



# KANAZAWA

UNESCO Creative City of Crafts  
2013 – 2016 Monitoring Report



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## 1 EXECUTIVE SUMMARY

Since its designation as a UNESCO City of Crafts in 2009, Kanazawa has established the “Kanazawa Creative City Steering Program” with public-private partnerships, based on three goals: linking of culture with business, training of new artisans and international promotion of crafts. The city's priority in terms of its strategic plan is the promotion of Kanazawa as a Creative City.

### Vision of the Creative City of Kanazawa

#### 1. Linking Culture with Business

We aim to produce highly value-added products that use our traditional crafts and techniques, to promote manufacturing based on the artisan spirit, and to develop many creative industries that can break into the international market.

#### 2. Cultivation of Human Resources for Cultural Development

We aim to create opportunities for the next generation of manufacturers and young people involved in culture and art to grow, gather, compete and demonstrate their creativity, as well as to develop a city whose residents love and take pride in their traditional crafts and performing arts, and enjoy a good quality of life by participating in cultural events, while supporting artisans and artists.

#### 3. Attracting International Attention

We aim to promote close relationships among artisans, artists and people in industry through the creative cities network, as a hub of international exchange, facilitate international conferences on topic such as the visions of cities and local communities in the 21<sup>st</sup> century, global issues, and world peace, and invite many people from Japan and foreign countries.

### CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

Kanazawa has attended all annual meetings since its designation, and hosted the annual meeting in 2015 with UNESCO. As a host city and as a coordinator, Kanazawa was a member of the steering group for 2 years (2014 Chengdu meeting - 2016 Östersund meeting).

Kanazawa had the role of coordinating with UNESCO and member cities within our group.

### MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

Kanazawa Craftwork Business Creation Agency, dining gallery Ginza no Kanazawa, Oshare Messe, Promotion of Kaga Yuzen Cloth-dying and Kanazawa Metal Leaf Skills, Kanazawa Traditional Trainee Scholarship, Kanazawa College of Art International Exchange Program, Management of Kanazawa Children's Workshop, Promotion of Kanazawa UNESCO ASP net, The Kanazawa Craft Tourism Project, Triennale of KOGEI in Kanazawa/ KOGEI World Competition, and Joint Research with External Research Institutes.

### MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

Overseas Training Program for Young Craftsmen (Creative Waltz)

World Creative City Forum/ Workshop

UNESCO Creative Cities Network Mayors' Round Table

“UNESCO Creative City: Kanazawa International Promotion

PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

**Kanazawa’s New Strategy for Creating Arts and Culture 2020**

Kanazawa aims to establish its presence as a city of culture on the global scale by becoming a hub for cultural exchange in view of the upcoming 2020 Tokyo Olympics and Paralympics. To this end, the city developed its 2020 – New Cultural Strategy Plan, with a focus on the importance of cultural activities to the city.



- I Enhancement of traditional crafts
- II Enhancement of modern art promotion
- III Creating human resources in the field of arts
- IV Global promotion of cultural arts

**Process and Goal**



**1 MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:**

- Renewal of Kanazawa Utatsuyama Kogei Kobo
- KOGEI Kanazawa
- Cultural programs for Tokyo Olympic and Paralympic Games

**2 MAJOR INITIATIVES IMPLEMENTED AT THE INTERNATIONAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN:**

- Crossing art residencies
- Culture City of East Asia 2018
- International Kogei Summit 2020

## 2 GENERAL INFORMATION

Name of the city:	Kanazawa
Country:	Japan
Creative field:	Crafts and Folk Art
Date of designation:	June 8, 2009
Date of submission of the current report:	November 30, 2016
Entity responsible for the report:	Yukiyoshi Yamano, Mayor of Kanazawa/ Chair, Kanazawa Creative City Steering Committee
Previous reports submitted and dates:	June 2013
Focal points of contact:	Masahiro Kubo, Director-General, City of Kanazawa Hirosaka Kanazawa +81 76 220 2031 creative_city_kanazawa@city.kanazawa.jp

## 3 CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

Number of UCCN annual meetings attended in the last four years: 2013-2016

- 2013 Bologna
- 2014 Chengdu
- 2015 Kanazawa
- 2016 Östersund

\*The city was represented at all annual meetings since 2009.

