



NAGOYA, UNESCO CITY OF DESIGN
NOVEMBER 30, 2016

UNESCO CREATIVE CITIES NETWORK MONITORING REPORT 2016

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Mayor's Message



The City of Nagoya celebrates its eighth year as a member of UNESCO Creative Cities Network in the category of design. We are very much honored to have this opportunity, via the presentation of this report, to look back on and showcase our efforts over the past eight years.

To us, membership as a City of Design within the UNESCO Creative Cities Network is the result of more than 25 years of progressive initiatives. Since issuing the "Design City Declaration" in 1989, we have promoted community building that capitalizes on design, and have accumulated a history of significant events as a city of design, including hosting three major international design conferences. Moreover, since the application of the UCCN, we have implemented a number of projects: international exchange, the nurturing of human resources, the enlightenment of the public, and so on, taking advantage of the Network, aiming to support the development of creative industries including the field of design, as well as to link the products resulting from exchange and collaboration projects to the sustainable growth of our local communities and industries.

This activity report focuses on projects implemented with the aim of nurturing creative talent and achieving design enlightenment in cooperation with other UCCN design cities and our local business groups and design organizations.

Going forward, our city will face significant turning points of the era, including depopulation and the eventual opening of the Tokyo-Nagoya Linear Chūō Shinkansen, a maglev train that will travel between Tokyo and Nagoya in just 40 minutes. In addition, we confront various challenges, including an ageing population; responding to the predicted Nankai trough giant earthquake and the deterioration of public facilities. As a major metropolis representing Japan, we have been entrusted to act as a role model for resolving problems like these. Under these circumstances, we are determined to continue to build sustainable communities, harnessing the remarkable creative potential of our citizens making full use of the strength Nagoya has cultivated as a design city. As a pioneer of the creative city movement based on our extensive experience as a design city in Japan, Nagoya aspires, in collaboration with similarly intentioned cities, to continue to contribute to the realization of a world of mutual understanding and coexistence.

November, 2016

Mayor of Nagoya

Takashi Kawamura

1 Summary

In October 2008, the City of Nagoya became a member of the UNESCO Creative Cities Network in the category of design. Following the design-oriented community building based on our issuance of the Design City Declaration in 1989, the recognition of this affiliation was an opportunity for us to go further towards realizing a creative city that utilizes an international network.

At the 2009 international design forum “From Now On”, Nagoya’s kick-off project as a design city participating in the Network, we invited speakers from the five member cities of design at that time, and discussed how we each utilized creativity for sustainable urban development. This event offered not only a significant first opportunity for us to share activities and successful experiences, but also served as a precious chance to build cooperative relationships among the cities to implement various future projects harnessing the Network.

Since that event, we have been working on multifarious programs and projects in collaboration with local industrial organizations, design bodies, universities and NPOs featuring the following three platforms: exchange among Network member cities, nurturing creative personnel, and increasing people’s understanding of design.

As major activities at the local level, we implemented workshops and competitions targeting young designers. Among these was the logo mark competition for Nagoya, UNESCO City of Design in 2015. Using the selected entry, we have been also working to enhance recognition of Nagoya as a design city.

Moreover, major inter-city initiatives included Designmonat 2013 in Graz, in whose special exhibition on Nagoya students from five local universities collaborated. At the international forum held in Nagoya in 2015, in addition to introductions of recent activities by representatives from participating cities, there was also a discussion on how best to utilize the selected logo mark for Nagoya, UNESCO City of Design.

During the next four years we are determined to steadily strengthen the creative industries, including design, and enhance our urban allure by utilizing culture and art, grounded in our administrative plans in the fields of industrial development and cultural promotion: “Nagoya’s industrial promotion vision 2020 ” and “Nagoya’s cultural promotion plan”.

