

GS Grand Seiko

DAY 02

Izu Peninsula



MEDIA TRIP

DAY TWO | 8 am

TOUCH POINT:

Tokyo to Izu Peninsula

OBJECTIVE:

- Train journey marks transition from urban Tokyo to the Ushio landscape
- Moves story from brand philosophy to natural environment
- Travel becomes part of the Ushio experience

Regroup at hotel lobby ----- Breakfast ----- Tokyo Station

KEY MOMENT : SAPHIR ODORIKO TRAIN

KEY MESSAGE



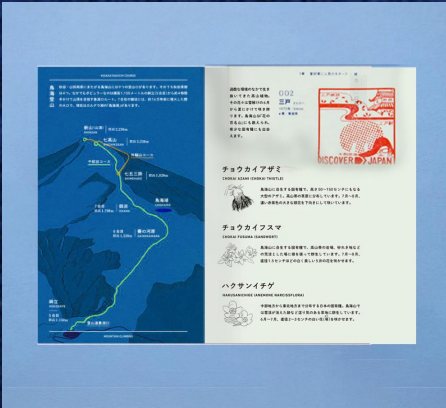
- Coastal views introduce the tides that inspired Ushio
- Ushio Logbook encourages guests to observe highlights along the route

*6 pax per cabin (4 media + 2 GS) x 2

The Ushio story moves from philosophy to place as the journey follows the coastline where tides shape daily life.

Lunch

DELIVERABLES



Key window sighting reminder (a page in the Ushio Logbook)

Okado

- Signature set meal, a traditional seafood hot pot rooted in the coastal culture of Minami-Izu
- Inspired by the nourishing meals once prepared by local ama divers after gathering abalone, shellfish and seaweed from the sea
- Rich mix of seafood, vegetables and miso broth reflecting the bounty created by the rhythms of Ushio



KEY MOMENT : CULTURAL INTRODUCTION



- GS rep introduces Izu as an analogy to illustrate the Ushio story.
- Everyday life and environment shaped by coastlines, tides and fishing culture

KEY MESSAGE

Understanding Ushio starts with understanding the sea.

KEY MOMENT : PRODUCT ORIENTATION + HANDS ON



- Guests are invited to discover the Ushio diver up close in an intimate, hands on experience
- Presented in the coastal landscape that inspired it
- Opportunity to observe the dial, textures and colours in natural light and highlight the micro adjustment feature
- Potential physical displays: Prototype dial and cases

KEY MESSAGE

Seeing the Ushio diver beside the sea reveals the deeper meaning behind the watch and its story.

Kohei Ueno:

Practitioner & Cultural Interpreter

To ensure the Ushio story is experienced with authenticity and depth, Kohei joins the journey as a credible voice that will guide guests through the coastal rhythms that inspired the diver.

A Perspective Formed by the Ocean.

As a professional freediver and underwater photographer, Kohei spends much of his time underwater, observing tides, movement and the subtle forces beneath the surface.

An Authentic Voice.

Kohei's role is **NOT** an ambassador. Instead his role is to offer perspective that carries authenticity and credibility, helping media interpret the meaning of Ushio through lived experience.



KEY MOMENT : CURATED EXPERIENCE BRIEFING

- Shares his understanding of Ushio environment as a freediver and photographer
- Ushio becomes a metaphor for change, timing and moving with the current
- His perspective makes the Ushio philosophy credible and relatable



KEY MESSAGE

The changing tides remind us that precision is not about resisting change, but moving with it.

Through Kohei's perspective, the philosophy of Ushio becomes deeply credible.

Q&A

Depart to Ryokan

Mood reference for Product Orientation

OBJECTIVE:

- Turn the Ushio reveal into an emotional moment aligned with the coastal environment



MEDIA TRIP

DAY TWO | 3 pm

TOUCH POINT:

Ryokan in Izu

OBJECTIVE:

- Guests experience the hospitality and atmosphere of a coastal ryokan
- Introduces the slow rhythm of traditional Japanese living

Arrival at Ryokan ----- Welcome ----- Check-in ----- Quick refresh

KEY MOMENT : THE USHIO INTRODUCTION

- At the Ao Terrace at Izu Panorama Park, guests enjoy sweeping views, revealing the meeting point of sea, sky and coastline
- In this moment, Kohei highlights the idea of Ushio, setting up the immersive experience that will occur on Day 3
- Observing nature cues that connect to blue and green Ushio dials



KEY MESSAGE

Ushio reflects the powerful yet invisible movements of the ocean. Along the Izu coast, the convergence of two major currents creates the dynamic ecosystem that defines the region.

