

game changers | thought leaders | rule breakers | style makers

# COLLECTIVE

ISSUE 34



From the bright city  
We tell the stories  
well-known brands.  
chart their journeys  
all we cheer as  
They are the  
spirited, the bold.  
the leaders,

skyline to the barren desert lands  
of unknown faces, to the most  
We celebrate their talent and  
most brave. But more than  
they walk the path they pave.  
creators, the dreamers, the  
the travellers, the makers,  
young and old.



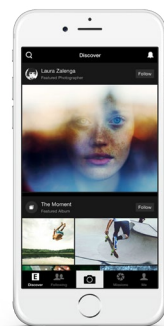
# ESCAPE

## PLACES AND SPACES TO GET LOST IN

To celebrate 80 years of Olympus, we explore the brand's birthplace, Japan.

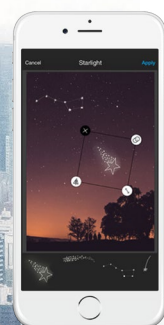
### GET APPY

OUR TOP 3 PHOTO APPS  
FOR THE TRAVELLER



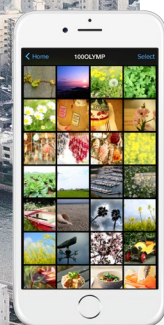
#### EYEEM

A social platform perfect for photography pros and novices alike, EyeEm is a photo-sharing app that allows you to connect with other creatives. It also allows you to sell your photos with a 50/50 split between you and EyeEm.



#### AVIARY

More than a simple filter change, Aviary also offers sticker overlays (perfect for Japan) and even blemish removal, to help you create the perfect shot.



#### OLYMPUS IMAGE SHARE

Paired with a compatible Olympus camera, this app cuts out the middle-man, automatically syncing your snaps to your phone so you can speedily edit and upload on the go.

PHOTOGRAPHY: ANTE BADZIM  
#OLYMPUSINSPIREDXJAPAN



### STOP 1: ASAKUSA

The Asakusa area with its spectacular temples is on everyone's must-see Tokyo list. But there are additional little-known things to do here, like visiting the world's most beautiful lollipop store, Ameshin, and learning how to craft intricate sculptures from candy (or trying to). Pray to meet the love of your life at the Imado shrine, where 'lucky cat' ornaments are meant to act as matchmakers, and visit Nakamise-dori, the shopping street in front of Senso-ji temple, to sample strange ice-cream flavours (purple sweet potato and buckwheat noodle, anyone?)



## 24 HOURS IN TOKYO

*Got a stopover in TOKYO? Leave the airport lounge behind with these MUST-SEE destinations curated by Jonelle Patrick, author of the ONLY IN TOKYO mystery books and founder of the blog Only in Japan.*

WORDS AMY MOLLOY

### STOP 4: AKIHABARA

A shopping area where the newest electronics are sold (think smart toilet seats), Akihabara has also become the centre for 'cosplay' – the practice of people dressing up like characters from manga or anime – so have your camera at the ready. Under the train tracks, visit the Aki-Oka artist's co-op where local makers sell handcrafted items like intricate wooden keyboards.



### STOP 5: KOSHINZUKA MARKET

Visit this shopping street lined with food vendors to dine on delicacies from a bygone era, like dried snake tea and snacks made from crickets and squid guts. If you want to include an 'animal cafe' on your itinerary, The Owl Cafe in the Sugamo shopping arcade is close by (or visit animalcafes.com for animal-themed venues).



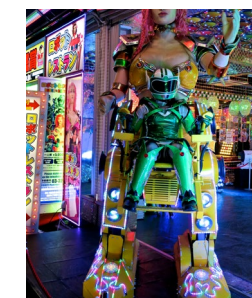
### STOP 2: ODAIBA

From Asakusa, take the waterbus down the Sumida River to the Oedo Onsen hot spring theme park, which is a great bad-weather plan as it's mainly indoors. You can jump in all kinds of springs, from milky white to rusty red water. Men and women bathe in separate areas, but everyone can meet up to eat and drink and enjoy a fish therapy pedicure.



