

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

