

Report on Activities of Craft Creative City Kanazawa

(April 2011 – March 2013)

Kanazawa Creative City Steering Committee

INDEX

I. Overview of the Activities of Kanazawa as a Craft Creative City.....	1
II. Activities from April 2011 to March 2012	3
III. Activities from April 2012 to March 2013	7

I. Overview of the Activities of Kanazawa as a Craft Creative City

Kanazawa City was accredited as a UNESCO Creative City of Crafts and Folk Art on June 8, 2009, and formulated the “Kanazawa Creative City Promotion Program”, which consists of three main policies, each associated with various projects. Following is a report on our main activities.

Linking culture and business

In order to promote craft business, we established the “Organization for Creating Kanazawa Craft Business”, which enhances the capacity of our citizens to create crafts through the provision of advice and support by specialists, and provides opportunities to exchange ideas with interested people in various industries.

In October of 2011 and 2012, we held Oshare Messe to develop refined, high-quality products, and to provide business opportunities. The event featured a craft exhibition and a fashion show for new apparel. Unique events were organized in the Messe each year. In 2012, we opened an experimental shop called “Mono-to-hito” as part of a living craft project that we have been working on.

Producing creative successors

We have carried out various measures from the perspectives of both supply and demand.

The “Creative Waltz” training program, which started in 2010, involves sending young craftsmen to UNESCO creative cities. We have sent craft artists and students, and have increased the number of participating cities in cooperation with other World Creative Cities.

In addition, we have invited Asian up-and-coming craft artists to Kanazawa College of Art for training, and have conducted exchanges of artists and college instructors in collaboration with universities in Asian countries to contribute to the development of human resources.

Attracting international attention

To further develop as a creative city through the domestic and overseas network of creative cities, we held World Creative City Workshop in 2011 and World Creative City Forum in 2012.

In 2011, we discussed the topic “diversified crafts” with participants from Santa Fe, Icheon and Shenzhen, and in 2012, we discussed the topic “Sustainable development of the city with the creative industry as a driving force” with participants from Jeonju, Sapporo, Niigata and Hamamatsu.

In addition, we held the KOGEI exhibition for the works exhibited in the UNESCO Creative City Showcase in Seoul, to raise awareness of the attraction of Kanazawa's crafts.

In 2012, we formulated a plan entitled "Aiming to Make Kanazawa a Hub of International Exchange". The purpose of the plan is to collect people, goods and information from all over Japan and overseas, while making the best possible use of the assets we have in Kanazawa, as well as to create new value through exchanging those assets for sustainable development of the city.

We would like to enhance the functions of Kanazawa as a hub city in various fields, and carry out activities to contribute to the expansion of the Creative City network.

II. Activities from April 2011 to March 2012

1. Main events organized by Kanazawa City and Kanazawa Creative City Steering Committee (including affiliated organizations)

Date	Name of event	Description
<2011> April 5	Established Organization for Creating Kanazawa Craft Business	<ul style="list-style-type: none"> ● Offered advice and support of specialists to promote creativity. ● Provided opportunities to exchange ideas with interested people in various industries. ● Supported the formation of a network for problem resolution and development of innovative ideas. ● Held monthly seminars to expand sales channels.
May 12-26	Project for expansion of overseas sales channels	Held an exhibition of traditional crafts (lacquerware) in Musterring, Germany.
May 17	Submitted a report of Kanazawa's activities of 2009-2010 and promotion program (revised version) to UNESCO headquarters.	
June 1	Held a debrief meeting for research achievement of Kanazawa-haku Research Center in fiscal 2011	
Sept., Oct., Dec.	Overseas Training Program for Young Craftsmen (Creative Waltz)	<p>Young craftsmen were sent to UNESCO creative cities to be inspired through contact with foreign cultures and to gain a new perspective.</p> <p>Four participants: students of Kanazawa College of Art and craftsmen recommended by Kanazawa Craft Association and Utatsuyama Craft Workshop</p> <p>Cities visited: Shanghai, Seoul, Icheon, Bologna, Gent and Saint-Étienne</p>
Sep. 20 ~ Oct. 24	Recruiting of students for the school of Rare Traditional Crafts (Futamata Japanese paper-making)	

