emerge.

What motivates the PYNT Team in their daily communications, and what is the connection to value creation? We asked three Team members in order to find out.

— The role of a Community Manager is often heard, but the term Community Organizer (CO) may not be as familiar. What kind of work is the CO team, led by Ms. Ishibashi, doing at PYNT?

**Moe Ishibashi:** Typically, a community manager is responsible for managing the state of a space or organization and fostering communication within it. By contrast, we create the right environment that allows a strong community to emerge. We lay the groundwork

for people visiting PYNT to naturally connect with one another and, through these connections, generate new value.

There are two main areas of focus. The first is to enhance internal communications within Nikken Sekkei. At MIRAI-INSTITUTE, where I belong, we have traditionally supported facilities operated by companies, which means our activities have generally been conducted outside the company's headquarters, at separate locations. This is our first time being involved in a space like PYNT, which is located within Nikken Sekkei headquarters. Communicating not only with external visitors, but also with internal staff, has been both a refreshing and challenging experience for us.

We begin by approaching employees who visit PYNT, get to know them, and think about how we can encourage them to return. We also consider ways to learn more about them and involve them more deeply with PYNT.





## “ Blending Diverse Roles to Connect Ideas and Networks ”

The second area of focus is the co-creation process, specifically STEP 1 ("MEET") and STEP 2 ("CROSS: get to know each other/connect") of the six Co-Creation Steps (refer to page 14). After obtaining a grasp of who a person is, what interests them and their expertise, we focus on making appropriate connections. Furthermore, as we move into the deeper phase of discussion, STEP 3 ("Imagine that connecting these two people could lead to something exciting"), we begin to envision potential new developments or how they might contribute to existing projects, while taking action with these possibilities in mind.

**Asuka Yokoyama:** From the very beginning, we included the formal role of Community Manager in our requirements. However, what we really want to do is to connect people across organizations, cultivate, and create the foundation of a community. We were looking for someone who could engage in a flat, non-customer-oriented way, proactively fostering trust and relationships.

**Yurie Kibi:** What makes us—the Innovation Design Center at Nikken Sekkei, the team behind PYNT—unique is that we have formally assigned co-creation partners who specialize in facilitating collaborative projects by connecting practitioners inside and outside the company. Supporting such efforts requires thoughtfully designed structures and frameworks to foster innovation. Among them, the CO Team plays an especially important role in the early phase before a project formally begins—specifically, in laying the groundwork for community.

Thanks to Moe Ishibashi and her colleagues, the number of new encounters, overall communication, and trust-based relationships have dramatically increased. To ensure these connections lead to tangible co-creation, the CO Team and the Innovation Team work in close coordination on a daily basis.

— How exactly do the CO Teams (which regularly interact with a wide range of people as the first point of contact for PYNT), and the Innovation Team (which also serves as a project partner) collaborate in practice?

**Ms. Yokoyama:** We have conversations about who in the company would be best to connect with and where existing projects might be integrated. If the task handoff does not go smoothly, the co-creation steps that follow won't go well either, so we focus on thorough information sharing and consultation while moving forward.

This type of information tends to fall on a specific team individual who's always on-site. However, at PYNT, both the CO team and the Innovation Team work as one "PYNT Team" despite having different roles. That's a key strength. It's difficult to share everything with 100% of the team, but because it's a team where different roles blend, we consciously aim to combine diverse ideas and networks to make connections.

Additionally, the CO team is also asked to support PYNT tours, meetings, and events or exhibitions organized by Nikken employees and the PYNT members. When people from other organizations get involved as part of the PYNT Team, they often uncover aspects that had not been visible before, which is essential for transitioning from a good community to actual activities.

**Ms. Kibi:** As mentioned earlier, our IDC team also plays the role of "project partners." In these cases, it's crucial to involve both internal and external practitioners effectively. From this perspective, we emphasize how to seamlessly connect the community and the project without creating a division.

To achieve this, we not only have verbal "catchups," but also share information using tools. The CO team shares daily updates about whom they've spoken to, what kind of conversations they've had, and what ideas they have and want to explore. Thanks to this, even if I'm absent from PYNT for a while, I can plan my communication for when I meet those people again.



— It's been about two years since PYNT was established. From a community perspective, what changes have you noticed since its opening?

**Ms. Ishibashi:** I definitely feel that more and more people are beginning to see PYNT as a place where they can actually do what they want to do. In addition to the usual greetings, we're increasingly having people take that extra step to say things like, "Do you think we could try something like this?" or "I've been thinking about this idea—what do you think?"