We firmly believe that the UNESCO Creative Cities Network is a wonderful platform that offers an opportunity to share among various ideas and successful examples with other member cities while showing us how to proceed as a design city and allowing us to engage in exchanges with talented individuals and other member cities in different ways, including through forums and workshops.

Taking the opportunity of the submission of this report about the 8th year of our participation in the Network, we aspire to continue to contribute to the Network and, looking back on the fruitful results and lessons we have learned so far, to work to develop a sustainable urban environment .

2 General Information

CITY
Nagoya

COUNTRY
Japan

CREATIVE FIELD
Design

DATE OF THE DESIGNATION
October 16, 2008

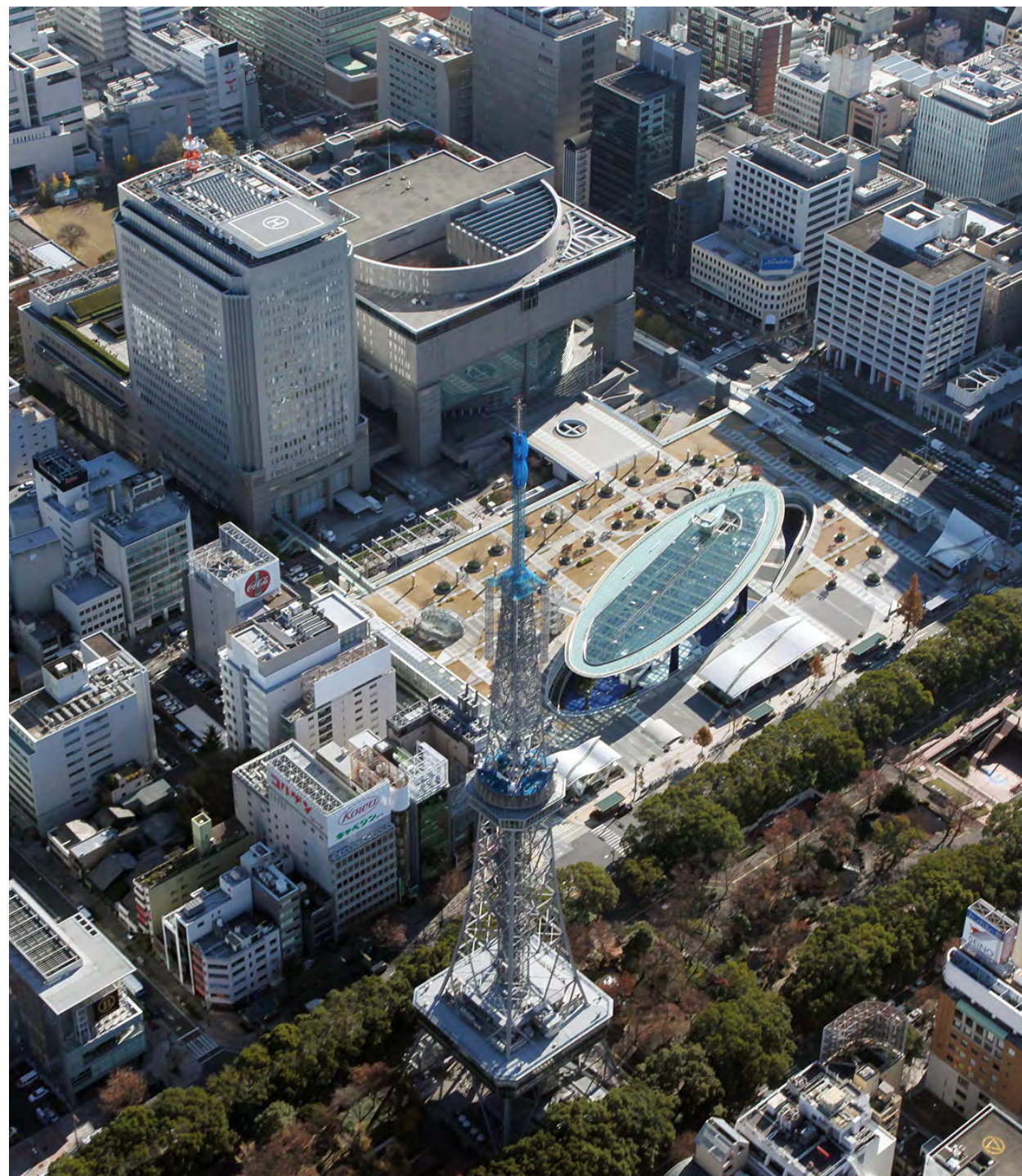
DATE OF SUBMISSION OF THE CURRENT REPORT
November 30, 2016

