The Port of Kobe was reopened to the world in 1858, upon the termination of Japan’s isolation policy, which had been maintained over the preceding two centuries.

Ever since, Kobe has been a leading Asian port city, well known for its economic and cultural activities.

Unlike other metropolises in the Kansai region, (Kyoto, which was Japan’s capital for a millennium, and Osaka, a thriving commercial city), Kobe features an exuberant and cosmopolitan atmosphere, unique to this international harbor city with a present population of over 1.5 million.
## Contents

<table>
<thead>
<tr>
<th>Chapter</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>5</td>
<td>CREATION</td>
</tr>
<tr>
<td>11</td>
<td>CITY</td>
</tr>
<tr>
<td>31</td>
<td>LEARNING</td>
</tr>
<tr>
<td>41</td>
<td>EXCHANGE</td>
</tr>
<tr>
<td>47</td>
<td>MOVEMENT</td>
</tr>
<tr>
<td>55</td>
<td>SHOW</td>
</tr>
<tr>
<td>63</td>
<td>SKILLS</td>
</tr>
</tbody>
</table>

Kobe has developed as an international fashion city since the opening of its port in 1868. In this chapter, the history of design and urban design in Kobe will be introduced. Utilizing our diverse research environment as well as introducing excellent design concepts, the city's urban and industrial designs are continually being improved. Citizens of the city have connected a design network to the world, and the city has become a designated overseas culture. In this chapter, the blend of the traditional urban design and the new design concepts will continue to remain sources of creative inspiration and eventually lead to innovation. Kobe boasts a culture that is rooted in its history and power. Residents of Kobe have a strong sense of pride and a unique culture. The new culture of Kobe is supported by the design faculties and strong influence of the city, naming the people who live, learn, and work here. We would like to show our various facilities that connect design with people. These facilities include the "Kobe Museum" and other museums, universities, and design faculties which promote the education of design and design activities and the Kobe Design University events designed to promote people's talents and design faculties. The influence and intellectual property of design are handled here by the next generation: Artisans and designers in individual industries in Kobe transform their ideas with production to share their ideas with products.
Mayor's Greeting

Under the basic philosophy of being "a city of creative citizens open to the world," Kobe City has advanced community-building through the concerted efforts of its citizens, educational institutions, educators, economic circles and government.

Since the opening of Kobe port in 1868, the city, with the introduction of various foreign cultures, has developed a unique lifestyle, in which design is blended into people's daily lives. As a result, a culture with diversified views of all aspects of design, including fashion, architecture, products, industry, traditional handicrafts, and urban design, has taken root and has been utilized for economic and social development.

Although Kobe sustained devastating damage from the Great Hanshin-Awaji Earthquake in 1995, the city has succeeded in not only rapid restoration and reconstruction of its infrastructure but also in establishing 21st century urban design, including universal design aspects, through the cooperation and participation of all its citizens.

This historical background allows us to put the concept of "design" into practice as something vital to our daily lives, rather than simply products of our design industry. When we achieve the opening of our "new port" by joining the UNESCO Global Alliance Creative City Network, we will introduce a number of factors such as culture, environment and style from the world in addition to design itself, and create and provide new multilayered designs such as eco-designs and universal designs.

Making the best use of the network Kobe has so far woven as a cosmopolitan city, we are making our application for membership in UNESCO's network of Design Cities, with a strong conviction that we can only support UNESCO's objective of diverse cultural creation.

We will commit ourselves to the global mission with a sense of cooperation with and participation from all of our citizens, and dedicate ourselves to enriching people's lives throughout the world through the distinctive energy of our design.

Comments from Management Groups

[Economic Circles] Kazuhiko Yamasaki, Director of the Secretariat, Kobe Association of Corporate Executives

To enable Kobe to play a leading role in the world design industry, we of the Economic Circles will play a part in supporting the city to create and spread the world's top designs. To this end, as corporate managers, we must understand the merits of various types of design, and make the best use of them.

[Specialists] Toshiyuki Kita, Product Designer

Design has the power to make both manufacturers and users happy. We as specialists link the design world and industries, further vitalize the local industry of Kobe, create attractive designs and spread them across the world.

[NPOs] Kazuo Kaneko, Director-general, NPO of Kobe Design Association

Aiming wisdom and passion for design's role in the community, we would like to make ongoing proposals for designs that can promote regional culture and economy. In addition, we will increase opportunities, such as exhibitions and lectures, for designers to interact with each other.

[Citizens] Takako Asaki, Chairperson, the Society for Preservation and Development of Kitano-Tamagawa District

We love Kobe city with an exotic atmosphere flanked by mountains and ocean. The city is a melting pot of designs and cultures from around the world. We would like to tell people in other countries that, in this melting pot, exciting designs are continuously created in our daily lives. They are reflected in Western-style confectioneries, clothes, furniture and other things around us inspired by foreign designs and cultures.

[City Government] Jun Nagata, Director, Design City Promotion Office, the City of Kobe Planning and Coordination Bureau

The city government would like to enhance opportunities for Kobe's membership in UNESCO's Design Cities, as a leader in a concerted effort by citizens, educational institutions, and economic circles. Kobe will also be introduced to the world as a design city by committing itself to international contributions and international exchanges through design.
Developing an International, Creative City through Residents’ Active Participation

The Port of Kobe was reopened to the world in 1868, upon the termination of Japan’s isolation policy, which had been maintained over the preceding two centuries. Ever since, Kobe has been a leading Asian port city, well known for its creative and cultural activities. Unlike other metropolises in the Kanmon region (Kyoto, which was Japan’s capital for a millennium, and Osaka, a thriving commercial city), Kobe features an exotic and cosmopolitan atmosphere, unique to this international harbor city with a present population of over 1.5 million. Located between the sea and the mountains, Kobe has been developed on the southern slope that commands a magnificent view of the sea. This landscape, ideal for housing in such superb natural settings, has long attracted the keen attention of architects and urban designers. Moreover, many Western-style buildings built in Kobe shaped Kobe’s unique character and form an international cityscape. The Old Southern Port, an historic area covered by CIVG, is a legacy of culture and elegance, the waterfront quarters and Western-style houses and Japanese houses stand side by side. In 1995, Kobe was struck and extensively destroyed by the Great Hanshin-Awaji Earthquake (7.3 on the Richter scale). Today, 12 years after the disaster, Kobe residents are taking the initiative in community reconstruction, incorporating 21st century urban design.

Kobe has unique local industries, which have been nourished in this port city under the major influence of overseas designs and cultures. Being a pioneer in assimilating Western-style concept, furniture, food, and pestles, Kobe produces many exceptional items that are known as “Kobe-brand” items. In addition, because of the thriving apparel, shoe manufacturing, and sweet processing industries, Kobe is also known as a “baker’s capital,” which makes Kobe a popular tourist destination. Moreover, sake brewing has a long history in this City, thanks to abundant pure underground water.

To sum up, “Design City Kobe” is an inclusive concept encompassing not only urban design, but also many design-related industries and their products. Kobe’s design has been fostered through the synergy of various design-related fields. Generally, cities throughout the world have different cultures, each of which have been grown in different natural and social settings. Moreover, cities change through time, inspired by other trends of the progress of science and technology, improvement of living standards, and diversification of their lifestyles. Kobe is no exception.

Over the past centuries, Kobe’s character as an international city has been evolving, influenced by various aspects, most notably overseas culture. This is the primary reason we residents of Kobe hope to build a network with other design cities in the world, a network that will further promote exchange with other design cities, which will provide with new experiences, experiences for global design interaction.

Conclusively, Kobe is an international city that is carried out in collaboration with residents, businesses, and the city government under the principal concept of making Kobe an international, creative city through the active participation of residents. In April 2009, the Study Group for Incorporating Design into City Planning was formed with the aim to promote design activities among local residents, such as design exhibitions, NPOs, design societies, city planning experts, Kobe Chamber of Commerce and Industry, and Kobe city government. The Study Group compiled a proposal on the objective of Design City Kobe, together with initiatives that Kobe should take to achieve the objectives.

To promote Design City programs in a comprehensive way, the City plans to establish the Design Platform, which will comprise representatives of residents, educational, and economic areas, and the city government. The Design Platform will set both concrete and practical proposals and work to promote public awareness toward city design.

Urban Holiday Resort: Creating Kobe’s New Attractive Features

Kobe is unique in that it has the attractive features of a resort with a holiday resort atmosphere. To further enhance those attractive features, the City has been busy in planning and introducing the “Kobe Holiday Resort City” project, a plan that seeks to enhance the energy and enthusiasm of a large city, certified with a comfortable and idyllic resort atmosphere.

To realize that ambition, Kobe has prepared for various events and programs, such as “Design City Kobe,” which aims to expand the creativity of those events and programs, and “Design City Kobe,” which aims to expand the creativity of those events and programs. Also, in cooperation with these creative events, the City organized “Urban Resort Fair Kobe 10,” which took place throughout the City. The City also fostered various initiatives in the realm of design, such as the “Design City Kobe 2012” program, which was designed to highlight the creativity of residents and designers in the City.
Earthquake and Regeneration of Kobe: A Model Case of Speedy Regeneration, which Went Beyond Mere Restoration

The Great Hanshin-Awaji Earthquake (the Great Southern Hyogo Earthquake), which occurred on January 17, 1995, was the 5.6 magnitude earthquake that struck Kobe and its neighborhood, causing a great many office buildings and factories to collapse. In a sense, the so-called “fail-safe” buildings that were supposed to withstand earthquakes were not built to withstand the earth’s movements. The disaster caused tremendous damage to Kobe and its neighborhood, causing a great many office buildings and factories to collapse. Within a short time, the elegant and costly city was engulfed by chaos and despair.

After the disaster, rather than just repairing the City to its previous state, the city government decided to create a disaster-resistant city that could withstand the next disaster. The city government decided to create a disaster-resistant city that could withstand the next disaster. The city government decided to create a disaster-resistant city that could withstand the next disaster.

The regeneration of Kobe was accomplished by such projects as the construction of Kobe Port Tower on an artificial island, the first landmark Second Phase projects, and creation of a new industrial cluster of integrated medical industries. The cluster comprises facilities of various functions, ranging from basic studies to innovation to the actual production of medical technologies. Through these projects, the City has established a new image of Kobe, not that of a disaster-resistant city with only attractive features. Based on the lessons learned from the unprecedented disaster, Kobe now presents to the world a new model of urban design that places utmost priority on resident safety and security, and on maintaining community togetherness, which has proven to be essential at times of both emergency and non-emergency.

As explained thus far, Kobe has implemented various initiatives to create a design city. At these initiatives are aimed at Kobe’s continued commitment to preserving and implementing design city strategies, ahead of others.

It is essential to note that in all these initiatives, residents and the private sector have played leading roles. To promote original design, for instance, related businesses in Kobe voluntarily formed an association. During Kobe’s “Anam dyeing boom,” which spread the exposition boom in the local industries nationwide, many residents assisted in the event as volunteers. After the Great Hanshin-Awaji Earthquake, grassroots groups and NPOs took the initiative in drafting urban reconstruction plans.

Throughout Kobe’s history, residents have consistently played leading roles, and the government has respected their opinions. This bottom-up approach taken in Kobe is particularly noteworthy, since without the active participation of residents, no city strategies can be fulfilled, even if the government exerts strong leadership.

To ensure that Kobe will long remain a vibrant city highlighted by sophisticated urban designs, Kobe residents, enterprising, specialists, and city government will continue working together. Through various exchanges and partnerships with overseas cities and regions, Kobe intends to share its commitment to developing a creative city. Through such efforts, we residents of Kobe hope to create our original designs, which will inspire many more designers around the world.
Abundant blessings of nature and assimilated overseas culture. The blend of the two has made Kobe what it is today.
Preserving, Enhancing and Creating Beautiful Townscapes

The purpose of city planning is to ensure that natural and effective land use

Moving Mountains to the Sea

Creation of Artificial Islands

Because of the scarcity of flat land, urban planning in Japan has been

Mountain in Kobe

the Forest, the Animals, the Theory that Protects Kobe from Flooding

Today, Mt. Rokko, a symbol of Kobe, is considered a national park.

