



PAPERSKY

PROJECT KIT

PAPERSKY Project

Orbiting around the lifestyle magazine “PAPERSKY” launched in 2002, our projects have all been part of an attempt to create a new media themed on “journeys”. These include the Japanese/English bilingual web media “PAPERSKY Japan Stories”, tour projects for uncovering hidden regions of Japan, cultural Hike & Bike guidebooks and developing products and gear that enhance travel both indoors and outdoors. Originally from the U.S. and based in Japan for nearly 30 years, Editor and Creative Director Lucas aims to bring his unique perspective on culture and nature via an organic media format that brings information to readers both inside and outside of Japan.





About the Founder



Lucas B.B

Founder, Creative Director, Editor and CEO

Born in Baltimore, U.S., in 1971. Grew up in San Francisco. Lucas began making magazines at the tender age of 12 and has carried this on till the present day, always aiming to inspire readers and to broaden their horizons. He graduated University of California in 1993, and on the very next day came to Japan with just a backpack. Following stints as a writer specializing in lifestyle and culture for “Time”, “Wired” and “The Japan Times”, Lucas launched the bilingual magazine “Tokion” in 1996. This became a legendary publication highlighting Japanese youth culture of the 1990s to the world.

This was followed by the first edition of travel and lifestyle magazine “PAPERSKY” in 2002. The concept was to create a fresh media with a new perspective, a kind of “ethno travel” that seamlessly weaves together time, nature, and culture, with an eye on the future. Today, PAPERSKY projects are wide-ranging including magazines, web media, events and product planning.

