



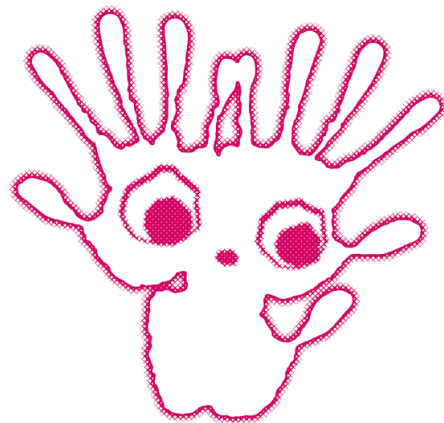
United Nations
Educational, Scientific and
Cultural Organization



City of Crafts
and Folk Art
KANAZAWA

Member of the
UNESCO Creative Cities
Network since 2009

Kanazawa Creative City Steering Program



Kanazawa "Craftism"
for the World
2011.3 Edition

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Preface

What is a Creative City?

A Creative City is a city with a distinctive culture, which promotes value-added industries that its citizens can value and be proud of, and which has industries that foster the creation of new culture and investment, as well as improvement in the quality of peoples' lives. In other words, it is a city that is vibrant because it links its creative culture with innovative industries.

In 2004, the United Nations Educational, Scientific and Cultural Organization (UNESCO) established the Creative City Network as a means of having creative cities around the world cooperate with each other. The City of Kanazawa, a City of Handiwork, was accredited as a UNESCO Creative City of Craft and Folk Art in June 2009.

Kanazawa Creative City Steering Program

The Kanazawa Creative City Steering Committee, which is organized by groups of industries, craft industries and citizens as well as the city government, has established a Charter of Craftism. Based on the Charter, the City of Kanazawa established the Creative City Steering Program, which outlines the vision of the City of Kanazawa and activities to be carried out until 2014. The program should be revised every other year before submitting a report to UNESCO. This May we will submit the first report on our activities after accreditation as a UNESCO Creative City.

The Charter of "Craftism" (Reference)

The handiwork of Kanazawa, including traditional crafts, traditional sweets and Kaga cuisine has been produced through "Craftism" or the spirit of crafts, namely, craftsmen's insistence on quality and originality, and their keen senses. That spirit has resulted in the development of creative, value-added manufacturing industries and the digital content industry.

In light of the fact that many cities have been losing their characteristics and attractiveness because of the influence of globalization and mass production, we hereby establish the Charter of "Craftism" as follows, in order to clarify the "Craftism" of Kanazawa and realize a sustainable creative city in the 21st century:

1. We will promote "Craftism" that links culture and industry.
1. We will pass "Craftism", which produces craftsmen and improves human life, down to the next generation.
1. We will spread the spirit of "Craftism" of Kanazawa, a City of Handiwork throughout Japan and to the rest of the world.

Oct. 16, 2009

Kanazawa Creative City Steering Committee

I. Vision for the Creative City of Kanazawa

As a UNESCO Creative City of Crafts and Folk Art, we established a vision for the city, focusing on three points: “Capitalizing on Culture,” “Cultivating the Next Generation of Talent” and “Distributing Information to the World” as outlined below:

1. Linking culture and business _____

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

2. Producing creative successors _____

We aim to create opportunities for the successors 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 craftsmen and artists.

3. Attracting international attention _____

We aim to promote close relationships among craftsmen, artists and industry people through the creative city network, facilitate international conferences on topics such as the vision of cities and local communities in the 21st century, global problems, and world peace, and invite many people from Japan and foreign countries.

II. Targets and Measures

To realize the vision stated above, we set forth 15 measures for our targets from the perspectives of cooperation between private and public sectors, past accomplishments, and utilization of the UNESCO Creative City Network.

1. Linking Culture and Business

Targets

Promotion of Kanazawa Brand

Trade fairs for people in the relevant industries have been held in cooperation with the private and public sectors. It is, however, necessary to directly attract the attention of consumers in addition to the attention of buyers and wholesale agents, in order to diffuse information about the Kanazawa brand.

Creation of Artistic Products

To keep up with new lifestyles and increase the number of new buyers, value-added products should be created by adding artistic features to conventional commodities; in other words, merchandise with artistry is needed.

Enhancement of Production Capacity

To promote the Kanazawa brand, it is also necessary to distribute information to consumers about products with the added-value of artistry. Production capacity for all stages of a product from planning to sales is indispensable to link culture and business.