Hosting of a UCCN annual meeting and dates: May25-28, 2015



Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives:

- 2014 World Creative City Forum in Kanazawa
- 2015 Creative City Network of Japan Conference/ Forum
- 2015 Creative City Network of Japan, World Creative City Symposium

Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network:

- May 26, 2015 Mayors' Round Table
- May 28, 2015 Ishikawa-Kanazawa International Symposium on Biocultural Diversity

Membership of the Steering Group and period:

- September 2014 – September 2016
- 2014-2015 As a UCCN annual meeting host city
- 2015-2016 As a sub-coordinator for the field of Crafts and Folk Art

Participation in the evaluation of applications:

Kanazawa played an active role in the evaluation process for the 2015 call for applications.

## 4 MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

*As a City of Crafts, Kanazawa has established a three-point vision: "Linking of culture with business", "Cultivation of human resources for cultural development" and "Attraction of International Attention".*

### 1. Linking of Culture and Business

*Kanazawa aims to produce high-value products based on traditional crafts and technical craft skills, to promote the creation of works based on the local artisan spirit, and to develop creative industries with the potential to break into the international market.*

#### **Kanazawa Craftwork Business Creation Agency**

The Kanazawa Craftwork Business Creation Agency was established in April 2011 to expand craft sales channels and disseminate information on crafts. The agency carries out various activities to support craft business, including the branding of "Crafts for your lifestyle - Kanazawa", seminars for the expansion of sales channels, the collection and dissemination of information on crafts, and the promotion of new craft business.

#### **dining gallery Ginza no Kanazawa**

To promote its local crafts in a more effective way, Kanazawa established "Dining Gallery Ginza no Kanazawa" as a promotional hub in Tokyo. It has served as an information and distribution center since September 2014.

6F KIRARITOGINZA 1-8-19 Ginza, Chuo-ku Tokyo  
<http://www.ginzanokanazawa.jp>



#### **Oshare Messe**

Oshare Messe was held for the purpose of introducing textile products and traditional crafts on the local and international levels. It included a craft market and projection mapping with traditional craft motifs. The exhibition has been held every autumn for 10 years: 2006-2015.



#### **Promotion of Kaga Yuzen Cloth-dyeing and Kanazawa Metal Leaf Skills**

In order to adapt traditional crafts to modern lifestyles, Kanazawa established the Institute for the Promotion of Kaga Yuzen Techniques in July 2009, and the Institute for the Promotion of Kanazawa Metal Leaf Techniques in July 2010. These institutes conduct research on sustaining industrial/technical skills, the development of new products and market expansion.

## 2. Cultivation of human resources for cultural development

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Kanazawa aims to create opportunities for the next generation of manufacturers and young people involved in culture and art to improve themselves, congregate, compete, and demonstrate their creativity. The city also aims to develop into a city whose residents love and take pride in their history of traditional crafts and performing arts, and whose citizens can experience a good quality of life by participating in cultural events while supporting local artisans and artists.

### Kanazawa Traditional Industry Trainee Scholarship

Scholarships are offered for training at the Utatsuyama Kogei Kobo and at traditional manufacturing companies over a term of three years to encourage young professionals with the aim of acquiring more sophisticated craft-related technical skills.

### Kanazawa College of Art International Exchange Program

Exchange programs for students and faculty members have been established between the Kanazawa College of Art and its sister art colleges abroad for the purpose of training artists, designers and researchers, and providing them with the chance of working internationally.

### Kanazawa Children's Workshop

The Kanazawa Children's Craft Workshop is held for the areas of design, metal work, dyeing and ceramics over a term of 2 years for the purpose of finding and training future artisans.



### Kanazawa UNESCO ASP net

In order to foster children's international understanding and educate the successors of a sustainable society, we use UNESCO ASP net to promote the study of Kanazawa's traditional cultures, the global environment and the world, and to further exchange with other schools of the network. (Number of ASP net members: 50 (elementary 43 junior-high 7))

## 3. Attraction of International Attention

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Kanazawa aims to promote close relationships among artisans, artists and people from related industries through the Creative Cities Network, while functioning as a hub of international exchange by inviting people from Japan and around the world.

### The Kanazawa Craft Tourism Project

Kanazawa promotes Craft Tourism as a City of Crafts through cultural activities in the fields of crafts, performing arts and gastronomy. Tourists can visit traditional craft workshops, experience traditional craft work, and visit the city's main tourist and heritage sites.