### STOP 3: MONZEN NAKACHO

Five times a day, this temple hosts a spectacular (and free) fire ceremony featuring an indoor bonfire and buff priests beating giant taiko drums. The temple also houses over 10,000 crystal god figures, a room filled with glow-in-the-dark bodhisattva deities and a dragon fountain where you write your wish on dissolving paper and throw it in.



### STOP 6: SHINJUKU

This nightlife area is a riot of neon filled with clubs, bars, and all kinds of entertainment. If you're in the mood for an only-in-Japan extravaganza, then book seats at the Robot Restaurant where 'fembots' (imagine scantily clad cyber-women) serve your dinner. It's not for kids, but is a once-in-a-lifetime spectacular. For a gentler evening, next door is a warren of small streets called Golden Gai, with alleyways lined with tiny bars that seat between eight and 10 people.





PHOTOGRAPHY: JONATHON COLLINS  
#OLYMPUSINSPIREDXJAPAN



# BEYOND THE BRIGHT LIGHTS

**IF YOU’VE GOT MORE TIME ON YOUR HANDS, VENTURE BEYOND THE CITY AND ADD THESE ADVENTURES TO YOUR ITINERARY.**

**CYCLE THE SEA:** The Seto Inland Sea, or Setonaikai, is home to a vast network of 3000 islands. You can jump on a boat to explore them or, for a different view, you can cycle across the water thanks to the Shimanami Kaido, a series of 10 bridges that connect six islands. Hire a bike in Onomichi city at the start of the 70km cycle trail, which can be completed in one day, or book accommodation along the route. Remember to budget approximately ¥500 to pay for bridge tolls.

**VISIT A WASTE-FREE CITY:** The residents of Kamikatsu in the Tokushima Prefecture are on a mission to become the country’s first zero-waste community by 2020 – and eco-conscious visitors can learn a lot from them. Visit the kuru-kuru (translation: circular) shops where people can exchange used items they no longer want for new products at no extra cost. The town also has a zero-waste brewery housed in a building constructed from reused materials.

**SLEEP TOUGH:** You can’t go to Japan without sleeping on a tatami mat – a floor mat made from rice straw and woven sea rush with a thin mattress laid on top – at least for one night. The Gion Hatanka hotel in Japan’s ancient capital, Kyoto, is a polished example of a ryokan; a traditional inn which offers the tatami sleeping option. The Ritz-Carlton in Kyoto also has luxury tatami suites, where the futons are dressed with 600 thread count linen.

**HEAD TO THE SLOPES:** According to a new survey by Wotif, Japan is the second most popular country for Australians to go skiing, behind New Zealand. The Happo-One Ski resort in Hakuba has 13 courses across 220 hectares of terrain, suitable for everyone from beginners to seasoned experts (it was also one of the venues for the 1998 Winter Olympics). Five-star hotel La Neige Higashi-Kan is a five-minute walk from the slopes, has an on-site massage service and jacuzzis in some suites.

**TAKE A HIKE:** Although Mount Fuji is Tokyo’s most famous hike, there are other breathtaking options in the country. Daisetsuzan National Park on the island of Hokkaidō covers more than 2300 square kilometres of active volcanoes and forests. Meanwhile, Kamikōchi in the heart of the Japanese alps is the starting point for multiple hikes, from one-day trips to seven-day expeditions.

PHOTOGRAPHY:  
DENISE KWONG  
#OLYMPUSINSPIREDXJAPAN



PHOTOGRAPHY: JONATHON COLLINS  
#OLYMPUSINSPIREDXJAPAN



## TOKYO RESTAURANTS

**UKAI TORIYAMA**  
Established over 50 years ago, Ukai Toriyama was the first restaurant in Ukai. Boasting famous secret sauces, lush gardens and tatami flooring, you are bound for a traditional experience, all while dining at the foot of Mt. Takao.

**TSUKIJI SUSHISEI**  
Located in the back streets of Ginza near the fish markets, a small wooden door frame with white flags hanging at the entrance leads you to Tsukiji Sushisei. It has been in the same location for 120 years, before the fish markets even existed. Locals are big fans of its sushi and it’s a great pit stop for a tasty feed.