ENTITY RESPONSIBLE FOR THE REPORT
**City of Nagoya
Cultural Promotion Office, Bureau of Tourism, Culture & Exchange**

PREVIOUS REPORTS SUBMITTED AND DATES
Annual Report: 2009 – 2015 (EVERY YEAR)

FOCAL POINT OF CONTACT
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3 Network: Contribution to Global Management

The City of Nagoya gained membership in UNESCO Creative Cities Network (UCCN) in 2008. Since then, Nagoya as a UNESCO Design City has contributed significantly to the international community within the structure of the network in the following ways: attending UCCN annual general meetings, including UCCN Sub-network of Design meetings and sub-network meetings hosted by UCCN member Cities of Design; sharing information with member cities via email and Skype, and participating in application evaluations from UCCN candidates.

Attending UCCN Annual General Meetings

Nagoya has attended the UCCN annual general meeting every year since the 2009 meeting in Lyon, eight times in all, through 2016.

Lyon, France: June, 2009
Shenzhen, China: December, 2010
Seoul, South Korea: November, 2011
Montreal, Canada: May, 2012
Bologna, Italy: September, 2013
Chengdu, China: September, 2014
Kanazawa, Japan: May, 2015
Östersund, Sweden: September, 2016

Attendance at Sub-network Meetings of UCCN Member Cities of Design

We have participated wholeheartedly in the sub-network meetings hosted by other member cities of design, including those held concurrently with the annual general meetings. **In May, 2015, we organized the sub-network meeting in Nagoya** after the UCCN general meeting in Kanazawa.

Nagoya, Japan November, 2009 Host

Organized Sub network meeting: International Design Forum From Now On:
Envisioning Nagoya's Future on the Large Scale and the Small

Kobe, Japan: November, 2009
Buenos Aires, Argentina: October, 2010
Shenzhen, China: December, 2010
Kobe, Japan: November, 2012
Saint Étienne, France: March, 2013
Beijing, China: October, 2013
Shenzhen, China: March, 2014

Seoul, South Korea: March, 2014
Berlin, Germany: May-June, 2014
Saint Étienne, France: March, 2015
Nagoya, Japan: May, 2015: Host

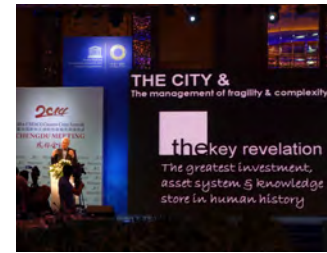
Organized Sub network meeting UNESCO Creative Cities of Design Network Forum

Participation in Application Evaluations

In 2015, we evaluated applications from the following six candidate cities and submitted our opinions to the coordinating city.

Bandon, Indonesia
Budapest, Hungary
Detroit, USA
Kaunas, Lithuania
Puebla, Mexico
Singapore, Republic of Singapore





4 Primary Regional Initiatives

Initiatives, Partnerships and Commitments Implemented to Achieve the Goals of UCCN

Aiming to ensure creativity plays a vital part in supporting the development of the city through public-private-civil society partnerships

Developing the hub of creativity and innovation and broadening opportunities for creators and experts in the cultural fields

Raising consciousness about the role realizing culture and creativity in the development of UCCN and sustainable cities, and the effects and results of initiatives that support research and analysis.