Oct. 5-6	World Creative City Workshop	Theme: “Diversified Crafts” Lectures by overseas curators, presentations by young artists, and discussion-based workshops Venue: Performance square of Kanazawa Citizens’ Art Center Participants: Guests from Santa Fe, Shenzhen, Icheon and Kanazawa
Oct. 7-17	Oshare Messe 2011	Purpose: To infuse the craft and apparel industries with a new sensitivity, so that refined, high-quality products can be developed Venue: 21st Century Museum of Contemporary Art, Kanazawa, Shiinoki Culture Complex ● Craft exhibition, exhibition of a new apparel collection and fashion show ● Special exhibition: “Power of creation: Creators for everyday life”
Nov. 14-17	COOK IT RAW	Young craft artists collaborated with the world’s celebrated chefs to create works to be used for serving dishes cooked by them
Nov. 16-18	Participated in the UNESCO Creative Cities Network Conference in Seoul	● In addition to the regular creative cities network conference, the first mayors’ conference of the network cities was held. ● In the mayors’ conference, we gave a presentation about Kanazawa’s activities, and proposed that the conference be held in Kanazawa in 2015.
Nov. 16 ~Dec.9	Exhibited works in the UNESCO Creative City Showcase	● At the Creative City Conference held in Seoul, an exhibition introducing the activities of the craft cities was held. ● We showed a DVD about the works of the directors of Kanazawa Craft Association, and exhibited works created by 14 young craft artists.
Nov.	Gave lectures to present the culture of Kanazawa	● Craft specialists gave lectures for university students to foster connoisseurs who will be able to evaluate traditional crafts, and to increase the demand for traditional crafts. Number of participants: 47

Dec. 3	Opened the school of Rare Traditional Crafts (Futamata Japanese paper-making)	No. of trainees: one Classes will be held every two weeks for three years.
Dec. 8~9	The 6th Kanazawa Creative City Conference	Meetings to envision city policies from a long-term perspective, organized by Kanazawa Creative City Conference Executive Committee since 2001 ● Public symposium for finding creative and practical solutions to urban problems in Kanazawa ● Theme: Recreation of the City
<2012> Jan. 17-31	Held KOGEI exhibition for the works exhibited in the UNESCO Creative City Showcase in Seoul.	● DVD (a promotional video for “KOGEI”) and works exhibited in the UNESCO Creative City Showcase were exhibited.
Jan. 27-28	eAT KANAZAWA 2012 Theme: Sense of Wonder: What is a rich life?	A digital art festival, which started in 1995, to promote new industry and culture in Kanazawa Awards ceremony, forum, seminars, night classes

2. Cooperative activities carried out with UNESCO Creative Cities

Date	Event	Description
<2011> Aug. ~ Feb.	Invitation of Asian craft artists	Invited Asian up-and-coming craft artists to Kanazawa College of Art Participants: Taiwan (1), Myanmar (2)
Oct. 18-20	Visit by a delegation from Chengmai, Thailand	No. of visitors: 10 Explained Kanazawa's activities as a creative city and the process for becoming a UNESCO Creative City, from application to accreditation Visited Kanazawa College of Art, Utatsuyama Craft Workshop, Kanazawa Yasue Gold Leaf Museum, Kanazawa Citizens' Art Center and 21st Century Museum of Contemporary Art, Kanazawa.
Nov. 8	Visit by a delegation from Yeongju, Korea	No. of visitors: 5 Explained Kanazawa's activities as a creative city
Nov. 11	Visit by a delegation from Chugye University for the Arts, Korea	No. of visitors: 12 Explained Kanazawa's activities as a creative city
<2012> Jan. 13	Visit by a delegation from Damascus, Syria (the project of city planning and improvement of administrative power of the capital region : JAICA technical cooperation project)	No. of visitors: 11 Explained Kanazawa's activities as a creative city

- Participation in international conferences: one conference
- Visits by delegations from overseas: 39 people from five organizations of four countries
- Visits by delegations from domestic organizations: 48 people from four organizations

III. Activities from April 2012 to March 2013

1. Main events organized by Kanazawa City and Kanazawa Creative City Steering Committee (including affiliated organizations)