**UKAI OWADA**  
Designed to resemble the market district from the Edo period (1603 to 1868), Ukai Owada serves an entirely tofu-based menu. Taking homemade to a new level, the tofu is made from scratch using premium soy beans and water from the venue’s very own 120-metre-deep well.





ALEXANDER  
LEUNG

# HOW TO CRACK THE JAPANESE MARKET

PHOTOGRAPHY: JONATHON COLLINS  
#OLYMPUSINSPIREDXJAPAN



*Tech blogger and media manager Alexander Leung moved to Hong Kong from Canada and now reports on the START-UP SCENE. Here's his ADVICE on doing business in Japan.*

**CHOOSE A CO-WORKING SPACE.** There are over 300 co-working spaces available in Tokyo alone, but they are usually tailored to a specific industry and often host events that fit a common theme. The Hub Tokyo, for example, hosts monthly events focused on social sustainability, whereas The Snack, located in the heart of Ginza, is a very hip, alternative space that even has a Bitcoin ATM set up inside. Those looking for a quiet space more focused on artistic or collaborative endeavours would find PAX Co-working great.

**DON'T UNDERESTIMATE ETIQUETTE.** Even in tech start-ups, understanding Japanese culture and doing the right thing can make or break deals. For example, being trusted in Japanese business culture is often more important than getting the best deal, so proving your reliability is more important than undercutting your competitor. In a business setting, silence is also valued over a lot of talking. For a useful reference, try reading *The Etiquette Guide to Japan: Know the Rules That Make the Difference* by Boye Lafayette De Mente.

**EXPECT RECRUITMENT STRUGGLES.** Finding start-up talent in Japan can be tough, especially in tech, mainly because of the newness of the industries. The traditional viewpoint of Japanese work culture is that you work at the same company until you retire. This is changing, but slowly, so you need to know where to look for new recruits. The website Wantedly (au.wantedly.com) is one of the country's most focused tech-recruitment

platforms but you need basic Japanese to use it. Meanwhile, Justa (justa.io) is a great English-speaking job board and GaijinPot is a news website for people looking to work or study in Japan.

**KEEP UP WITH INNOVATION.** Like any other country, the tech industry moves at a very fast speed here. You can stay on top of Japanese tech news by reading *Tech in Asia* (which also hosts an annual tech conference in Tokyo) or *The Bridge* for entrepreneurial news. And if you want to research specific start-ups, Coto.be.net and Entrepedia.jp are online platforms specifically built for Japan that allow you to see start-up metrics and company data.

**LEARN JAPANESE IF POSSIBLE.** Tokyo is not always English-speaker-friendly. Your first time riding the Japan Rail or ordering food will be an eye-opener as signage is only displayed in Japanese and most Japanese people have a very rudimentary, or no understanding, of English. There are many Japanese schools that offer day or night classes. Not only is it good for business, but key phrases will do wonders in getting locals to open up to you.



PHOTOGRAPHY: CHANTELE ELLEM  
#OLYMPUSINSPIREDXJAPAN

PROFILE PHOTOGRAPHY: EDWIN CHAN.  
LEUNG.ALEXANDER.COM



PHOTOGRAPHY: ANTE BADZIM  
#OLYMPUSINSPIREDXJAPAN

## POINTERS

### THE BUSINESS OF BUSINESS CARDS

Don't forget your business cards! In Japan it's an important part of meeting etiquette. For Japanese business professionals, a business card (*meishi*, pronounced 'may-shee') is an extension of their identity. "There are rules to remember," says Alexander, adding that it's all about signalling respect for the other person. "The highest-ranking person hands out their cards first and a card should be turned towards the receiver so they can read it. When giving and receiving, using both hands is a sign of respect." If you're standing, place it in your business card holder; if you are seated, place it on the table for the duration of the meeting and then place it in your business card holder. Even if you're sitting far away from the person in a group, don't toss or push the card across the table. Get up and walk over to them. "Never stuff a card into your pocket," adds Alexander. It's considered a big faux pas to place someone's business card in your back pocket or wallet.