Universal Design

To make the city friendly to all individuals, railway stations and other public facilities are now equipped with ramps, elevators, and other barrier-free devices. All Kobé

The Sea and the Mountains

Natural Surroundings

Kobe's urban districts are surrounded by the sea on the north and east, by the

Seaside Tourist Attractions Created with Unique Design Concepts

Sunset Beach

The Sunset Beach project was initiated in 1973 with the aim of creating a

Mt. Rokko Pasture

The pasture is located on a hillside and offers a view of the

The Sea and Kobe: Waterfront Area for Relaxation

The Port of Kobe, a leading international port, has continued to

Mountainous Tourist Attractions Created with Unique Design Concepts

Osakibori Herb Garden

Osakibori Herb Garden, opened in 1991, features a Medieval European-style castle.

The Sea inside the City: Tourist Attractions Created with Unique Design Concepts

Sunset Beach Park

Sunset Beach Park, opened in 1991, features a Medieval European-style castle.

The Sea inside the City: Tourist Attractions Created with Unique Design Concepts

Sunset Beach Park

Sunset Beach Park, opened in 1991, features a Medieval European-style castle.

Tadao Ando, a Japanese Leading Architect, and Kobe

Mr. Tadao Ando, an internationally renowned architect, has completed more works in Kobe than anywhere else. As a representative member of the Committee for 10 Years of Support Towards Recovery from the Great Hanshin-Awaji Earthquake, he has been committed to various reconstruction projects in areas affected by the disaster. For instance, he promoted a tree planting campaign held by the Hyogo Green Network. Moreover, Mr. Ando was engaged in basic research as the designer totally responsible for the residential zone in HAT Kobe, and as the designer of part of Wakamatsu Housing. He also prepared the needed plan for the open space in HAT Kobe. On May 14, 2003 he was appointed as Kobe Ambassador for the mayor of Kobe.

In Kobe, Mr. Ando has designed many buildings, including museums, parks, collective housing and galleries. In the vicinity of Kita Station, there are many architectural works designed by Mr. Ando. Young designers and architects in Kobe are fortunate since they can see excellent works by Mr. Ando in a daily basis. This in turn sharpens their sensitivity towards architectural design and inspires them to commit themselves to creative activities. Mr. Ando has designed a broad spectrum of architectural works, ranging from large public facilities to private houses. Despite such a wide variety, Mr. Ando's approach to aesthetic activities has been consistent: he is always aware of the social impact of his designs and the relationship between his works and society. In this respect, Mr. Ando presents an ideal role model for young architects who will shoulder the City of Kobe in the future.

Major Awards
1979 Annual Prize (Res House, Sumiyoshi) from Architectural Institute of Japan
1985 Kitaro Ishida Medal
1983 Japan Art Academy Prize
1985 Praemium Imperiale Prize
1987 Royal Gold Medal from Royal Institute of British Architects (RIBA)
2002 AIA Gold Medal from American Institute of Architects (AIA)
2003 Cultural Merit Award
2005 UIA Gold Medal from International Union of Architects (UIA)

Katto Housing "A Collective House Standing on a Steep Slope"

Katto Housing, a collective housing project on a 60-meter steep slope in Nada Ward, Kobe, was designed by Mr. Ando. The basic plan of this housing was proposed in 1978, completed the first phase project in 1982, the second phase project in 1987, and the third phase project in 1999, after the Great Hanshin-Awaji Earthquake of 1995. In the third phase project, Mr. Ando incorporated public spaces in the housing design, since the disaster converted him to the critical role of developing community bases. The housing project, which was completed in April 2004, includes the construction of a complex, including clinics and welfare facilities for the elderly. Despite great challenges involved in constructing housing on such a steep slope, Mr. Ando held the first belief that a high density development can provide a harmonious social environment for the residents. The spectacular views can enrich residents' daily life and provide emotional support. Despite technological difficulties encountered in the project, Mr. Ando succeeded in attaining an unprecedented design concept and created a unique housing project only available in Kobe.

Although the housing looked "peculiar" when it was first built, today, nearly three decades after the violation of planning, the Katto Housing project has become an integral part of the natural setting of the locality. In this project, we can recognize the exceptional outcome of the collaboration between one of the world's renowned architects and the fascinating landscapes available in Kobe.
Exotic Atmosphere
Since the opening of Kobe Port in 1858, residents of Kobe have always been eager to assimilate overseas cultures and to introduce them across the nation. Old streets and buildings in Kobe attest to the entrepreneurial spirit of Kobe residents in the early modern times. Streets of Kobe's modern culture and refined Western-style designs are particularly evident in the Old Settlement and the Kitano district, where Westerners began living in the latter half of the 19th century, maintaining the lifestyle of their respective countries.

The Old Settlement, a quarter of approximately 25 ha comprising 126 blocks, was designed by the British engineer J.W. Hart. The quarter was the world's most beautifully and systematically designed settlement with streets and sewerage conduits arranged methodically. When the Settlement was constructed at the end of the 19th century, the city design surprised Japanese people, who had not known such an artfully designed town. Since few Japanese towns had been constructed in accordance with city planning, Kobe residents of the time were deeply impressed by the systematic urban design, and carefully preserved the original designed townscape.

Kitano, on the other hand, was developed as a residential zone for both foreigners and Japanese. While the Old Settlement is located on the city center close to the port, Kitano is on a hillside, commanding a view of the port. After a road (Torran Road) linking the Settlement (now Old Settlement) and Kitano opened in 1873, the number of Western-style houses rapidly increased in Kitano. Many foreign residents in the Settlement moved to Kitano when the Settlement ward was returned to the Japanese Government in 1879. When Kitano was at its peak as an exclusive residential district, the number of Western-style houses had reached around 200, contributing to the unique townscapes featuring a mixture of Western-style and traditional Japanese-style houses.

Over a 140-year history, various disasters hit Kobe, including flooding by typhoons, wartime air raids, and the Great Hanshin-Awaji Earthquake. Each time, however, Kobe residents rebuilt their city, overcoming the damage inflicted by such disasters. At present, Kobe City is home to approximately 85,000 foreign residents from 114 countries. Their lifestyles and cultures significantly influence local residents' lifestyles in terms of clothing, dietary habits and housing, as well as designs in various categories, from city to industrial and apparel design.

Old Settlement: Showcases of Modern Western-Style Buildings
The highlights of Kobe Settlement (now Old Settlement) were broad streets comprising lanes for horse-drawn carriages and sidewalks, arranged in a grid pattern. The streets were equipped with gas lamps and lined by trees on both sides. When the land of the Settlement was returned to the Japanese Government in 1869, Japanese trading houses began locating their offices in the quarter. From the end of the Taisho Period (1912-1926) to the early Showa Period (1926-1945), a great many Japanese trading firms, trading companies, and banks established their offices there, constructing many modern Western-style buildings. The Old Settlement has thus become a business center in the international harbor city of Kobe.

In the latter half of the 1980s, the number of Foreign business offices from the quarter, many old buildings in the Old Settlement were remodeled into shops offering overseas brand items. Even after the Great Hanshin-Awaji Earthquake, many old buildings are extant and are used for commercial and business purposes.

Kita District: Blend of the Eastern and Western Architectural Styles
Immediately after the reopening of the Port of Kobe, Kitano district was designated as a special zone, a district for both Westerners and Japanese. According to the district has become home to both Western-style and Japanese-style houses. Most of the Western-style houses built there feature spacious gardens with tall trees, and large rooms with high ceilings, all designed to provide comfortable living spaces. Even today, Kanazawa Building on No 1 Road is a remodeled building of a similar kind.

Today, by studying the painted walls of such Western-style houses with sandpaper, several study groups have detected the colors of old paint layers. The color layers appearing from beneath the surface layer look like a colorful annual ring of a tree, and are indeed beautiful. Colors like marine blue, the hue of Kitano's sea, the kash green of Kitano mountain, and the red and yellow of various blossoms demonstrate that the houses were painted after carefully selecting colors in consideration of harmony with the natural surroundings. In Japan, such color layers of old paint have not been discovered only in Western-style houses in Kobe and Fukuoka, but also in Western-style buildings in Nagoya. Studies of the paint that was used in the past help determine color designs in restoring old Western-style houses, as well as building new ones.

After the Great Hanshin-Awaji Earthquake, the city was obliged to demolish seven historic Western-style houses. Yet, a total of 56 houses have been restored. Today, the preservation of those houses and their effective use as tourist resources is sought primarily by the Kitano-Yamamochi Historical Landscape Preservation Commission, a community organization formed in 1981. In 1979 the districts were designated as “an important area for preserving a group of important traditional buildings” by the National Government, and a “townscape protection area” by the Kobe City Government. In 1990 the districts were designated as “an important area for preserving a group of important traditional buildings” by the National Government. To preserve these buildings and to create an attractive townscapes, both public and private sectors continue to work together to achieve various initiatives.

Proactive Initiatives to Promote International Friendship
It is not only old streets and Western-style houses that create the exotic atmosphere unique to Kobe. Inside the city, there are many international schools, churches, museums, and other facilities for major religions of the world, and hospitals and clinics with staff speaking multiple languages. Kobe offers a variety of services for foreign residents, long- and short-term visitors and tourists. Moreover, the city is well known as home to a great many restaurants serving most of the dishes of the world. In recognition of Kobe’s friendliness to foreigners, 59 foreign-affiliated companies and visitor headquarters are located in the city. They include 18 U.S. companies, 10 Swiss companies, eight German companies and five French companies. Among them are global corporations such as FedEx, P&G and E.L. Lilly.

The Kobe City Government places priority on international exchanges and programs and the development of communities that are pleasant for foreign residents to live in. The city has signed sister city, friendship city and partner city agreements with eight cities, with whom Kobe is committed to friendly exchange programs in the areas of economy, culture, sports, education, science and technology. Likewise, the Port of Kobe has signed sister city and friendship port agreements with major ports of the world. The Port of Kobe plays host to sister port seminars, dispatches and receives groups of engineers, and promotes other international exchange programs.

The certification of Kobe as Design City by the UNESCO Creative Cities Network would be effective in further promoting international exchange programs and sharing information with other creative cities.
City Regeneration

The City of Kobe has long been committed to dynamic urban development projects based on systematic city design. The primary objective of these projects is to create new districts where old residents can work, study, and enjoy their life without concerns over safety and security.

The City's commitment to urban development can be traced back to the days of the post-war period. In 1951, to revitalize the city, the City began to restructure the reclamation area in its eastern and western areas in 1954 and 1957, respectively. These reclaimed areas were converted into waterfront industrial districts. To modernize the Port of Kobe and build new urban facilities, in 1969, the City started a Port Island project, in which a new "marine cultural city" was constructed on an artificial island. This project was completed in 1981. The second marine cultural city project, namely Rokko Island, was commenced in 1972, and the reclamation was completed in 1992. In 1996, the City also began Port Island Second Phase project.

These reclamation projects were carried out in tandem with the development of new residential areas on mountain slopes, the evacuation of soil being used by the City to create artificial lands. To date, the Kobe Port project has developed a number of new residential areas and homes in various new developments, including Kobe Sports Port and Kobe Academic Town. Such comprehensive urban development projects, originating in Kobe, have been widely introduced to the world.

However, in the ongoing Port Island Second Phase project, to create an integrated urban district on Port Island, the City is constructing port and urban facilities that meet the growing demands of the new age, particularly in response to advanced industrialization and progress of information technology. Of the various ongoing projects, particularly noteworthy is the Kobe Medical Industry Development Project. In this project, various cutting-edge facilities have been constructed, including the Institute of Biomedical Research and Innovation and the Business Support Center for Biomedical Research Initiatives. Over 100 enterprises of the medical and pharmaceutical industries have established their facilities on Port Island, including foreign-affiliated companies. As a result, approximately 10,000 researchers have moved to Kobe from various other locations in and outside Japan. Kobe Airport, opened in 2006 off the Port Island, supports activities of these businesses, as well as residents in and around Kobe. In 2007, the national government decided to establish on Port Island a center for the world's fastest supercomputer development project. This project is expected to attract worldwide attention.

1981

Port Island Project - Ongoing project of the world's first "marine cultural city"

Port Island is an artificial island created by the City of Kobe to introduce advanced port facilities and improve Kobe's urban functions. In 1981, when the construction project "marine cultural city" of the 21st century" was completed on the artificial island, the City of Kobe organized an exposition called Portopia. This first international exposition held in a Japanese local city was a great success. During the six-month exposition, the number of visitors to Portopia reached 1.8 million. Today, Port Island is home to conventions for international exchanges programs, a cluster of research industries called Kobe Fashion Town, and various other facilities, including a general hospital. Moreover, approximately 10,000 people live on the residential area of the island, which is located close to residents' workplaces. Moreover, three universities were opened in 2007 on the former sites of container berths.

