

Vol.2 0912

Dear Members of the Creative City Network,

As another year comes to a close, have you had a pleasant year? In Kanazawa the cold days continue and we have had our first snow of the season.

Starting from this month, we plan to distribute information about Kanazawa, twice a month, to all the other members of the network. We hope these correspondences will not only act as useful reference towards your own activities, but will also help to strengthen our cooperation. If you have any questions or requests, please feel free to reply to this email address. You can also contact us through this email address in order to add someone you know to our distribution list, or would no longer like to receive this email.

For January 10th and February 13th, we have planned a new type of tour: "Craft Tourism". These tours, as part of Kanazawa's Creative Tourism, would offer visitors a hands-on experience with the city's traditions and culture. For example, we have created a course that includes experiencing traditional music at the Kanazawa Noh Museum, a visit to the lacquerware and Kaga-Yuzen studios, and a nighttime stroll through the lit up Kenrokuen Garden, a National Site of Scenic Beauty, so that people can immerse themselves in the culture and traditions of Kanazawa.

In addition, we have also prepared a half-day, short course that includes a visit to the 21<sup>st</sup> Century Museum of Contemporary Art, Kanazawa and a traditional toy making experience. For more details, please visit the URL below.

※ <http://www.kanazawa-tourism.com/eng/campaign/>

Best wishes for another year of successful activities and good health,  
Creative City Kanazawa Promotion Office, Japan

Dear Members of the Creative City Network,

Happy New Years. We pray for everyone to have a wonderful year.

Kanazawa is a handiwork city with a wide array of traditional craftwork, but a city cannot develop by inheriting tradition alone. In 1997, the festival for digital creative artists, “eAT KANAZAWA”, began as an effort by Kanazawa to create new value. The “eAT” comes from taking the first letter of each word from the phrase Electric Art Talent and every year it attracts top tier electronic artists. People from all around, regardless of their nationality or language, converge on Kanazawa in order to produce new creative culture through forums, performances and seminars. This year, the festival will be held on the 29th and 30th of this month.

Best wishes for another year of successful activities and good health,  
Creative City Kanazawa Promotion Office, Japan

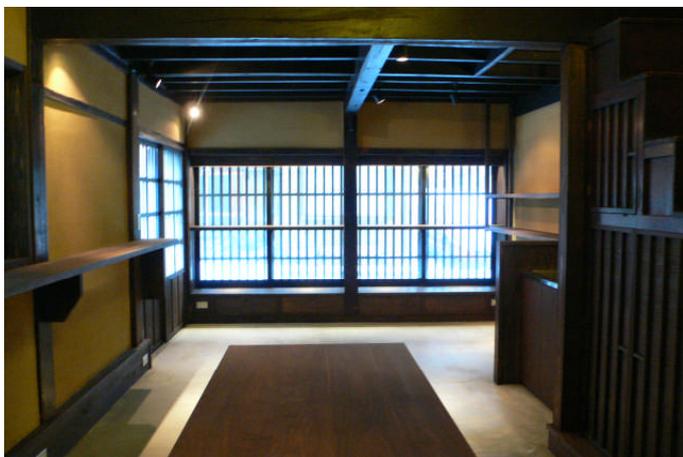
Volume 4 1001

Dear Members of the Creative City Network,

The City of Kanazawa continues its on-going construction of the rental studio project: “The Kanazawa Machiya Craftsmen Studio”. By next month the gallery studio is scheduled to open. The city aims to support self-sufficiency among young crafts artisans by establishing these rental studios. This project strives to publicize the foundations of traditional Japanese craft both abroad and within Japan. The original building for “The Kanazawa Machiya Craftsmen Studio” was built at the end of the Shogunate era as a merchant house close to the city center. Recently, it underwent renovations and is currently leased to promising young aritisans and craftsmen at minimal costs. The studio is open to the public and visitors can watch the craftsmen work, in addition to trying out the art of engraving metal.

We offer our best wishes towards your successful activities and continued good health,

Creative City Kanazawa Promotion Office, Japan



Vol. 5 1002

Dear Members of the Creative City Network,

Since 2008, Kanazawa has begun inviting Creative Cities from Japan and abroad to participate in a World Creative City Forum. Following the 2008 participation by Berlin, Bologna, Santa Fe and a keynote speech from the former French Minister of Culture Jack Lang, in 2009 we held a symposium with participants from Jeonju, Yokohama, and Ghent, in addition to Kozo Fujimoto of Hermès Japan and Françoise Morechand, an International Advisor to the 21<sup>st</sup> Century Museum of Contemporary Art, Kanazawa. We have collected the reports from the 2009 symposium and up-loaded them to the following URL. We hope that you find the reports informative.