Measures

1-1 Kanazawa Craftwork Business Creation Agency

The Kanazawa Craftwork Business Creation Agency was established to expand the sales channels for crafts and to disseminate information on crafts. The organization carries out various activities to support craft businesses, including seminars for expansion of sales channels, collection and dissemination of information about crafts, and promotion of new craft businesses.

Organizers: Kanazawa Craftwork Business Creation Agency, Kanazawa City

1-2 Oshare Messe

To introduce textile products and traditional crafts at home and overseas, and to create craft business, Oshare Messe, an exhibition of the creative city of Kanazawa will be held continuously. At the Messe, high-quality products developed by local companies, such as textiles, apparel, tableware, stationery and interior goods are on exhibit to disseminate the attraction of Kanazawa brands.

Organizers: Kanazawa Fashion Week Committee, Kanazawa City

Supporters: Utatsuyama Craft Workshop, Kanazawa College of Art



1-3 Promotion of Kaga Yuzen & Kanazawa Metal Leaf Techniques

In order to enable traditional crafts to be adapted to suit our modern lifestyle, we established institutes that focus on Kaga Yuzen and Kanazawa metal leaves. They will promote techniques, developing new products and expanding markets. In particular, new Kaga Yuzen furniture and interior-decoration products should be developed, and the properties of metal leaf and paper used for pounding metal leaf should be studied, and the process of making metal leaf should be documented.

Organizers: Institute for the Promotion of Kaga Yuzen Techniques (Established in July 2009), Institute for the Promotion of Kanazawa Metal Leaf Techniques (Established in July 2010)

1-4 Craft Business and Creative City Network Joint Project

In order to improve the product development skills of young craftsmen, provide high-quality, reasonable crafts, and expand markets, graduates of Utatsuyama Craft Workshop and students of Kanazawa College of Art make crafts to be exhibited at Oshare Messe in cooperation with the designers of the UNESCO Creative Cities of Design.

Organizers: Kanazawa Craftwork Business Creation Agency, Utatsuyama Craft Workshop, Kanazawa College of Art

Supporters: UNESCO Creative Cities of Design, etc.

1-5 Promotion of Contents Industry

eAT Kanazawa is a continuous event that aims to strengthen the contents industry, a new area of handiwork in Kanazawa, and distribute information about the industries of Kanazawa in Japan and abroad. Leading creators are invited to exchange-related events and seminars. We use the network formed by eAT Kanazawa to create circumstances in which creators of comics, animation and games can assemble and carry out activities in Kanazawa; these include offering of studios, making a database to support contents production and establishing a contents industry promotion center.

Organizers: eAT Kanazawa Committee, Kanazawa City



Activities for Linking Culture and Business

Industry-academia collaboration project for art education organized by Kanazawa College of Art

In order to integrate arts and crafts with business, the college conducts joint research with industries right from the product planning stage. Graduate students become the leaders of projects involving research carried out jointly by companies and college students.

Organizer: Kanazawa College of Art

Promotion of the action plan for Kanazawa's traditional craft industry

In accordance with the action plan's basic idea of preserving and developing handicrafts, and promoting our city all over the world, we will take concrete measures, including training of human resources, development of products, dissemination of information, expansion of the market and business promotion.

Organizers: Kanazawa City

Supporters: Manufacturers associations of traditional industries, institutions of higher education, testing and research institutes

2. Training of Successors in Traditional Industries

Targets

Passing down of traditional techniques

There are 22 kinds of traditional crafts in Kanazawa, but some of them are in danger of losing their techniques because of a decrease in successors. Concrete measures should be taken immediately to train successors and implement activities for children, who will be the successors of the next generation.

Internationalization of craftsmen and artists

Craftsmen and artists in Kanazawa should be inspired through exchanges with other craftsmen and artists in Japan and abroad to extend their range of activities on a global scale.

Reconfirmation of the value of crafts in everyday life

The local residents are expected to use more high-quality crafts in their daily lives instead of mass-produced products, to support local arts and crafts and lead an enriched life.

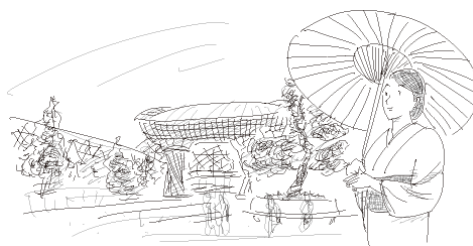
Measures

2-1 Promotion of Rare Traditional Craft Industries

Rare traditional crafts with few successors such as the Kanazawa Japanese-paper umbrella and Futamata Japanese paper should be promoted. To promote the industry, the Kanazawa Japanese-paper Umbrella Study Group (Established in 2009) invites lecturers from the biggest production site for Japanese-paper umbrellas and receive training and guidance. We have added the study of Futamata Japanese paper to the subjects of the rare traditional craft industry school, and will cultivate *Broussonetia kazinoki*, the material used to make Japanese paper, on a trial basis.