In the ongoing Port Island Second Phase project, to create an integrated urban district on Port Island, the City is constructing port and urban facilities that meet the growing demands of the new age, particularly in response to advanced industrialization and progress of information technology. Of the various ongoing projects, particularly noteworthy is the Kobe Medical Industry Development Project. In this project, various cutting-edge facilities have been constructed, including the Institute of Biomedical Research and Innovation and the Business Support Center for Biomedical Research Initiatives. Over 100 enterprises of the medical and pharmaceutical industries have established their facilities on Port Island, including foreign-affiliated companies. As a result, approximately 10,000 researchers have moved to Kobe from various other locations in and outside Japan. Kobe Airport, opened in 2006 off the Port Island, supports activities of these businesses, as well as residents in and around Kobe. In 2007, the national government decided to establish on Port Island a center for the world's fastest supercomputer development project. This project is expected to attract worldwide attention.

1988

Rokko Island Project - The second marine city project following the Port Island project

To create Rokko Island, reclamation began in 1973. In the spring of 1999, new residents began to live on this new artificial island. As of 2005, the island was home to 6,800 households, with a total of 17,000 people. To create a second "marine cultural city" on Rokko Island, a wide variety of facilities have been constructed on the island, including industrial parks, world-standard housing with cutting-edge information infrastructures, commercial and business facilities, cultural, educational and recreational facilities, and various port facilities that have been designed to meet the new demands of large vessels, the number of which is increasing, as well as diversified logistics systems.

To create an attractive living environment, green spaces were constructed along a canal, as well as on an artificial hill with abundant greenery. In addition, the island has state-of-the-art urban infrastructures, particularly region-wide air-conditioning and heating systems, and miscellaneous water supply systems.

Various urban development projects have been conducted by the private sector by inviting applications of excellent and innovative designs to urban design competitions. The City has sought the effective use of the power, ideas, and expertise of many private enterprises.

Kobe Harborland Project - Regenerating a former freight terminal into a waterfront commercial and cultural district

Kobe Harborland, located approximately two kilometers southeast of Sannomiya, comprises an area of approximately 32 ha. 10.5 ha of which is used to be the site of a freight terminal (JR Miura-ko Station), situated just east of JR Kobe station.

Various steel and shipbuilding industries were once located around the freight terminal. However, the factories of such heavy industries have been relocated to outside Kobe, as these establishments tend to be located in the city. Many residents, particularly younger generations began moving away from this district to the suburbs and to seaside towns. Eventually, the district began to experience various inner city problems. Meanwhile, the drastic change in marine transportation systems, most notably the introduction of container vessels, made usage of most warehouses in the area obsolete. In the situation, the City decided to revitalize the district into an attractive waterfront subcenter with many cultural facilities. Kobe Harborland was thus created as an urban waterfront subcenter with high-grade urban infrastructures and cultural and commercial facilities. To name a few, urban facilities of exceptional design include streets lined with an array of gas lamp posts, places, ornate shopping malls and a seaside promenade called Harbor Walk, and a canal with a basin. Even commercial facilities have unique designs, such as Space Theater and other events spaces, which are all linked by a network of pedestrian traffic, and complete facilities integrated with a public park. Moreover, the city is introducing tourism and side activities and signage which has been designed to address urban environmental problems. In addition, from the perspective of urban landscaping and disaster reduction, power cables have been installed underground. To facilitate pedestrian traffic, an underground shopping mall was constructed to link Kobe with JR Kobe station. To facilitate pedestrian traffic, three modes have been constructed along buildings and allow easy crossings. Although the majority of commercial facilities used to gather in Sannomiya district, as a result of the opening of Kobe Harborland, in 1983, Kobe now has many downtown areas. The Harborland project was also effective in revitalizing central Kobe.
HAT Kobe Project: Redeveloping idle land of former industrial zone

HAT (Happy Active Town) Kobe or the Eastern Kobe New City Center was created on the former site of a huge steel mill. The major objectives of the project include building new facilities of advanced urban functions in response to changing social demands, and supplying housing and other daily life facilities for victims (both residents and businesses) of the Great Hanshin-Awaji Earthquake.

The project was implemented in line with the four basic policies: creating an attractive waterfront area, accessible to the public; revitalizing the district and its vicinity; creating Kobe’s new subcenter, and building international exchange facilities. Moreover, from the perspectives of safety, environmental protection, welfare, and revitalization, the project was designed to develop a new downtown district that could foster new communities and urban culture by incorporating the lessons learnt from the earthquake. HAT Kobe, opened in March 1998, is home to new apartments for victims of the earthquake, other housing in the waterfront area, international facilities, including KCCI Kobe Center and various world-class hotels, including Hanshin-Makuhari Museum of Art. Amenities-rich public infrastructures, including wide roads, plazas, and parks, have been constructed, all of which can be used as emergency facilities at the time of a disaster. Moreover, from the perspectives of environmental protection, disaster reduction, and urban landscape improvement, region-wide air-conditioning and heating systems have been introduced to the district, and power cables have been installed underground.

Today, ten years after the opening of the district, HAT Kobe has grown into an attractive waterfront district with multiple urban functions. The district is known to residents of Kobe as a Happy Active Town, as indicated by the district name.

With the development of HAT Kobe, Kobe has currently three downtowns: Shinnyomi, the old downtown area in the central part of the City, and two additional downtown areas, namely Hoboken in western Kobe, and HAT Kobe in eastern Kobe.

Rokkamichi Station South District Regeneration Project: Constructing a disaster-resistant district through public and private sector collaboration

In compliance with the Kobe City Master Plan, Rokkamichi Station South District has been regenerated as the eastern subcenter of Kobe. Before the earthquake, the district (approximately 5.9 ha) had been home to low-rise houses, shops, and office buildings, except for a few high-rise buildings constructed under a previous urban renewal plan. At the time of the earthquake, the elevated tracks of Japan Railway fell to the ground. Moreover, 60% of houses and buildings in the district collapsed. In response to such extensive damage inflicted in the district, on March 17, 1996, just two months after the disaster, the City announced the district regeneration plan, which was a grand plan specifying the boundary of the redemptions project area and types of public facilities to be built there. Specific objectives of the Rokkamichi Station South District Regeneration Project included constructing emergency facilities primarily in Rokkamichi South Park, building high-quality housing for victims, and creating urban functions appropriate for Kobe’s subcenter. Apart from the efforts undertaken by the city government, in June of the same year, local residents formed four groups to prepare their own community regeneration plans. In response, the city government decided to hold weekly or biweekly meetings with representatives of those groups and urban planning consultants, so as to discuss and coordinate plans prepared by the respective parties, and to promote the prompt implementation of the coordinated plans.

To maintain the harmony of building designs, urban environment design criteria were first adopted, in line with which 14 buildings were constructed and completed in March 2001. To improve disaster preparedness, in Rokkamichi South Park, a large lawn was created for use as an emergency evacuation space and as a place for setting up relief supplies. Wells were dug to secure water for daily use, and a water reservoir was constructed in preparation for fires. Moreover, space was secured to install temporary toilet booths in the park. In this way, the district has been regenerated into a disaster-resistant town friendly to residents.

Shinnagata Station South District Regeneration Project: Redeveloping a town of old residents to a subcenter with residents of various generations

In compliance with the Kobe City Master Plan, Shinnagata Station South District has been regenerated as the western subcenter of Kobe. Since the district had various inner-city problems even before the earthquake, due to a worsening living environment, population aging, and slow industrial activities, the City initiated district redevelopment programs prior to the disaster, including construction of Subway Kobe Line and a plaza in front of the JR Shinnagata Station.

After the disaster, to regenerate the district that was completely destroyed, the City decided to construct emergency facilities primarily in a park, build high-quality housing for victims, and create various urban facilities appropriate for Kobe’s subcenter. On March 17, 1996, concurrently with the Rokkamichi Station South District Regeneration Project, the city government announced the Shinnagata Station South District Regeneration Project plan.

In response to proposals filed by local residents, the city government visited the initial plan ten times, changing locations of roads and parks, along with land use rates. The project was carried out in accordance with the modified plan. As of the end of March 2007, 23 buildings were completed and an additional three were under construction.

Among new buildings constructed by the City is a condominium named Azalea. Within the compound of this condominium, the City also constructed a playground for children, as well as a welfare facility for the elderly. By locating facilities for different generations side by side, the City intends to reevaluate the district into a lively community for all generations.
Kobe's landscape

Kobe's landscape is governed by the exquisite balance between natural and artificial, and between the development and preservation programs. In this landscape, people can discover historic designs as well as many original designs reflecting the tastes and sensibility of the residents of Kobe.

In 2006, the city established the Kobe City Architectural Culture Award, the first such award in Japan, with the aim of introducing public interest in building and city design, and promoting efforts to create beautiful streets and quarters by commending excellent designs that have long been cherished by citizens of Kobe. In 1986, the city also established the Award for urban design of Kobe, to commend buildings and structures of outstanding original design that maintain harmony with the local surroundings and serve as landmarks of respective districts.

In 1982, the city adopted the Kobe City Master Plan, in compliance with which the city has been taking various initiatives to create beautiful landscapes. As priority areas to improve landscapes, the city government selected seven districts, where the city conducts intricate building owners to satisfy the criteria stipulated in the Master Plan. Unlike other Japanese municipalities, Kobe is relatively free from signboards and guardrails that detract landscape beauty. This might explain at least partially why Kobe is a popular tourist destination and a trendy location for movie scenes.

In addition, the city government, residents and businesses in Kobe are also eager to create beautiful urban settings. Residents and businesses are committed to various programs, including the "creation of formal and greenery" programs, "a program to plant trees and flowers on buildings," the "open garden" program in which residents take the initiative, and the "town gallery," a program in which private businesses open part of their buildings to the public and exhibit their private collections there, or provide artists with exhibition space.

---

18 pretty designs
18 pretty designs
Lighting Design

Luminari

Luminari’s annual event held annually since 2008, is designed to transform the streets of Kobe in the Great Hōsōji Festival of 1983, and to encourage visitors to rekindle hope for Kobe’s revival. Every winter holiday season approximately 20,000 people come to see the brilliant and colorful light decorations that enliven streets in Kobe.

Monument Design

Architecture of Shoes at Nagoya Shoes Plaza

A huge, red, high-heel shoe represents a wave of red shoes in a sandbank of Nagoya, a district that was severely damaged by the 2011 earthquake. The site is the center of Nagoya’s chemical industry. This red shoes sculpture is installed in front of Nagoya Shoes Plaza, a complex of an hotel and a workshop for making ordinated shoes.

Monument Design

Outdoor Sculpture: Kobe

Over 40 sculptures are installed in Kobe, including the prominent “Armstrong and sculpture” by photographer of ceramics and sculptures. These sculptures include prominent works of the Contemporary Sculpture Exhibition, held at Sukiyabashi Park. Against the backdrop of greenery and blossoms, these objects stand out even.

Monument Design

Monument of the First Movie Shoot in Japan

Monument of the First Movie Shoot in Japan. The monument celebrates Kobe was the first Japanese city to show and promote its film culture. The monument, designed by Hideaki Tomioka, is a large-scale piece that stands on a pedestal.

Urban Design

Kobe City

Kobe City is a waterfront downtown area, named after the city of Kobe in Japan. The area is filled with restaurants, bars, and shops. It is a popular destination for both tourists and locals, with a vibrant nightlife and cultural scene.

Pretty Designs

The Great Gatsby inspired. These designs are perfect for a themed party or event.
3 townscape designs

Townscape Design
Shinbashi-chō
Shinbashi-chō is one of the three largest Chinatowns in Japan. It is home to over 100 businesses, including many Chinese restaurants but also shops specializing in Chinese goods, dresses, and sundries, which attract large, colorful crowds of visitors on holidays. The district also serves as a focal point for Chinese cultural traditions, including the Chinese New Year Festival, where a Dragon Dance is performed.