To develop guidelines and indicators of a city's creativity that spring from certification at the regional level.

The City of Nagoya became a UNESCO City of Design, seeking to harness its rich creativity and, with the desire to be of use in realizing a world in which we can recognize one another and coexist, giving its blessing to UNESCO's proposed global alliance and promoting cooperation with other member cities with common interests and aspirations. With the goal of achieving enchanting, design-driven and creative urban environments, Nagoya, UNESCO City of Design, works toward the realization of an abundant society that would lead to human resource development and the future by addressing three visions.

- 1) to polish and cultivate diamonds in the rough;
- 2) to invite people to our environmentally friendly city;
- 3) to network across cultures.

We are working on a variety of initiatives. They include holding international workshops and competitions to discover and cultivate new talent and expand their opportunities, as well as opening small yet multifaceted and highly concentrated design forums and enlightenment programs that target citizens and are held in cooperation with NPOs and others engaged in urban development. Find the main examples below.

Expanding opportunities for creators and experts

International New Designers Workshop

This workshop targets youth from within and outside of Japan, young designers who will shoulder the next generation, young creators in business, and university researchers and students. This workshop has a wide viewpoint, promoting a variety of cultural creation. Aiming toward human resource development that fosters overall

talent, we undertook a unique attempt to emphasize the social experience, through multidisciplinary and multicultural collaboration. Led by guest directors active at the cutting edge, individual participant teams spent about one week preparing to propose a design in a public presentation, performing research and field work while transcending the barriers of language and culture. 2000-2010

Sustainability-What We Can Do for The Future

November, 2009/Organizer.

Workshop participants: four countries; 49 individuals from four countries and one region.

Public presentation audience: 242;

Networking party guests: 74

The Connected within the Disconnected | Nagoya Discovered Through Design

November-December, 2010/Organizer

Workshop participants: 37 people on four teams.

Public presentation audience: 242;

Networking party guests: 74



Making Creativity A Vital Driver of Sustainable Urban Development

Nagoya, UNESCO City of Design Logomark Design Competition

We publicly advertised to professional designers a competition for a revised logomark with the goal of renewing the visual identity of Nagoya, UNESCO City of Design. We sent out the call for a logomark that would be loved by the people of this area as a broadly versatile symbol of UNESCO City of Design that would increase the chances for people to know and understand Nagoya as a design city, and to deepen the public understanding of Nagoya as a design city. We were in search of an outstanding design that would express the features and idiosyncrasies of the region, including Nagoya's historical background and character, and the creativity of its people, a design that would be recognizable, at a single glance, as, "Nagoya, UNESCO City of Design." In May, 2015, we held the UNESCO Creative Cities Network Forum, where the chosen new logomark was announced. We combined a talk and a workshop, and were able to use the event as an opportunity to consider the application of the logo mark and the city's information dissemination with citizens and representatives from other Cities of Design.

Logomark Design Competition

January-May, 2015/ **Host** / Total applications: 181

UNESCO Creative Cities Network Forum Part 2: Talk Session "Logomark and Nagoya, UNESCO City of Design"

May, 2015/ **Host** / Described in Section 5

Design Workshop "Thinking About Visual Communication in The Urban Environment"

May, 2015: **Host** / Described in Section 5

Design Workshop "A Day to Consider Nagoya as A City of Design"

October, 2015: **Host** / 36 participants

Aichi Triennale 2013

The Aichi Triennale is a festival brimming with a sense of the celebration of cutting edge contemporary art, an event where artists come together from a variety of genres and regions both within and outside of the country. The triennale showcases modern art and the performing arts and offers educational and dissemination programs that give participants a sense of experiencing art by touching creative art. The event also provides an opportunity to increase activity in regional cultural arts through cooperation with NPOs active in the area so that aesthetic practices permeate people's

daily lives. Nagoya, UNESCO Creative City of Design organizing committee participated by planning and organizing design-focused programs like those below, including selecting and coordinating official designers, holding a student competition for official goods, producing selected entries, and holding a designers' talk among those who had created communications tools and an expert-led architectural design tour.