[http://www4.city.kanazawa.lg.jp/11001/souzoutoshi/info/info\\_eng\\_2.html](http://www4.city.kanazawa.lg.jp/11001/souzoutoshi/info/info_eng_2.html)

We offer our best wishes towards your successful activities and continued good health,

Creative City Kanazawa Promotion Office, Japan

Dear Members of the Creative City Network,

The Traditional Craft industries, which represent the nucleus of Kanazawa's identity, act not only as key industries for Kanazawa, but also supports our citizens' high quality of living. With 26 types of crafts, even in Japan, Kanazawa possesses a preeminent standard for its wide variety.

However, in recent years, the demand for traditional crafts has weakened, in addition to fewer people pursuing a career in the traditional craft industries. The crafts environment is increasingly looking grim.

In response, the City of Kanazawa has initiated several policies aimed at promoting and popularizing traditional crafts. One such initiative involves passing down the techniques of Kanazawa Traditional Umbrellas, as currently only one artisan of these umbrellas exists.

Raised alongside the traditions of Kanazawa, as well as all the rain and snow, Kanazawa Traditional Umbrellas, when made well, are sturdy enough to last for half a century. Brilliant patterns and vivid colors represent the defining characteristics of these umbrellas. Normally, these traditional umbrellas were made by several artisans working on different stages; similar to an assembly line. Currently, though, the artisan must handle every stages in constructing the Kanazawa Traditional Umbrellas.

In order to protect the glimmer of Kanazawa Traditional Umbrellas, the city began to coordinate with other domestic producers of traditional umbrellas and gathered young artisans from a variety of industries, such as woodworking, picture framers, bamboo workers, in order to create a project team both young and capable of mastering the entire manufacturing process necessary to continue crafting Kanazawa Traditional Umbrellas.

With that, we offer our best wishes towards your successful activities and continued good health.

Creative City Kanazawa Promotion Office, Japan



Vol.7 1003

Dear Members of the Creative City Network,

Over 99% of the gold leaf, and 100% of the silver leaf and nickel silver leaf produced in Japan is made in Kanazawa. These leaves possess both a soothing glimmer, as well a quality that does not degrade over time and is used in decorative artistic crafts, the restoration of historical structures and recently, there are efforts to use the leaves for interior design.

In these ways, Kanazawa leaf acts not only as one of the primary traditional craft industries, but also as an important element in supporting Kanazawa culture.

On the other hand, the Kanazawa leaf industry continues to shrink due to the competition from producers abroad. As a result, the number of people involved in the leaf industry has decreased, as well as a there being a growing concern for the succession of the accumulated techniques in the manufacturing process. There are other issues as well, such as whether to develop new products, and also whether to widen the uses of these products.

In order to tackle these issues and more, in the fall of 2010 we will be establishing the “Research Institute on the the Promotion of Kanazawa Leaf” (Temporary title). This research institute intends to promote Kanazawa leaf by providing manufacturing support, coordinating product development, coordinating research, and creating a Kanazawa Leaf Digital Archive.

In January of this year, a preparation room was established for the research institute. From here on, in order to prepare for the Kanazawa Leaf Digital Archive, we are collecting information concerning the industry, along with the regions that use the most leaves by working together with scholars of history and culture. Lastly, the research institute, as part of its implementation of training workshops and investigative research, will also be organising leaf worker exchanges between other domestic as well as international producers.

With that, we offer our best wishes towards your successful activities and continued good health.

Creative City Kanazawa Promotion Office, Japan

Attached Picture “Craft goods utilizing Kanazawa leaf”



Vol. 8 1003

Dear Members of the Creative City Network,

In this week's mail magazine, we would like to inform everyone of the 2<sup>nd</sup> French-Japanese Conference on Decentralized Cooperation, which will be held in Kanazawa in May.

