

G TECTS
178 DELANCEY STREET
NEW YORK, NY 10002 USA
212 414 2300 212 414 2301
communications@gtectcs.com www.gtectcs.com

Ayataka Graphics proposes a design for a serving tray commissioned by Esquire Magazine in Japan. Esquire acted as a promotional partner of Coca-Cola in a new venture for a bottled tea product to be distributed in vending machines throughout Japan. To promote the cold tea produced by one of Japan's oldest tea houses, Esquire established a series called World Artists to produce designs inspired by the tea. As the second in their World Artist series, we were asked to work with a respected manufacturer of traditional wood lacquerware and design a tray which represented both the traditions inherent in the product and the contemporary culture to which the product was to be marketed. Our design consists of a series of four trays in black lacquer with a silver inlay in a pixelated pattern which act as a QR Code when placed together in a two by two grid. The QR Code, common in Japan, allows cell phones with the application installed to be directed to a particular web site upon scanning the QR code. In this case, a cell phone is directed to the website of the Ayataka tea product when the trays are scanned. As individual trays, the segment of the pixelated graphic stands as an abstract composition with a contemporary character evoking early video games and pop art. The trays were produced for a product launch event where tea inspired pastries designed by a renowned French pastry chef were served.

