Network Building
UNESCO Creative Cities Network

Poster Design Competition

神戸
Kobe
UNESCO
City of design
To be a place that will contribute to the community through promotion and integration of creative human resources in civilian lives and economic activities.
Kanazawa as a UNESCO Creative City

The City of Kanazawa, a “human scale” city of 450,000 people, spreads out from the quiet rows of houses and the black luster of their tile roofs in the old urban district.

The clear water of the twin Rivers flows through the city surrounded by a lifestyle that fosters traditional arts and crafts, blessed to sit within a lush and fertile natural mountain environment. In such a context, Kanazawa has been valued as a sustainable Creative City which maintains the high quality of life, and a balance between culture and the economy.
Kanazawa, a creative & sustainable city

Endogenous development of textile and machinery industries. Well balance of culture, economy & environment. Beautiful cityscape, traditional culture & entertainment.

But decline of textile industries owing to globalization.
Kanazawa City College of Arts

In 1946 Kanazawa City founded municipal College of Arts and Craft under the philosophy of “contributing to the peace of making through the creation of beauty.”

Kanazawa College of Arts contributed to development of the creative economy by training the young talents in the field of arts and crafts, and also by bringing up creative talents such as the field of ICT development and game software.
Challenge of Creative City Kanazawa

Facing to the decline of the textile industry, city hall started new praiseworthy attempt to convert the discarded remains of old textile factory into a “creative art space” with the active participation of its citizens. In 1996, in response to public opinion, old warehouses of textile factory were converted to new art center named Citizen’s Art Village, designed to be used by citizen freely “24 hours a day, 365 days a year”.

Citizen’s Art Village
Kanazawa Citizen’s Art Village

Ex warehouse of textile factory

Theater
Creative City Committee of Kanazawa

The entrepreneurs with social mind in local economic society set up a Committee for Creative City Kanazawa in 2001, and built the creative city strategies in collaboration with city hall. The committee member regularly made dialogs with the Mayor.

www.kanazawa-round.jp
Renaissance of traditional business

Fukumitsuya Ltd.  Sake brewery, Cosmetics

Mr. Matsutaro Fukumitsu
Creative Artisan Firms in Kanazawa City

Hakuichi Ltd.  Gold Leafing,  Design Craft
Global-Niche Small Firms in Kanazawa City

Ishino Factory Ltd. Automatic Sushi Conveyor System
The Committee for Creative City pushed forward to open the Contemporary Art Museum of Kanazawa in the center of the city. This was built with the purpose of fusing contemporary art with local traditional craft-design and performing arts. The museum collection and exhibitions focus on international contemporary art, and famous artists are invited to produce artworks in open demonstrations accessible to the public.

According to first museum director, “Art is an investment in the future, developing human capitals for a future filled with creativity,” and this ideal is being carried out through the ‘Museum Cruise’ program, which invited all of the elementary and junior high school students in the city to this museum free in a first half year.

In the first year, the museum attracted around 1.5 million visitors — three times the population of the city. Furthermore, the revenue generated from the tours exceeded 10 billion yen.
Museum and Craft Cluster in Kanazawa

Around this contemporary art museum and College of Arts, there locate over 30 museums, like figure 1. Furthermore, arts and craft shops and studios accumulate around this museum – university cluster.

There are 22 types of traditional arts and craft industry in Kanazawa, approximately 900 establishments and 3,000 employees. This occupies 20% of establishments in the city, 6% of the employees and there are a lots of extremely small establishments form cluster of craft studio and shop. In addition, 74 craft studios and 139 craft shops concentrate in radius of 5km from the old Kanazawa castle located in the inner city.
Figure 1
Cluster of Craft-studio in Kanazawa

Distribution of Craft studio and shop from the city-center
A radius of 2km: 60%
A radius of 5km: 90%
Figure 2. Cluster of Museum in Kanazawa

1 Museum of Tea Ceremony
2 College of Arts and Craft
3 Museum of Gold Leafing
4 Museum of Local Great Men
5 The Kyoka Izumi Memorial
6 Museum of Record player
7 Museum of Lord Maeda
8 The Saisei Murou Memorial
9 Old Samurai House
10 21st Contemporary Museum
11 Museum of Modern Literature
12 Prefectural Gallery
13 Museum of History
14 Palace of Lord Maeda
15 Gallery of Samurai
16 Museum of Traditional Craft
17 Museum of Tea Bowel
18 Old Samurai House Garden
19 Museum of Yuzen
20 Museum of Entertainment
21 Museum of old Merchant
22 Old Samurai House
23 Old Samurai House
24 Old Samurai House
33 The Syusei Tokuda Memorial
34 Museum of Noh
Promotion of Craft Business and Creative Design
The Director-General

Mr. Tamotsu Yamade
Mayor
City Hall, 1-1
Hokoda, Kanazawa,
 Ishikawa 924-8277
Japan

Ref. DG4.1366

- 8 JUN 2009

Dear Mr. Yamade,

I am pleased to inform you that, after close examination of the application prepared by the city of Kanazawa and taking into account the favourable support from the Japanese National Commission for UNESCO, I have decided to accept Kanazawa’s nomination into UNESCO’s Creative Cities Network in the category of “Crafts and Folk Arts”.

The purpose of the present letter is to confirm Kanazawa’s membership of the Network, which will be subject to review in two years’ time, following the submission of an evaluation report on activities carried out within that period.

I am confident that the city of Kanazawa will fulfil the commitments it has made in applying to the Network, and that, under your guidance, it will play an active part in the Network’s joint activities. I know that I can count on your city’s innovative capacity, and on its spirit of solidarity with cities in developing countries, whose participation should be encouraged.

