



United Nations  
Educational, Scientific and  
Cultural Organization

Creative Cities Network

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# Nagoya

## UNESCO City of Design

### Fast facts

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- Design-related industries have yearly sales of more than 10 billion yen, accounting for just under 10 % of domestic sales.
- Manufacturing businesses in such cutting-edge fields as automobiles, machine tools and aerospace, and the design-related sections of semiconductor, information and electrical machinery, iron and steel, and chemical manufacturers are concentrated in Nagoya.
- Including the School of Design and Architecture at Nagoya City University, Nagoya and its periphery is home to more than 50 design-related public and private universities, junior colleges, and vocational schools, making it the biggest hub of design related education in the country.

### Design and Cultural Events

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- **International New Designers Workshop**  
A workshop aimed at the next generation of designers, students and design researchers from all over the world. This event, which began in 2000, strives for comprehensive human resource development by going beyond the strict definition of design, placing more and more emphasis on the social experience of collaboration with people of different nationalities, cultures, and fields.
- **Nagoya Fashion Contest**  
Started in 1980, the contest receives more than 5,000 entries each year from Japanese and international students and young designers, and it is highly-

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esteemed as a gateway to success for budding designers. The fashion-show style final judging board, which welcomes eminent designers as judges, is open to students and the general public.

- **International Competition Nagoya Design DO!**  
A biennial event started in 1998, Nagoya Design DO! is a competition for young designers up to the age of 40 with recognition given to entries on the pre-chosen theme from all fields of design. Award winners are invited to an international workshop, making the competition a place for human resource development and exchange.
- **Messe Nagoya**  
With social trends of the environment and security as central themes, various types of businesses have been coming together at this international trade fair since 2006 as a place for international exchange, and to create business opportunities.

## Major Design Institutions

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- **International Design Center**  
Through the support of the national government, the City of Nagoya, the Aichi Prefectural Government, and members of the local business community came together in 1992 to establish the International Design Center with the objectives of developing regional industry and culture and creating a center for the release of information in order to contribute to international society. The building was opened in the downtown area of Nagoya in 1996 and spans an area of approximately 20,000 square meters. The Center is equipped with a multi-purpose hall, a museum, a gallery, a library, an incubation facility, and a shopping mall, making it Japan's first integrated design center.
- **Council of Chubu Design Organizations (CCDO)**  
The Council of Chubu Design Organizations was established in 1988 for the purpose of promoting design through an effective alliance based on partnership by 16 design organizations active in the Nagoya area in fields such as industrial, interior, graphic, and architectural design. The CCDO performs many functions including the hosting of design events, competitions, and social gatherings as well as editing an information magazine.

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- **Nagoya Urban Institute**  
Established in 1991 as a center of consideration for the 21st-century urban development of Nagoya, the Nagoya Urban Institute became a full-scale institution in 1999 with the addition of exhibits, a library, and meeting rooms. The Institute hands down the history and know-how of urban design and, to contribute to the development of the city, it carries out various projects, among which are examinations and research, information collection and human resource development and exchange.
- **Nagoya Fashion Association**  
The Nagoya Fashion Association was established by the City of Nagoya, Aichi Prefectural Government, the Nagoya Chamber of Commerce & Industry, fashion-related educational institutions, and apparel businesses in 1987 with the objectives of developing the fashion industry and improving life and culture through fashion. The Association is developing projects aimed at breathing new life into local fashion including collecting and providing fashion news, contests aimed at cultivating personnel, and support for local young creators starting their businesses.

## Major Design Assets

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- **Intellectual Assets**  
The Design Museum within the International Design Center, based around American Art Deco movement, houses more than 2,000 pieces of design art works and collections. The museum introduces the world of design of things close to us in daily life from a historical point of view, from furniture to appliances, tableware, and magazines. Furthermore, there are many industrial museums in the area contributing to the development of the next generation of designers and the advancement of regional culture: the Toyota Automobile Museum, the INAX Gallery, the INAX Tile Museum, the Noritake Garden and the Toyota Commemorative Museum of Industry and Technology.
- **Historical Assets**  
Many assets connected with the modern samurai culture of Nagoya are concentrated here. In addition to Nagoya Castle, an important historical heritage built by order of Tokugawa Ieyasu, the hero who laid the foundation for the Edo period which lasted approximately 200 years, there is the Tokugawaen, a chisen-kaiyu-style Japanese garden. Within the Tokugawaen is the Tokugawa Art Museum, which

houses the Tale of Genji picture scrolls—a national treasure—and the Hosa Library, which is home to the furnishings and precious book collection of the Owari Tokugawa family, which have been designated important cultural properties. The area spanning from Nagoya Castle to Tokugawaen has an amassment of historical architectural heritage conveying the transition to modernization from the Meiji Era, and the city is working hard on maintaining the scenery and promoting tourism in the entire area as a “Cultural Path.”



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