



Starter Dwelling

— Temporary Housing for the Revitalization of the Shopping Street —

DESIGN CONCEPT

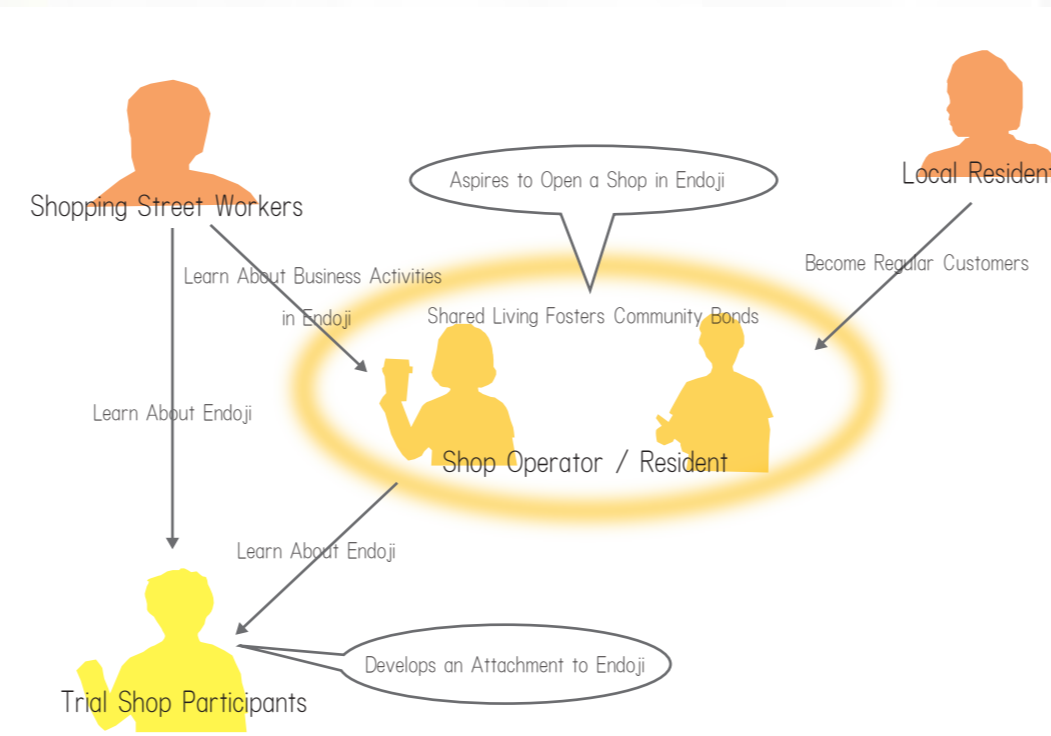
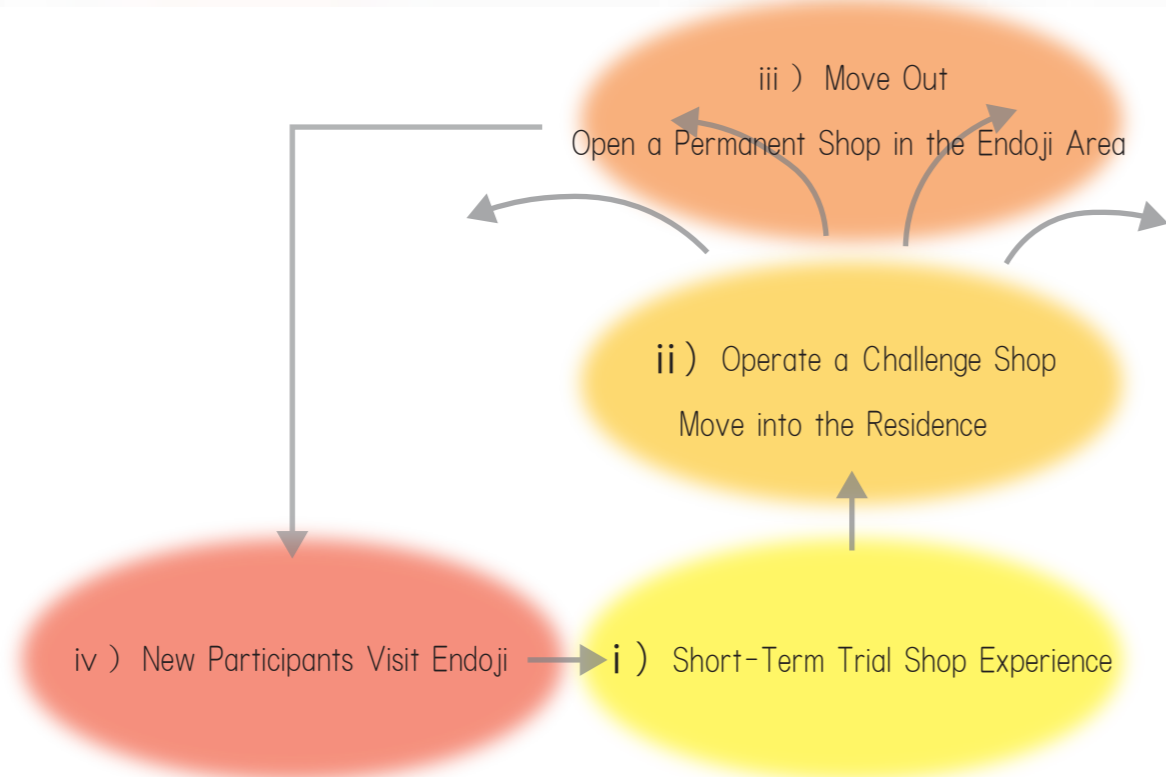
A site survey revealed that Endoji Shopping Street has a rapidly aging population, making it difficult to sustain its vitality in the long term. To address this issue, this project proposes a complex consisting of challenge shops and shared housing for entrepreneurs.

People can open shops with minimal financial risk and live within the same building during the start-up period. After operating their businesses for one to three years, residents are expected to move out and establish permanent shops in the surrounding area, while new participants move in and continue the cycle.

In addition, a short-term pop-up space allows visitors to experience running a shop for only a few days, further lowering the barriers to entrepreneurship. Because residents stay for a limited period, building a community can be challenging.

Therefore, the housing is designed as a shared house with communal dining and bathing facilities, encouraging close relationships among residents.

The project also creates opportunities for interaction between shop operators, local residents, workers in the shopping street, and visitors, helping to strengthen the social network that supports the future of Endoji.



EXAMPLES OF RESIDENTS

Age / Gender	Business Type	Household	Desired Lifestyle
F26	Izakaya	Lives with husband	An outgoing couple who care deeply about interior design and enjoy sharing part of their lifestyle with visitors.
M28	Art Gallery	Lives with wife	Introverted personality who wishes to create art in a quiet environment while directly observing visitors' reactions.
M22	Leather Craft Demonstrations	Lives alone	Wants many people to observe the production process while enjoying solitude outside work.
F24	Vintage Clothing Store	Lives alone	Free-spirited and outgoing, seeking interactions with diverse people in both work and private life.
M30	Wooden Furniture Store	Lives with wife	Desires a calm lifestyle and hopes many people in the complex will experience his furniture firsthand.
etc.