Aichi Triennale 2016

Following the 2013 event, we selected and coordinated the official designers. We also created a PR video for the 2015 Milan exhibition in which we introduced the features and creativity of Aichi Prefecture and Nagoya City.

Architectural Gymnastics, opened one year ago

August, 2012/150 participants

Official Goods Design Competition

September-October, 2012/ Joint sponsor / Six teams, four universities

Visual Communication Exhibition "Nagoya Design Strength Supports Aichi Triennale"

August, 2013/ Sponsor/ 660 viewers

Cross Keyword Special Project "Nagoya Design Strength Supports Aichi Triennale"

August, 2013/ Sponsor/ 110 participants. Out of 36 survey respondents, 83% rated the project "very good" or "good".

Open Architecture Cooperative Planning 1 "Nagoya University Art Walk"

August, 2013 / Sponsor/ 25 participants

Open Architecture Cooperative Planning 2 "Discovering the Architecture of Antonin Raymond at Nanzan University"

October, 2013/ 36 participants

Public Program "Behind the Scenes of the Official Goods Student Competition"

September, 2013 / Sponsor/ 69 participants

Partnership Project "Design Tour: Fun with the Classics at The Villa Yokiso's Choshokaku"

September, 2013 / Sponsor/ 41 participants

The 7th Triennale School "Design can Change International Exhibitions! Design can Change Cities!"

May, 2015 / Sponsor / 111 participants

Community Building: Cooperation With Urban Communities

PechaKucha Night 2012 x Creative Design City NAGOYA

February, 2012/ Sponsor/ 250 participants. 34 of 54 survey respondents said, "Very interesting" .
(including designers from Montreal and Kobe as a guest speakers)

Civic Pride Talk Session "Liking Nagoya More. Let' s Think about Civic Pride."

March, 2012/ Sponsor/ 46 participants. 22 of 29 survey respondents said, "Very Interesting" .

Aichi/ NAGOYA Art & Design Sightseeing Tour

November-December, 2012/ Sponsor/ Four tours, 80 participants (including 7 UNESCO design cities representatives)

ESD UNESCO World Conference Special Event: "Design for A Sustainable Future"

November, 2014/Sponsor/ 89 participants ((including designer from Kobe as a guest speaker)

Design Workshop "A Day of Thinking About Design City NAGOYA" Part 2 "Let' s Tour Endo-ji Shopping Street from a Design Perspective"

December, 2015/ Sponsor/ 20 participants

Family Programs

Nagoya Kids Design Exhibition

February, 2011/ Organizer/ Viewers: 527

Family Design Workshop

February, 2011/ Organizer/ Three courses/ Families: 48 Individuals: 107

Family Design Workshop

February, 2012/ Organizer Two courses/ Participants: 60

Family Design Workshop

November, 2012/ Organizer/ Two courses/ Families: 39

Kids' Workshop "Play through Design"

August, 2014/ Organizer/ Three courses/ Participants: 2,727

Family Design Workshop "Let' s Make Stencil Print Furoshiki"

November 2015/ Organizer/ Families: 54

In addition,

Information dissemination (Website management)

Following recognition of our membership in the UCCN, we set up a website for Nagoya, UNESCO City of Design and have been using it to disseminate information. We also use the Cities of Design Network website and Facebook and other SNS to disseminate information and communicate.

Lectures in various domestic locations

Responding to invitations, we introduce the activities of Nagoya, UNESCO City of Design to various domestic universities. Nagoya University, Tohoku University (Sendai School of Design), University of Toyama, National Graduate Institute for Policy Studies, etc.