The first conference, held on the occasion of the 150th anniversary of the establishment of diplomatic relations between Japan and France, was held on October 27th and 28th, 2008 in Nancy, a sister city of Kanazawa. The conference attracted 29 local governments, and in a joint communiqué resulting from these meetings, it was agreed to hold the second conference in Kanazawa. The meetings will take place across three venues, with the 21<sup>st</sup> century Museum of Contemporary Art, Kanazawa acting as the main location for the meetings.

During this conference, held in May 2010, local government members involved in a sister city or friendship city relation between Japan and France will gather and exchange ideas on the overall theme of "Local Governance and Sustainable Development" in session meetings. Around 40 local governments are planning to attend. A new session meeting to discuss the driving force of development, "culture", will be added to the previous conference's three topics of "economy", "environment", and "society". The meetings based on these four themes will identify common problems to both Japanese and French governments and will seek out ways of cooperating to find solutions.

This conference aims to make a contribution towards a harmonious, international community by proposing a new model of exchange among local governments that goes beyond the framework of conventional one-on-one relationships. The conference will deepen the partnerships between local governments in both countries and thereby expand the relationship between France and Japan.

With that, we offer our best wishes towards your successful activities and continued good health.

Creative City Kanazawa Promotion Office, Japan

Vol9 1004

Dear Members of the Creative City Network,

Last year was a wonderful year for Kanazawa as it was accepted into the UNESCO Creative City Network. However, this was not the final goal, but rather the start as the city plans to continue with its efforts.

Are you aware of the classical music festival, La Folle Journée, which originated in Nantes, France? Japan's traditional music like "Ohayashi" persists in Kanazawa to this day, but the Orchestra Ensemble Kanazawa (OEK) has existed for over twenty years as well. With OEK taking a central role, La Folle Journée Kanazawa will commence its third time this year. During the music festival people can enjoy classical music casually while navigating through the numerous venues across the city. It has already established itself as a spring event for Kanazawa. If you have an opportunity, please visit Kanazawa during the festival, which runs from April 29<sup>th</sup> (Thurs, Holiday) to May 5<sup>th</sup>, (Wed, Holiday).

With that, we offer our best wishes towards your successful activities and continued good health.

Japan Creative City Kanazawa Promotion coordinator

\*I inform you that we changed our e-mail address.

souzoutoshi@city.kanazawa.lg.jp (a former address)

kikaku@city.kanazawa.lg.jp (new address)

Dear members

Last year, Kanazawa was approved as a City of Crafts and Folk Art in UNESCO Creative Cities Network. We were working on a project which improve Creative City Kanazawa more and more.

Then, we formulated a concrete strategy “the Kanazawa Creative City Promotion Program” in the end of March.

<http://www4.city.kanazawa.lg.jp/data/open/cnt/3/14114/1/suishin-PG-Eng.pdf>

This strategy parades 3 slogans. “Linking culture and business ”, “Producing creative successors” and “Attracting international attention” as an image of what we want to be like in the future. We prepared a scheme to embark on actualization which express the plans for next 5 years of most important existing project, new project that we start this year and a project that is based on accreditation of the UNESCO, Creative City, Craft and Folk Art. The government working together with the private sector to put plans into practice.

We would like to inform relevant parties in Japan and the UNESCO, Creative Cities around the world about this program and like to the advancement of the UNESCO, Creative City Network activity for the future.

We are grateful for the understanding and cooperation you bestowed on us. We look forward to a long and prosperous relationship with you.

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

Yours sincerely,

Japan Creative City Kanazawa promotion coordinator

Vol.11 1005

Dear Members

We' d like to introduce 2 activities of Creative City Kanazawa this time.

First, Kanazawa is a city of hand craftsmanship that has various traditional crafts. Kanazawa ciy will hold "First International Triennale of KOGEI in Kanazawa" to share the new state of craft with the entire world. This will be held from 8th of May(Sat) 2010 as one of activities to create new value of crafts and introduce new generations of KOGEI through worldwide artists and their work. We very much hope you will visit.

<http://www.kogei.bp-musashi.jp/>

Second, A large-scale exhibition devoted to two of today' s most influential artists, Jan Fabre and Katsura Funakoshi. This is a collaborative event and invited Mr. Mari-Laure Bernadac from the Louvre Museum as a guest curator. This large-scale exhibition presents their works and Western & Japanese historical masterpieces untill 31st of August (Tue)2010. We very much hope you will visit.

