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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 21st Century Museum of Contemporary Art, Kanazawa and Shiinoki Cultural Complex from October 13th to 18th.

<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

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