Regional Initiatives

2009	Creative Design City Nagoya 2009 “From Now On: Envisioning Nagoya’s Future on the Large Scale and the Small” International New Designers Workshop “Sustainability-What we can do for the future”	Nagoya/ November, 2009/ Host/ Workshop participants from four countries and one region: 49;Public presentation audience: 242; Farewell party guests: 74	2012	“NAGOYA BOOK”	Nagoya/ October, 2012/ ※ Collaborative project with Design Globe Inc.
2010	The 7th International Design Competition Nagoya Design Do! 2010	Nagoya/April, 2010/ Host/ Entries: 1,503 works from 26 countries regions (395 domestic; 1,108 from overseas)		Aichi/ Nagoya Arts & Design Tour	Nagoya/ November-December, 2012/ Organizer
	The 7th International Design Competition Nagoya Design Do! 2010 Public judging	Nagoya/ October, 2010/ Host/ Public judging audience: 151		Family Design Workshop	Nagoya/ November, 2012/ Organizer/ Families: 39
	The 7th International Design Competition Nagoya Design Do! 2010 Exhibition of the prize winning works	Nagoya/ November-December, 2010/ Organizer Viewers: 1,118	2013	IFI Interior Design International Forum 2013	Nagoya/ July, 2013/ Sponsor/ Participants: 88
	The 7th International Design Competition Nagoya Design Do! 2010 Awarding ceremony	Nagoya/ December, 2010/ Organizer/ Awarding ceremony audience: 242		Aichi Triennale 2013 “Visual Communication Exhibition: Nagoya Design Strength Supports Aichi Triennale 2013”	Nagoya/ August, 2013/ Host/ Viewers: 660
	International New Designers Workshop 2010	Nagoya/ November-December, 2010/ Organizer/Workshop participants: 37 (4 teams)		Aichi Triennale 2013 Special Program: Cross Keyword, Nagoya Design Strength Supports Aichi Triennale 2013	Nagoya/ August, 2013/ Sponsor/ Audience: 110
	International New Designers Workshop 2010 Public presentation	Nagoya/ December, 2010/ Organizer/ Public presentation audience: 242		Aichi Triennale 2013 Open Architecture Collaborative Event 1 “Nagoya University Walk”	Nagoya/ August, 2013/ Sponsor/ Participants: 25
2011	International New Designers Workshop 2010	Nagoya/ December/ Organizer/ Farewell party guests: 74		Aichi Triennale 2013 Open Architecture Collaborative Event 2 “A Tour of Antonin Raymond’s Architectural Design of Nanzan University”	Nagoya/ October, 2013/ Sponsor/ Participants: 36
	NAGOYA Kids Design Exhibition	Nagoya/ February, 2011/ Organizer/ Participants: 527		Aichi Triennale 2013 Public Program: Cross Keyword, Behind the Scenes of the Official Goods Student Design Competition	Nagoya/ September, 2013/ Sponsor/ Participants: 69
	Family Design Workshop	Nagoya/ February, 2011/ Organizer 3 courses/ Families: 48 (Individuals: 107)		Aichi Triennale 2013 Partnership event: Design Tour Fun with the Classics at the villa Yokiso’s Choshokaku	Nagoya/ September, 2013/ Sponsor/ Participants: 41
2012	Family Workshop “Architectural Gymnastics”	Nagoya/ August, 2011/ Organizer/ Workshop participants: 58	2014	Turin Bus Wraps Popularity Contest	Nagoya/ May-, 2014/ Public Relations Support
	Family Design Workshop	Nagoya/ February, 2012/ Organizer/ 2 courses/ Workshop participants: 60		Nagoya Science Square 2014 Kids’ Workshop “Play through Design”	Nagoya/ August, 2014/ Sponsor/ Participants: 2,727
	PechaKucha Night 2012 x Creative Design City Nagoya	Nagoya/ February, 2012/ Sponsor/ Audience: 250		Peripheral event to the ESD UNESCO World Conference on Education for Sustainable Development: Nagoya, UNESCO City of Design Forum “Design for a Sustainable Future”	Nagoya/ November, 2014/ Sponsor/ Forum audience: 89
	Civic Pride: Talk Session	Nagoya/ March, 2012/ Sponsor/ Audience: 46	2015	Nagoya, UNESCO City of Design Logo Mark Design Competition	Nagoya/ January-May, 2015/ Sponsor/ Entries: 181
	Aichi Triennale 2013 Year-Before Event: Workshop “Architectural Gymnastics”	Nagoya/ August, 2013/ Sponsor/ Workshop participants: 150		Design Workshop “A Day to Consider Nagoya as A City of Design”	Nagoya/ October, 2015/ Sponsor/ Participants: 36
	Aichi Triennale 2013 Official Goods Design Competition Interim reviewing	Nagoya/ September, 2012/ Sponsor		Design Workshop “A Day to Consider Nagoya as A City of Design, Part 2; Let’s Walk around Endoji Shopping Street with a View to Design”	Nagoya/ December, 2015/ Sponsor/ Participants: 20
	Aichi Triennale 2013 Official Goods Design Competition Public Presentation + Public judging	Nagoya/ October, 2013/ Sponsor		Family Design Workshop “Let’s Make Stencil Print Furoshiki”	Nagoya/ November, 2015/ Sponsor/ Families: 54
	IdcN Commemorative Exhibition [re:think] Japan + Korea Design	Nagoya/ October, 2012/ Sponsor/ Viewers: 340			