Please note that you are entitled to use UNESCO’s name and logo when mentioning your city’s membership of the Network, subject to the conditions that will be specified by UNESCO. For more details in this regard and any further information, I suggest that the people whom you have designated as coordinators of the project for Kanazawa pursue their contact with my colleagues in the Culture Sector, Mr. Georges Poissant, Chief of the Section of Creative Industries for Development (e-mail: g.poissant@unesco.org, tel.: 33 1 4988 3571), and Mrs. Dongyu Lee, Assistant Programme Specialist (e-mail: d.lee@unesco.org, tel.: 33 1 4988 4972).

I look forward to fruitful cooperation between UNESCO and the city of Kanazawa.

Yours sincerely,

Kōichiro Matsuura
Craft-ism Declaration and the Milieu of Craftsmanship

In 2009, City hall made “Craft-ism Declaration” and former Mayor describes its aims as follows:

“The present society has lost sight of the meaning of work and the basic way of life. In such an age, we should re-evaluate and cherish the spirit of “Craft-ism” which leads to the creation of values. Without such efforts, we might lose our solid foundation of societies. Fortunately, the city of Kanazawa has a broad base of “the Milieu of Craftsmanship” handed down from the Edo Period. The arts of Kanazawa’s traditional craftworks include, among other things, ceramic ware, Yuzen dyeing, inlaying, and gold leafing. We aim to protect and nurture the traditional local industries while working to introduce new technologies and innovative ideas.”

As described above, in the city of Kanazawa, both private initiative and mayor-led administrative are ongoing as what is called “two wheels of one cart.”
Cultural Mode of Production in Kanazawa City
Cultural Mode of Production System in Kanazawa

Flexible Production with High Tech and Creativity

Attracting and Training of Creative Talents

Upgrade of Urban Cultural Capital

Circulation of Incomes in the city

Cultural Investment and Cultural Consumption

Demand Increase for High Quality Goods

Upgrade of Urban Consumption Market
Creative City of Bio-cultural Diversity

Kanazawa city will hold the general assembly of UNESCO Creative Cities Network in 2015.

We are preparing the special forum of “Creative City and Bio-cultural Diversity” in cooperation of the University of United Nations.

We should recognize the craft production is based on the natural resources and the landscape surrounding the city.

So we should preserve the ecology and nature as well as cultural heritage.

Please come together to Kanazawa Conference in 2015.
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<tr>
<th></th>
<th>Creative Talents</th>
<th>the number and activity of artists, scientists, engineers and craftsmen</th>
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<tbody>
<tr>
<td>2</td>
<td>Quality of life</td>
<td>the wealthy of personal income, free time and expenditure for cultural affairs and entertainment; richness of urban environment and amenities</td>
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<tr>
<td>3</td>
<td>Creative Industries</td>
<td>the number of firms and employments in the cultural creative industries, such as film, video, music, art and craft et.</td>
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<td>4</td>
<td>Creative Support Infrastructure</td>
<td>the number and availability of universities, technical schools, research institutions, theaters, libraries, and cultural institutions</td>
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<td>5</td>
<td>Heritage and Cultural Asset</td>
<td>the number and the preservation condition of tangible and intangible cultural assets which are documented by the public sector</td>
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<td>6</td>
<td>Citizen’s Activities</td>
<td>the conditions of NPO activities and women’s participation in society</td>
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<td>7</td>
<td>Creative Governance</td>
<td>positive citizen participation, ability of policy making and financial independency.</td>
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Creative Cities Network in Japan

In this way, Kobe and Kanazawa became a leader, and many practical action of the creative city project in Japan has been started. Following the creative city network of the UNESCO, the Agency for Cultural Affairs started an award system from 2007, and four cities was selected every year and the time of mutual cooperation has been matured.

On the 13th January 2013, mayors and policymakers of 22 municipalities gathered in Yokohama city and Established creative cities network of Japan to make a platform between cities and citizen.
Some Implications from Japanese case

1. It is necessary to conduct an intensive analysis of the urban crises and problems, increase the shared awareness of citizens, clarify the need to become a “creative city,” and formulate a creative city concept based on its embedded culture and cultural diversity.

2. In developing concepts, “artistic and cultural creativity” must be recognized as factors that have an impact on many other areas, including industry, employment, the social system, education, medical care, and the environment. In order to link cultural policy to industrial policy, urban planning, and environmental policy, the vertical administrative structure must be made horizontal, ordinary bureaucratic thinking must be eliminated, and organizational culture must be changed.
Some Implications from Japanese case

3. Cultural capital must be recognized as basic social infrastructures in the knowledge and information society, and strategic planning must be carried out to inspire the creativity of citizens. Specifically, diverse “creative milieu for cultural cluster” must be established in the city and creative producers must be fostered to take charge of this task.

4. For the sustained development of the creative city, the promotion of the culture cluster is indispensable. It is essential to obtain the cooperation of a broad selection of citizens, including business leaders, and NPOs, perhaps in the form of a Creative City Promotion Committee. The most important thing for the promotion of creative cities is the establishment of research and educational programs for developing the necessary human resources.
East Asian City of Cultural

In order to develop creative cities, not only do we need the inter-city network promoted by UNESCO and the national level as well, but we also need to learn from partnerships seen at the Asian regional level.

We start “East Asian City of Cultural” project between Japan, China and South Korea from 2014.

When a creative cities network of Asia is established, a new form of “Creative and Peaceful Asia” will emerge.
References

Noda, K., *Creative City Yokohama*, 2008 (in Japanese)
Sasaki, M., “Urban regeneration through culture creativity and social inclusion: Rethinking creative city theory ” *Cities*, 27 s3-s9, 2010