## World Craft Triennale in Kanazawa/ KOGEI World Competition

The Kanazawa World Craft Triennale has been held every three years since 2010 to promote local crafts from Kanazawa and create a base for crafts in the future. The competition serves to encourage the pursuit of artistic works that demonstrate a rich sense of expressivity, using the techniques and skills cultivated within the world of Kogei to bring excellent concepts and ideas to life. We called for entries for UCCN members through the UCCN website.

**The 2<sup>nd</sup> Triennale of KOGEI in Kanazawa** August 3-29, 2013

**Theme:** The Arts - grounded in the region

An artist from Santa Fe participated in the triennale as an exhibitor.

**The 3<sup>rd</sup> Triennale of KOGEI in Kanazawa** January 21- February 11, 2017

Artists from Torino, Galway, Shanghai, Jingdezhen, Bologna, Berlin, Seoul, Singapore, Dublin, Tel-Aviv, Rome, Prague and Nassau participated in the competition.



## Joint Research with External Research Institutes

Joint research is conducted in cooperation with the United Nations University, Institute of Advanced Studies and other research institutions to provide information from an academic perspective about the sustainable development of Kanazawa, a city of crafts, and the role of creative cities in the 21<sup>st</sup> century.

Kanazawa and United University Institute for the Advanced Study of Sustainability (UNU-IAS OUIK) co-hosted the International Symposium on May 25, 2015. Kanazawa representatives attended the Scientific Conference in September 2016 in Östersund, Sweden, and Kanazawa UNU-IAS OUIK hosted a subcommittee.

**International Symposium on Biocultural Diversity** May 28, 2015 Kanazawa

The Ishikawa-Kanazawa Biocultural Region

A model for linkage between biocultural diversity and cultural prosperity



## Valuing and Evaluating Creativity for Sustainable Regional Development Conference

September 11 -13, Östersund, Sweden

Subcommittee "The Ishikawa-Kanazawa Biocultural Region - cross-cutting regional platform and creativity that academic networks nurture" September 12, 2016



## 5 MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

### Overseas Training Program for Young Artisans (Creative Waltz)

20 young artisans in total were sent to 10 Creative Cities in the period of 2010-2014.

Young artists were dispatched to other UNESCO Creative Cities for a training program. They were given opportunities to gain inspiration by experiencing and learning the cultures of other UNESCO Creative Cities. The ceramic artists participated in the residency program in Jingdezhen this year.

**Participants:** Students from the Kanazawa College of Art, trainees from the Kanazawa Utatsuyama Kogei Kobo and young craftsmen from the Kanazawa Crafts Association.

**Receiving cities:** 2013 Bologna, Santa Fe, Bradford, Gent, Seoul and Saint-Étienne

2014 Jeonju, Seoul, Santa Fe, Bologna, Gent and Saint-Étienne

2016 Jingdezhen



### World Creative City Forum/ Workshop

In order to disseminate the notion of Creative City Kanazawa to the world and revitalize the culture and industry of the city, exchange programs such as forums are held with other creative cities.

#### World Creative City Forum in Kanazawa

**Date:** January 24, 2014

**Theme:** New exchanges start from creative cities

**Panelists:** Ms. Mary Dowson Director of Bradford Community Broadcasting

Ms. Josyane Franc Head of international affairs, Cité du design and Ecole supérieure d'art et de design de Saint-Étienne

Mr. Robert Lambert Community Gallery Manager, City of Santa Fe Arts Commission

#### Creative City Network of Japan Conference/ Seminar

**Date:** February 26, 2015

**Theme:** Gent: Vision of creativity, music and beyond

**Keynote speaker:** Mr. Maarten Weyler Department head, Royal Conservatory of Gent

#### Creative City Network of Japan/ World Creative City Symposium

**Date:** May 25, 2015

**Theme:** Resolution of social issues and urban revitalization by utilizing culture and art

**Panelists:** Mr. Matteo Lepore Vice Mayor of Bologna

Ms. Marie Josse Lacroix Director of Bureau de Design Montréal

Mayors of candidate cities (Yamagata, Niigata and Sasayama)



## UNESCO Creative Cities Network Mayors' Round Table

Since more than 10 years have passed since UCCN's establishment, and UNESCO is celebrating its 70<sup>th</sup> anniversary, Kanazawa proposed hosting a Mayors' Round Table to exchange opinions about the vision for UCCN'S next 10 years.