**Ms. Kibi:** It's about the increasing number of key players. When we first started, we were the ones running around organizing the exhibitions and events, but now we no longer have to plan them ourselves, as many of these events are brought in by others, or are internally organized.

**Ms. Yokoyama:** Taking a step back, I think we could say that a "PYNT-like situation" has been created. It's always bustling, and it constantly evolves. If it were a place where the same people gathered every time, it would be

hard for certain things to happen. But because PYNT is a space where various people come and go, with projects at different stages progressing daily, these things emerge. For people coming from outside, PYNT isn't the most accessible place, nor the easiest to use as a workspace. Yet, people who love PYNT and are actively seeking something come here every day. At times like this, the CO team reaches out, joins hands, and communicates positively, nurturing a great community that leads to the next step.

**Ms. Kibi:** You always greet everyone with a smile, and even during casual chats, never give the impression that you're too busy, and always approach others in a relaxed manner. Sometimes, you even go a step further and introduce people to each other or listen to the concerns of the team members. Everything that Moe and the team do contributes to the foundation of PYNT, a co-creation platform that creates new options for the future of the city. As we continue to grow with more people and locations, there will be many challenges, but I hope we can continue to collaborate beyond team and role boundaries to further energize PYNT.



**Yurie Kibi** (photo: left)

Ms. Kibi is a member of the Innovation Design Center at Nikken Sekkei. An alumnus of the Graduate School of Frontier Sciences at the University of Tokyo, she conducts research and practice on co-creation with multiple stakeholders and innovation through spaces. She developed the "Purpose Model," a tool designed to make co-creation accessible to everyone, publishing it in a book. Currently, she plans and manages the PYNT co-creation platform at Nikken Sekkei, working on incubating co-creation projects that address social challenges.

**Asuka Yokoyama** (photo: center)

Ms. Yokoyama is a member of the Innovation Design Center at Nikken Sekkei. She performed research on workplaces at the Ryusuke Naka Laboratory at Kyoto Institute of Technology and its graduate school, joining Nikken Sekkei in 2017. She has been in her position since 2021. She is currently involved in planning and managing PYNT, and supports innovation creation both within and outside the company, while working on related projects.

**Moe Ishibashi** (photo: right)

Ms. Ishibashi is a commissioned Project Manager at MIRAI-INSTITUTE Co., Ltd., which operates the working community "MIDORI.so." As a Community Organizer, she assists in the preparation of workspaces managed by other companies and the cultivation of communities. Additionally, as a regional revitalization professional, she is working to create a new population for the village of Hinohara-mura, Tokyo.