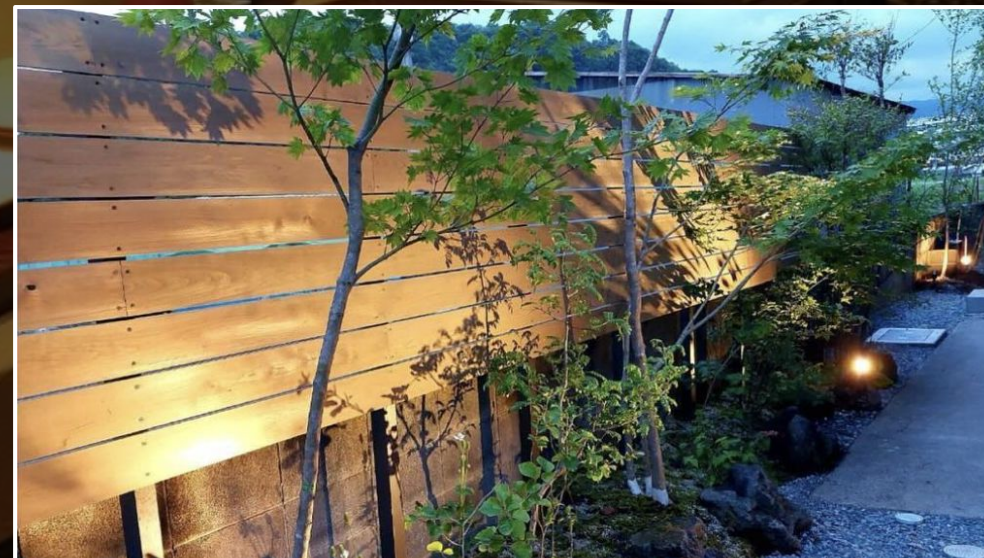
Depart for dinner

Collection of stamp 2



Kuruha

- Seasonal omakase led by a chef trained under an original Iron Chef master
- Celebrates Izu seafood and farm produce, reflecting the rhythms of land and sea
- Craft and discipline of Takumi expressed through each course
- Intimate dining creates moments of Ma, supported by warm Omotenashi



KEY MOMENT : DINNER WITH GS TEAM

- Hosted dinner with the Grand Seiko team
- Seasonal coastal ingredients reflect Izu's maritime culture
- Informal conversations deepen understanding of Ushio's story
- Reinforces the connection between watch, people and place



KEY MESSAGE

The Ushio journey is not only about watches, but about the people and places that shape their story.

Group photo op ----- Depart for Ryokan

Interview Window 1 with GS Designer (10 minutes per media, max 4 media)

Rest and relax

DAY 03

Izu Peninsula



MEDIA TRIP

DAY THREE | 7:30 am

CURATED TOUR WITH KOHEI: CHAPTER 1

The Silent Source

OBJECTIVE:

- Introduce Ushio through unseen motion
- Invisible forces quietly shape landscapes, livelihoods and life

Breakfast in Hotel ----- Depart to Kakita River Park via chartered bus

KEY MOMENT : THE UNSEEN CURRENT

- Visit Kakita River, where 1 million tons of Mt Fuji spring water emerges daily after travelling underground
- Observe how water can remain hidden for years before surfacing
- Experience how unseen currents sustain agriculture, ecosystems and coastal life



'Wakima': the pure spring water



*Geological time shaping
present life at Kakita River*



Drinkable pure spring water

KEY MESSAGE

Kohei:

- Ushio motion that is unseen yet continuously giving.