[http://www.kanazawa21.jp/data\\_list.php?g=19&d=853](http://www.kanazawa21.jp/data_list.php?g=19&d=853)

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

Yours sincerely.

Japan Creative City Kanazawa promotion coordinator

Vol.12 1005

Dear Members

We' d like to inform you about "59<sup>th</sup> Kanazawa Hyakumangoku Festival" which will be held this coming June this time.

"Kanazawa Hyakumangoku Festival" is a big event which has been held once a year in early summer for more than 40 years.

"Hyakumangoku Parade" unrolls inherited traditional functions and well worth seeing. This parade reenacts the entrance of Lord Maeda Toshiie and his entourage into Kanazawa. Lord Maeda created a basis of Kanazawa city and he was the second greatest feudal lord after Tokugawa shogunate. He made an effort to activate Kanazawa by advancement of craft, culture and entertainment.

Many traditional and cultural events to Kanazawa will be held during the period. For example, "Lantern Festival" will be held after sunset. It is the ceremony of floating Kaga Yuzen lanterns on the Asano River which is located in the central area of the city. About 1,500 Kaga Yuzen lanterns will be washed down the river.

And "Hyakumangoku Takigi Noh" It is a Noh drama presented on a torch-lit out door stage and it creates an atmosphere of quiet and elegant beauty.

"Kanazawa Hyakumangoku Festival will be held from 4<sup>th</sup> of June for 3 days.

We very much hope you will visit.

[http://translator.nsk.ne.jp/cgi-bin/tran\\_web\\_cgi\\_ejje?A=%2Fhome%2Ftranslator%2Fopt%2FTSBhst%2Fweb&e=JE&k=2&t=6&j=1&c=3&m=&u=http%3A%2F%2Fwww.100mangoku.net%2Findex.html](http://translator.nsk.ne.jp/cgi-bin/tran_web_cgi_ejje?A=%2Fhome%2Ftranslator%2Fopt%2FTSBhst%2Fweb&e=JE&k=2&t=6&j=1&c=3&m=&u=http%3A%2F%2Fwww.100mangoku.net%2Findex.html)

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

Yours sincerely,

Japan Creative City Kanazawa promotion coordinator

Vol.13 1006

Dear members

Kanazawa city was approved as a city of Crafts in UNESCO Creative City Network last year and it' s already been 1 year!

We are working on projects which improve Creative City of Kanazawa more and more based on Creative City promotion program that we formulated in March.

We started up an examination committee to activate the Futamata Japanese Paper, which is a representative of Kanazawa' s rare-traditional craft, as one of the scheme.

Futamata Japanese Paper has 1,300 years of tradition and many craftsmen called "Kamisuki" were active under the patronage of the lord in Edo period. Futamata Japanese Paper was widely known as the best official writing paper for the domain government.

Subsequent, the demand has plunged because of the mechanization and popularization of machine-made paper through Meiji period into Showa period. As a result, the number of craftsmen was rapidly decreased after 1960 and there are only 3 entrepreneurs in Kanazawa at this time.

Even so, Japanese Paper represents the Japanese traditional culture and there are many magnificent crafts and products using Japanese Paper.

Extermination of Futamata Japanese Paper means a serious loss for Creative City of Craft, Kanazawa. So, we set up the examination group for succession of valuable technique and culture.

The Futamata Japanese Paper revitalization program, which contains plans for material production systems, training of successors and expansion of uses and market, was confirmed by members consists of gainfully employed people and makers at first meeting. We intend to hold 3 more meetings this year.

We' d like to promote these schemes as a City of Hand Craftsmanship, Kanazawa.

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

Yours sincerely,

Japan Creative City Kanazawa promotion coordinator



Dear Members

Kanazawa City is now working on projects based on Creative City Steering Program that we formulated this march. We held ‘the first Kanazawa Study Meeting of Capitalizing on Craft’ as one of the projects on June 11th.

This Study Meeting is aim at creating new crafts by graduates of Utatsuyama Craft Workshop. The graduates work in cooperation with the designers of the UNESCO creative citites of Design to improve the product development skills of young craftsmen, provide high-quality, reasonable crafts, and expand markets.

Their works will be exhibited at ‘Oshare Messe trade fair 2010 Kanazawa Gonomi’ and intend to exhibit at the international trade fair in Tokyo.

