

(JL)

*MIKEI RED REISHI*  
Nikkei Co. & Nikkei Marketing Co.

### *About*

The Mayuzumis are a multi-generational mushroom growing family. Their humble beginnings began in the 1930s in Gunma Prefecture, a mountainous region in Japan renowned for its pristine environment and agriculture.

The goal is to tell their story as the pioneers of red reishi mushroom cultivation -- capturing the generations of knowledge and their legacy of longevity.

This project will be split in multiple locations within Japan from July 29th to August 1st, with a focus on lifestyle, portrait, textures, and product photography.

### *Itinerary Summary*

**Gunma, Japan ( July 29-August 1, 2023 )**

- a/ 茶寮いま泉 Saryo Imaizumi
- b/ 庄屋久平 Shoya Kuhei
- c/ Nikkei Co.
- d/ Reishi Farm and Surrounding Areas

### *Shotlist Overview*

- Lifestyle photos of Mayuzumi Family
- Mayuzumi Family portraits
- Personality portraits of farmers and staff
- Textural and scenic photos of the farm / facilities / Japan
- Product boxes in scenic & farm backgrounds
- Reishi mushrooms in the greenhouse setting
- Reishi cultivation/extraction process
- Action shots of farmers during the harvest

A legacy of longevity

The pioneers of red reishi mushroom cultivation

Generations of knowledge





*Day 1: Sat, 07/29 : 茶寮いま泉 Imaizumi { Tatami Room, Garden, and Exterior }*

*Day 2: Sun, 07/30: 庄屋久平 Shoya Kuhei { Tatami Room & Garden }*

*Day 3: Mon, 07/31 : Nikkei Co. { Office, Warehouse, Farm, Company Sign }*

*Day 4: Tues, 08/01 : Reishi Farm*

Saturday, July 29

● Call Time ~14:30

茶寮いま泉 { Imaizumi }

1174-2 Kasakakecho Azami, Midori, Gunma 379-2311, Japan

( Lifestyle Portraits )

Mr. & Mrs. Mayuzumi, Eri, Miki

Day 1 ( Saturday, July 29 )

Time	Activity
1:30pm ~ 2:00pm	Arrive & Check In
2:30pm ~ 2:45pm	Car Drop-off @ Nikkei Co. Photos of Mayuzumi Family in front of Nikkei Co. Sign
3:30pm	Leave for Saryo Imaizumi
4:00pm - 5:00pm	Lifestyle & Portraits of Mayuzumi Family ( Outdoors ) @ Saryo Imaizumi
5:00pm	Wrap