### 9 THINGS TO KNOW WHEN TRAVELLING TO JAPAN

**1. PACK NICE SOCKS.** Most restaurants will ask you to remove your shoes when you enter. While households will offer guest slippers, at many public venues your socks will suffice – so make sure you pack nice ones.

**2. NO NEED TO TIP.** Some workers believe they don't need an extra incentive to do a good job, and will usually smile and hand your tip back.

**3. KEEP CASH ON YOU.** As technology-advanced as Japan is, it is still largely a cash-based society. Grocery stores and restaurants often don't accept card.

**4. TALK QUIETLY.** As a collectivist culture, Japan commonly emphasises the group over the individual. So when walking down the street, try not to eat or talk on your phone.

**5. CHERRY BLOSSOM SEASON DOESN'T LAST LONG.** Japan is well known for the Hanami season, when the city turns a soft pastel pink colour. However, this natural wonder only lasts for a maximum of two weeks and the timing slightly changes from year to year.

**6. BE AWARE OF YOUR CHOPSTICKS.** Sharing your food from chopstick to chopstick is considered taboo, because it resembles a Buddhist funeral custom. In order to share food, it is best to place the item on the other person's plate.

**7. WEAR POCKETS.** While not littering is important in any country, finding a rubbish bin in Japan's main city areas can be tricky, simply because they are not there. Trash cans disappeared from the city after a terror attack in 1995 and haven't returned. Japan goes to great lengths to keep their cities clean, so you'll have to just hold on to your rubbish.

**8. PRACTICE BOWING.** In Japanese society, bowing conveys many meanings. From saying hello to showing respect, Japanese people bow often so it's important to bow with your head down, or at least learn to incline your head.

**9. WAIT YOUR TURN.** Known for full-to-the-brim peak hour commutes, train stations provide floor markings on where to line up to get in each carriage. Join the queue – and whatever you do, don't skip it.

PHOTOGRAPHY: ANTE BADZIM  
#OLYMPUSINSPIREDXJAPAN





# LEFT FOR RUINS

*Far from its futuristic mega-cities, an Australian photographer is ENCHANTED by the EERIE BEAUTY of Japan's crumbling ARCHITECTURE and shuttered neglect.*

WORDS NICOLE SINGH

PHOTOGRAPHY BRETT PATMAN





It feels like you can see and hear everything with total clarity. Everything slows down. I generally try to work my way through as fast as I can. Noises like doors slamming and corrugated iron flapping in the wind never help to calm the nerves. I never feel comfortable when I'm in abandoned buildings," says Brett Patman, a photographer who specialises in capturing abandoned buildings.

"When I was in the Yubari surgery, I was terrified! It was three degrees Celsius, snowing outside and I was in an operating theatre with a bone saw left on the operating table. Scary stuff."

Brett's photographs from this trip document the silently dying city of Yubari, located in Japan's northernmost island of Hokkaido. Yubari's story is one of extreme economic and social change. Japan was once the third-largest coal-mining nation in the world and Yubari, put simply, had a lot of coal. This coal quickly became the backbone of the town, which boasted close to 120,000 residents in the 1960s, and even featured a coal-themed amusement park as its gleaming token of pride. But when the state government shifted resources away from coal and into oil in the 1980s, the mining business quickly dried up.



Crippled by mine closures and accompanied by failed attempts to boost tourism, Yubari went bankrupt in 2007, owing more than \$400 million dollars to holders of its municipal bonds.

This devastating figure converted into major unemployment, infrastructure closures and the area being mass-vacated. The town's population rapidly plummeted to approximately 10,000 people – less than 10 per cent of its mid-1900s heyday. Yubari's current claim to fame is housing the largest ageing demographic of people within Japan (by 2020, more people will be over 80 than under 40).

"In four days I probably saw less than 30 people on the streets in total," says Brett. "Yubari sits in a valley running along a river. It's surrounded by mountains, which were mostly bare as spring was yet to bloom. Everything seems bleak and quiet apart from the howling wind and the occasional crow."