Date	Name of events	Description
<2012> May	Participated in the UNESCO Creative Cities Network Conference in Montreal	Three people from Kanazawa City participated in the conference.
June 11	Held a debrief meeting about the research achievements of Kanazawa-haku Research Center in fiscal 2012.	
July	Investigation for holding the 2nd World Craft Triennale in Kanazawa	Visited Santa Fe and other cities, USA. for investigation.
Sep. 20-23	Held a craft exchange exhibition between Tainan and Kanazawa	In order to promote exchange between Kanazawa and Tainan, an exhibition of works created in Kanazawa and Tainan was held during Tainan Week in Kanazawa.
Sep., Oct., Dec.	Overseas Training Program for Young Craftsmen (Creative Waltz)	Trainees recommended by Kanazawa College of Art, Kanazawa Craft Association and Utatsuyama Craft Workshop were sent to UNESCO creative cities to be inspired through contact with foreign cultures, and to gain a new perspective. Cities visited: Icheon, Seoul, Santa Fe, Bologna, Gent and Saint-Étienne, Bradford Number of participants: 4
Oct. 5	Opened the living craft shop "Mono-to-hito".	To promote craft business, we established the "Mono-to-hito" shop, which sells crafts for daily life, and was established in a vacant shop in the central area of the city to produce craft creators and expand sales channels
Oct. 5-21	Oshare Messe 2012	Purpose: To infuse the craft and apparel industries with a new sensitivity, so that refined, high-quality products can be developed Venue: 21st Century Museum of Contemporary Art, Kanazawa, Shiinoki Culture Complex ● Craft exhibition, exhibition of a new apparel collection and a fashion show

		<ul style="list-style-type: none"> ● Special exhibition: Living craft project: Linking power “Ideas for the Next Japan”
Oct. 11	World Creative City Forum 2012	<p>Theme:</p> <p>Sustainable development of the city with the creative industry as a driving force</p> <p>Keynote speech by the director of Agency for Cultural Affairs, presentations and forum featuring discussions by UNESCO creative cities</p> <p>Venue:</p> <p>Theater 21, 21st Century Museum of Contemporary Art, Kanazawa</p> <p>Guests:</p> <p>Jeonju, Sapporo, Niigata, Hamamatsu and Kanazawa</p>
Oct. - Nov.	Seminars for Discovering the Culture of Kanazawa	<ul style="list-style-type: none"> ● Professionals gave lectures for college students on the traditional crafts of Kanazawa. The purpose of the lectures was to deepen students’ understanding of crafts and increase the demand for crafts. ● Kanazawa Craft Seminar Course was established. ● Number of participants: 56
Dec. 6-7	The 6th Meeting of the Kanazawa Society	<p>Based on the theme that was taken up in the Kanazawa Creative City Meeting organized by the Kanazawa Creative City Conference Executive Committee, workshops were held and implementation problems that were revealed by the survey were discussed in a closed meeting.</p> <p>Theme: “The city of fun and joy”</p>
<2013> Jan. 13	Established Creative Cities Network Japan (CCNJ)	<ul style="list-style-type: none"> ● Creative Cities Network consisting of creative cities and villages in Japan was established. ● Kanazawa prepared for the establishment of the network with Kobe and Yokohama.
Jan. 22-25	Investigation of activities for creative cities and the creative cities network	<p>As one of the activities for CCNJ, we visited Korea to learn about activities for creative cities and for the creative cities network.</p> <p>Cities visited:</p> <p>Seoul, Icheon and the Culture, Sports and Tourism Section of the Korean central government</p>

Jan. 25-26	eAT KANAZAWA 2013	A digital art festival, which started in 1995, to promote new industry and culture in Kanazawa Theme: B+eAT Beyond common sense What innovators want to say Creative presentation, Special seminars, Super lectures and Night classes
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2. Cooperative activities carried out with UNESCO Creative Cities

Date	Event	Description
<2012> Apr. ~ July.	Invitation of Asian craft artists	Invited Asian up-and-coming craft artists to Kanazawa College of Art for training. Participants: three from Myanmar
Apr. 25	Supported Hamamatsu City in its application to the UNESCO Creative Cities Network	No. of visitors: 2 Explained the process of becoming a UNESCO Creative City from application to accreditation, and advised about future procedures.
July 31	Visit by a delegation from Kiev National University of Construction and Architecture Ukraine	No. of visitors: 2 Explained Kanazawa's activities as a creative city.
Nov. 15-16	Visit of person in charge of Creative City of Saint-Étienne, France	No. of visitors: 1 Guided visits to facilities related to UNESCO Creative City.
<2013> Feb. 23	Visit by a delegation from Culture, Sports and Tourism Section of Korean central government	No. of visitors: 4 Guided visits to facilities related to UNESCO Creative City.
Feb. 24	Presentation of a case report at Creative Cities Symposium in Takamatsu	Gave a presentation about Kanazawa's activities as a creative city.

- Participation in international conferences: one conference
- Visits by delegations from overseas: 7 people from three organizations of three countries
- Visits by delegations from domestic organizations: 50 people from eight organizations