5 Main Inter-City (UCCN) Cooperative Activities

Main activities implemented in cooperation with one or more member cities pursuing UCCN's goals: partnerships, projects, exchange programs, policies and research Concerning the influences and results brought forth by local communities and the UCCN international cooperation initiative between and among creative cities

According to the mission statement of the UNESCO Creative Cities Network, the UCCN aims to strengthen cooperation with and among cities that have recognized creativity as a strategic factor of sustainable development as regards economic, social, cultural and environmental aspects. By joining the Network, cities acknowledge their commitment to sharing best practices, developing partnerships that promote creativity and the cultural industries, strengthening participation in cultural life and integrating culture in urban development plans. In order to achieve its goals, the network requires cities to strive to build cooperation at the city and international levels, practically through sharing experiences, knowledge and best practices; implementing pilot projects, partnerships and initiatives associating the public and private sectors and civil society; launching professional and artistic exchange programs and networks for creators and experts, and so forth.

Nagoya, UNESCO City of Design, has promoted a variety of projects through collaboration with other member cities, and shared many experiences and accomplishments. In our sponsorship projects, we have strived for our local communities to harness the progressive approaches of other member cities. We have sent designers, creators and researchers to other member cities' exhibitions and forums held in their home countries, and we have run workshops at those venues. As of the end of 2015, Nagoya had participated in 44 projects and programs, listed in table form later in this report. Some of the venues were in Berlin, Graz, Saint Etienne, Buenos Aires, Montreal, Seoul, Shenzhen, Shanghai, Beijing and Kobe. Several of these are highlighted below.

2009 Creative Design City Nagoya 2009

This event included an international forum, a workshop and an exhibition. With "sustainable" as a keyword, we explored the potential assets of the city under the concepts, "things we want to preserve", "things that must be preserved", and "things to convey". The second half of the International Design Forum provided a panel discussion in which we invited the representatives from UCCN member cities and shared information about the activities of the individual cities.

International Design Forum "From Now On: Envisioning Nagoya's Future on the Large Scale and the Small"

For Part Two of the forum, we invited delegates from UCCN headquarters and 5 other design cities (Buenos Aires, Berlin, Montreal, Kobe and Shenzhen). The delegates from the individual cities including Nagoya presented and shared their activities with the aim of answering the question, "Strategically how do we make use of creativity in order to promote sustainable urban development?"