www.khmj.com

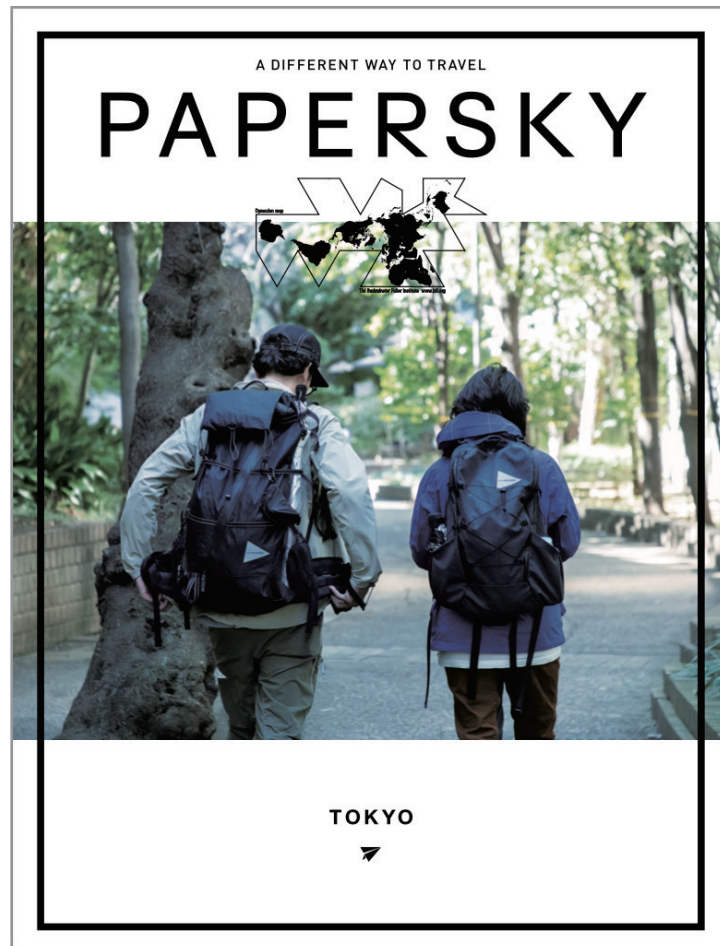
PAPERSKY



PAPERSKY Magazine

A Different Way to Travel





“PAPER SKY” began in 2002 as a media with the aim of opening a door to the world and taking readers on a journey. Since the first issue until the present day, the magazine has looked at the world through its unique lens to compile stories worth telling about various destinations. This worldview of PAPER SKY resonates with creative, highly cultured people who tend to like the outdoors. As residents of Spaceship Earth, PAPER SKY readers have a genuine lust for life and living. A journal that provides not only information about various destinations but also captures the spirit of each locale, PAPER SKY is a wealth of ideas and inspiration. As expressed by the Dymaxion map on the cover, this is a media that sees the world as one connected entity and aims to bring together stories on all sorts of wonderful destinations.

*Invented by Buckminster Fuller, a Dymaxion map provides a projection of a world map onto the surface of an icosahedron. The expanded version (front cover) connects 6 continents and pays homage to Fuller’s advocacy for “The One-Town World”.

■ Media Outline

Title : PAPER SKY First Issue: April 2002

Issue Dates : May 20, November 20 (biannual)

Circulation : 30,000 (including digital subscribers)

Specification : A4 modified (297mm × 225mm) perfect binding

Price : ¥1,500 (tax separate)

Sold at : All bookstores nationwide, online bookstores, boutique stores and cafes.

Age Bracket (core) : Late 20s~40s

Gender : M/F ratio 1:1

papersky.jp/magazine



PAPER SKY



PAPER SKY since 2002

- NEW ZEALAND | Walk ■ AUSTRALIA | Playing Songlines ■ BASQUE | Simplicity
- INDIA | Clean ■ SWISS | Water ■ ARGENTINA | Art ■ FINLAND | Wood
- NORTHERN JAPAN | Jomon ■ TAIWAN | Cook ■ BRAZIL | Bossa Nova
- KYOTO | Bicycle ■ SHODOSHIMA | Hike ■ SWEDEN | Fika ■ HAWAII | Retreat
- MEXICO | Food & Craft ■ NEW MEXICO | Outdoor Beauty ■ OREGON | Cycling
- TOKYO | Tokyo Tree Trek ■ KYUSHU | Natoinal Parks ■ KOCHI | Modern Nomad

PAPERSKY
➤ Japan Stories

PAPERSKY Japan Stories

Spotlighting Japan as a locality on Planet Earth





What is PAPER SKY Japan Stories?



Web media launched in 2020 that sees the Japanese archipelago as a small village within the world and showcases Japan’s various neighborhoods to the world from a local’s perspective. A bilingual Japanese/English website that spotlights Japan as a locality on Planet Earth while Discovering, Presevering and Renewing Japan’s unique natural habitat and deep-rooted culture. Drawing on a wealth of experience built up covering stories for PAPER SKY magazine and organizing tours for “PAPER SKY Tour de Nippon” as well as our extensive network stretching throughout Japan, we bring the Japan that we admire and respect to readers both overseas and in Japan.