Townscape Design
Tsukishima
Influenced by American culture, Tsukishima serves as a hub of Chinese eateries specializing in food as well as jewelry, silver goods, and other traditional goods. This district offers an array of foods with restaurants and bars in addition to apparel-related shops and souvenir clothing shops.
LEARNING

Young residents’ keen sensitivity and surging enthusiasm will continue to remain sources of creative inspiration, and eventually social innovation.
Kobe Fashion Museum

Kobe Fashion Museum, Japan’s first public museum specializing in fashion, surprises visitors with its unique architectural design. The Museum, located on an artificial island named Roble Island, has the shape of an UFO, giving visitors the impression that they are likely to encounter the Third Kind. The Museum was established in 1997, with the aim of promoting Kobe’s apparel, shoes and furniture industries, by stimulating creative activities. The Museum building, 17,600 square meters in total floor area, contains galleries, a library, multi-purpose event hall and other amenities.

At the galleries, both a permanent exhibition and thematic special exhibitions are held, the former introducing various aspects of dressing by displaying invaluable items from the Museum’s collection. Among the recent special exhibitions, particularly popular were a handmade show, high-lighted by the wide variety of handmade items collected from around the world, and the exhibition of dolls “Happy Dolls”. (Japanese traditional doll) worn at festivals, designed by university and vocational college students. The library houses approximately 28,000 books on costumes and fashion. Visitors can find complete series of fashion magazines, some dating back to the early 20th century, along with the latest books on costumes and fashion. Moreover, the Museum serves as an information exchange and academic center. Of the various courses provided at the Museum, particularly noteworthy is an appp in course, comprising lectures on materials, colors, decorations, history, society, trends and designers’ viewpoints. Participants in this course study the depth of apparel design by viewing first hand the Museum’s collection. Many apparel designers, artists, and staff of apparel companies participate in this course, along with students intending to join apparel companies. The Museum also hosts lectures open to the public. The popularity of such open lectures attracts to Kobe citizens’ extraordinary interest in fashion and design.

Roles of Art and Design Facilities Operated by the Private Sector

Kobe Art Village Center

Kobe Art Village Center, opened in 1999 in Shinkansen, provides artists with space to produce, practice and present drama, dance, art and music, and to stimulate creativity through friendship exchanges with other artists. The center also offers programs for both artists who plan to hold performances or exhibitions by offering them a stage-play space. In addition, the center supports artistic creative activities by organizing workshops and other programs. Shinkansen was used to be one of the most thriving amusement quarters and the center of pop culture in Kobe. To revitalize the district after the Great Hanshin-Awaji Earthquake, the district established a town design guidance system. As a result of various initiatives taken primarily by NGOs and non-profit groups dedicated to community development, Shinkansen now features many shops and commercial complexes, such as Kitano Yodokai.
Kobe Design University

Kobe Design University is located in Kobe, Japan, and offers undergraduate degrees in design and art. The university is known for its innovative approach and focus on social innovation. Students are encouraged to develop their own ideas and explore various aspects of design. The university offers a wide range of courses, including graphic design, fashion design, product design, and environmental design.

In addition to its academic programs, Kobe Design University collaborates with various companies and organizations to provide students with real-world experience. Students have opportunities to work on projects for companies such as Coca-Cola, Toyota, and Sony. The university also has partnerships with universities in Japan and other countries, allowing students to attend exchange programs and gain international experience.

Kobe Design University is committed to fostering a creative and supportive environment for its students. The university has a strong reputation for producing graduates who are well-prepared for careers in the design industry. Many of its alumni are successful professionals in their fields, working for companies such as Nike, Apple, and Toyota.

Overall, Kobe Design University provides a comprehensive education in design and art, preparing students to become innovative and successful professionals in the field.
Many fashion-related vocational colleges are committed to practical education and training, including internship at business sites. Some students demonstrate their talent by entering their works in Kobe Fashion Contest, Kobe Creative Selection DRIFT and various other competitions. Other students go to France, Italy and other countries to study design through the channel between their schools and those in overseas countries. These students seem to get acclimated to the trends in overseas fashion. In addition to providing a wide range of opportunities to study design, Kobe provides students with broad options of study. Kobe Municipal Rokko Island High School, for instance, has music, art, and design courses to develop students’ creativity, expressive ability and sensibility to appreciate art and culture. All the 14th All Japan High School Design and Illustration Contest held in 2002, entries from the high school won the highest awards in both individual and group categories from among the 3,083 entries from 180 schools nationwide. Kobe Municipal High School of Science and Technology constantly maintains the top level in the manufacturing contests for industrial high schools. In 2004, for instance, the high school won the second prize in the High School Design Championships.

Vocational Schools and Colleges, and International Friendly Exchanges

In Kobe, two international discussions were held in Kobe on the theme of design concepts and practices. One was the International Design Seminar (open seminar), co-organized by Kobe Design University and the Osaka Prefectural University. As a guest speaker, Mr. Eric Spierman, a leading German designer, art director and the founder of Meta Design, was invited together with Mr. Tatsuo Toda, leading Japanese graphic designer. The other was a seminar organized by Kobe University under the theme: "Museum Years of Japanese Architecture and German Town Planning in a Mutual View: "Dreams of the Other." This symposium was designed to introduce, discuss and exchange views on various architecture-related activities in Japan and Germany. Mr. Hiroshi Kurokawa (architect and a honorary member of the German Architect Association) also gave a special lecture at this symposium. Berlin, Germany, which was chosen as a City of Design in November 2005, is a fascinating city with outstanding tourism and extraneous sensibility towards fashion and design. The organizers of these events hope that such international exchange programs with Germany and other countries can stimulate Japanese designers’ creativity.

For young people working at the forefront of fashion design, architecture, illustration, photography, computer graphics, film-making, ceramics, painting, sculpture, ceramic art, glasswork, woodwork, jewelry and many other arts, Kobe continues to offer a broad spectrum of opportunities and inspirations.
Kobe Manufacturing & Craftswork College

Kobe Manufacturing & Craftswork College was established in May 2000 with the aim of passing down to future generations valuable manufacturing technologies that have been accumulated throughout the history of Kobe and to support the development of artisans in Kobe's leading local industries, such as those of “Kobe Western-style clothing,” “Kobe shoes,” and “Kobe furniture.” The College is operated jointly by each industry concerned, the City of Kobe and the Kobe City Industrial Promotion Foundation.

The Great Hanshin-Awaji Earthquake of 1995 inflicted tremendous damage on Kobe's local industries. Because of financial difficulties, many local businesses and workshops became unable to retain the once-booming apprentice system, which had long supported the development of apprentices into skilled artisans. This in turn resulted in a shortage of successors in many local industries. Combined with the aging of practicing artisans, the shortage of successors became serious in many local industries, while, on the other hand, young people desiring to become artisans were given few opportunities to study manufacturing techniques. In this environment, the college was established as part of efforts to develop and supply human resources to local industries.

Kobe Manufacturing & Craftswork College has three courses: Textile & Dressmaking, Shoesmaking, and Western-style furniture production. From the Instructors, primarily comprising practitioners, students receive practical training for three years. Many of the students in Kobe are well known for their excellent design and style, and represent Kobe’s advanced artisan culture. Similarly, handmade men's shoes using exclusive leather are among celebrated Kobe brand items. Shrimping in Kobe originated during the Meiji Period (1868–1912). Today, Kobe brand shoes, including women’s shoes, are admired by consumers nationwide. Handmade-Kobe furniture was originally produced by cabinetmakers who used to be shipbuilders. Taking advantage of shipbuilding technology, these shipbuilders mass-produced Western furniture to use in Japanese-style houses. These local industries developed in Kobe with the support of the citizens of Kobe, who are known for their entrepreneurship and patronage of local cultures. In other words, Kobe’s art industries could not have thrived without the citizens’ support of the excellent techniques of the artisans and their working efforts. In the spring of 2006, 28 new students entered the college. Among them were former employees of local companies, who sought to become artisans rather than businesspersons. The college hopes to facilitate the handing-down of Kobe’s manufacturing culture to future generations.

Kobe Meister System

The Kobe Meister system was established with the aim of developing excellent artisans so as to pass on Kobe’s advanced manufacturing technologies to future generations. Meister class, though it originated in Germany, has many aspects in common with the Japanese traditional apprentice system. Since it was a common practice in Japan for children to succeed to their father’s workshop, Japanese people are ready to assimilate the Meister system. In Germany, based on the national Meister system, artists’ groups of respective vocational form hierarchical organizations with certified ‘Meisters’ at the top layer. Since the establishment of the Kobe Meister System in 1993, 80 Meisters have been certified to date in 52 vocational categories, including Western-style furniture manufacturing, Western-style furniture production and pear processing. In addition to outstanding expertise and technologies, all Kobe Meisters are respected characters and present role models for young artisans.

To Kobe Meisters, the City of Kobe annually offers 100,000 yen for ten years. With the fund, each Kobe Meister is expected to study and further improve his or her technology. Roles of Kobe Meisters include giving lectures at seminars to impart their expertise and technologies, helping develop successors of local industries at Kobe Manufacturing & Craftswork College, and promoting public awareness of the importance of manufacturing at open seminars and art schools. Since the City of Kobe has introduced the “Meister teacher” system in school education, Meisters are sometimes invited to schools to teach students as guest teachers. Many students value such programs highly since most guest teachers impart not only their professional knowledge, but also their way of living.

Mr. Hiroshi Oikawa, Senior Advisor to the Board (Former Chairman) of Toyota Motor Corp, once stated at the Manufacturing Council of the Japanese Government that the essence of modernizing is human resource development. It is necessary to say, Kobe efforts to develop human resources with both outstanding expertise and character as is undersold in the establishment of Kobe Manufacturing & Craftswork College and the Kobe Meister system, contribute significantly to enhancing the potential of Kobe as a City of Design.
EXCHANGE
Creating innovative designs through international cultural exchange
International Design Competition of Hyogo Prefectural Museum of Art Joined by World-class Architectural Designers

With the aim of creating a new prefectural museum with remarkable foresight for the 21st century, elegance befitting the center for cultural activities of Hyogo Prefecture, and functionality accessible to and appreciated by the residents, the Hyogo Prefectural Board of Education held an international design competition from 1996 to 1997.

Six architectural design offices with world-class designers of the time including Tadashi Ando, Kôko Kurokawa, Arata Isozaki, and Kenzo Tange were selected from many applicants in the first screening.

The second screening included a thorough discussion by the screening committee based on an evaluation criteria including 1. whether the museum design reflects the basic concept of being "a symbol of cultural reconstruction" from the Great Hanshin-Awaji Earthquake, 2. whether the museum design reflects the regional characteristics of Hyogo Prefecture, and 3. whether the museum is based on a detailed design that inspires creative and constructive thinking even in the 21st century. As a result, Tadashi Ando Architects & Associates led by its president, Tadashi Ando, was selected as the designer of the museum. The design was chosen based on its balanced architectural design best representing the competition objectives, such as "a museum with foresight" and "a symbol of reconstruction from the Hanshin Awaji Earthquake" (refer to page 16 for details of the selected design).

Kobe Airport Earth Clock Design Contest for Kids

Kobe Airport, which was opened in February 2001, is an important factor in Kobe city's urban design, serving as an air gateway to the city with an extensive traffic network linking land, sea and air. There is a clock called "Earth Clock" at the terminal of the second floor departure lobby of the airport.

"Earth Clock" was installed at the entrance, using the appearance of a huge clock tower as a symbol of the airport's design concept. "LH5 (Lifestyle of Health and Sustainability)", the theme design represents the relationship between Sun and Earth, and "Clock Time" as a reflection of the importance of health and time. The clock face has been highly respected in its design aspect which received an Award of Excellence at the 49th Japan Sign Design Association (JSDA) Awards (2001).

On the stage set up at the front of the "Earth Clock", "Kobe Airport Earth Clock Design Contest for Kids" was held in 2001 to celebrate the first anniversary of the opening of the airport. From the 14,327 works submitted, 100 winning entries were selected for display on the Earth Clock screen as a time clock.

Kobe Airport Earth Clock Design Contest for Kids is a public design competition, and children and anyone who can show the direction of the sun to the museum in creating a harmonious relationship with the environment. Since it is the world's first embodiment of a new display method of a time in a public space, visitors to Kobe Airport are fascinated by its compelling design.

Piazza Italia International Competition 2001

The eastern subcenter project, which is included in the Kobe City Master Plan for Reconstructing Kobe from the Damage Inflicted by the Great Hanshin-Awaji Earthquake, was designed to create an excellent residential area with quality housing in and around Rokko-machi Station, and to build commercial, business, culture facilities, along with governmental facilities to reinforce the functions of the district as Kobe's eastern subcenter.