The Journey: 2023-24

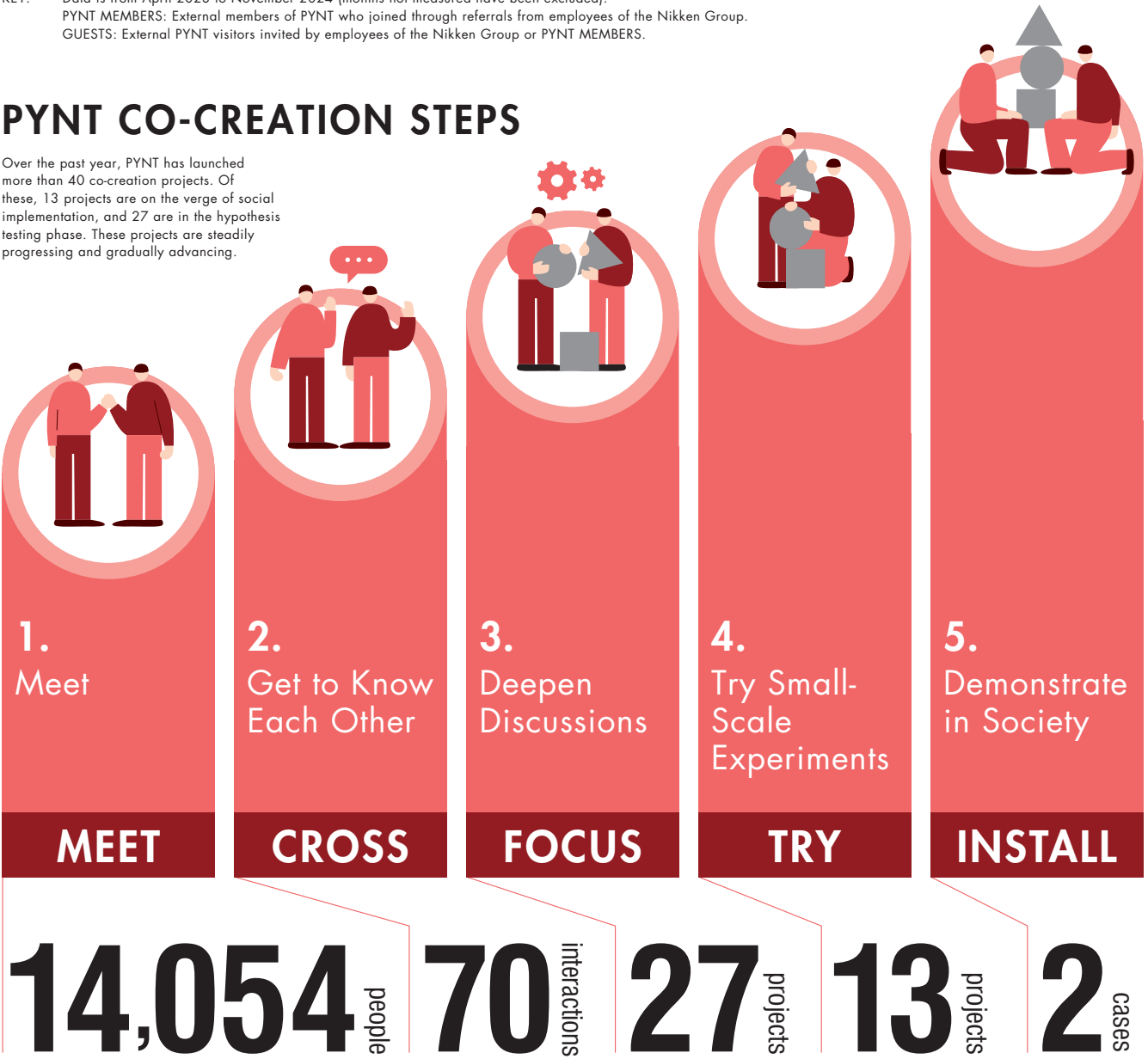
# UPDATES

# PYNT by the Numbers

KEY: Data is from April 2023 to November 2024 (months not measured have been excluded).  
PYNT MEMBERS: External members of PYNT who joined through referrals from employees of the Nikken Group.  
GUESTS: External PYNT visitors invited by employees of the Nikken Group or PYNT MEMBERS.

## PYNT CO-CREATION STEPS

Over the past year, PYNT has launched more than 40 co-creation projects. Of these, 13 projects are on the verge of social implementation, and 27 are in the hypothesis testing phase. These projects are steadily progressing and gradually advancing.



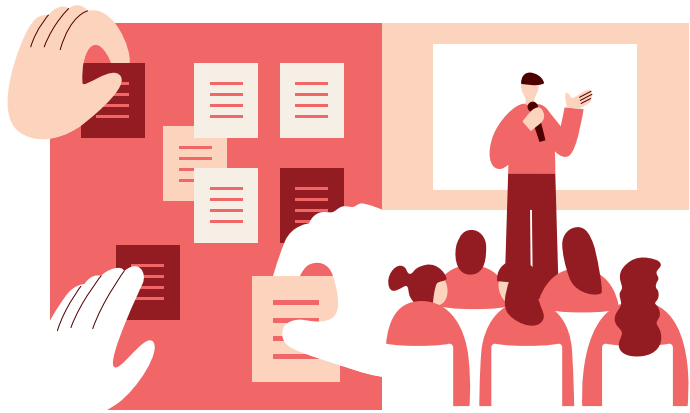
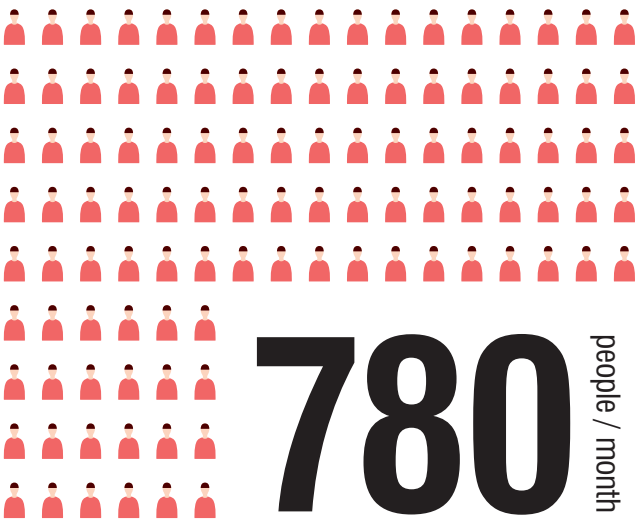
## PYNT MEMBERS

The number of external PYNT MEMBERS using PYNT has doubled from 139 people as of October 2023. The opportunities for connections have increased, and more diverse groups than ever are gathering. We hope that PYNT will continue to be a space where something exciting happens when you visit.