■ Media Outline

Title : PAPER SKY Japan Stories

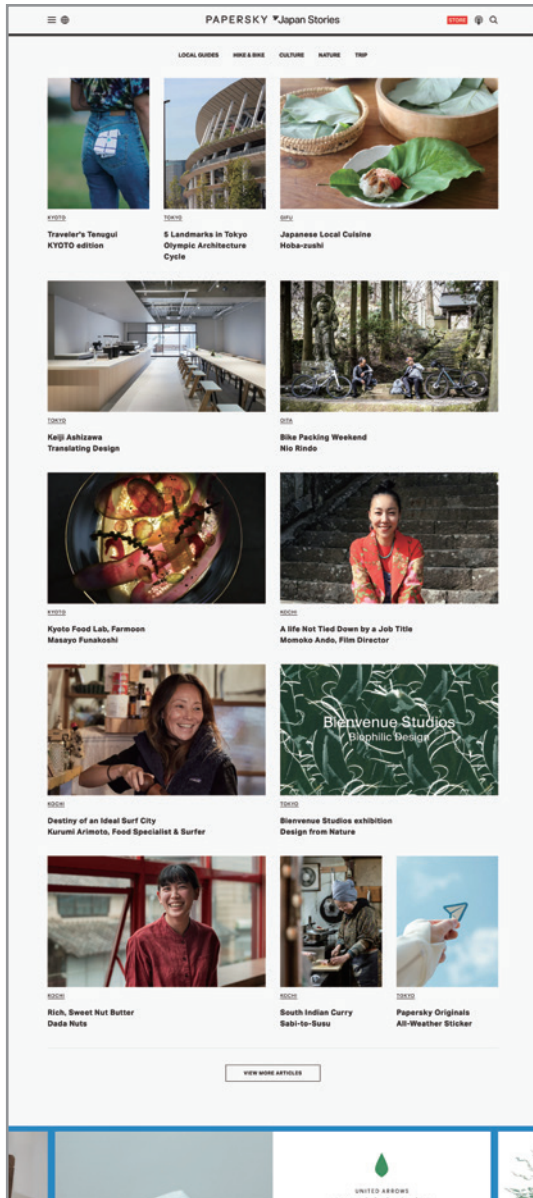
First Issue : June 2020

Language : Japanese/English

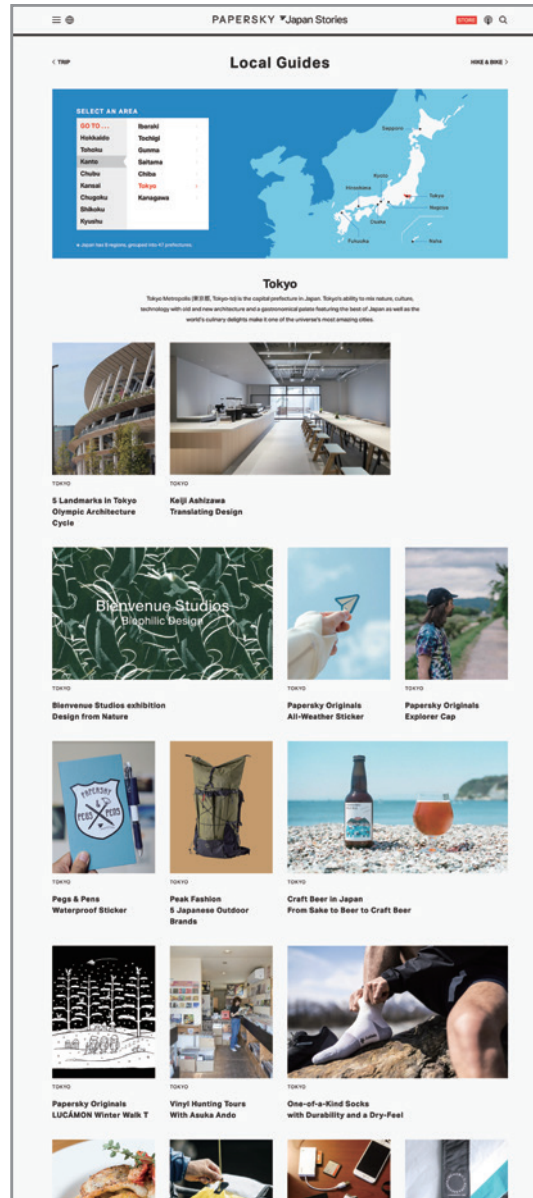
■ Readers demographic.

English version : People from outside and inside of Japan with a keen interest in aspects of Japanese lifestyle and culture as well as the everyday that cannot be obtained through conventional news and tourism information. These include foreign residents in Japan, travelers considering a trip to Japan, and Japan-watchers from around the world.

Japanese version : People who think global and act local, with a thirst for experiencing first-hand the very best that Japan has to offer. Are very much interested in nature, culture, and local activities, and include readers of PAPER SKY magazine and Japanese people living overseas.