To realize this vision, a design competition was conducted by the city government and eleven international design companies from both Japan and Italy participated. From among 12 entries, 8 entries from Japan and 4 from Italy were selected for the competition, with the design ideas of the Italian designers being selected as the grand prize. Based on their work, 8,000 SANSAWAYS, the Italian Square was created in the park, in the center of the square is a monument called "Valley". The Sun files used in the monument were donated by Italy as a symbol of friendship between the two countries.

Design Competitions for Rokko Island Project

Residential areas in Rokko Island City in eastern Kobe have been developed primarily by private firms that were selected through design competitions. The artificial island is home to educational institutions, a museum of art, hotels, shopping centers, recreation facilities, and a park. Moreover, the island houses many international facilities, including an international school, the Canadian Academy, and houses designed for foreign residents. Rokko Island is another attractive feature of the residential area on the island.

To maintain the rich greenery and a community open to international society, Procura & Gerbii Fattori, Inc., Japan's headquarters located in Kobe, and Sekisui House Corp., jointly established a charitable trust named the Rokko Island Trust Fund for Kobe Urban Development (Rokko Island Fund) in July 1995. Over the decade since its establishment, the Fund has been used to support local groups dedicated to creating international and cultural communities in Kobe. Up until fiscal 2010, the Fund had granted subsidies to 230 programs, the amount of which totaled approximately 200 million yen.

The Community House & Information Center (CHIC), an NGO operated by volunteers living on Rokko Island, hosts various exchange programs and offers an Information service to help foreign residents in Kobe.
Kobe Institute of Computing/College of Information Technology

Kobe Institute of Computing/College of Information Technology, a vocational college specializing in information technology, introduced Linux education in 1999, ahead of other educational institutes in Japan. In April 2000, the Kobe Institute of Computing opened its Graduate School of Information Technology, Japan's first graduate school specializing in open source software (OSS) technology, with the aim of fostering IT engineers who will be active on the global stage. The graduate school has prepared its original educational systems and curricula, highlighted by "exchange sites" involving Tsinghua University, the highest-level state university in China. Combined with industry-academic collaboration programs, the unique curricula help the graduate school to produce great many IT engineers who are active globally.

http://www.kobe-k.ac.jp/

Kobe Designer Gakuen (KDG)

Kobe Designer Gakuen (KDG), which has a 40-year history, has been devoted to fostering designers with extraordinary creativity through exchanges with residents of Kobe. KDG participated in the international event called Hand-created Art Performance, an event to link cities on months, from Greenwich, UK, to Aarhus, Hyogo Prefecture, with handkerchiefs. Through networks with alumni, KDG introduces designers and creators to various businesses. Specifically, KDG has built Kobe Creative Network and other networks in collaboration with design firms, fashion designers, artists, marketing staff, researchers and students, through which KDG contacts various related organizations.

http://www.kdg.ac.jp/

Kobe Young Creative Club, a club to develop young people's creativity

Kobe Young Creative Club was established with the aim of providing young people with opportunities to engage themselves in creative activities. Young people who are given opportunities to experience creative processes can learn ways to express their ideas and feelings. Through collaboration at workshops and other programs young people can recognize their own identities, thus gaining self-confidence, which is essential for committing themselves in any profession. The Club provides such services based on partnerships between families, schools, communities, businesses and the city government. Since 2002, the Club has organized Kobe Creative Street Show, comprising a fashion show and exhibition. In 2005, the Club held KOBE DANCE Photograph Competition Kobe-Bus, inviting entries of photographs of various scenes of Kobe, a city that continues to stimulate photographers' creativity. All such activities are primarily led by students living in Kobe.

Overseas Training Provided by Vocational Schools

In addition to the two institutes mentioned above, many educational institutes in Kobe are eager to carry out student exchange and other international programs. Kobe College of Fashion (http://www.kcf.prefuku.hym), for instance, provides students with opportunities to study in London. Students of Kobe Bunka Fashion College (http://www.kobebunka.ac.jp) are given opportunities to study in Milan, Italy (one to three months), where they can visit a manufacturing site of brand clothing and create their original clothing at a studio.
MOVEMENT

Residents, educational organizations, specialists, business circles, and the city government all work together to create a new trend.

活

katsu
Design-related events in Kobe have one common feature: in principle they are organized jointly by residents, educational organizations, specialists, business enterprises, and the city government. The exception is that some events are organized entirely under the initiative of the city government or specific enterprises. Even so, Kobe residents have always been eager to plan and initiate their own programs. Throughout Kobe’s history, residents have always been involved in its life and love of Kobe. Their strong sentimental ties with their home city become even stronger after the city was struck by the Great Hanshin-Awaji Earthquake. The strong togetherness among residents has resulted in various events and campaigns, including the following.

**Forum of Design-Oriented Company Representatives**

*Organizer: Network of “Messages from Kobe” Project*

Forum of Design-Oriented Company Representatives, Kobe, held in July 2007 at the head office of Rock Field Co., Ltd., comprised presentations and discussions by representatives of companies and organizations that highlight their design-oriented principles in their respective management philosophy. The Forum was sponsored by Nikkei Business Publications, Inc., the publisher of Nikkei Design. On the 20th anniversary of the design magazine, the publisher decided to support the Forum in Kobe, because “residents are eager to play their roles in developing Kobe into a creative city after a decade of post-disaster reconstruction” (Tatsuo Yoda, Mayor of Kobe).

A keynote speaker was Mr. Kiyoshi Chikyama, an industrial designer who worked for Porsche AG in Germany and GM in the U.S. as a designer, and served as a design director at Pentagram in Japan, where he worked on Ferrari and Maserati designs. After expressing the view that Kobe is eligible for a City of Design (under the Global Alliance Creative Cities Network), because of its unique history and strong presence and other local industries. Mr. Chikyama emphasized that Kobe-related enterprises should support the efforts to realize Design City Kobe.

Following the keynote speech, Mr. Hideyoshi Yagura, president of Yagura, and Mr. Kozo Kusuda, president of Rock Field, introduced their experiences and achievements in design management. Their presentations were followed by panel discussions held by Mr. Naohiro Akita, representative of Ooto Edoh, Mr. Kazuhiko Yawata, CEO of Fontain Corporation, and Mr. Shiro Yoda, mayor of Kobe, in addition to the three speakers. Mr. Kusuda stated that in response to the diversification of user needs, individual companies must communicate their philosophy and values through visible and tacit design. Mr. Yawata explained his company’s policy to establish and implement “Sociology that Brings Happiness to People,” stating that he believes the potential of product design to make its users a little happier. The Forum was intended to deepen understanding about design management among designers and corporate executives. Some 350 participants in the Forum are expected to exert leadership in revitalizing their respective industries and promote the effective use of design.

**Symposium on Frank Gehry (Organizer: Café Fish)**

Kobe is the only location in Japan that has a work by Frank Gehry. He is renowned to be an antithesis of the “useful.” His buildings are not just ordinary buildings, but buildings that stand out as landmarks. For the symposium on Frank Gehry (scheduled for May 24, 2007) in Kobe, a special preview party was held at a Cafe in Kobe. Following the symposium, a group of participants visited the architect’s building in Kobe for further discussions. The participants held in-depth discussions on design and the gap between real and actual situations, while inquiring about their impressions of the firm.

**Kobe “People, Town and Design” Creative City Council**

*Organizer: Kobe City Council*

Kobe has long been known as a fashionable city. To revitalize Kobe and its unique culture, the City of Kobe established the Kobe “People, Town and Design” Creative City Council, comprising 14 members, including academicians, CEOs and marketing planners, staff members of private businesses, directors of local shopping street associations, journalists and artists. The Council held its first meeting on September 2003 to March 2004, to discuss practical plans to revitalize Kobe using art as the primary tool, and to build networks between businesses, communities and artists. At the meetings, members discussed a broad range of subjects, including ideas on revitalizing communities through the effective use of Kobe’s unique culture, foster cultural industries, promote cultural tourism, develop Kobe’s brand strategies, create urban amenities, utilize site facilities as event venues, and build entrepreneurs’ organizations to support and encourage entrepreneurship. In addition to holding discussions, the Council conducts pilot projects based on which it provides advice to the parties concerned. Moreover, the discussions held at the meetings were recorded by a student of a design school who worked for the Council as an intern for a daily newspaper, which was distributed to residents.
CREATORS KOBE I-shoku-jiyu (food, clothing and freedom)  
(Organizer : I-shoku-jiyu Organizing Committee)

Many creators in Kobe are working at their ateliers in the rear side of their shops, empty storerooms in the port, or a remodeled space in their own apartments. Despite their advanced skills, exceptional originality and keen sensibility, they have fewer opportunities to be recognized from their counterparts in Tokyo. In this environment, creators in Kobe have gathered to organize a new event titled CREATORS KOBE I-shoku-jiyu (I-shoku-jiyu means food, clothing and shelter; instead of pure shop, the creators selected jyu-jyu-jyu). The event was held at Times Mekken 133 Days Café (an event space open for only 133 days from April 21 to August 31, 2005) inside Kobe Maritime Museum. As part of the program to commemorate the 10th anniversary of the Great Hanshin-Awaji Earthquake, some 40 creators displayed over 100 original items for sale in a form of a select shop. Visitors to this event amounted to 60,000 (8,000 visitors per day). The displayed items ranged from apparel items to shoes, leather items, accessories, furniture, graphic works, photographs, illustration works, and more. Despite the great variety, however, all represented attractive features of Kobe's natural environment and its original culture that has been nourished in this port city ever since the opening of the port in 1868. In addition to the select shop, workshops and seminars were held to invite visitors to engage in creative activities. The event convinced some 40 participating creators of the advantages of working in Kobe. Since Kobe is relatively free from the influence of trends and vogues of mainstream culture in Tokyo, creators can freely develop their originality following their own values.

LOVE JACK
(Organizer : Kobe Chamber of Commerce and Industry)

In December 2009, the KAZOKUKAI group, which creates active in Kobe, opened a select shop for 13 days in Kobe Maru, a commercial facility that is extremely popular among young people. The event was held as part of the program of Kobe Chamber of Commerce and Industry, aimed at fostering young creators' brand businesses.

To exhibit the originality and innovativeness of Kobe's young designers, the participants in Love Jack displayed about 50 kinds of playful items, including carved Tabata dyed with natural plant dyes, cases made of leather, and a black building in kitchen, all exceeding the framework of conventional preconceived concepts of the respective items.

On the second floor of 85m², DJ shows and dance performances were held on weekends to promote the happy atmosphere of the holiday season. Sales staff members dressed in black also helped enhance the artistic atmosphere that enveloped the floor during the event period.

The number of visitors to Kobe Maru over the 13 days reached 264,116. The Kobe Chamber of Commerce and Industry plans to hold more such events so as to provide Kobe-based young creators with opportunities to exhibit their works to consumers in Kobe, as well as the world.
Design-related Organizations and Event/Exchange Facilities

In Kobe there are many organizations supporting design-related activities in various genres, including apparel, craft, painting, architecture, and film making. These organizations provide artists with spaces for exhibiting their works, and citizens with opportunities to appreciate original design works. In addition, some organizations help foster up-and-coming designers and artists. These organizations play essential roles in making Kobe an ideal seat for brooding and fostering potential designers into fully-fledged specialists.