17 Mayors/ Vice Mayors took part in animated discussions based on 4 themes.

The Mayor of Kanazawa stated his 2 visions for future exchange with UCCN member cities. One is to further strengthen exchanges within each region and the other is to promote cooperation with cities in different fields.

**Date:** May 25, 2015

**Participants:** 10 Mayors (Icheon, Nassau, Fabriano, Enghien-les Bains, Hamamatsu, Gwangju, Pekalongan, Dunedin Tsuruoka and Kanazawa) and 7 Vice Mayors (Santa Fe, Nagoya, Östersund, Kobe, Jeonju, Shunde and Bologna)

**Moderator:** UNESCO representative

**Themes:**

- i. Impact of the UNESCO Creative City designation
- ii. Building innovative partnerships
- iii. Creativity and local development
- iv. Moving forward: The future of the UCCN



## “UNESCO Creative City: Kanazawa” International Promotion

Looking ahead to the 2020 Tokyo Olympic and Paralympic Games, in order to increase the international presence of UNESCO Creative Cities, Japanese creative cities conducted promotional activities at UNESCO Headquarters to showcase Japanese culture. Kanazawa exhibited real traditional craft works including a living national treasure's works and showcased the diversity, exquisiteness and value of Kanazawa's crafts. Also, Kanazawa Geigi presented a traditional performing art and the Mayor of Kanazawa gave a presentation at the Symposium.

**Theme:** Voyage créatif au Japon

**Date:** October 17-21, 2016

**Venue:** UNESCO Headquarters 1<sup>st</sup> floor, Hall Ségur and others

**Contents:** Exhibition of creative cities' activities, symposium and opening reception

**Exhibitors:** Kobe, Sapporo, Hamamatsu, Tsuruoka, Yamagata and Enghien-les-Bains

**Visitors:** 3,300 people including UNESCO Director-General Ms. Irina Bokova and UNESCO Chair of General Conference Mr. Stanley Simataa



## Other Activities

### Participation in sub-network meetings

Kanazawa attended sub-network meetings with the aim of establishing partnerships and strengthening cooperation within our field.

- 2013 Sub-network meeting at Bologna UCCN Annual Meeting  
Santa Fe sub-network meeting
- 2014 Fabriano Forum/ Sub-network meeting at Chengdu UCCN Annual Meeting
- 2015 Creative fields workshop at Kanazawa Annual Meeting
- 2016 Creative fields workshop at Östersund Annual Meeting

### Participation in UNESCO Creative Cities Beijing Summit

The vice-mayor of Kanazawa attended the 1<sup>st</sup> UNESCO Creative Cities Beijing Summit. October 22, 2013

### Participation in Icheon Ceramics Festival 2014/ Workshop

2 participants of Creative Waltz who visited Icheon in 2011 and 2012 were invited to participate in Icheon Ceramics Festival for a workshop.

### Participation in Shenzhen Design Award for Young Talents 2013/ 2015

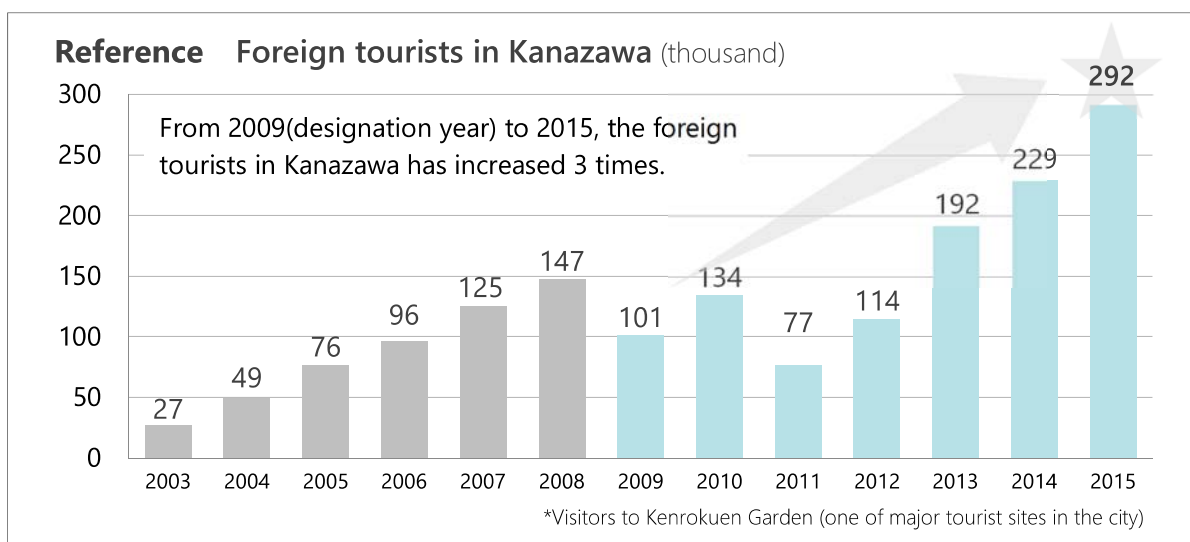
Kanazawa recommended 9 groups of artists to participate in the award.