We’ d like to promote these projects, which enhance the producing skills, and diffuse Kanazawa brand to link the culture and business.

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

Yours sincerely.

Japan Creative City Kanazawa promotion coordinator

\*Utatsuyama Craft Workshop

The Utatsuyama Craft Workshop was established in 1989 to promote the developement of culture and succeed the superior traditional crafts of Kanazawa. Young craftspeople are trained for three years in the fields of ceramics, lacquerware, fabric dyeing, metalwork and glasswork.



Vol.15. 1007

Dear members

How have you been getting along?

We'd like to introduce "Kaga-Yuzen" the one of the Kanazawa's traditional crafts this time.

"Yuzen" is one of the dyeing technique and its works. The origins of "Kaga-Yuzen" can be trace to the Kaga region's unique 'Umezome' dyeing technique which uses materials from plum trees. In the early 18 century, Miyazaki Yuzensai who was a Kimono pattern designer established the foundation of "Kaga-Yuzen". Under the warrior culture of Kaga region, realistic patterns centering on grass and flowers are a peculiarity of "Kaga-Yuzen".

In recent years, the demand for "Kaga-Yuzen industry" has plunged due to alienation from Kimono rapidly spreads with the changes of the lifestyle.

Kanazawa city established Institute for the Promotion of Kaga Yuzen Silk Dyeing Techniques aiming for revitalization of "Kaga-Yuzen".

A steering Committee was held in July 8<sup>th</sup> and confirmed that 'Kaga-Yuzen fan club' will be launched for the purpose of supporting a place-of-origin this autumn.

Members of the club will be recruited from all over Japan. The newsletter will be published to provide information of new products and the privilege of invitation to studio tour and Kimono school will be given to the members.

'Kaga-Yuzen Festival' will be held in this autumn as well to provide reasonably priced Kimono and Kimono accessories, and continue to develop new products and expand distribution channels.

The City of Hand Craftsmanship, Kanazawa will continue to promote these schemes for the purpose of revitalizing "Kaga-Yuzen" that have been handed down since feudal administration period.

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

Yours sincerely,

Japan Creative City Kanazawa promotion coordinator



Vol.16 1007

Dear members

We'd like to inform you about "Kanazawa a cappella • town 2010" which will be held on 21<sup>st</sup> (Sat) of August for the first time.

Under the theme of "a cappella for all", around 400 people, 78 a cappella groups are coming from all over Japan. This is an event that people can enjoy the "a cappella" everywhere in the city throughout the day.

Around the time of the Edo Period (1603-1868), Creative City of Kanazawa produced very distinctive traditional performance arts which still lives in these times. For example, "Kanazawa-Subayashi" is a music which uses some music instruments of traditional Japanese music and dance. "Kaga-housyou" is one kind of Noh play. Noh play used to be popular with the general public and carpenters and gardeners hummed while they were working. So, people used to say "Sound of Noh chants pour down from the sky".

The sound of "a cappella" will be heard across the historical townscape of Kanazawa on that day.

Creative City of Kanazawa lays great stress on Music such as activities of "Orchestra Ensemble Kanazawa"; a joint event with Nancy (France), "La Folle Journee" and "Kanazawa Jazz Street" which has just started last year. These music events vitalize the city and provide citizens and tourists with valuable opportunities to get close to various cultures.

We continue setting a high value on the traditional, cultural art activities that are rooted in the region and also promoting new activities such as "a cappella • town" to stimulate the culture and improve the quality of life.

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

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

(Kanazawa-Subayashi)



Vol.17 1008

Dear members

Around the time of the Edo Period (1603-1868), Creative City of Kanazawa produced very distinctive traditional performance arts which still lives in these times. We are preserving these traditions carefully and promoting new activities to stimulate the culture and improve the quality of life at the same time.

We provide citizens and tourist with valuable opportunities to get close to various cultures through activities such as “Orchestra Ensemble Kanazawa”, “La Folle Journée” a joint event with Nancy (France) and so on.

“Kanazawa JAZZ STREET 2010” will be held, which started last year, in this autumn. 150 of live concerts will be given at 20 venues in the central part of Kanazawa City during the period. This music event aims to: “Create the bustle of the street in Kanazawa” and “Cultivate people who will lead the next generation” through Jazz.

This event consists of three main programs.