## GUESTS

On average, about 30 guests from outside the company visit PYNT each day. Many of these guests become PYNT MEMBERS after showing interest through tours and briefings, and choose to engage with PYNT.



## Events Held at PYNT

Approximately seven events are held per month at PYNT. Including small internal events and workshops, more than one event occurs every day at the facility. Topics vary widely, ranging from, for example, "What makes a better refugee camp environment?" to "How to start local community development." Event details are regularly announced on the PYNT bulletin board or through our newsletter.



## Number of PYNT Café Drink Servings

The number of drinks served at the PYNT café compares with a typical Starbucks store, which fills some 500–600 cups daily. Many spend their time with coffee in hand, engaging in casual conversations or meetings, each person enjoying their own moment.



## Tours for External Guests

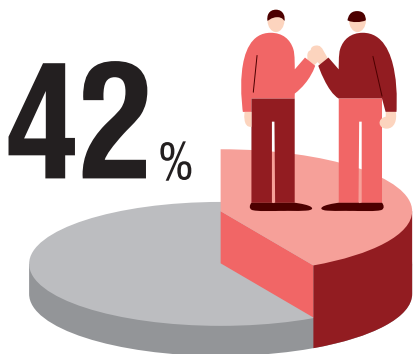
Since its inception, over 1,000 tours have been conducted for guests visiting PYNT for the first time, ranging from Nikken Sekkei client companies to personal acquaintances. The PYNT Team directly communicates with each guest, carefully explaining the facility background, the co-creation system, as well as details about the space and exhibits.



(Survey Result): Percent of Nikken Group Employees

## Who Use PYNT for External Party Communications

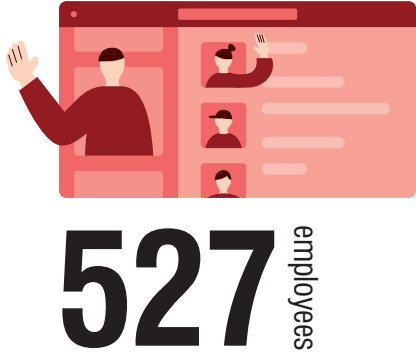
A survey of Nikken Group employees has shown that PYNT is often used as a place to take a break or to refresh. Approximately half of respondents answered, "Communication with external parties" in response to a question about their purpose of use. This will no doubt lead to further co-creation activities both inside and outside the company.



(Nikken Group Employees in the Chat System):

## Number of Internal PYNT FRIENDS

Employees who use PYNT for exhibits and events, etc. have been diligently inviting colleagues to the internal chat group. Currently, about one in six of the 3,000 Nikken Group workers are involved in this community. The chat group regularly shares information regarding events and ongoing project information. It is also utilized as an internal media platform.



## "OUR BOOKS" Owners

"OUR BOOKS" is a section where Nikken Group employees and PYNT members can become "bookshelf owners" and set up their own selection of books. Since its opening, 102 individuals have become such owners. This space accommodates a range of books from novels to manga (comics), as well as self-authored illustrations and models. It has become a space where relationships expand as people come to know each other.



## PYNT Exhibition

At PYNT, we have showcased ongoing development initiatives, including prototypes. By expanding ideas together with both internal and external collaborators, we explore possibilities and provide interactive content that function as stepping stones toward the next phase.



# "FUTURE LENS" Launch

Nikken Sekkei, together with Zebras and Company (Z&C), a Japan-based provider of investment and management support for "zebra" companies (businesses that prioritize both profitability and positive social impact), has launched "FUTURE LENS", a co-creative social environmental design program. Projects that have been accepted by selection committee review are expected to be determined around April 2025. The PYNT Team will provide demonstration research funding and work alongside Z&C to support them. From the perspective of social environmental design, we aim to create systems for solving broader social issues through co-creation with local social entrepreneurs.



## ● Editor's Note ●

Thank you for taking the time to look through the PYNT BOOK. Through its creation, we have striven to reflect on the efforts made since PYNT's opening. We look forward to your participation, so that we can further advance our activities. Please feel free to stop by the counter again soon!

## ● Latest News! ●

WEBSITE



NOTE



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