Kobe Design Association
The Kobe Design Association was established in November 2005. To further develop the programs that have been implemented throughout the previous 24 years by the former Kobe Designers Association, the new association is committed to activities to study roles of design in local communities and to create designs that can help promote cultural and economic development. The association's major achievements include production of a logo for the National Sports Festival, establishment of a number of public museums, and the development of various workshops, exhibitions, and symposiums on design.

http://www.kobodesign.net/

Hyogo Association of Architects

The Hyogo Association of Architects has been established with the aim of enhancing the social status of architects, promoting architectural culture, and encouraging architecture to contribute to society through their profession. Similar associations have been formed in all 47 prefectures in Japan. The association has 14 chapters in the region. The association's major achievements include the development of various workshops, exhibitions, and symposiums on design.

http://www.hyogo-aij.or.jp/

Kobe Fashion Organization

Kobe Fashion Organization was established in August 1992 as a business promotion organization to support fashion and design industries in Kobe Prefecture that are engaged in fashion-related industries. By combining the efforts of its members, the Kobe Fashion Organization works to promote Kobe as a world-class fashion city. Among others, the organization holds the Kobe Fashion Festival, designed to support up-and-coming designers by providing the winners with special prizes to study abroad, and the Kobe Creator Selection DRAFT! An audition for fashion designers where selected winners are purchased and designed for use at traditional fashion shows in Kobe and elsewhere.

http://www.kfom.or.jp/

Hirosaka-cho TEN × TEN

Hirosaka-cho TEN × TEN is a facility to support artists of various genres, ranging from fashion design to crafts and paintings. The facility was opened in February 2006 in the renovated former schoolhouse in the traditional town by an NPO. Kobe Fashion Office. Artists can use the facility to produce, exhibit, and sell their works. The facility is open to the public from 10 AM to 6 PM.

http://www.fmmm.or.jp/

Kobe Film Office
Kobe Film Office is a non-profit organization that has been established to promote film industries. The office aims to support up-and-coming filmmakers and to promote the city of Kobe as a location for film production. The office also promotes the city as a location for film production, and supports the development of the local film industry.

http://www.kobe-film.jp/

Hyogetsu Non-Artisan Factory
To provide the Nana Artisan of the new age, with space and opportunities to create original art and to have exchanges with local artists, the Nana Artisan Factory was opened in November 2003 as an art gallery. The Nana Artisan Factory supports artists by arranging exhibitions and performances, and by providing opportunities to create original art and to have exchanges with local artists.

http://www.nana-artisan.com/
SHOW
Kobe creates a new culture,
which might trigger a new paradigm shift in the world.

ten
Design 21
International Design Competition

In 1995, on the 50th anniversary of the United Nations, UNESCO Headquarters and the Tokieda Corporation, a Kobe-based company, jointly initiated an international design competition titled Design 21. With the belief that design should serve to promote the happiness of people, the competition organizers provide up-and-coming designers with opportunities to present their work, thereby fostering next-generation designers and promoting the creation of a new lifestyle. The competition covers designs for essential items of living ware, ranging from apparel design to interior design, and industrial design for communication tools, home office apparatus, travel items, and even food. Young designers from 18 to 35 years of age can participate in the competition. The winner of the grand prize is awarded 10,000,000 yen, and the winner of the excellent awarded 1,000,000 yen. Meanwhile, previous prize-winning works were exhibited in Tokyo (Living Design Center OZONE), Kobe (Galaxy of Hie from the Museum of Art, Tokyo, Kobe Design Center, and Paris UNESCO Headquarters). In March 2005, Kobe Fashion Museum held the special exhibition titled "Design 21: Future of Fashion" in support of the competition. Over the past decade, the competition has gained increasingly high acclaim in Japan and abroad.
Kobe Collection

About seven years ago, women's magazines began paying keen attention to Kobe's elegant and refined fashion, which became popular as "Holistic-style fashion." Several new brands were produced, including the Kobe-style fashion. In Kobe, mothers and daughters often go shopping together. Perhaps by shopping together, the refined tastes of mothers are passed down to their daughters, and to granddaughters.

In the meantime, in 2002 Kobe initiated Kobe Collection, a women's fashion show that brings together representatives of apparel companies, owners of select shops, young designers and designers of both Japanese and overseas-related brands that are admired by women in Kobe. Unlike conventional fashion shows that release upcoming trends to professionals, Kobe Collection displays to the general public the clothing that they can wear right now. This unique concept that differentiates Kobe Collection from other collections has won extensive support from consumers.

At the same time, the media strategy to use TV, magazines and the internet, as well as holding promotional events, has been effective. As a result, Kobe Collection has grown into a grand event that attracts some 20,000 audience members annually.

As an information source that informs Kobe's fashion trends, Kobe Collection began to attract worldwide attention. In 2003, 10 years after the launch of the Kobe Fashion City Promotion, the organizer of the Kobe Collection held a press conference in Kobe. Such collaboration between the city government and private businesses has been successful in boosting Kobe's economy. Under the overall city policy to promote Kobe's fashion, many private enterprises can expand their businesses, which in turn help enhance Kobe's economy. In February 2007, Kobe Collection was held in Shanghai, a rapidly growing Chinese city. This time the event Kobe Collection was held overseas.

From the Kobe Collection, which becomes more and more popular every year, a new event has been devised: Kobe Collection model auditions. From among the applicants for models of Kobe Collection (there are at least 3,000 applicants for each event), eleven finalists are screened, who are then introduced on the Kobe Collection website. Visitors to the website can vote for their favorite model. A winner will make her debut as a model at the Kobe Collection, and will be given additional opportunities to work as a model for advertisements and other purposes. Moreover, in the future, a new model selected by the internet in Kobe Collection will become a "supermodel" active in fashion shows worldwide.

Over recent years, an increasing number of renowned fashion designers visit Japan to gain inspiration from Japanese fashion. To create their original and innovative designs, these designers have found Japanese fashion items quite stimulating, since they possess high precision, creativity and high quality to satisfy the most discerning and the most demanding consumers in the world. The Kobe Collection, which exhibits the latest trends of the fashion city Kobe to the rest of Japan and to the world, will surely gain more and more attention from the world.
Japan’s leading centers of the fashion and apparel industry

In 1973, Kobe City announced the Kobe Fashion City Statement, the first such statement in Japan. Although many other Japanese cities followed suit and have also announced similar statements, Kobe outshines other cities in its commitment to promoting the fashion and apparel industries through combined efforts of Kobe City Government, businesses, and residents. As a result of these efforts, many Kobe brand fashion firms have been created, which in turn have helped promote Kobe’s image as a refined fashion metropolis. Today, Kobe has grown into one of Japan’s leading centers of the fashion and apparel industry.

Kobe Fashion Contests

The annual Kobe Fashion Contests, which have been organized 33 times to date, provide young designers with opportunities to study design abroad. The special prizes awarded at the Contests are awarded a scholarship to study for one year at a university or a vocational college in Paris or Milan. In addition to scholarships, industrial support (materials and/or technological support) may be provided to applicants who pass the primary screening. Applicants passing the primary screening are interviewed by staff of related industries that provide support to transform applicants’ design concepts into actual works. Through this support program, applicants can learn first hand the actual business of the apparel industry. In addition to providing young Japanese designers with opportunities to study in Europe, the Contests have begun to offer Asian designers the opportunity to study in Japan.

DRAFT!

Kobe Creative Selection DRAFT!, an audition for fashion designers, was initiated in 2004 with the aim of developing next-generation designers who will lead the apparel industry in Kobe. What makes the DRAFT! truly unique is that it is a program to bridge designers with actual businesses. Designers’ works entered at this audition are purchased and displayed at select shops, so that up-and-coming designers’ items may be purchased by consumers. In other words, buyers and owners of select shops play the roles of not only jury members of the audition, but also business partners who help promising designers to market their works.

For applicants, DRAFT! provides an excellent opportunity to hear buyers’ feedback, which are helpful when creating apparel design. At the same time, DRAFT! offers exceptional opportunities to buyers and shop owners to learn the designers’ enthusiasm about their works. Because of the high acclaim given to the apparel design audition from both parties concerned, the organizers of DRAFT! subsequently commenced Stock DRAFT!, an audition for shoe designers and tailors.

International Jewelry Kobe

International Jewelry Kobe (IJK) was initiated in 1997 as part of Kobe’s efforts to restore the city’s economy from the damages caused by the Great Hanshin-Awaji Earthquake (1995). As Kobe is a world-renowned pearl distribution center, the city has long been home to the pearl processing industry. In 2006, the total net sales of Kobe-based pearl processing companies (126 companies with a total of 2,369 employees) amounted to 66.5 billion yen. Although Japan started as a small local trade fair in 2006, ten years after its establishment, 821 enterprises from 25 countries participated in it, making it a truly international event. During the past decade, IJK has achieved the initial purpose of restoring Kobe’s economy and is currently contributing to the further economic growth of the region. To this annual event, which has grown into Japan’s major jewelry fair and the world-class event for pearl transactions, 1,000 overseas buyers gather from America, Europe, and other Asian countries. Those buyers pay keen attention to the new designs of Japan’s top jewelry artisans, released at this fair.

Animation Kobe

Animation Kobe is one of the world’s largest markets for animation, with about 200 animation works shown annually at movie theaters and 3,500 works aired via television. Japanese animation firms have gained high acclaim throughout the world, in recognition of their faithful expressions of delicate human feelings, which impress not only children but also many adults.

Animation Kobe, an annual animation market, was inaugurated in 1996 by the City of Kobe and the Animation Kobe Organizing Committee, with the aim of detecting and developing human resources for digital content production, promoting the digital content industry, and fostering an industrial cluster in Kobe ahead of other regions in Japan. The Contest honors promising individuals and groups with the Animation Kobe Awards. In addition, forums are held with invited award winners as speakers. For those interested in animation and who intend to become professional animation artists, workshops are also held, including a course on developing voice-over artists. Participants in the course can learn dubbing techniques from experts active in the field. For elementary and junior high school students who want to become animation producers, programs, movie theaters in Kobe offer free tickets. In this way, the event is supported by many related businesses in Kobe.
Gold Award in 2008

Toyota: 700 Series

The 700 Series has been designed based on the Japanese 700 Series, the 700 Series has its own specifications. For instance, the nose length on the front car is 1 meter shorter than that of the Japanese Shinkansen. Yet, the 700 Series features several unique performance and lower noise level. In its original, elegant and dynamic design, the running stock incorporates improved anti-ringing systems and driver assistance systems, and emergency detection systems, all designed to ensure safe and reliable operation for the train and other passengers on board and safely.

Speaker: Eclipse /TD510, TD51881

Fujitsu Ten Limited

To faithfully reproduce recorded sounds, this speaker has a structure for minimizing the noise created by the speaker itself. The egg-shaped speaker is designed to minimize unnecessary reflection and diffraction. Moreover, the product, incorporating an angle-lining function, can be installed on the ceiling and has high capacity. Since the product can be decomposed essentially into parts or a single material, after the product arrives, it is easy to sort parts by material.

The purpose of establishing the Good Design Awards was to help improve quality of life and to develop Japanese industries through effective use of design. The priority in Japanese design policy, however, has changed over the past few decades, from preventing production of everyday goods, to promoting economic growth, extending product life, enhancing safety and quality of life, achieving international standards, and inspiring designers to take the initiative in industrial activities.

The last five Kobe-based companies to win Good Design Awards have constantly evolved to meet each changing requirements of the Japanese design policy. Specifically, Kobe's industrial structure has successfully adapted to the heavy industry to lifestyle-related industries, and existing industries have already employed good design as essential process. However, it is critical that the design policy be continued to foster creativity in industries.

In the coming decades, the prize-winning enterprises in Kobe are likely to lead Kobe's industries. If Kobe continues to support the industries through the combined efforts of the government, designers, and consumers, this will enable Kobe's industries to produce increasing numbers of well-designed products that can enrich citizens' daily life.
Multi Purpose Aqua Hall
Kobe Meriken Park Oriental Hotel

To heighten the drama of wedding and other events, the design of Aqua Hall is extremely simple. Its ceiling, for instance, is a single flat concrete slab, supported only by the walls. The ceiling is completely free of any lighting equipment, since all light sources have been installed beneath the glass floor. The illuminating glass represents the seal of Kobe and Meriken Park.

Running Shoes: CEI KINSEI TIGHTS

Ashes

With the design inspired by Pantone chair (chair designed by Kenzo Tange), the running shoes CEC-KINSEI TIGHTS express both earthiness and natural properties. It is an ecological product since it adopts a new gel material for running shoes, which contains 10% rubber from plants. "Feeling the dynamic design inspired by Japanese natural wood with advanced technologies, the design of the upper demonstrates the designer's outstanding originality and sensibility. The product won high acclaim from the jury of the awards. One member commented that the product has a strong presence, worthy of a flagship model.

Packages that can be used as Dress Patterns

Fukusima Corporation

Fukusima Corporation creates dress patterns and embroidery designs on A4-size packages used for shipping mail-ordered products. The company hopes that the packages will not be discarded right away but will be used at least by some customers. By changing the designs every six months, Fukusima also encourages customers to collect all the packages, which, the company hopes, eventually will encourage continued interest in them.

SETBE REVER HOTEL - OCEAN CHAPEL
SeIRIC Inc.