TOP PAGE



LOCAL GUIDES



STORY



PAPERSKY Tour de Nippon

About finding the magic of Japan's rural districts,
it's inhabitants, nature, culture and food.





What is PAPERSKY Tour de Nippon ?



PAPERSKY Tour de Nippon is a travel project designed by PAPERSKY with the aim of “Rediscovering Japan”. The program involves traveling by bicycle around lesser-known regions of Japan in search of various cultures, ways of life, nature, cuisine and above all the people who live and work there. As well as showcasing creators in these regions and providing readers with useful information, these tours aim to uncover the genuine charm and highlights that can only be enjoyed in these locales. With an emphasis on cycling, these tours also include hiking, gastronomy and experiences of traditional culture and allow participants to completely immerse themselves in the PAPERSKY world.

■ Outline of Events

Date of first tour: 2010

Frequency: 2~3 times per year

Number of participants: 20~30

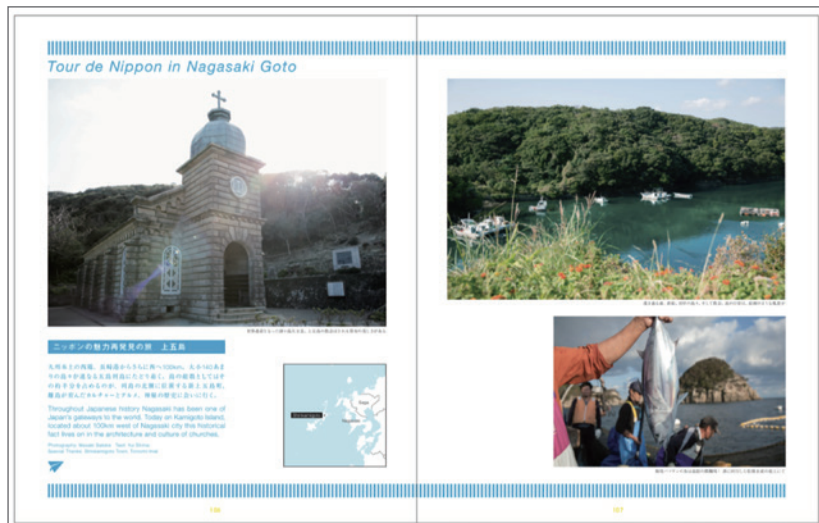
*We also hold “cuisine” events as a spin-off to the tours, which attract 50~80 participants.

Participants:

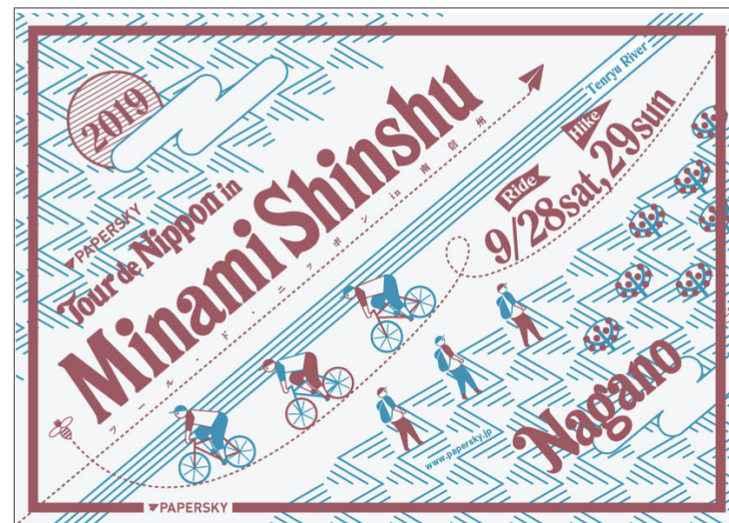
Love traveling and want to connect with local people and culture, enjoy cycling and or outdoor activities. Most participants are active with a high sense of intellectual curiosity, M/F spanning 20s to 50s (including non-Japanese)