GS Team:

- Like Takumi craftsmanship, the most important elements are often invisible

Content ops ----- Depart to lunch

KEY MOMENT : TASTING THE CURRENTS

- Lunch featuring Kinmedai (Golden Eye Snapper) from deep coastal waters (around 300m)
- Region shaped by the meeting of warm Kuroshio and cold Oyashio currents



ニサク印の海産屋



Kinmedai / Gold Eye Snapper



Kuroshio / Oyashio Current Demo

KEY MESSAGE

Kohei:

- Life beneath the sea follows the rhythm of powerful invisible forces.

GS Team:

- Like the ocean's currents, the Ushio diver's Spring Drive UFA balances powerful forces to maintain stability.

Content ops ----- Depart to Dogashima Geosite Cruise

Collection of stamp 3



Kaisanya ニサク印の海産屋

- Guests enjoy Kinmedai, a deep-sea fish thriving where ocean currents create ideal conditions
- Simply prepared to highlight natural flavour, reflecting the discipline of Takumi
- Modest local setting expresses genuine Omotenashi
- Relaxed pace offers a quiet moment of Ma during the coastal journey



MEDIA TRIP

DAY THREE | 2 pm

CURATED TOUR WITH KOHEI: CHAPTER 2

The Visible Force

OBJECTIVE:

- Reveal how natural forces shape the coastline over time
- Demonstrate rhythm and timing within apparent chaos

KEY MOMENT : SHAPED BY THE CURRENT

- Cruise through Dogashima geosite with cliffs, sea caves and volcanic formations
- Guests observe wave intervals and the rhythm of the sea
- Observing light and shadow, nature cues that connect to blue and green Ushio dials



Dogashima Geosite Cruise



Sea caves observation



Rock formation observation



Current reading live demonstration

Content ops ----- Depart for Dogashima Tombolo

KEY MESSAGE

Kohei:

- Sea caves formed by earthquakes and tides, turning destruction into opportunity

GS Team:

- The Ushio diver provides **stability and composure** even in changing conditions.

Collection of stamp 4



MEDIA TRIP

DAY THREE | 3 pm

CURATED TOUR WITH KOHEI: CHAPTER 3

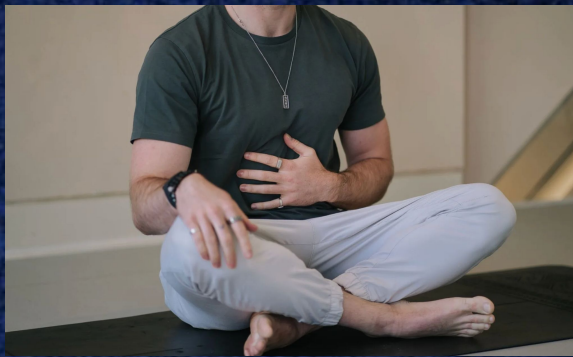
The Internal Tide

OBJECTIVE:

- Shift the Ushio narrative from landscape to personal rhythm
- Experience the rhythm of time within the body

KEY MOMENT : THE USHIO WITHIN US

- Witness the Tombolo, a pathway that appears only at specific tidal conditions
- Demonstrates how timing determines when connection is possible



- Guided breath awareness inspired by freediving
- Observe how breathing influences calm, focus and awareness

KEY MESSAGE

Kohei:

- Breath is the Ushio within us: invisible, cyclical, quiet, and continuous.

GS Team:

- The Ushio diver is designed to stay in rhythm with both nature and the person wearing it.

Content ops ----- Depart for Koganezaki (Golden Cape)

KEY MOMENT : SUNSET REFLECTION



- Day concludes at Koganezaki
- Sunset over the Pacific with Mt Fuji in the distance
- Moment of reflection connecting springs, tides and ocean currents

KEY MESSAGE

Kohei:
Life moves in continuous waves;
moments of change, opportunity
and renewal.

GS Team:
This is the lived truth behind Grand
Seiko's brand philosophy, that every
moment is *Alive in Time*.