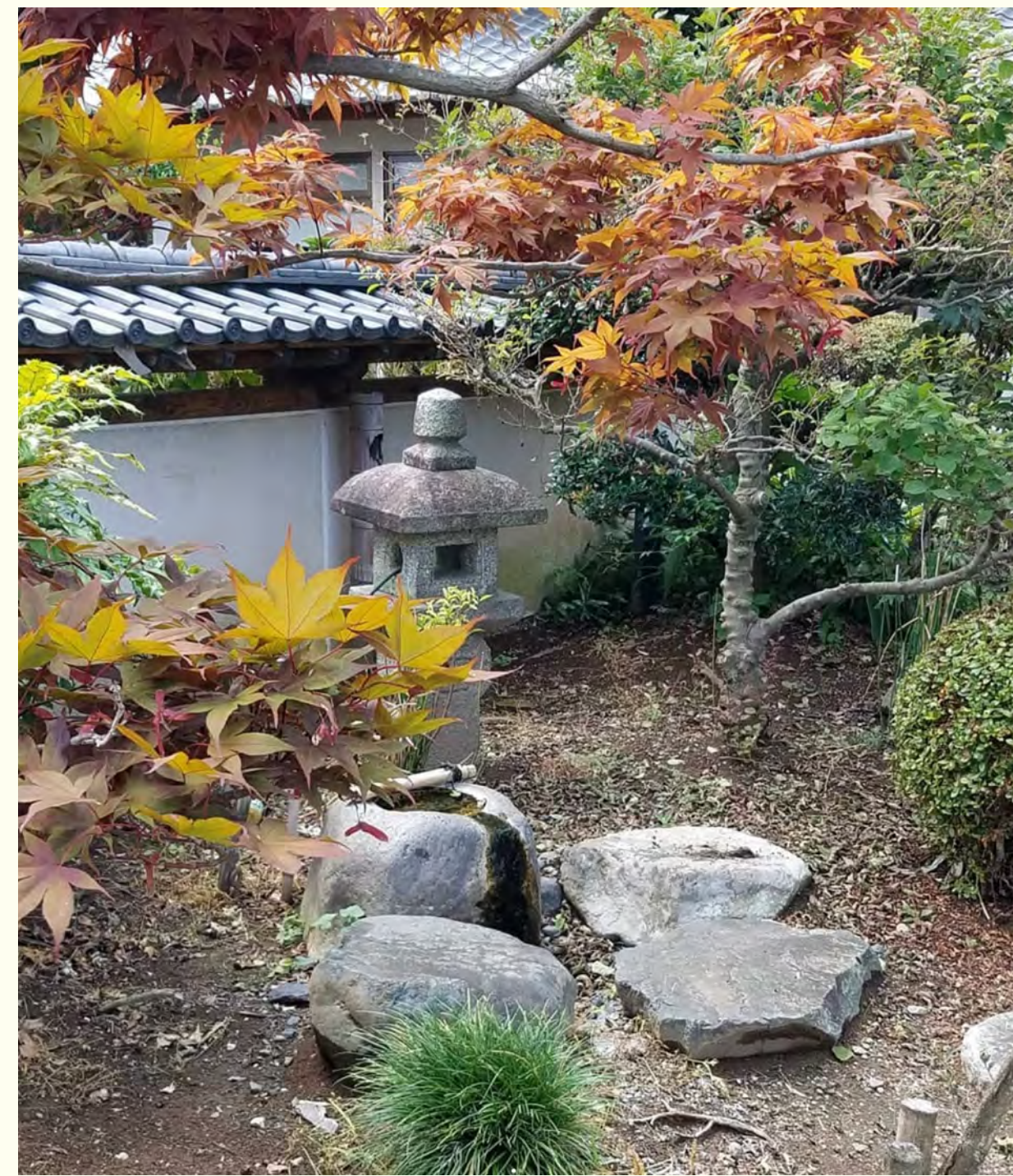
Sunday, July 30  
 Call Time ~ 10:00  
 庄屋久平 Shoya Kuhei