papersky.jp/projects/tour-de-nippon

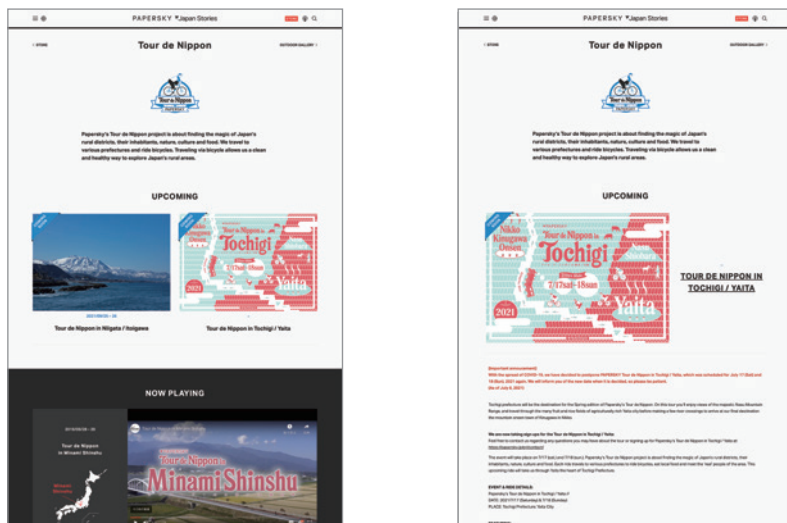
1 Articles about the region in this magazine



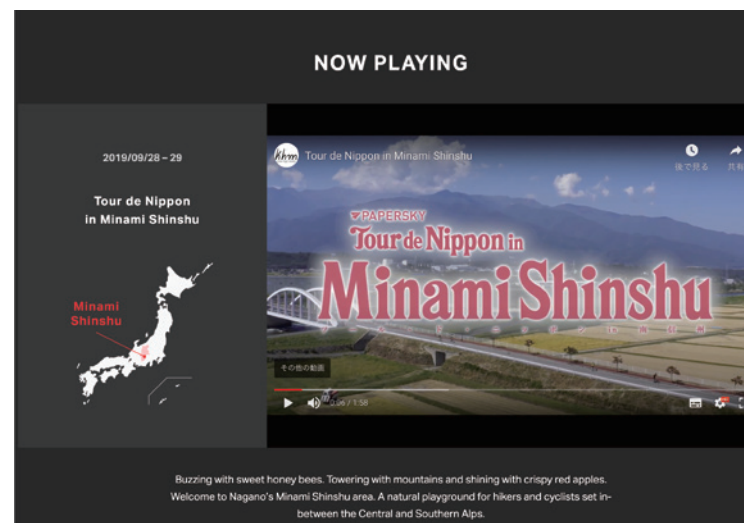
2 Announcement Flyer



3 Website announcement article



4 Original Short Movie



Hike & Bike JAPAN

Hike & Bike JAPAN

A Series of walking and bicycle cultural-travel guides
to Japan's unseen Old Highways and Rural Roads.





What is Hike & Bike ?



“Hike & Bike Japan Cultural Travel Guide” is a spin-off from the PAPERSKY Magazine series: Old Japanese Highway and Bike Paking Weekend stories. The “Hike” edition introduces old thoroughfares throughout Japan that give a feel for the locale, while the “Bike” edition highlights cycling routes that go through the heart of a lesser-known regions. Together, they comprise a guidebook to empower the traveler to really get the best of what Japan has to offer.

The guides provide a 2~4day travel plan, routes, regional hotspots and highlights as well as information on accommodation and cuisine. A QR code is also included, providing access to a digital route map.

■ Media Outline

Title : PAPERSKY BOOKS 『Hike』 『Bike』

Specification : A5 modified (148mm × 210mm) side-stitching

Language : English

Price : ¥1,800 (tax separate)

Sold at : PAPERSKY Store

hiketobike.com

PAPER SKY Store

PAPERSKY Store

A travel shop featuring:
light, compact, simply designed inspiring
and well made stuff from Japan and the world.