In the project to rebuild a hotel located adjacent to the Akashi Kaikyo Bridge, the world's longest suspension bridge, screening Akashi Street, a chapel was built for the exclusive use of wedding ceremonies. Instead of installing a cross, Mr. Ryoko Anzai, the architect of the chapel, installed a huge glass window behind the altar, through which participants in the ceremony can view the sky, sea and the bridge, the colors of which change hourly according to the position of the sun. The chapel is the product of the harmonious combination of the architecture and the nature settings of Kobe.

Stemolipids of Recombinant DNA Origin
Hemostasis C: Sequestration System
K. Itoh, H. Nagaoka, K. Im

Hemostasis restoration system has been designed with consideration for patients who lack human growth hormone daily with a syringe. The syringe has been designed with the view that such patients should not develop a negative feeling about using the hormone and that they can mix any agents with ease and safety. The syringe body has been designed to ensure that all users, ranging from children to adults, can grip it safely. The syringe needle is separate, yet transparent material is used for the inside body to ensure that users can visually confirm the process of mixing agents.
Excellent Companies

Competition in markets worldwide is currently changing. In order to remain competitive, companies are adopting new strategies to compete effectively in the market. One such strategy is the integration of design in business operations. The Design Business Forum, which was established by the Japan Institute of Design Promotion Organization, aims to promote the incorporation of design into business management. During the three years since its establishment in 2006, the Design Promotion Forum has recognized 100 companies that have presented new business models with a focus on design. The forum intends to select and commend the companies that can present new business models to businesses. The commendation criteria for the companies are as follows: companies that are raising new business models through achieving higher performances through effective use of design and integrated use of design, based on the management philosophy of respective companies. In other words, the forum commends those companies that are not merely good at adopting awarded designs, but are also eager to communicate their messages through their products and services, and which have been using extensive support from consumers and society at large. As a result, 26 companies were commended in fiscal 2004 as the first Design Excellent Companies. Among them are: Heart Carpenter Co., Ltd., FeliFine Corporation, Rock Field Co., Ltd. All three are expected to lead Kobe's economy.

Heart Carpenter Co., Ltd.

Heart Carpenter Co., Ltd. established in 1989, in order to provide authentic Western-style confectionery that can truly impress customers. Through production and sales of original Western-style confectionery, the company looks to create joyful and harmonious atmospheres in the hearts of customers. To train employees and provide them with opportunities to appreciate the authentic Western-style confectionery, the company holds study tours in European countries. This is effective in enhancing employee's technological level. The president believes that it is not just providing cakes and other articles, but fostering friendly relationships between staff and people by making people happy with the magical power of sweets and by facilitating friendly conversations. The company has received ISO 14001 certification, which attests to its commitment to environmental protection. Moreover, the company seeks social trust particularly from local communities.

FeliFine Corporation

FeliFine Corporation, established in 1993, is engaged in the marketing of apparel, shoes, and other daily articles through the multi-order system using catalogs and the Internet. The target consumers primarily comprise women in their 20s and 30s. The corporation deals in around 30,000 items, which primarily comprises articles of in-house design. Upholding the corporate philosophy, “Establishing and Implementing System for the pursuit of Happyness to People,” the company clearly announces its vision that the very presence of FeliFine will help create a happy society. In addition to seeking environmental preservation through recycling of its catalogs, the corporation promotes various corporate citizenship activities that, using various funds, ensure that each every individual will voluntarily contribute to society. Established in 1960, FeliFine Corporation has its head office in Kobe.

Rock Field Co., Ltd.

Rock Field Co., Ltd., Japan's leading supplier of prepared food, was founded in 1972. Driven by a strong enthusiasm for providing excellent food, the company is committed to the creation of enriched lifestyles. In addition to the good taste and flavor, the company seeks attractiveness, healthiness, safety, and freshness in prepared food. In addition, the company places the utmost priority on improving service quality and contributing to environmental protection. Under seven brand names, including RFP, House, Cucinottina, and Vigorilla, the company operates around 340 shops nationwide. Rock Field's advantages include its ability to develop new and original items through collaboration with celebrated chefs in Japan and abroad. The company plans to promote still healthier product lines, primarily under the new brand name "beOrganic," featuring organic and natural ingredients.
Graphic design familiar to civic life

Residents of Kobe, a city well known as one of the most fashionable cities in Japan, have become acutely aware of the design of their daily lives. Their extraordinary sensibility has been fostered during their youth. Children in Kobe develop eyes for authentic beauty: refined design, and dignified manners not only in classrooms, but also in their daily lives. Kobe residents have a long tradition of appreciating refined restaurants and their daily lives, while showing children examples of good manners that should be observed by any respectful global citizen.

Kobe Notebooks

Immediately after the end of World War II, Kansai Notebook Co., Ltd., founded in 1925 (Head office: Nagata ward, Kobe), and school teachers jointly developed affordable notebooks of good design to support children whose parents were struggling for their livelihood. Even today, the company continues producing 40 kinds of Kobe notebooks, which use the same design. Inhabiting from the founder of the manufacturing method, the company produces notebooks by both machine and manual operations. The notebooks have different specifications in accordance with academic subjects: vertical writing, horizontal writing, graphs, and so on. Paper is carefully selected to ensure the ease of writing with pencils. There are a variety of sizes and colors for children of different school years. Above all, the cover design, featuring local scenes, such as Suma Marine Fishing Park and Dazaifu, most suit the image in their home city. The notebooks, featuring excellent functionality, usability, and the design, continue to be treasured by schoolchildren in Kobe. At the same time, the long-lasting design reminds residents who used the notebooks long before of their own school days. Today, the notebooks are extremely popular among Kobe residents. Since the items are introduced in various magazines, increasing numbers of tourists also buy the notebooks as souvenirs.

Schoolbags by Familiar

In Kobe, many schoolbags are made of denim bags along with regular school bags specified by individual schools. Many such denim bags are produced by Familiar, a manufacturer of infants and children’s wear, founded in 1946 (Head office: Chuo Ward, Kobe). Over 40 years ago, the company designed denim bags for kindergarten and elementary children. The bags, however, attracted the hero attention of high school girls as well. They loved the design of exquisite appliques and embroidery. strapless, the bag's excellent usability. The appliques of various characters and picturesque landscapes are sewn on by hand. To complete the bag for one, it takes three to four hours. Combined with designs that change season after season, such schoolbags add a particular warm feeling to the denim bag. The bag continues to win enthusiastic support from many students in Kobe.

Promoting Waste Classification, Using an Animal Character Waketan

According to national polls, Kobe is ranked among the top cities in Japan that people hope to live in, as well as to visit as tourists. Taking advantage of residents’ pride in living in Kobe and their interest in maintaining Kobe as a clean and beautiful city, the City of Kobe has already worked to reduce the volume of waste by promoting recycling. To advance the waste reduction programs, in fiscal 2004, the City began collecting household waste classified in six categories. To the campaign to promote sorting resources from waste, the City introduced a mascot character named Waketan. This familiar animal character helps attract children’s interest in waste and environmental issues, as well as environmental education at elementary and junior high schools. The character is also used to encourage residents and businesses to reduce and recycle waste. Waketan was designed by Mr. Hidetoshi Yamazaki, an illustrator who once studied at an elementary school in Kobe. Waketan is indeed a leading player in the waste-resource classification campaign. Waketan Books that explain waste sorting methods have been provided to all households in Kobe. Waketan songs and dances are presented to promote the campaign. Waketan appears on the City’s website. Garbage trucks include a design of Waketan. Activities in Waketan suit are open on event holidays. Waketan Times, the daily newspaper, is handed out to all elementary school children inside the City as a part of the waste-reduction campaign. In fiscal 2015, the volume of waste decreased by 15% from fiscal 2003, a year before the introduction of six-category waste sorting. Individual communities and the city government are currently working together to robustly promote waste sorting in the six categories, eventually aiming to achieve the goal of reducing waste volume by 25% by fiscal 2015.

Illustration

In addition to the main character Waketan, there are five other animal characters, including Waketan and Santeen, both being very naughty, and reluctant to observe the rules. Using these characters, children are taught to sort waste correctly and to keep their communities clean and tidy.

Waketan, which is also found on the label of a mascot name, has taken root in people’s daily lives as a familiar design.

Family Crest of a Sake Brewer Used as a Design of Beans

Higashinada Ward, Kobe, has long enjoyed a leading sake production center, since the district is blessed with an instant pure water and cold winter winds that have down from the Rokko Mountain Range, both being essential for brewing sake. Along with the long tradition of brewing techniques, each brewery has passed on its family crest to generation after generation. Compared with symbols and emblems of Western countries, Japanese family crests have a stronger implication of family lineage and the social status of respective families. The family crest of a cherry blossom motif (Hana), for instance, has been used by the family that has been engaged in sake production in Uozu for 310 years. This innovation of "Sakura Masumura" the first sake called Masumura master brewers have a strong pride in that cherry blossom design, which is printed on their sakes. As a result of collaboration between the brewer and apparel businesses in Kobe, jeans and purses bearing this family crest design are now available, the design which has been cherished by people of many generations.

Package Design of Fujigaya Confectionery

In the international tourist city of Kobe, many souvenirs are sold in distinguished packages. Night-time designs of Kobe’s famous spots: The packages that have been designed by artists and illustrators living in Kobe particularly evoke warm memories of tourist’s days in Kobe. The six scenes of Kobe in the Photo-AK, a West-style house with a Western port, Torinomiya, Mt. Rokko, Chion-ji, and city loop bus are based on designs by Mr. Yasutaro Kawanishi, a woodblock print artist living in Kobe. The designs are used on the packages of four long-selling baked goods, which were first launched by Fujigaya Confectionery in 1927. By applying for trademark registration was filed in September 1959. The product won the Hyogo Good Design Award in 2004. In addition to the above-mentioned six scenes, new package designs are being adapted continuously, including mascot characters of the Kobe-based professional baseball and football teams, and a design of an airplane taking off from Kobe Airport. May many people treasure the packages even after consuming the baked goods. In addition to biscuits, many residents of Kobe also buy the products, the package of which inspires them to visit the scenic spots of Kobe.

KORE: Totoro PROJECT

http://www.kobe-tototou.com/

The late Mr. Miyazaki, a mangaka artist born in Kobe, created many masterpieces, including Totoro, a 1988 animation film, featuring a giant robot, Jiji, the witch, the flat animation for girls, Laputa, Castle in the Sky, Nausicaa, Ponyo, My Neighbor Totoro, Kiki’s Delivery Service, and Howl’s Moving Castle. In recent years, many of his works have been translated into many languages and are being popularly overseas. Of his works, most popularly overseas is Spirited Away, 60 volumes of manga comic, reading the filmography of the Three Kingdoms. Spirited Away has become a best seller book, with the number of copies issued exceeding 70 million. Even 20 years since its first publication, the book still has a great many readers of different generations. To pay homage to the great achievements of Mr. Miyazaki, his home town, in Kobe started the KORE Totoro PROJECT, in which they plan to establish his memorial hall in Kobe. The project members primarily comprise entrepreneurs in Tan-nagata and other districts in Kobe. In addition to establishing the memorial hall, the project members plan to organise special exhibitions on the themes of Totoro, Kiki’s, and Spirited Away, install measurements of manga and animation characters, use characters in various signs related around streets, draw characters on bus and train ticket, and develop and market original character goods. The project is expected to introduce to the world the attractive features of manga, one aspect of Japanese culture that Japan should be proud of.
Kobe’s lifestyle-related industries supply various original items, including specialty items, pens, Western-style confectionery, shoes (particularly chemical shoes), and Western-style furniture. All these items, known as “Kobe brand” items, have won high acclaim in Japan for their high-quality and excellent design.

Among these items, Kobe’s Western-style confectionery enjoys particular fame. The history of Western-style confectionery can be traced back to the Meiji Period (1868-1912), when bread baking began in Kobe. Kobe’s artisans, known for their entrepreneurship, originated the production of Western-style confectionery.

Today, Kobe is home to many confectionery brands that have won nationwide fame. In recognition of the colorful design and fashionable packages of their products, in addition to the excellent taste and flavor. It is estimated that in 2004 in Kobe there were 17 Western-style confectionery companies (6,017 employees) that had at least 1 billion yen sales, and their sales reached 160 billion yen, an increase of 11% from the level in 2003. Including the sales of smaller companies (businesses with sales below 1 billion yen), the sales of the Western-style confectionery industry in Kobe is estimated to exceed 178 billion yen, making it the highest level in Japan.