- “JAZZ Live on the street”: these live concerts will be given by students and general admission players on the street and open-air stages.
- “JAZZ Studio Workshop”: this will be held at Kanazawa Citizens’ Art Center which opens 24 hours a day, 365 days a year.
- “Special Concert”: this concert will be given by top artists from all over the world at music pubs and concert halls.

As a new project, we are inviting artists from Korea and China. Distinguished people from every walk of life, who are Jazz Fans, are also invited for a symposium “JAZZ Discussion” to speak of their keen desire and fascination of Jazz.

“Kanazawa JAZZ STREET 2010”, which we had over 80 thousand visitor last year, will be held from September 18<sup>th</sup> (Sat) to 20<sup>th</sup> (Mon) this year.

The sound of JAZZ will be carried across the historical townscape of Kanazawa during the period. We are looking forward to your visit.

<http://kanazawa-jazzstreet.jp/>

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

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

Vol.18 1008

Dear Members

Creative City Kanazawa carries out the Overseas Training Program for Young Craftsmen, “Creative Waltz”, under the Kanazawa Creative City Promotion Program.

This program is conducted for the purpose of producing creative successors. Young craftsmen will be given opportunities to be inspired through contact with foreign cultures, join international networks and gain a new perspective.

The City of Kanazawa will send 4 students of Kanazawa College of Art to the Creative Cities Berlin, Bologna and Ghent this year while they study abroad in the sister cities of Kanazawa, Nancy (France) and Ghent (Belgium).

After receiving a lecture on the activities of each Creative Cities, students are going to visit museums and galleries to experience the high level artistic culture of Europe and enrich their sensitivity as artists.

<Schedule>

Berlin: October 4 <sup>th</sup> to 8 <sup>th</sup>
Ghent: December 19 <sup>th</sup> to 24 <sup>th</sup>
Bologna: December 20 <sup>th</sup> to 24 <sup>th</sup>

We wish to express our heartfelt appreciation for the cooperation of Berlin, Ghent and Bologna.

Creative City Kanazawa will continue to work on these projects and contribute our efforts to the development of the Creative Cities Network for the future.

We are grateful for the cooperation you bestowed on us.

I wish all the best and success more and more.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

Vol.19 1009

Dear members

The City of Kanazawa is working on projects based on Creative City Promotion Program that we formulated in March this year.

“World Creative City Forum 2010 in Kanazawa” will be held on October 15<sup>th</sup> as one of the projects for three years in succession. We will take up the “Messe” which promote the links between culture and industry.

We will examine the practical measures for the promotion of industrializing on culture and expand the discussions on the basis of advanced city’ s keynote lecture about the rule of thumb and success with Directors of Messe from Asian Creative Cities which are expected further economic growth.

We have invited a keynote lecturer from the Creative City of Design, Montreal.

- Ms. Ginette Gadoury, the president and co-founder of the Montreal International Interior Design Show.

We have also invited the panelists from the other Creative Cities of Design.

- Ms. Pan Jin, the Deputy Secretary General of Shanghai Creative Industry Center from Shanghai, the City of Design.
- Ms. Kyung-Ran Choi, the Director of Seoul Design Fair 2010 from Seoul, the City of Design.
- Ms. Fumiko Ito, the jewelry designer and the Director of Oshare Messe 2008 from Kanazawa, the City of Craft.

The City of Kanazawa would love to implement the joint project by building a fresh network of UNESCO Creative Cities and sharing mutual experiences through the Forum.

21<sup>st</sup> Century Museum of Contemporary Art, Kanazawa, the theater 21 will be the venue of this forum. We very much hope you will honor us with a visit.

The City of Kanazawa will continue promoting and diffusing all sorts of practical measures and strengthens the interchange and cooperation through the Creative Cities Network. We appreciate your continued support.

I wish all the best and success more and more.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

Vol.20 1010

Dear Members

We'd like to introduce about "Oshale Messe 2010 Kanazawa Gonomi" today.

City of Kanazawa is diffusing the fascinating craftsmanship which is handed down from the feudal period through the registration of Creative Cities Network.

A trade fair "Oshale Messe" has been held since 2006 to familiarize the fashion industry including the Kanazawa's textile and traditional craft products to inside and outside the country. "Kanazawa Gonomi" is the unique nickname based on the marketing concept "From Kanazawa to the World.