Formerly a full-time hydrographer at Sydney Water, Brett's passion for abandoned spaces first emerged when completing a job for a client in a dilapidated foundry.



*In FOUR DAYS I probably saw less than 30 PEOPLE on the streets in total. YUBARI sits in a valley running along a river. It's surrounded by MOUNTAINS, which were mostly BARE as spring was yet to bloom.*



"My colleague cleaned the oil cooler with compressed air, blasting all the dust and dirt out of the cooling fans into the air and then sun rays filtered through the perspex sheets and created this amazing scene. I think I still have an iPhone shot of this moment somewhere."

It's seemingly mundane moments like these, that most of us would disregard, that intrigue Brett, and which led him to begin capturing abandoned spaces. His photos have a bleak sadness to them and blend the line between realism and art.

Starting out in his hometown of Sydney, Brett has photographed some of Australia's most iconic – and equally forgotten – venues, from abandoned hospitals through to pubs where the last call for drinks was more than 30 years ago.

But he's not always welcome. "The ethics of urban exploration are pretty grey, [though] I guess in terms of the law it is pretty black and white. It's trespassing if you don't have permission and you run that risk in entering a property," says Brett. "But I think there are other factors beyond this which are worth considering – I think documenting these places is important."

For Brett, who now approaches stakeholders directly for shooting permission, the photos he takes are key to heritage preservation; helping others appreciate the built environment around them and generating discussions on how these abandoned spaces could be utilised for the community's benefit.

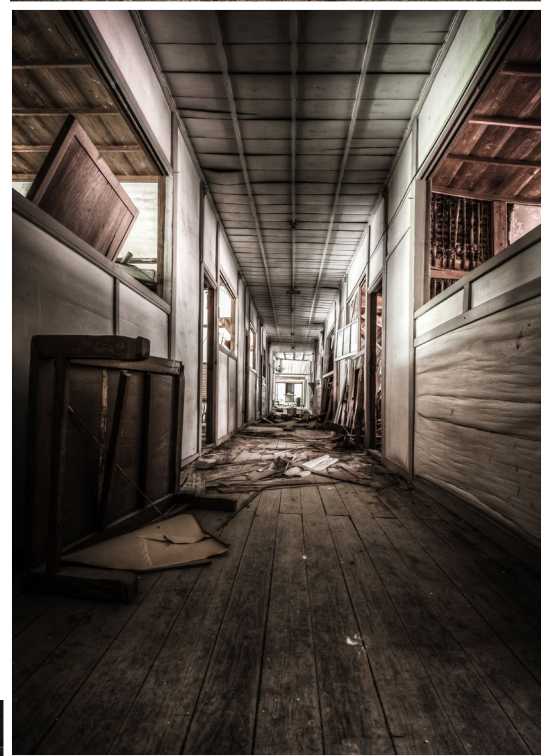
But this doesn't mean Brett has been accepted into the folds of the urban exploration (also known as urbex) community, who, according to Brett, prefer to keep their escapades secret.

"To say we should keep a site that really needs to be demolished a secret, when it clearly already wasn't, so a select few

people can go there to take a selfie is not something that makes sense to me," says Brett. "A more sensitive building on the other hand, which is actually vulnerable to vandalism, is worth keeping a secret and shouldn't be published."

While Yubari was recommended to Brett by a friend, his travels through Japan didn't end there. From the most northern island of Hokkaido, he traveled to Kinugawa, just outside of Kyoto, where a hot spring resort has become increasingly dilapidated since the last guest left in 1999, and then on to Nichitsu Ghost Town, an old mining village not far from Tokyo.

"There is a plant there that grows everywhere called fukinoto," recalls Brett. "I noticed it everywhere and asked our contact about it. She told me it represents the very beginning of spring as it's the first thing to grow after the snow melts. It's also edible and the Japanese often pick it while young and coat it in tempura batter. This plant was sprouting everywhere in the ruins. It's proof that despite all the degradation, nature finds a way." 🍱



@lostc0llective

NOMAD

PHOTOGRAPHY: BRETT PATMAN