### Acceptance of visits of UCCN candidate cities and support

Kanazawa accepted visits from UCCN candidate cities and related institutions.

Kanazawa presented good practices to promote UCCN and to support the candidate cities.

2014	September 10	Ciang Mai/ Thailand
	October 27	Pohang/ Korea
2015	January 30	Tongyeong/ Korea
	March 10	Gwangju/ Korea
	May 26	Seoul Design Foundation/ Korea, Mayor of Gwangju/ Korea
	July 9	Pohang Think Tank/ Korea
	November 13	Icheon, Gyeonggi Province
2016	December 17	Chengdu City of Gastronomy Association
	February 26	Japanese National Commission for UNESCO Fellowship (National Commission for UNESCO from China, Korea, Thailand, Malaysia and Germany)
	August 3	Chonnam National University/ Korea
	July 22	Kutahya/ Turkey



## 6 PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

### Kanazawa New Strategy for Creating Arts and Culture 2020

Kanazawa aims to establish its presence as a city of culture on the global scale by become a hub of cultural exchange with the 2020 Tokyo Olympic and Paralympic Games in sight. To this end, the city developed its 2020 – New Cultural Strategy Plan, with a focus on the importance of cultural activities to the city.

#### BASIC POLICIES

- I Enhancement of Traditional Crafts**  
Enhancing the quality, opportunities to present and the sales opportunities for crafts that have been part of the citizens' daily lives since the feudal times, while positioning the Utatsuyama Kogei Kobo ateliers and Kanazawa's crafts as a brand.
- II Enhancement of Modern Art Promotion**  
Improving and creating new ties for the 21st Century of Contemporary Art, Kanazawa with foreign museums to put modern art in the spotlight and enhancing its importance as a new value to the city.
- III Creating Human Resources in the Field of Arts**  
The city supports the creation of human resources today that will protect the city's traditions in the future.
- IV Global Promotion of Cultural Arts**  
With the aim of becoming a global hub for cultural exchange, the city endeavors to promote its culture by creating and reinforcing global networks through Meetings, Incentive Travel, Conventions, Exhibitions and Events (MICE).

#### PROCESS AND GOAL



**6.1 Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Network locally**

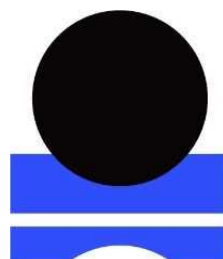
**Renewal of Kanazawa Utatsuyama Kogei Kobo**

The Utatsuyama Kogei Kobo ateliers will be renewed on the occasion of its 30<sup>th</sup> anniversary. A Cultural Arts Laboratory will be established to further revitalize it.



**KOGEI Kanazawa**

The Oshare Messe events have been organized for 10 years, between 2006 and 2015. The city will organize exhibitions and sales events and special projects to further promote Kogei (crafts) as a business in “Kanazawa Kogei Festa” and the citizens’ events in “Kanazawa 21st Century Kogei Festival”.



**Cultural programs for the 2020 Tokyo Olympic and Paralympic Games**

Following the Olympic Charter, the city will work together with the national authorities and the private sector to make the 2020 Tokyo Olympics and Paralympics a successful Sports and Cultural Event.

The city will promote its unique charms nationally and abroad by working together with other fields, such as gastronomy, music, media arts and design, among others.