➤ What are PAPERSKY Travel Tools ?



Based on many years travelling to all corners of Japan and the globe, PAPERSKY has developed travel tools that are light weight, practical, with a simple and elegant design. Sold as “PAPERSKY Travel Tools” on our online store, these include all sorts of accessories, miscellaneous goods, and clothing to take you from the city to the summit. From products designed for the outdoors to unique items that give a feeling of travel, there’s something for everyone in the Papersky Travel Tools and Apparel collection.

(Product Examples)

Backpack | and wander

Sacoche | Yamatomichi

Dry Bag | ORTLIEB

Bike 'n Hike Bag | Raw Low Mountain Works

Nail Clipper | Kiya

Small Pocket Knife | victorinox

Tumbler | KINTO

Water Bottle | nalgene

Merino Wool T-shirt | ice breaker

Cap | NEW ERA × CHALKBOY

Socks | MHL

Mountain Bandana | photographer, Naoki Ishikawa



Partnering with PAPER SKY

PAPER SKY's strength lies in its editorial capability honed over many years and a network that can bring together all sorts of people to bring projects to fruition. Since its launch in 2002, PAPER SKY has entered many unique collaborations with a wide range of companies.

Bringing added value to a product

BRUNO BIKE × PAPER SKY Tour de Nippon

Through an event tie-up, helped to promote the travel bicycle brand "BRUNO". Feedback from providing bicycles to participants continuously feeds into new branding ideas.

Multilayer Planning

URBAN RESEARCH DOORS – "SHARE THE LOCAL"

A regular feature in both PAPER SKY magazine and online, this project involves visiting craftsman in various regions of Japan. Urban Research Doors are currently expanding small in-store fairs offering these artisan-made goods in their real shops.

Content creation and powering client owned media

MERCEDES-BENZ – Hokkaido Drive

Support from Mercedes-Benz for a feature article on driving around Hokkaido. Articles researched and written with our unique perspective were re-organized and then leveraged in Mercedes-Benz owned media.

Creating footage that tells a story

Original movies by PAPER SKY

Through the "PAPER SKY Japan Stories" website, we regularly post video contents. The bulk of these are PR visual contents that tell a story, in collaboration with our partner companies as well as local governments.

Gallery projects

and wander "Outdoor Gallery" with Papersky

Through a tie-up with Japanese apparel label And Wander, we are curating a gallery in Yoyogi Tokyo. By drawing on the outdoor culture networks of both brands, we curate unique exhibitions with works by artists in and outside of Japan.

Triggering buzz marketing via original products

UNITED ARROWS – "Traveling Partners"

With the planning team from United Arrows, we co-created original travel products that are durable and chic. These hand-picked items provided a sustained marketing buzz through sales in select stores across Japan as well as online.

khm.

knee high media

Knee High Media was established in 1996 by Lucas B.B. Following the launch of culture magazine “Tokion”, he went on to publish “Papersky” in 2002, a lifestyle and travel magazine. The diverse media line-up includes projects such as “Papersky Tour de Nippon”, a bicycle journey to re-discover hidden treasures in Japan, and developing “Papersky Travel Tools” - tried and trusted travel tools. Also launched kids’ magazine “mammoth” in 2000, and until 2019 ran “Mammoth Hello Camp” as an educational project.

In addition to TOKION, PAPERSKY and MAMMOTH some of Knee High Media’s biggest media projects include: METRO MIN, JAPAN JIKKAN and PLANTED.

www.khmj.com



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We also work on creative design aligned to the PAPERSKY universe. We assemble creative teams to fit client needs and cater to a whole range of media needs including creative work, editorial work, videography, advert visuals, and catalogues. We also provide services for concept creation, branding, copywriting and consulting. Our door is always open so please drop us a line.