Content ops ----- Depart for Ryokan

Collection of stamp 5



Mizu no Sato Marukyu Ryokan

- A private kaiseki dinner reflects Izu's mountains, sea and coastlines
- Seasonal ingredients including fresh seafood, local wasabi and Suruga Bay salt
- Culinary discipline expresses Takumi craftsmanship
- Calm setting offers a moment of Ma, with attentive Omotenashi



MEDIA TRIP

DAY THREE | 8 pm

CURATED TOUR WITH KOHEI: EPILOGUE

Fireside Chat

OBJECTIVE:

- Create an intimate space for guests to reflect on the Ushio journey
- Encourage discussion of new insights and personal perspectives



KEY MOMENT : FIRESIDE CHAT

- Fireside chat with GS design and testing teams
- Reflect on springs, tides and currents experienced during the journey
- Discuss Takumi craftsmanship and lifelong refinement



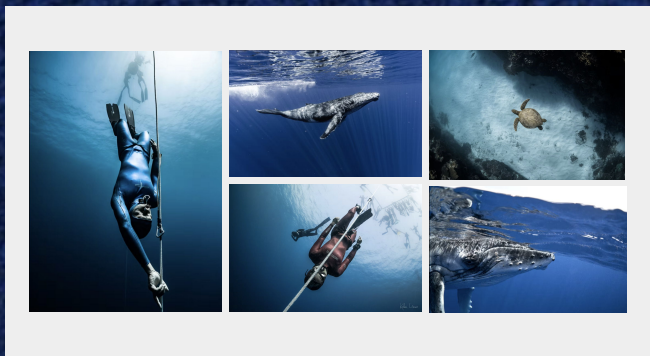
Lead designer does a live sketch of Ushio watch

KEY MESSAGE

Grand Seiko precision is not only the result of engineering and innovation.

It is the outcome of human dedication shaped by nature.

DELIVERABLES



Pre-curated Kohei's photography work

Media to share a favourite picture they took of the currents with the lead Grand Seiko designer.
(Lead designer to present unique Ushio dial sketch as parting gift the next morning)



DELIVERABLES



Acrylic frames



Pre-sized paper for dial sketches



Grand Seiko branded seal

Group photo op ----- Rest & Relaxation

DAY 04

Izu Peninsula



Breakfast at Ryokan ----- Interview Window 2 with GS Designer (10 minutes per media, max 4 media)

OPTIONAL : SNORKELLING



- Optional coastal snorkelling experience with Kohei
- Encounter the marine environment firsthand
- Participants receive the final Ushio logbook stamp

KEY MESSAGE

Completing the Ushio journey means entering the water that inspired it.

OR

OPTIONAL : JOGASAKI COASTAL WALK



- Optional exploration of Jogasaki Coast led by Kohei
- Discover geological features shaped by natural forces
- Participants receive the final Ushio logbook stamp

KEY MESSAGE

Completing the Ushio journey means experiencing the coastline that's been influenced by it.

Lunch



Myogi-tei

- Final meal at Myogi-tei, a small soba and udon house
- Handmade noodles and simple regional dishes reflect Takumi discipline
- Warm hospitality expresses Omotenashi
- A relaxed moment of Ma before departing Izu





Depart for Ryokan ----- Check-out



KEY MOMENT : FAREWELL PACK -----



KEY MESSAGE -----

The Ushio journey does not end here.

Through these mementos from Izu,
the dial unique sketch, hand-dyed
scarf and local produce, guests carry
the rhythm of Ushio with them long
after the tide has receded.



Depart for Tokyo



Depart for home country

What's inside the Farewell Pack



Unique Ushio dial sketch by the lead designer from media's photograph of the waves



Dial sketch in acrylic frame

- Guests receive a farewell pack
- Includes Ushio dial sketch by the lead designer inspired by their wave photograph
- Indigo-dyed scarf as a lasting reminder of the Ushio journey



Ushio Japanese Indigo dye scarf



Izu local produce wrapped in the Ushio scarf

The background is a deep blue night sky filled with numerous small, distant stars. A bright, glowing yellow star is positioned on the left side. At the bottom of the frame, a dark, jagged mountain range is visible. In the upper center, a large, circular, golden mechanical moon is depicted, featuring intricate gears, a cross-like structure, and a small globe at its center.

Thank you