



Let's stick together  
ベタベタ一緒

GUM tape in japan  
joachim müller-lancé

1. hello everybody, i'm bringing you greetings from pechakucha san francisco. this is my 6th presentation; i specialize in "totally useless research" – tonight i present my findings on GUM tape in japan.



2. gum tape, as you know, comes in a wide range of colors. here are the most popular choices: sunburn, baby poo, ice coffee and dog.





3. there are so many ways to use gum tape: you can create a chain container, repair your toilet paper dispenser, secure your stage equipment, or operate on your shop mascot....



4. you can often observe gum tape applied to traffic cones. check it out on the right: there is green tape over yellow-and-black tape wrapped around two broken poles, attached to two double-cones and a tire, topping a small concrete pillar....





5. here we have an east-west comparison: the famous rainwater leak deviator. on the left in the tokyo subway, on the right in san francisco, at kinokuniya in japantown.

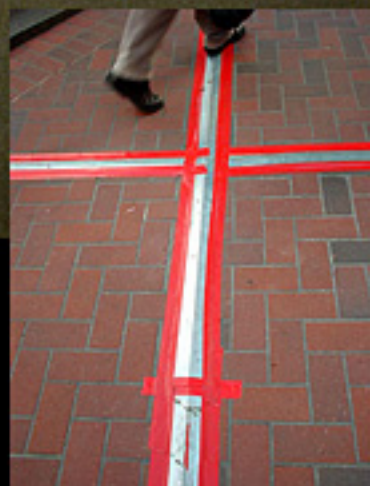
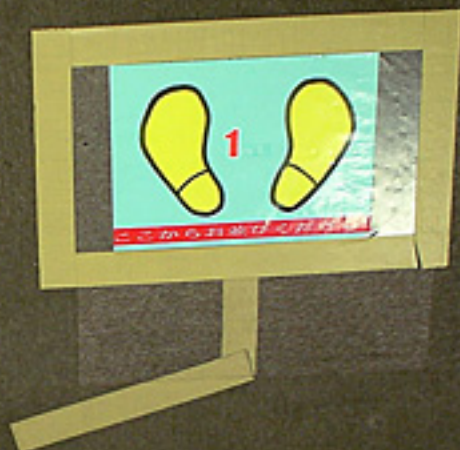


6. this situation i found at the back entrance of designers week – very strange. i have no idea what purpose it served or what it means. some of the writing seems to indicate packing or shipping?





7. this makes a lot more sense: the *gotanda lane dividers* – a very handsome precision job. alas it's only temporary – *mono no aware*. i would almost say this looks better than the final real street markings.



8. here's the same thing for pedestrians – the feet are classic japanese, like the *tomare*-signs: that's a computer outprint on carpet, covered with plastic foil, secured with tape. – the rest is from san francisco, taped-down sheet metal protecting fresh tile grout.





9. lettering is another popular application of gum tape: i could show a lot more, but that would be another complete research and presentation, so this is just a small taste.





10. here's the *gotanda pedestrian toe protector*: a great piece of 2.5-dimensional tape design on this freestyle asphalt patch: it serves to smooth the edge as well as highlight it. — you can find a lot of tape around edges that you might encounter with your toes; let's see the next image....





11. this is another great example for striped tape, it looks like it's from the grunge era: there's 2 different stripe patterns, and lots of classic brown tape, and confusing adhesive arrows etc. it's like some people think: when it looks like a lot of work, it's art.



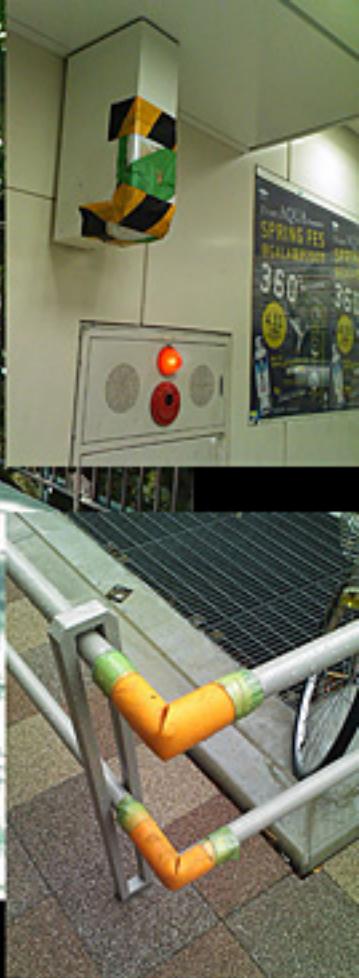


12. let's compare again with san francisco's japtown: they counter with red+white stripes, and they made little red "sticky feet", and they also fashioned little day-glow socks for that larger sign on the bottom left. very nifty.





13. and here is construction at kyoto station: in their diplomatic way, they use yellow with black, *and* red with white too. best of both worlds, you know.



14. yes, striped tape is your friend. it is there to protect you: here's the *kiyomizudera* obstacle course, the *shibuya* head alert, and the *nagoya* groin protector. yellow and green seem to be the latest trend for this spring? we'll see more of it later.





15. construction pillars at train stations are a barometer for moods and trends. hatanodai station says: be green – use the train – leave your car at home.

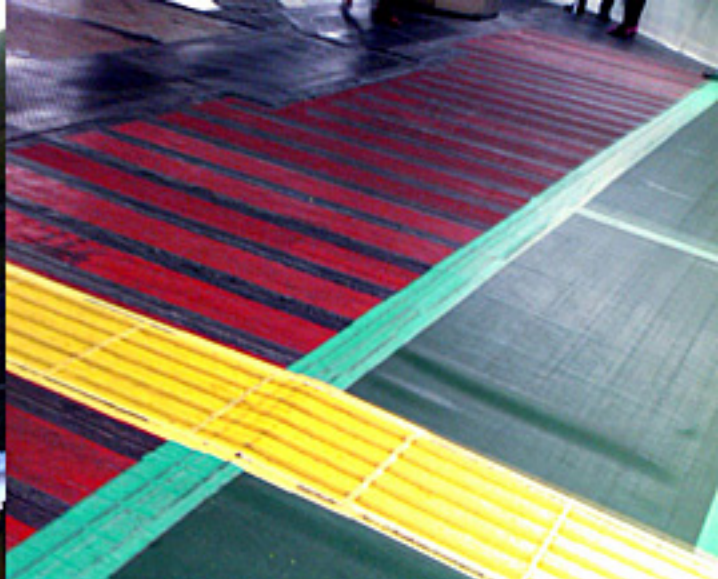


16. setagaya announces 2010, the year of the tiger: bold, manly, assertive – “we can do it.”





17. JR shinkansen celebrates with royal blue for the winning team: *nippon kitto-kachi*.



18. good old JR yamanote line gets romantic with valentine colors, red and pink.





19. to conclude, here's the best one of course – tokyo station. once again, as i mentioned before, the current colors of the season in station maintenance fashion: green-yellow-white... spring is in the air.



thank you!



20. thank you thank you thank you.