Innovation and Conservation for Sustainable and Creative City: Kobe and Kanazawa

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Creative City and Creative Economy

With a major shift toward globalization and knowledge-based Creative Economy, the industrial city is already declining. A great deal of attention is being given to the development of a new type of city, “the creative city”.

These cities are characterized by the formation of clusters of creative industries, such as film, video, music, arts and crafts. These are also cities where “the creative class” made up of high-tech experts, artists, and creators prefer to live.

This wave of development has reached the cities and regions of Japan and East Asian Regions. The goal of becoming a “creative city” has been espoused by cities like Kobe, Kanazawa, Nagoya, Sapporo in Japan. The number of such cities is multiplying rapidly.
What is a Age of Creative Economy?

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Creative City and Social Innovation

What is important for creative cities is creative problem solving in the areas of economy, culture, society and environment, as well as the fluidity to change the existing system whenever chain reactions in such areas occur.

Cities that cultivate new trends in arts and culture and promote innovative and creative industries through the energetic creative activities of artists, creators and ordinary citizens;
that are rich in many diverse “creative milieus” and “innovative milieus”;
that have a regional, grass-roots capability to find solutions to social problems such as homeless peoples, and global problems such as global warming.
The city where a variety of social innovation happens.
UNESCO Network of Creative Cities

Part of the broader diffusion of the creative cities ideal has come through the launch of UNESCO’s “Global Network of Creative Cities” in 2004, and interest has quickly spread beyond the confines of Europe and America to Asia, and developing countries throughout the world. Prior to this, UNESCO performed the Universal Declaration on Cultural Diversity 2001 for the purpose of restraining standardization of the culture under the current globalization.

Now 41 cities in the world and 4 cities in Japan, Kobe, Nagoya, Kanazawa and Sapporo are registered to the global network. In addition there are around 4 japanese candidate cities that are preparing to join the Network.
Impact of Florida’s Theory

R. Florida has advocated his own creativity index consisting of eight indices in three fields: talent, technology, and tolerance. This index has created a stir among urban theorists and policymakers throughout the world. Among these three categories, Florida himself has stressed tolerance. His gay index has become a symbol strongly suggestive of the creativity of social groups like the open-minded, avant-garde young artists called Bohemians. Florida contends that this group displays the American counter cultures fundamental opposition to highbrow European society, as in American musicals compared to European operas and American jazz and rock versus European classical music.
the Creative Class and 3 T’s

Creativity Indices according to R. Florida

| ① Talent                                      | 1) Creative Class  
                                           | 2) Human Resources  
                                           | 3) Talent Employed in Science and Technology |
|-----------------------------------------------|-------------------------------------------------|
| ② Technology                                 | 1) Innovation Index  
                                           | 2) High Tech Index                              |
| ③ Tolerance                                  | 1) Gay Index  
                                           | 2) Bohemian Index  
                                           | 3) Melting Pot Index                            |

(Source: Richard Florida, *City and the Creative Class*, Routledge, 2005)
3T’s and the University as Creative Hub

“The university is indeed a key institution of Creative Economy, but what’s not so widely understood is the multifaceted role that it plays....To be an effective contributor to regional growth, the university must play three interrelated roles that reflect 3T’s of creative communities.

*Technology*: Universities are centers for cutting-edge research in fields from software to biotechnology and important sources of new technologies and spin-off companies.

*Talent*: Universities are amazingly effective talent magnets. By attracting eminent researchers and scientists, university in turn attract graduate student, generates spin-off companies, and encourage other companies to locate nearby in a cycle of self-reinforcing growth.

*Tolerance*: Universities foster a progressive, open, and tolerant people climate that helps attract and retain members of the Creative Class.” (Florida, *The rise of the creative class*, 10th anniversary ed.)
Cityscape as Cultural Capital

David Throsby mentioned that arts & culture may have a more pervasive role in urban regeneration through the fostering of community identity, creativity, cohesion and vitality via the cultural characteristics and practices, which define the city and its citizens. And he pointed out the importance of cultural capital which embodies and gives rise to both cultural value and economic value in the city.

Consideration of heritage or cityscape as cultural capital can provide a means of integrating the interests of conservationist, who are concerned with the protection of cultural value, and economist, who look at heritage project as problems of allocation of scarce resources between competing ends. He emphasized good relations about cultural capital and the sustainable development of the city. In other words, he states that coexistence of conservation and innovation is enabled by grasping a cityscape as cultural capital. (Throsby, 2002)
Conservation and Innovation

Charles Landry mentioned that cultural heritage and cultural cityscape are the sum of our past creativities and results of creativity, and is what keeps urban society going and moving forward. Culture is the panoply of resources that show that a place is unique and distinctive. The resources of the past can help to inspire and give confidence for the future. Even cultural heritage is reinvented daily whether this be a refurbished building or an adaptation of an old skill for modern times: today’s classic was yesterday’s innovation. Creativity is not only about a continuous invention of the new, but also how to deal appropriately with the old. (Landry, 2000)

On the other hand, cultural capital and cultural cityscape form the creative milieu which attracts the Florida’s creative class to the city, and foster the formation of cultural cluster, the engine of sustainable development of creative city.

We would try the evaluation of the creative city in Japan from a viewpoint of conservation and innovation.
松山
横浜
神戸
東京
Kobe was certified as a design city of the UNESCO Creative Cities Network about 5 years ago, on October 16, 2008.
The unique landscape of the city encircled by mountains and sea has been a long standing attraction for many residents and visitors.
Kobe port was opened to trade with the West in 1868, Kobe has actively embraced all the elements of Western culture that entered through it.
Unique Cityscape of Kobe

Kobe City made an effort for the preservation of this unique cityscape eagerly.
Rural Landscape of Kobe

In the hillside of the city, one can still find this beautiful bucolic landscape and some of the oldest thatch-roofed houses in Japan.
Great Kobe Earthquake in 1995

It took the lives of about 6,000 and did immense damage to the city. The urban infrastructure was absolutely devastated and the city functions were completely paralyzed.
Kobe Creative Recovery from Earthquake

1: To enhance the unique cityscape of the city, and attractiveness of creative designers and creators. Creating further attractions in Kobe by connecting the people, place and its attractions which leads to new possibilities.

2: To foster the formation of medical industry cluster. Creating new creative cluster in the medical care field by attracting talented researcher and creative entrepreneur.

Creating a better society and quality of life by applying the creativity found in people to new field.
<Focus of Design City Kobe>

- Enrich lifestyles
- Use city’s uniqueness and attraction
- Revitalize the economy
- Enhance creativity
- Develop peoples spirits for the next generation

Basic Policy 1
Cityscape Designs

Basic Policy 2
Daily Life Designs

Basic Policy 3
Design for Creative Industry
Enhance uniqueness and discover new attractions

Cityscape
Kobe Medical Industry City Design

Kobe City started a Medical Industry City Design in 1998, and it is authorized by central government for a urban regeneration project in the tip medical industry district in 2002.
A young woman researcher in Kobe announced the epoch-making results on the STAP Cell and attracted attention from all over the world.
Enhance uniqueness and discover new attractions
Kobe Fashion Week
KOBE DESIGN DAY
16th October
A historical large building, former Raw Silk Testing Center has been renovated for as the Design Creative Center KOBE in autumn 2012, it forms a hub for the “creation and interaction" of Design City Kobe.
CONCEPT

KOBE DESIGN HUB

A place to connect citizens, entrepreneurs and creators.
A place where new value through design can be created.
Support for Creative Effort
Support for Creative Effort
Cultivation of Creative Human Resources