Organizer: Kanazawa City

Supporters: Japanese-paper craftsmen, Kanazawa Craftwork Business Creation Agency, Kanazawa Craft Hirosaka, Kanazawa Forestry Association



2-2 Overseas Training Program for Young Craftsmen (Creative Waltz)

Students of Kanazawa College of Art are sent to UNESCO Creative Cities for a training program like the Waltz system. They are given opportunities to be inspired through contact with foreign cultures of UNESCO Creative Cities, to join international networks and to gain a new perspective. We are also considering accepting students from other UNESCO Creative Cities.

Organizers: Kanazawa City, Kanazawa Creative City Steering Committee

Supporters: Kanazawa College of Art, Utatsuyama Craft Workshop, Kanazawa City Crafts Association

Waltz: Waltz is the process of becoming a *meister* according to the German system, which has been in place since the medieval age. Apprentices are required to travel around and receive training from *meisters* in cities other than their hometown for three years and a day.



2-3 Management of Kanazawa Children's Craft Workshop and Takumi-kai Association

The Kanazawa Children's Craft Workshop is held in the areas of design, metal work, dyeing and ceramics over a term of two years for the purpose of finding and training future craftsmen. Children experience craft making and receive training to improve their skills. Graduates of the workshop can continue their training in the Takumi-kai Association by selecting one of the areas of metal work, dyeing or ceramics, and can further improve their skills, as well as acquire professional knowledge and techniques.

Organizer: Kanazawa City

Supporter: Kanazawa College of Art

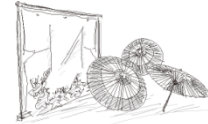


2-4 Compilation of the Archive and Review of the Collection of Hyakko Hisho (100 crafts)

An archive consisting of documents and videos about the traditional crafts and techniques of Kanazawa will be compiled. One from six categories designated by the government and other rare traditional crafts will be selected for the archive every year. In addition, the methods for preservation and exhibition of the current collection of Hyakko Hisho will be examined in preparation for the permanent exhibition.

Organizers: Kanazawa City, Kanazawa College of Art

*Hyakko Hisho: A collection of over 2,000 craft products and materials related to techniques, collected by the fifth lord, Maeda Tsunanori. The collection is stored in two boxes according to material, use and form, and is designated as an important cultural asset of Japan.



2-5 Seminars for Discovering the Culture of Kanazawa

Seminars for Discovering the Culture of Kanazawa will be held to deepen people's understanding of crafts, and to increase the demand for crafts. Invited professionals will give lectures for college students on the traditional crafts of Kanazawa to learn how to appreciate crafts and increase their understanding of them. In the future, there will also be lectures for adults and lectures held as part of Kanazawa Craft Tourism.

Organizer: Kanazawa City, Kanazawa Creative City Steering Committee

Supporters: Local manufacturers' unions



Activities for producing creative successors

Utatsuyama Craft Workshop Scholarship/Kanazawa Traditional Industry Trainee Scholarship

Scholarships are provided over a term of three years, subsidized by the fund for arts and crafts of Kanazawa City, to support the trainees at Utatsuyama Craft Workshop and the manufacturers of traditional industries aiming to acquire sophisticated craft techniques.

Organizers: Utatsuyama Craft Workshop, Kanazawa City

International Exchange Program of Kanazawa College of Art

Exchange programs for students and faculty members were established between Kanazawa College of Art and sister art colleges abroad for the purpose of producing artists, designers and researchers who will be able to work internationally. Seminars for students and local residents will be given by leading artists and researchers from foreign countries.

Organizer: Kanazawa College of Art

Kanazawa UNESCO ASPnet

In order to foster children's international understanding and educate the successors of a sustainable society, we will increase the member schools of UNESCO Associated Schools Project Network (ASPnet) in the city and promote the study of the traditional cultures of Kanazawa, the global environment and the world, and further interaction with other schools of UNESCO ASPnet.

Organizers: Kanazawa City Board of Education

3. Attraction of International Attention

Targets

Information Distribution and Contribution to the World

To make Kanazawa an internationally attractive city, it is necessary to distribute information worldwide and enhance the city's attractions such as traditional crafts. In addition, as a member of the UNESCO Creative City Network, the city bears the responsibility not only of preserving its history and traditions and improving its academic and cultural assets, but also of contributing to the establishment of a cooperative network with other member cities of the world.

