

Dear Members

The City of Kanazawa is working on various activities based on the Creative City Promotion Program which formulated in March 2010. We would like to inform you that we have produced a report about a joint research project of Kanazawa City and external research institution related to Creative City.

As you may know, the role of Messe as an effective measure of industrializing on culture was discussed at the “World Creative City Forum in Kanazawa” last October. The City of Kanazawa and the Creative City Consortium (NPO) produced “Research Report on the Commercialization of Craft in Creative City Kanazawa” to hammer out a course of development related to the role of Messe.

In this report, we mention three major tasks for the development of the Messe in Kanazawa.

First task is “Active proposals for the new utilization of the cultural value of crafts and designs”. This propose that Messe harmonize the traditions of Kanazawa in each field, advanced technology and Art, and gives a chance to create new leading renovation of regional economy in 21st century.

Second task is “Furthering international promotion by making use of the media” to dispatch information.

Last task is “Collaboration between Messe and Tourism” viewed from the idea of whole city is the venue of the Messe.

We have uploaded this report on the web site. Please have a look!

HP アドレス

The Creative City of Kanazawa will continue to promote the various activities and sending them out to the world.

Thank you in advance for your understanding and cooperation.

I wish you all the best and success more and moe.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator