



ZEMCH Mission to Japan 2013

14th - 17th May 2013

'ZEMCH' is an abbreviation of zero energy mass custom homes that encompass social, economic and environmental sustainability as a whole. Indeed, housing is a system of energy and environment and it is required to accommodate wants and needs of individuals and society, which are usually considered to be diverse and dynamic. The ZEMCH 2013 Mission aims to offer construction industry professionals, academics and government officers opportunities to visit not only the state-of-the-art production facilities of leading housing manufacturers in Japan, but also the sales centres where a number of model homes are displayed allowing potential homebuyers to examine high-cost performance housing quality.



During the 1960s and 1970s, Japanese housing manufacturers focused solely on the mass production of their products, resulting in a supply of virtually identical, rather monotonous houses. Due to the inferior image associated with the low-quality appearance of these mass produced houses, the public immediately rejected industrialised homes. Since then, the manufacturers have placed greater emphasis on improving housing quality, and thereby customer satisfaction, such that Japanese housing manufacturers today enjoy a reputation for providing reasonably-priced quality housing that, while still mass-produced, is customised—i.e. *mass customisation*.





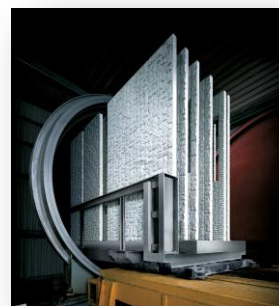
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ZEMCH Mission to Japan had been carried out over the last years with the aim to enhance the public awareness of zero energy homes delivered successfully around the globe. Over 70 delegates already joined the mission and developed their own ZEMCH prototypes in view of their local market needs and demands.



Japanese housing manufacturers have been at the forefront of producing marketable and replicable mass custom homes whose utility bills are as close as zero. Using techniques passed down from ancient times, Japan has developed houses suitable to its distinguish climatic conditions. For instance, there is a rigorous structure resistance to earthquakes and typhoons. Open indoor environment allows for comfortable living during the hot summers.



Home amenities studios provide potential homebuyers opportunities to understand safety, amenity and structural and environmental performances in housing by experience.



MISSION SCHEDULE

	MORNING	AFTERNOON	EVENING
DAY 1	LOCAL DEPARTURE	TRANSPORT	TRANSPORT
12th May (Sunday)	Departure: Local Airport	Individual Travelling	Individual Travelling
DAY 2	TRANSPORT	TRANSPORT	TRANSPORT
13th May (Monday)	Individual Travelling	Arrival: Central Japan International (Chubu) Airport	Check-in: Kakegawa Grand Hotel (Kakewaga, Shimizu)
DAY 3	FACTORY VISIT I	EXHIBITION VISIT I	GROUP DINNER
14th May (Tuesday)	Sekisui House, Ltd. (Kakegawa, Shizuoka) - Automated production line - Steel post & beam frame system	Sekisui House, Ltd. Yume Kojyo Housing Museum (Kakegawa, Shizuoka)	TBA
DAY 4	TRANSPORT	EXHIBITION VISIT II	GROUP DINNER
15th May (Wednesday)	Kinkakuji (Kyoto) - Travelling by coach - Group photo @ Kinkaku-ji	Daiwa House Industry Co., Ltd. (Sakyo, Nara) - Safety and comfort - Environmental technology	TBA
DAY 5	FACTORY VISIT II	FACTORY VISIT III	GROUP DINNER
16th May (Thursday)	Sekisui Chemical Co., Ltd. (Toyohashi, Aichi) - 3D module assembly line - Wood & steel modular systems	Misawa Homes Co., Ltd. (Konan, Aichi) - 3D module assembly line - Lightweight concrete panels	TBA
DAY 6	EXHIBITION VISIT IV	WRAP-UP TOUR	GROUP DINNER
17th May (Friday)	Sekisui House, Ltd. (Airaku, Kyoto) - Universal design - Environmental considerations	UNESCO World Heritage Sites (Nara & Kyoto) - Todai-ji - Kiyomizu-dera	TBA
DAY 7	TRANSPORT		
18th May (Saturday)	Check-out: Hotel Nikko Osaka Individual Travelling		





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REGISTRATION FORM

To book a place, please complete and send the following registration form to:

Dr Masa Noguchi
MEARU (ZEMCH R&D Group)
Mackintosh School of Architecture
The Glasgow School of Art
167 Renfrew Street
Glasgow
United Kingdom
G3 6RQ
Fax: +44(0)141 353 4703
E-mail: m.noguchi@gsa.ac.uk

CONTACT INFORMATION:

Last Name: _____

First Name: _____

Middle Initial: _____

Title: _____

Organisation: _____

Address: _____

Postal Code: _____

Phone (country + area code): _____

Fax (country + area codes): _____

Email Address: _____





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REGISTRATION FEE PAYMENT METHOD

Registration fee: £250 / participant £200 / student

Please pay the registration fee by making use of GSA online payment system:

< <http://tinyurl.com/GSAWebPay> >

To make the payment, please select payment type '**ZEMCH Network**' and follow the instructions.

Should you have any questions concerning the registration and online payment, please do not hesitate to contact the Mission Coordinator < m.noguchi@gsa.ac.uk >.

If you wish to pay the registration fee by cheque please, provide a cheque/money order payable to **The Glasgow School of Art** and send the cheque to Mission Coordinator on the post address below.

Dr Masa Noguchi
MEARU (ZEMCH R&D Group)
Mackintosh School of Architecture
The Glasgow School of Art
167 Renfrew Street
Glasgow
United Kingdom
G3 6RQ

If you wish to pay the registration fee by bank transfer, please contact Mission Coordinator for the detail.



IMPORTANT DATES

14 th April 2013	Expression of Interest
28 th April 2013	Registration

COST ESTIMATE (APPROXIMATE)

❖ Airfare:	£700	(As per the departure city)
❖ Local transport:	£30	(Airport to Kakegawa Grand Hotel)
❖ Accommodation & subsistence:	£750	(£150 x 5 nights)
❖ Mission Registration Fee:	£250/£200	(Coach, interpreter & lunch arrangements)

MISSION ORGANISER

Mission Chairs

Prof. Carlos T. Formoso
Federal University of Rio Grande do Sul
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Prof. Ercilia Hirota
State University of Londrina
Tel: +55 43 3371 4460
E-mail: ercilia@uel.br



Mission Coordinator

Dr. Masa Noguchi
ZEMCH Network Coordinator
Mackintosh Environmental Architecture Research Unit (MEARU)
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The Glasgow School of Art
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E-mail: m.noguchi@gsa.ac.uk





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MISSION INDUSTRY COLLABORATORS

DAIWA HOUSE INDUSTRY CO. LTD.

Website: <http://www.daiwahouse.co.jp>



MISAWA HOMES CO. LTD.

Website: <http://www.misawa.co.jp>

MISAWA

SEKISUI CHEMICAL CO. LTD.

Website: <http://www.sekisuiheim.com>

SEKISUI

SEKISUI HOUSE LTD.

Website: <http://www.sekisuihouse.co.jp>