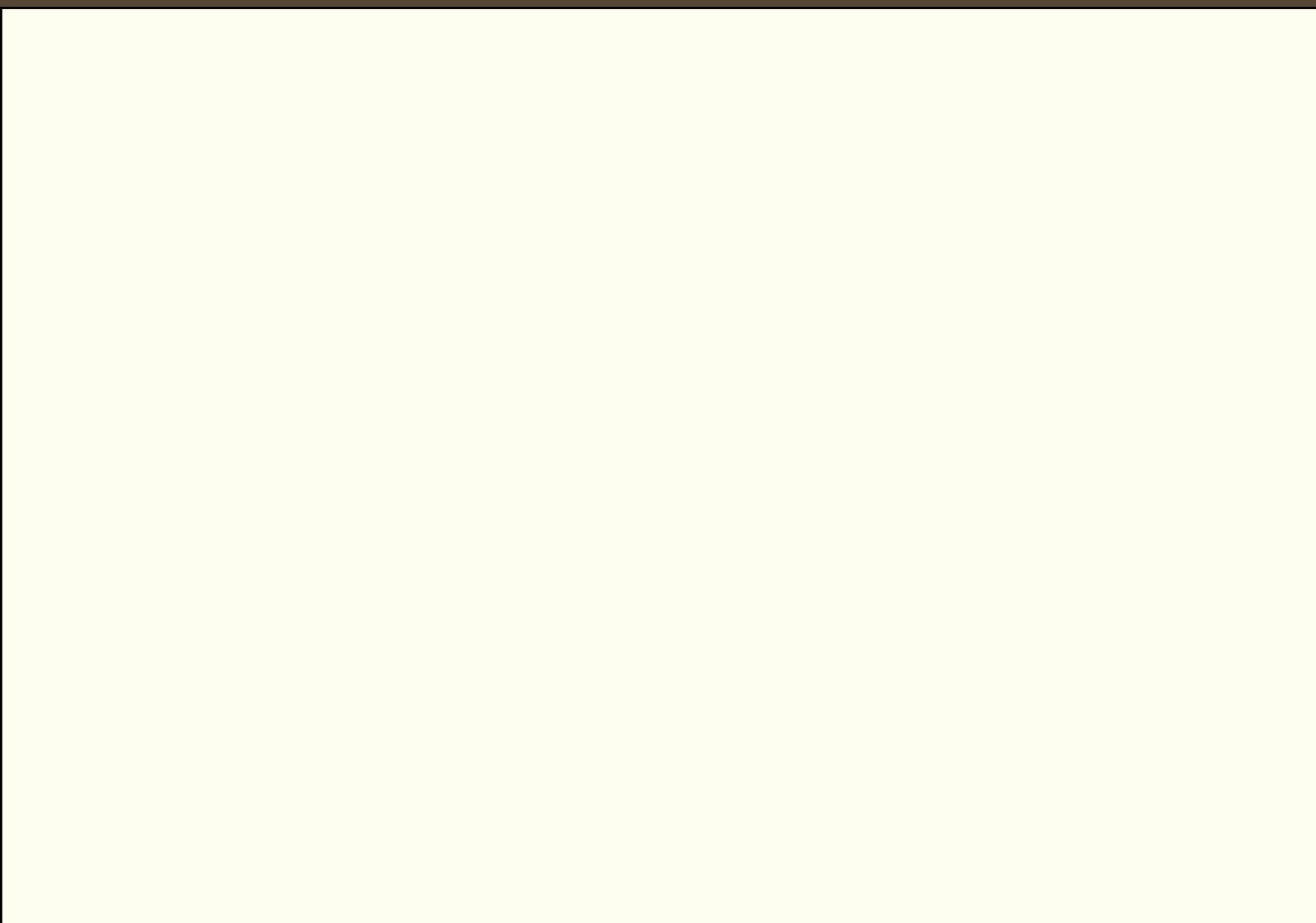
4804-1 Kasakakechoshika, Midori, Gunma 379-2313, Japan

( Lifestyle Portraits )  
 Mr. & Mrs. Mayuzumi, Eri, Miki

Day 2 ( Sunday, July 30)

Time	Activity
8:00am ~ 9:30am	Breakfast
10:00am	Car Pick-up
10:30am - 11:30am	Mayuzumi Family Photos @ Grapevine Garden & Nikkei Co. Sign
12:00pm	Lunch
2:30pm ~ 3:30pm	Product Photography in Outdoor Japanese Garden @ Shoya Kuhei





Monday, July 30  
Nikkei Co.