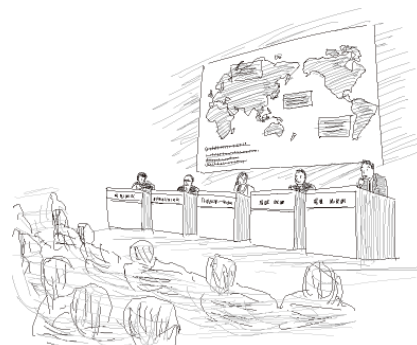
Practical Exchange and Cooperation

Conventional international exchanges have tended to emphasize formalities. More practical exchanges and cooperative interactions of cities, craftsmen, artists and businessmen through the UNESCO Creative City Network are required as a means of preserving cultural diversity and revitalizing cities through the interaction of creative cultures and innovative industries.

Measures

3-1 Interaction with UNESCO Creative Cities

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 workshops and interactive training programs for young craftsmen (Creative Waltz) will be held with other creative cities. Kanazawa will play a leading role as a hub of the Creative City network in Asia by supporting cities that are aiming to become a creative city, and contributing to the promotion of the craft industry.



Organizers: Kanazawa Creative City Steering Committee, Kanazawa City

3-2 Kanazawa Craft Tourism

We promote Kanazawa craft tourism to diffuse information on Kanazawa as a “City of Handicrafts” through the experience of traditional culture (traditional handicrafts, performing arts, food, etc.) and organize excursion tours in line with international conferences and academic meetings. The targets, itineraries and capacities of the tours should be examined concretely. We promote conventions that can be held in Kanazawa through our subsidy system (established in 2010) for academic associations, etc. that offer “craft tourism” tours in conjunction with their meetings.

Organizers: Kanazawa City, Kanazawa City Tourism Association



3-3 World Craft Triennale in Kanazawa

Following the World Craft City Conferences and the World Craft Competitions that have been held every other year since 1997, the Kanazawa World Craft Triennale, which began in 2010, will be held continuously.

Organizers: Executive Committee of the World Crafts Forum Kanazawa, Kanazawa City

Supporters: Kanazawa City Crafts Association, 21st Century Museum of Contemporary Art, Kanazawa

3-4 Joint Research on Creative Cities

Joint research will be 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 21st century. The research results will be reported at international conferences, academic meetings and forums.

Organizers: Kanazawa City, Kanazawa Creative City Steering Committee

Supporters: United Nations University - Institute of Advanced Studies, Operating Unit

Ishikawa/Kanazawa, Organization for the Creation of Urban Culture (NPO)

3-5 Asian Craft Education Exchange Program

The purpose of the program is to help Kanazawa craftsmen and artists discover the rich and varied spirituality and sense of beauty in Asia's traditional handicrafts, and to establish a network for new creative manufacturing, as well as to contribute to cultural industries such as handicrafts in developing countries. The program involves such activities as exchanging instructors of Kanazawa College of Art with Asian institutes, and inviting Asian artists for training.

