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"MIRAI" (future)

*"A brighter future for
the next generation"*
The Outlook Foundation

Into the wide open spaces of good mornings (Summary)

Yu Mizushiro

Representative Director, good mornings Co., Ltd.

Straight talk from a visitor

"Good morning" and "Thank you" are simple expressions but is important to say them loud and clear. I enjoy getting a fresh start every morning 365 days a year. I named my company good mornings Company to reflect this thought.

I'm good at creating public open spaces with good food, comfortable atmospheres, and exciting experiences for all to enjoy. In such a space, people can gather, get acquainted, and talk with one another.

good mornings Company's past and ongoing projects

"The Marunouchi Cafe CLUB 21" on the 1st floor of the Shin Tokyo Building in Marunouchi is managed by good mornings Co. Our initial goal was to help club members make at least three friends outside their companies, and we developed this concept through our club magazine.

"marunouchi cafe seek" was also situated in Marunouchi. We organized more than 100 public drop-in workshops a year at that space.

"WATERRAS" in Kanda-awajicho was a major project to build a commercial and residential complex in an area where old Edo still lingers. We still plan workshops to be enjoyed by old and new residents together in creating a new community.

"SEA DAYS" in Tateyama, Chiba received a Good Design Award. The local people did not really appreciate their hometown. "You are missing out," we exclaimed. "You have such beautiful mountains and the sea!" We told them in a straightforward manner what we felt as visitors and helped them rediscover pleasure in what they had been taking for granted.

A current project in Natori-shi, Miyagi has given us a greater sense of achievement than we had ever experienced before. We have revived the "Fisherman's Wharf Yuriage Morning Market" in an area heavily hit by the 2011 tsunami.

Shinjo-mura, Okayama is a marginal village where we were involved in a job creation project in collaboration with the Ministry of Health, Labor and Welfare.

Kikuchi-shi, Kumamoto was known for its pure water and delicious vegetables, but the farmers did not have an effective distribution system.

In all of those projects, we discovered their real problems by personally visiting their operations.

Finally, a beach house in Isshiki, Hayama was a compilation of all of our experience and know-how. Publicity to attract guests from Tokyo was very important for this seasonal project. We organized

events and workshops to communicate with three generations of local residents. We continued this for six years with my former colleagues from IDEE.

Our talent is to find fun in everything

Is there any such thing as a “solid business model”? We all have experiences, tactics and strategies, but we never have the same playing field. Nothing happens until we truly appreciate our field and want to show it off.

Visiting an operation is an important opportunity for communication. Our policy of immediate action risks unexpected failures. Sometimes, it is like stepping on a landmine, but we can get up again because we always set our goals far ahead.

Fun is what drives us. We come up with ideas because we are having fun. Fun is the energy that keeps us going. One of the assignments that gave us confidence was meeting room management, and we took pride in having enjoyed this usually routine undertaking. We received nothing but praise from our clients in our ten years of business. This accomplishment is one reason why government officials and public authorities want to work with us in spite of the risks.

You may discover our talent at good mornings, the ability to find fun in everything and everywhere. We understand this delight every time we say “Good morning” and “Thank you” to others with smiles and joy. That is something we know well.



Author profile:

Yu Mizushiro

Representative Director of good mornings Co., Ltd.

Launched cafes and organized events during his former career at the interior firm IDEE.

Founded good mornings Co. in 2012. The company’s main businesses are to develop local community values by setting up creative spaces and society with good food and attractive design. In addition, good mornings offers consulting and product development services to companies and municipal governments across the country.

Say “Good morning” and “Thank you” loud and clear, and enjoy a fresh start every morning 365 days a year.

Days are full of social encounters.

Days are full of discoveries.

Days are full of fun.



Who we meet and how we spend time with them: the accumulation and the sharing of such impression are just our treasure.

Based in Marunouchi, Tokyo, good mornings' mission is to facilitate encounters and discoveries in towns across the country.

Good food, comfortable spaces, and exciting experiences: good mornings creates fun spaces and society all over Japan through our unique approaches and our network, developed in Tokyo, a national cultural center that colors our lives.

good mornings Co., Ltd.

Headquarters: Kamimeguro, Meguro-ku, Tokyo

Business enterprises:

1. Planning and implementation of events, seminars, and workshops
2. Planning and management of cafes and restaurants
3. Consulting for shop launching and management
4. Planning and management of galleries
5. Graphic and editorial design
6. Planning, production, and art direction for marketing
7. Planning, production, and sales of original products
8. Development, production, and wholesale and retail sales of foodstuffs.

The Outlook Foundation collaborates with leading professionals on our newsletters and delivers breakthrough proposals/suggestions for a brighter future.

For past issues of our newsletters, please visit our web site:

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