**6.2** Presentation of a maximum of three initiatives, programs or projects aimed at achieving the objectives of the Network on an international level, particularly those involving other member cities in the Network

### Crossing Art Residency

The city promotes innovation by enhancing cross-creative field collaboration. One example would be the collaboration with the city of Enghien-les-Bains by creating a work of art overlapping the fields of Crafts and Media Arts.

The city also agreed to work together with the City for Music, Ghent, among others, to create additional creative value by using the UNESCO Creative Cities Network.



### Culture City of East Asia 2018

Based on an agreement among the Ministers of Culture of South Korea, China and Japan, the cultural exchange project named “East Asian Cultural City 2018” will be held in Kanazawa. Cultural exchanges with East Asia will be organized to domestically and internationally promote and innovate Kogei (crafts), a big asset of the city’s culture and industries.

**Theme:** The Creative Culture of the Future starting from Kanazawa: KOGEI, Art, Performing arts, Music, New potential

**Aim:** Starting new exchanges with East Asia by introducing the various assets of Kanazawa’s culture, including traditional and modern art, with the aim of creating innovation with a focus on crafts.



### International Kogei Summit 2020

The 3 prefectures in the northern Hokuriku Region that form the cradle of crafts will work together with the Agency for Cultural Affairs to promote crafts internationally by organizing the International Kogei Summit, which includes exhibitions, symposiums and gastronomy- and craft-related events. The event will be held in Toyama Prefecture in 2017, in Fukui Prefecture in 2018 and 2019 and in Kanazawa (Ishikawa Prefecture) in 2020. The city will promote crafts domestically and internationally during this Summit as a UNESCO Creative City for Crafts and Folk Arts.

### 6.3 Estimated annual budget for implementing the proposed action plan

Annual budget:

items	2016 budget (thousand JPY)	key projects
Promotion of the creative city of crafts	163,634	dining gallery Ginza no Kanazawa
Promotion of traditional craft industries	150,088	Traditional industry trainee scholarship
Promotion of the creative city	16,092	Exchange with UCCN members
Promotion of cultural human resources	24,000	Kanazawa Children's workshop
Utatsuyama Kogei Kobo scholarship	36,400	
Professional technique development	56,354	Kanazawa Craftsmen's College
Management of cultural institutions	413,083	Kanazawa citizen's art center, Kanazawa Utatsuyama Kogei Kobo etc.
Management of the 21st century Museum of Contemporary Art, Kanazawa	783,272	
Grant of Kanazawa College of Art management	890,617	

### 6.4 Plan for communication and awareness

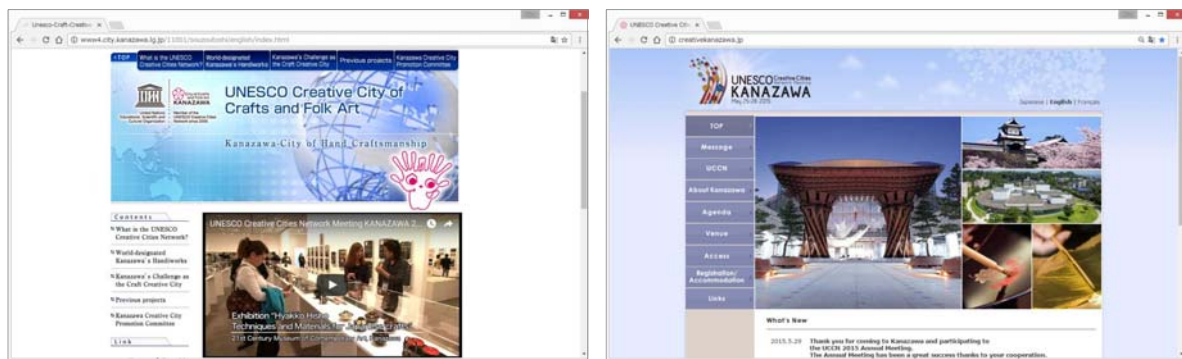
Kanazawa actively spreads information both in Japan and overseas through the UNESCO Creative City Kanazawa website.

<http://www4.city.kanazawa.lg.jp/11001/souzoutoshi/english/>

Kanazawa established the website for UCCN Meeting Kanazawa 2015 in 3 languages; Japanese, English and French

<http://creativekanazawa.jp/>

Kanazawa also actively spreads information on the UCCN website and participates in video conferences (via Skype) with Steering group members.



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