● Call Time ~ 08:45

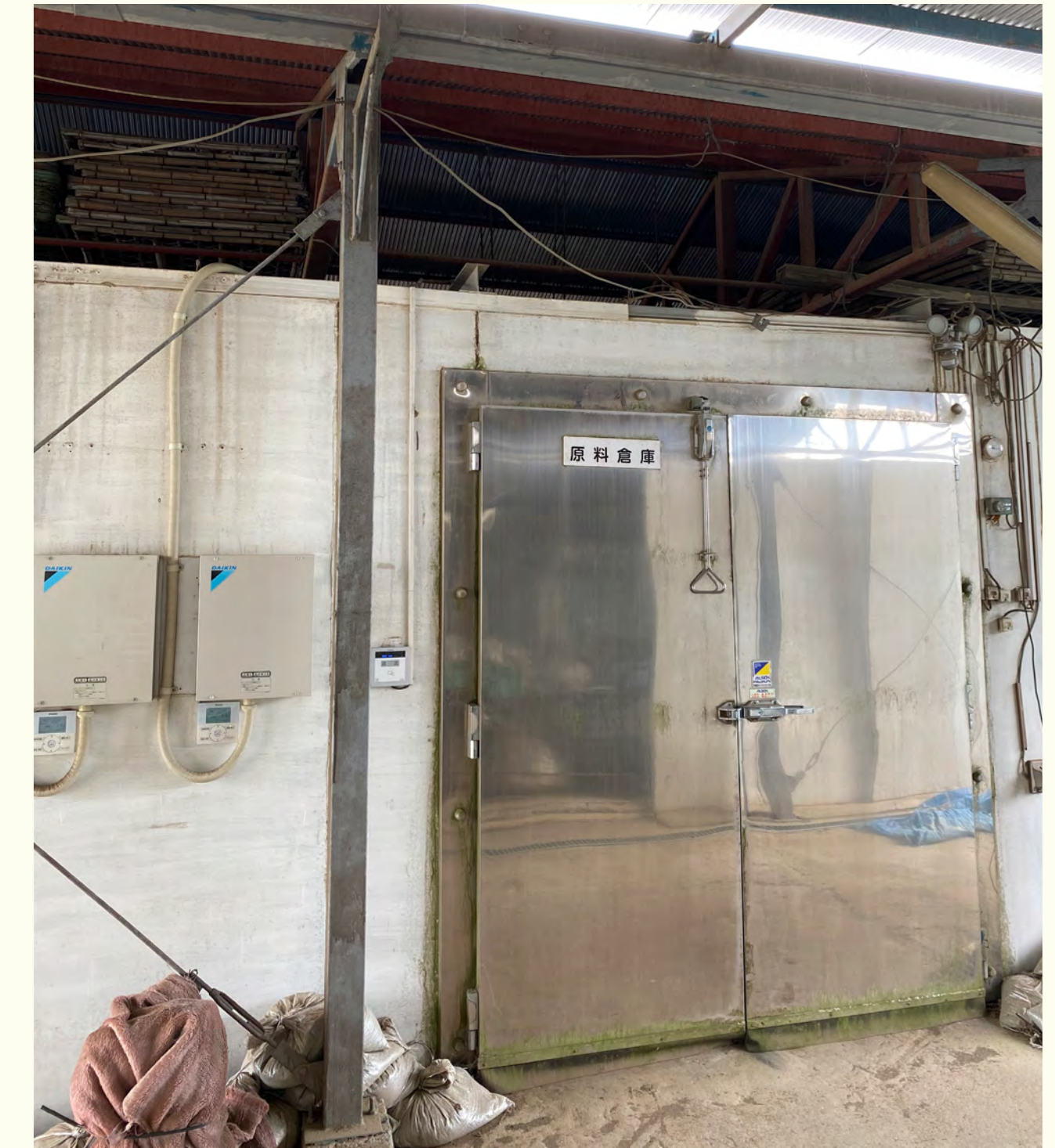
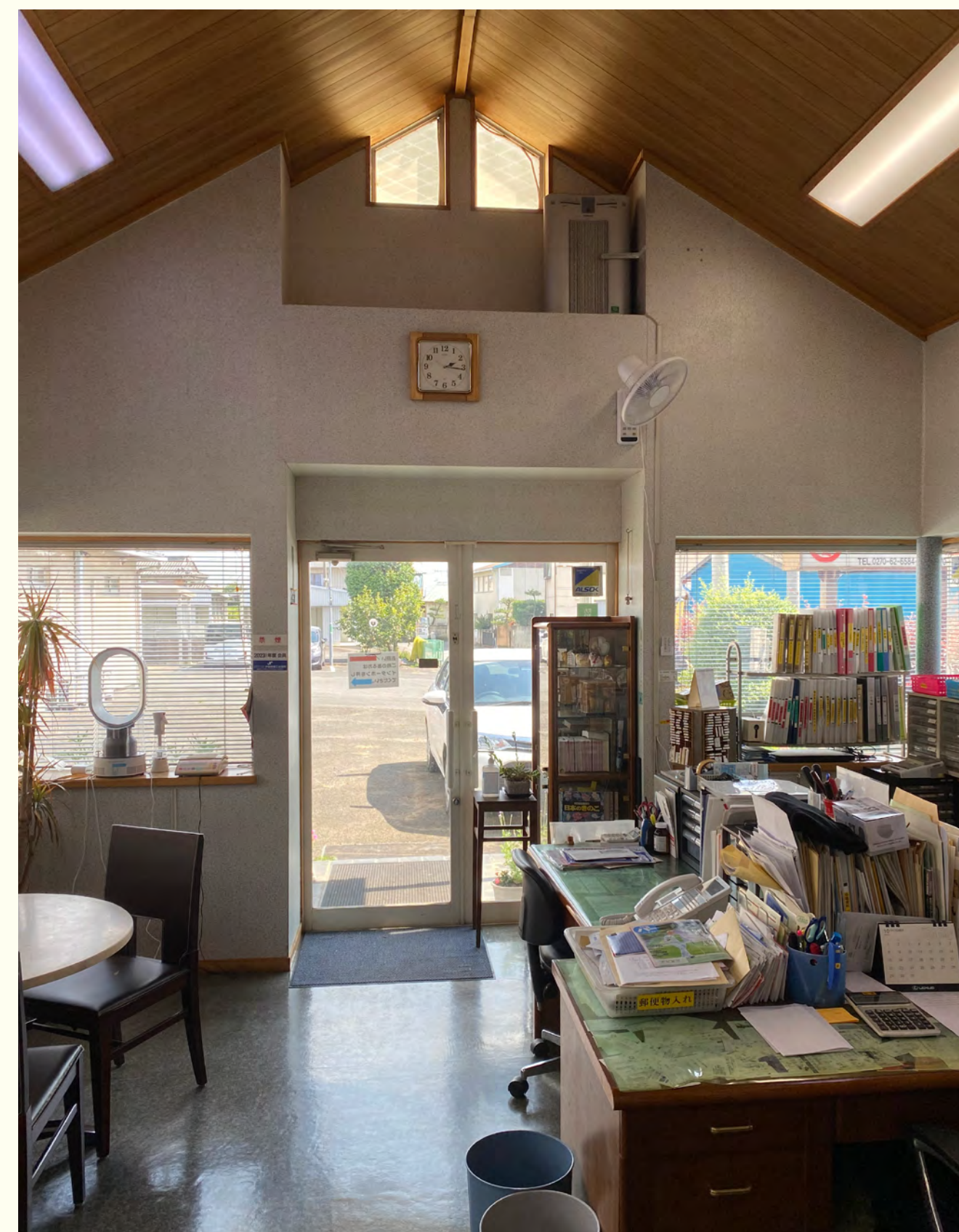
1 Chome-1155-2 Tabeicho, Isesaki, Gunma 379-2222, Japan

(Lifestyle Portraits)

- 1) Nikkei Co. Staff
- 2) Mayazumi Family

Day 3 (Monday, July 31)

Time	Activity
7:15am ~ 8:15am	Breakfast
8:45am	Car Pickup
9:15am-10:15am	Location Scout
10:30am - 12:00pm	Lifestyle & Portrait Photos of Factory Workers in Factory/Warehouse
12:00pm - 1:00pm	Lunch
1:00pm - 1:45pm	Group Photos
2:00pm	Wrap







Tuesday, August 1  
Reishi Farm

● Call Time ~ 09:30

( Lifestyle Portraits )

- 1) Reishi Farmers
- 2) Eri

Day 4 ( Tuesday, August 1 )

Time	Activity
7:45am ~ 8:45am	Breakfast
9:30am	Car Pickup
10:00am - 10:30am	Arrive & See Reishi Farm
11:00am-12:00pm	Lifestyle & Portraits
12:00pm	Lunch
1:00pm - 2:00pm	Landscapes & Textures
2:00pm - 4:00pm	Documentary/Lifestyle Photos @ Reishi Farm
4:00pm	Wrap