With great appreciation, the products that have originated in the craft of Kanazawa have rose from the tradition, culture and artistic talent of long ago, and have been greatly appraised as superior design and brands with function.

"2010 Newly Introduced Apparel Exhibition & Fashion Show", "SUTEKI' 10 The Story of the Craftwork" which propose the new life and fashion from Kanazawa and the special event, "Seikatsu Kogei Exhibition" also will be held.

In order to expand the market and directly attract consumers' attention, it will be an occasion for enhancing cooperation between local malls and the city, distributing information about new lifestyles and providing high-quality crafts to consumers.

It will be held at several places centering on 21<sup>st</sup> Century Museum of Contemporary Art, Kanazawa and Shiinoki Cultural Complex from October 13<sup>th</sup> to 18<sup>th</sup>.

<http://www.oshalemesse.com/index.html>

As I mentioned before, the theme of the World Creative City Forum 2010 is "Industrializing on culture by strategic development of the Messe". We intend to discuss about the present state of the Messe in Creative Cities with the guests from inside and outside the country. The information about this forum has published on the website of the UNESCO, Kanazawa section.

[http://portal.unesco.org/culture/en/ev.php-URL\\_ID=39713&URL\\_DO=DO\\_TOPIC&URL\\_SECTION=201.html](http://portal.unesco.org/culture/en/ev.php-URL_ID=39713&URL_DO=DO_TOPIC&URL_SECTION=201.html)

The Creative City of Craft, Kanazawa make even greater efforts to promote the industrializing on culture there the varieties of practical activities to connect the culture and business.

I wish all the best and success more and more.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

Vol.21 1010

Dear members

As we mentioned before, on October 15<sup>th</sup>, the World Creative City Forum was held on the theme of “Industrializing on Culture by strategic development of the Messe”. We adopted the “Kanazawa Agenda for further Cooperation among Creative Cities through the Messe” and end the forum successfully.

Thank you very much for your cooperation and understanding.  
Creative City of Kanazawa will continue to work on various projects and contribute our efforts to the development of the Creative Cities Network for the future. We wish to express our heartfelt appreciation for the wonderful presentations and the cooperation of representatives from Montreal, Shanghai and Seoul.

We’ d like to inform that Kanazawa Yasue Gold Leaf Museum was moved on October 5<sup>th</sup> and the new museum is now open.

Kanazawa Yasue Gold Leaf Museum was established in 1974 in North Yasue, Kanazawa but now moved to Higashiyama, Kanazawa after considering the number of tourist and active gold leaf craftsmen.

This museum presents you technique and culture of “Kanazawa Gold Leaf” which is one of the traditional craft traces back to Edo period (1603-1867). Kanazawa now accounts for about 99% of Japan’ s gold leaf production.

Besides sections of history, method and tools for Gold Leaf, there are hands-on section and exhibition of a folding screen and ceramic works which use gold leaf lavishly.

Kanazawa Gold Leaf is one of main traditional industry in Kanazawa but a quantity for dispatch is on the decrease due to low-hanging dark clouds covered the market of Buddhist Home Altars which is in great demand of gold leaf. For this reason, we established Institute for the Promotion of Kanazawa Gold Leaf Techniques on the 3<sup>rd</sup> floor to support the gold leaf producing center, develop new techniques and market.

We very much hope you will honor us with a visit.

<http://www.kanazawa-museum.jp/kinpaku/>

The Creative City of Craft, Kanazawa makes even greater efforts to promote the industrializing on culture and train the guardians of creation.

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

Yours sincerely

Japan Creative City Kanazawa promotion coordinator



Vol. 22 1011

Dear Members

The City of Kanazawa held a project called “Discovery of Kanazawa Culture” course in October based on the Kanazawa Creative City Promotion Program which aims to produce creative successors.

This project was held to train the future connoisseurs and stimulate demand of traditional crafts as the Creative City of Craft Kanazawa. This is a project intended for students of Universities, Colleges, Technical colleges in Kanazawa City and its suburb. Students were given an opportunity to appreciate the traditional crafts and, learnt how to know and handle the crafts. We wish it gains better understanding and interests in crafts for students.

We invited 5 experts of foremost traditional craft industries in Kanazawa as lecturers, such as Kaga-Yuzen Silk dyeing and Kanazawa Gold Leaf, and a total of 47 students participated in these courses.

The participated students learnt the history and characteristics of Kanazawa traditional crafts through the experience and studio tour in each course.