Organizer: Kanazawa College of Art, Kanazawa City

III. Implementation Schedule for the Project

		2010	2011	
1. Linking Culture and Business	1-1 Establishment of Kanazawa Craftwork Business Creation Agency		<ul style="list-style-type: none"> • Seminars for expansion of sales channels • Support of craft business • Collection 	
	1-2 Oshare Messe	<ul style="list-style-type: none"> • Crafts in Life Project • Exhibitions in Tokyo for business negotiations 	Exhibitions in Tokyo for business	
	1-3 Promotion of Kaga Yuzen & Kanazawa Metal Leaf Techniques	Institute for the Promotion of Kaga Yuzen Techniques	• Development of new products in the interior decoration and fashion industries	
		Institute for the Promotion of Kanazawa Metal Leaf Techniques	Established in July	<ul style="list-style-type: none"> • Documentation and publication of the • Collection and utilization of information • Seminars on metal leaf techniques
	1-4 Joint Project of Craft Businesses and the Creative City Network	• Development of new products • Participation in exhibitions held in Tokyo		
	1-5 Promotion of Contents Industry	eAT KANAZAWA	• Exchange with leading creators • Seminars for training eAT creators • Classes for	
Promotion of eAT Contents Industry		Initiative for concentration and development of contents industry	<ul style="list-style-type: none"> • Management of Ustream studio • Association for Development of Human Resources in the Content Industry 	
2. Training of Successors in Traditional Industries	2-1 Promotion of Rare Traditional Craft Industries	Study on Japanese-paper umbrellas		
		Futamata Japanese Paper Revitalization Program	Training of	
	2-2 Overseas Training Program for Young Craftsmen (Creative Waltz)	Trial execution	Increase in	
	2-3 Management of Kanazawa Children's Craft Workshop and Takumi-kai Association	Management of the 2nd-term children's craft workshop Management of the Takumi-kai Association for children who have completed the children's craft workshop		
	2-4 Compilation of the Archive and Review of the Craft Collection	Compilation of the Archives of Traditional Crafts	Selection of a craft category	
		Measures for Preservation and Exhibition	Examination of measures for preservation and exhibition	
2-5 Seminar for Investigating the Culture of Kanazawa	Seminars for students			
3. Attraction of International Attention	3-1 Interaction with UNESCO Creative Cities	Forum focusing on Messe with the participation of UNESCO creative cities	Workshop with the participation of UNESCO Creative Cities (crafts and folk art)	
	3-2 Kanazawa Craft Tourism	The 2nd French-Japanese Conference on Decentralized Cooperation	Research, investigation and experimental business	
	3-3 World Craft Triennale in Kanazawa	World Craft Triennale 2010 in Kanazawa	Preparation for World Craft Triennale	
	3-4 Joint Research on Creative Cities	Joint research with Creative City Network (NPO)		
	3-5 Asian Craft Exchange Program	Asian Craft Education Exchange Program	Invitation of artists from Taiwan, Korea and Cambodia	
Invitation of artists from Asia				

2012	2013	2014
and dissemination of information ・Test marketing ・Management of the craft business club		
negotiation	Overseas promotion and advertising	
Seminars to support business management Promotion of the establishment of a kimono lovers' network		
techniques for manufacturing metal leaves on the use and distribution of metal leaves ・Studies on the properties of metal leaves and on the paper used for pounding metal leaves		
	・Expansion of sales locations ・Production and sales at traditional merchants' houses	
training producers		
・Attraction of content-related companies ・Promotion of content-business creation and development of human resources		
Production of Kanazawa Japanese-paper umbrellas		
successors, expansion of use and sales channels and development of production system of materials		
number of trainees	Bilateral training programs with other UNESCO creative cities	
Management of the 3rd-term children's craft workshop and Takumi-kai Association	Management of the 4th-term children's craft workshop and Takumi-kai Association	
for the archive (Dyeing in 2010 and 2011, Metalwork in 2011 and 2012)		
Planning of permanent exhibition		
Planning of seminars for adults		
Joint project with other Creative Cities with which Kanazawa has been carrying out exchanges		
activities for creating craft tourism	Promotion of craft tourism business	
2013 to be held in Kanazawa	Kanazawa World Craft Triennale 2013	
Planning of themes, periods, and external organizations with which to conduct research		
Increase of number of countries and organizations with which to conduct exchanges		
Invitation of leading artists in Asia to promote exchange		

IV. Monitoring

In order to properly understand the present overall condition of Creative City Kanazawa, we are monitoring the progress and status of the creation of craft businesses, the training of successors in rare traditional craft industries, and internationalization.

In light of the results obtained, we will revise the program by reviewing and modifying the methods and countermeasures.

Item	Numerical index	Present values (2010)
Number of people who are engaged in traditional industries	Workers in 22 traditional industries in Kanazawa (city statistics)	2,634 (designated industries) 214 (non-designated industries)
Production output of six industries designated by the government	Annual output of six industries (statistics of industries' associations)	11.9 billion yen
Kanazawa Craft Hirosaka	Sales of Kanazawa Craft Hirosaka (Craft Hirosaka's statistics)	47.9 million yen
Oshare Messe	Number of business negotiations and sales in "Oshare Messe Kanazawa-gonomi"	1,722 (Number of business negotiations) 15.514 million yen (Sales and orders received)
Number of students of the rare traditional industry school	Number of students of the rare traditional industry school (city statistics)	46
Number of students of Kanazawa Children's Craft Workshop	Number of students of Kanazawa Children's Craft Workshop	33
International exchange of artists and craftsmen	Number of students, artists, and craftsmen at Kanazawa College of Art, Kanazawa Utatsuyama Craft Workshop and the 21st Century Museum of Contemporary Art, Kanazawa (statistics of the above institutions)	37

**Kanazawa Creative City Steering
Program
(2010 - 2014)**

Formulated in March , 2010

Revised in March , 2011

Kanazawa City

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