Individually, brands compete with each other not only in their product lines, but also in shop design and package design. One well-established company, for instance, uses a special package to sell their products to tourists as a souvenir of Kobe. The company has adopted smaller cones than conventional ones to launch long-selling baked goods. The can has designs of the sea, mountains, and urban districts of Kobe. Meanwhile, a certain chocolate producer, which is believed to be responsible for promoting St. Valentine’s Day in Japan as a special day for women to present chocolates to their boyfriends, recently opened a separate sales outlet within its flagship shop. The outlet, which is separated from the main sales floor, sells exclusive items, each priced at several hundred yen. Like a pastry shop, the outlet has an elegant color scheme and minimalistic interior, packages and sales staff uniforms. By challenging the stereotype that Western-style confectionery features colorful design, the chocolate producer successfully creates a special atmosphere, persuading customers to buy something special for the special day.

In Tokyo, there is a form of new confectionery shops managed by owner chefs. In Kobe, however, consumers continue to support established producers that supply original products. In addition, many overseas celebrated patisseries and confectionery shop owners establish branches in Kobe, or dispatch their staff to Kobe, in recognition of Kobe citizens’ sensibility to distinguish truly good products, as well as their strong consumer confidence. Since Kobe’s economy has continued to expand an overseas trade, its citizens are eager to consume foreign culture and products, including confectionery. Studying overseas patisseries’ recipes and adding to them an essence of Kobe’s food culture, Kobe has created Western-style confectionery à la Kobe. In the coming years, Kobe should introduce these Kobe-style confectionaries to the rest of the world by promoting exchanges of people and information.
"Kobe Fashion" Originated in "Japan's First" Items Debuted in Kobe

Since the opening of the Port of Kobe in 1868, a broad spectrum of Western culture has been introduced to Kobe. For years, Kobe was the only urban area in Japan where items of foreign origin were available. Many "Japan’s first" items and shops were also found in Kobe. A look on Motomachi Shopping Street, for instance, was the first store opened by a Japanese. The sailor was patronized by Emperor Meiji and many political leaders of the Meiji Period (1868 - 1912). The sailor enjoyed patronage from such outstanding figures because of his unique and traditional clothing designs. In addition to his excellence in dyeing and tailoring, the sailor spent a long time sitting on chairs before preparing his clothing. In 1885, when he designed in consideration of the sailor's actual work, the sailor's clothing was uniquely comfortable. Notably, under the "Kobe fashion" label, the sailor enjoyed various applications, and ready-made suits, with a wide variety of fabrics for men, became available, as well as buttons and other accessories of design.

Products such as clothing, on the other hand, are considered to be fashionable among the rich and upper-class women in Kobe. Influenced by the Westernization and modernization of the city, upper-class women in Kobe developed sophisticated tastes and increased awareness towards chic Western fashions. More recently, the refined tastes of Japanese women began spreading throughout the country. Over the past seven years, "Kobe fashion" has been frequently introduced by women's magazines.

Kobe fashion features a broad spectrum of designs. In addition to elegant styles of traditional kimonos, marine style clothing, well-received by the metropolitan area, and exotic designs originating from Chinese dress, representative Kobe fashion. Moreover, reform clothing using old kimono and other costumes also comprise the wider variety of Kobe fashion.

During the 1990s, with this declaration, the apparel industry in Kobe began developing significantly as a result of efforts of related parties to expand their business and sales channels. In 2006, the total sales of Kobe's apparel industry (174 companies with 6,354 employees) amounted to 540.1 billion yen.

Value-Added Shoes Featuring Selected Materials and Exquisite Design

Shoes Plaza

Shoes Plaza is an extensive shop for those who are interested in various shoe manufacturers. The shop is a great resource for those interested in getting related information on shoes. In addition, Shoes Plaza is a great resource for those interested in buying boots and shoes.

High Quality Pearls Screened in the Natural Sunlight of Kobe

Pearl jewelry, frequently worn by members of the imperial family, amarys steady demand in the Japanese market. A vast number of Japanese people present pearls on special occasions such as weddings and opening ceremonies. Pearl oysters are cultivated in various locations in Western Japan, including Kobe, Onomichi, Otsu, and Fukuoka Prefectures. Located between these production centers, Kobe has developed as a pearl processing and distribution center.

Today, about 30% of Japanese pearl processing firms and distributors are assembled in Kobe. In 2013, net sales of the pearl processing industry were 23 trillion yen. In the now-enlarged industry, about 3,500 employees work in Kobe. Among the many achievements, the "Kobe Pearl Design Contest" was introduced in 1988. Kobe Pearl Design Contest is the first official pearl design of the world. Kobe pearl design has been acclaimed as "the soul of pearl design". Kobe Pearl Design Contest is one of the important events in the pearl industry, and Kobe Pearl Design Contest is the first official pearl design of the world. In 2013, there were about 300 pearl design entries from around the world.

Kobe Western-Style Furniture Comforted by Early Settlers

The history of Western-style furniture in Kobe dates back to the opening of the Port of Kobe in 1868, when Westerners who lived in the Kobe Settlement brought furniture from their home countries to their residences in Kobe, which eventually required maintenance and repair.

During the Meiji Period (1868 - 1912) and the Taisho Period (1912 - 1926), Western-style furniture produced by Japanese cabinetmakers (who used to be shipbuilders) was high-quality. Immediately after the end of World War II, cabinetmakers who had left their work to the war had to quickly adapt to the new situation. In 1960, the Osaka Furniture Industry, founded in 1936, expanded its business to Western-style furniture, and the Kobe Western-Style Furniture Association was established.

In 1965, the Osaka Furniture Industry, founded in 1936, was merged with the Kobe Western-Style Furniture Association, and the Kobe Western-Style Furniture Association was established. In 1971, there were about 200 employees in Kobe Western-Style Furniture. In 1975, there were about 350 employees in Kobe Western-Style Furniture. In 2013, there were about 771 employees in Kobe Western-Style Furniture. Kobe Western-Style Furniture is tailored according to individual wishes. The products feature the highest quality and the most refined design in Japan. To each customer, the manufacturer guarantees "permanent" maintenance. The cupboards and shelves, for instance, are tailored according to the customer's height. The length and height of each shelf is also adjustable to the customer's height. The manufacturer's maintenance service in consideration of the height of family members. When foreign chefs are brought into Japanese-style houses, the height of chairs is decreased since in such houses users do not wear shoes inside the house. Furniture manufacturers also provide lamps of natural wood cabinets, since natural wood cabinets become slightly thinner over time. Some manufacturers improve their products according to the season or latest interior design. The manufacturer's maintenance service is considered to be one of the best in the market.
Projects that Kobe plans to implement by joining the UNESCO Creative Cities Network (in the Design category)

As thus far described in this report, in Kobe, we define design as a broad concept encompassing not only city planning but also various designs centered around daily life. In Kobe, citizens, city planning experts, educational institutes, businesses and the city government have worked together to create "Design City Kobe." By joining the UNESCO Creative Cities Network (in the Design category), Kobe will be able to expand its international networks dramatically and promote its design-related programs through the expanded network. In addition to continuing the programs and events that Kobe has been organizing to promote international relationships and sharing of Kobe's original design culture and the rest of the world, Kobe plans to initiate the following new programs as a Design City.

New programs to be launched as a Design City (plan)

1. Holding international forums with other UNESCO Creative Cities
2. Initiating exchange programs with other Creative Cities.
3. Promoting design-related exchanges with Northeast Asian countries.
4. Enhancing Kobe's attractiveness and image as a city of art and culture.

- Organizing the Kobe Design Week, a thematic art and culture festival involving residents as primary participants, holding the first Suzanne in the autumn of 2007 Supporting Kobe Print Office with its efforts to promote Kobe as a location site for film making
5. Supporting design-related activities and exploring creative design.
6. Hosting Kobe Design City, a competition of contemporary design by designers of other industries to be held in September 2007.
7. Attracting international enterprises to Kobe that adopt design-related management policies.

In 2007, Kobe hosted the Design Oriented Company Representatives, the first such event in Japan. In addition, the City has hosted the festival of Kobe Design Collection and various other international events, which involve residents as key players. The City's efforts to promote international relationships have always been part of this new design culture, and we will continue to support the residents of the Kobe Design City, and continue to support residents who possess original and innovative ideas. These activities have been fostered throughout Kobe's history of welcoming foreigners, foreign businesses, and their cultures.

Japanese designs have won international recognition, particulary in areas such as industrial design and graphic design, particularly. In addition, many Japanese cities, Kobe in particular, are known for the design of high-quality products. The City also enjoys great popularity. According to national polls, Kobe was ranked among the top cities in Japan that people hope to visit in No. 5 (a city that people want to visit in at least one place in the survey conducted by the Japan Travel Association in 2007). Such favorable recognition is the result of Kobe's long-term contributions to developing the city as a design city, enhancing its attractiveness in diverse aspects, including fashion, conventions, and urban resort attractiveness, thereby establishing the city brand.

To further enhance Kobe's attractive features, and to create a city that inspires people with unique design, Kobe's residents, educational institutions, corporations, and the city government will continue their joint efforts to carry out comprehensive city design plans by involving all the parties concerned.

Organizations and people to promote Design City Kobe

To further promote Design City Kobe programs, the city has formed the Design City Promotion Headquarters, chaired by the mayor, along with the Design Advisory Board, comprising specialists. The Board will offer to the city government professional proposals and recommendations concerning design-related initiatives. By collecting the accrued wisdom of the business, industrial and educational circles, the Board is expected to lead Design City programs in the right direction.

Members of the Design Advisory Board
- Kazuo Hara, Vice-Chairman of the Kobe Chamber of Commerce and Industry. President of Look Field Co., Ltd. (*1)
- Toshihiro Kato, President, Product designer. Head of design. Leading designer active in environmental, spatial and industrial design.
- Hiroshi Doi, President of Kobe Design University. President of the design college in Kobe and specialist in urban and environmental design.
- Shinya Hyakumine, Professor, Osaka University graduate school.
- Chieko Inoue, Professor, Graduate School of Design.
- Ryoko Matsuoka, Design director of Kobe Municipal Aracenuim.
- Akira Yamada, Design consultant.
- Kazuhiro Yamauchi, Representative of Kobe Association of Corporate Executives. President of Fukuoka Co., Ltd. (*2)
- Chiesuke Yamauchi, President, Kobe University graduate school.
- Director of the city of Kobe's bountiful palaces.

* Companies that won Design Excellent Company Awards (See P. 92)

As mentioned above, various parties in Kobe are committed to realizing Design City Kobe. The Kobe Chamber of Commerce and Industry, for instance, is promoting the awareness of the importance of design among small and medium-size enterprises in Kobe. The organization is also committed to business matching between art/designers and companies. Industry-academia collaboration projects and design competition programs, all supported by local companies.

In addition to developing human resources, educational institutes in Kobe are committed to fostering international relationships along with partnerships with communities, businesses and the city government. Based on such partnerships, educational institutes provide students with opportunities to learn designs that are feasible for practical applications. Design specialists in Kobe are working to enhance their designs through various programs that allow them to share expertise with other specialists through networks.

Lastly, the most essential players in the Design City Kobe campaign are the residents of Kobe (their grassroots organizations and NPOs), who are actively involved in community development and urban planning.

Design Platform

Based on the existing network between residents, academic institutions, businesses and the city government, Kobe plans to establish the Design Platform, which will comprise representatives of all the above-mentioned groups. To promote Kobe with design, the Design Platform will set forth practical proposals and carry out various programs. The Design Platform is expected to develop and offer various innovative ideas to create and promote Kobe's original designs.

Conclusion: Linking Kobe with the rest of the world by means of design

Since the opening of the Port, Kobe has actively introduced foreign designs and cultures. It has improved its access as a metropolis with an urban design filled into the natural environment linking mountains, the downtown area and seashore. The city has designed a business network that connects people with businesses through its rich culture and industry in creating an urban area that can provide relaxing spaces with clear greenery. Utilizing the bonds established among its citizens by reconstruction efforts after the Great Hanshin Earthquake, the city has also promoted community building with views for every accessibility such as universal design, and has advertised itself to the world. This is because the city has enjoyed a constant flow of visitors from Japan and abroad. Many people are repeatedly inspired by the design of the city, which continues to reflect innovation, innovation, innovation, and opens up the world to the rest of the world.

In cooperation with UNESCO, the city is working to develop a design of the city that is unique to Kobe, which has been established by introducing foreign cultures, to the world, and to contribute to the creation of an international society in which everyone values cultural diversity.

Epilogue