The City of Kanazawa is working on various projects related to Creative City. At the same time, we are also embarking on varieties of activities as a “Student City”. Kanazawa has many institutions for tertiary education, so Kanazawa is known as a College Town.

“Discovery of Kanazawa Culture” course is one of the project of the Kanazawa Student City Promotion Program.

About 120 years ago, Japanese government established National higher middle schools in 5 cities including Kanazawa City. Accordingly, City of Kanazawa has a long history as a College Town.

In March, the City of Kanazawa enacted the Kanazawa Student City Promotion Act for the purpose of carrying on the tradition and the pride, and becoming the city which brimmed with visions and hopes. For that purpose, Kanazawa is now promoting the various activities which deepen the interchange between students and citizens, and the relation between students and the city.

We appreciate your continued cooperation.

I wish you the best of luck with everything.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator



Dear Members

The City of Kanazawa is working on projects based on Creative City Promotion Program that we formulated in March this year.

We aim to launch “Organization for Creating Kanazawa Craft Business” (provisional name) to expand a market and diffuse an attraction of new products in the field of traditional craft, design and fashion as one of the projects.

The City of Kanazawa started up “Organization for Creating Kanazawa Fashion Industry” in 2005 for the purpose of creating new products which blended traditional crafts and local textile industry. This organization has worked together with industries of Craft, Design and Textile. So far, they have been developing lightings made of Japanese Paper and Kaga-Yuzen pattern, and wineglasses made of Kutani porcelain.

We make further efforts to strengthen a development of uses and expansion of market basis on the past performance such as be accredited as a UNESCO Creative City of Craft and hosted Oshale Messe.

The Craft City of Kanazawa cooperates with “Organization for Creating Kanazawa Craft Business” (provisional name) and aim to be the City which links culture and business. We will continue promoting various activities and diffusing hand craftsmanship of Kanazawa to the world.

I wish all the best and success more and more.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator

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Dear members

As we mentioned before, “the World Creative City Forum in Kanazawa” was held last Oct. 15<sup>th</sup> on the theme of ‘Industrializing on culture by strategic development of the Messe’. We invited Ms. Ginette Gadoury, a president of Montreal International Interior Design Show, as a keynote lecturer and had speech about “the fruit and the future prospects of Montreal Interior Design Show”.

SIDIM is one of the most famous Messe in the field of Design in North America. SIDIM has been holding annually for 24 times since 1989 and more than 20,000 people including buyers, professional designers, business people and consumers visit the Messe during its 3 days.

She had a presentation about the exhibition / theme space in the SIDIM, importance of being taken up in international journalism, and the future prospects of SIDIM.

We also invited three panelists, Ms. Pan Jin; Deputy Secretary General of Shanghai Creative Industry Center, from Shanghai, Ms. Kyung Ran Choi; the Director of Seoul Design Fair 2010, from Seoul, and Ms. Fumiko Ito; Jewelry Artisan and the Director of Oshale Messe 2008/2009, as a representative of Kanazawa. Mr. Yuji Akimoto; the Director of 21<sup>st</sup> Century Museum of Contemporary Art Kanazawa served as a coordinator and led the Symposium which all participants including Montreal had a discussion on the theme of “Industrializing on Culture by Strategic Development of Messe”.

Each panelist introduced concrete scheme of their city. Ms. Pan Jin had a speech about the first creative industries strategic planning in China for the development of the creative industry, and the Shanghai International Creative Industry Week which established in 2005. Ms. Kyung Ran Choi talked about the Seoul Design Fair which has been holding since 2008 and had 1,700,000 visitors this year. Ms. Fumiko Ito introduced Oshale Messe 2008/2009, and craft tourism.

After the presentation of each participant, they had a discussion on “Internationalization of Design, Crafts and Messe”, “the role of Messe” and “contribution of Messe to the industrializing on culture and economic effect”. Kanazawa Agenda was concluded as the result of this forum.

We believe that everyone’s cooperation and understanding led this forum to the success. We uploaded the outline on the Web site. We very much hope you will honor us with a visit following web site.

Creative City Kanazawa will continue to work on practical projects and contribute our efforts to the development of the Creative Cities Network for the future.

I wish all the best and success more and more.

Yours sincerely

Japan Creative City Kanazawa promotion coordinator