November, 2009/ Host/ 276 participants from 8 countries and 1 region

UNESCO Creative Cities Network Exhibition

This exhibition introduced the activities of seven design cities (Nagoya, Kobe, Buenos Aires, Berlin, Montreal, Shenzhen and Torino, the last appointed in 2014) as well as of Kanazawa, a City of Crafts & folk art. Fifty-five percent of survey respondents assessed the event as "very good" or "good". There were 22 articles related to the exhibition in several local newspapers and Internet news sources.

November-December, 2009/Host/ 1084 participants

2010- CODE

2012 The first joint program implemented by the seven design cities. Within a common framework, the cities each searched for a unique visual identity, an individual CODE. In 2010, each participating city made its own call for entries for posters that aptly illustrate its own particular image. In each city, 10 posters were selected, with a total of 70 posters exhibited individually in each participating city as well as published on city websites (September, 2010-December, 2011). The theme of the 2012 CODE program was "Souvenir", with the details left up to each city. Nagoya and Kobe took this opportunity to foster the next generation and conducted a workshop project, in which five teams of students from five educational institutions each proposed a fitting regional souvenir from a fresh point of view.

CODE: Poster Design Competition

May-July, 2010/Co-organizer with other member cities of design/Nagoya: Grand Prix: 1; Prize-winning works: 9
Prize-winning work exhibition/ Nagoya/ October, 2010/ Organizer/ Viewers: 855
Prize-winning work exhibition/ Tokyo/ August-September, 2011/Nagoya aided the Shenzhen City of Design Promoting Office and the Shenzhen Creative Culture Center in organizing the exhibition.

2011 CODE | Souvenir 2011 NAGOYA + KOBE

Nagoya and Kobe/October, 2011-February, 2012/ Co-organizers: Nagoya and Kobe/
Nagoya exhibition: viewers 269; Public presentation audience: 105

DMY Berlin 2011 The Workshop "BERUNER NARUHESO WELTZEITUNG"

The newspaper project as a simulation of urban redesign. This workshop was launched as one of the programs of "Creative Design City Nagoya 2009", and received interest from participants from Berlin; the same project was realized at the design festival "DMY Berlin 2011". The layout of this newspaper, complexly interwoven with contents and area shapes resembled the appearance of a city, in which buildings and places carrying a variety of meanings and functions intermingled in a complicated and intricate manner. The project ascertained what kind of a "newspaper-city" would emerge on the final day; it seemed that the city also transformed with each change to the newspaper's terrain, made by constant and gradual revisions by workshop members and visitors. Intensely interested guests participated in the workshop acted as reporters, interviewing

those visiting the venue and creating new articles one by one. The project, which focused on urban design among exhibits generally featuring product design, raised attention and was featured in an article on the website of the state-run local radio station.

Berlin, Germany/ June,2011/ Workshop support/ DMY visitors: 32,482

2013 Designmonat 2013 Graz "Granag"

Nagoya was featured in "Designmonat 2013 Graz". The venue consisted of two sections, one presenting the research project "Granag" on Nagoya, UNESCO City of Design, conducted by FH JOHNEUM University of Applied Science with the assistance of 5 universities from Nagoya, and the other an exhibit of products featuring Nagoya's present. The images of the design city, collected by the students of FH JOHNEUM from their own points of view, were represented through animated videos, mangas, architectural models and photos. The students' work was displayed in a space based on the image of Japanese shoji (wood and paper doors/windows), and the unit size of a Nagoya tatami mat; the dimensions of all exhibit accessories, including pedestals, were tailored accordingly. Overall, the project presented a variety of design and culture from Nagoya. The holding of this kind of exhibition within a network of design cities would not only suggest to a wide variety of people the possibilities of industry and design in Nagoya, but also serve as a precious opportunity leading to new possibilities of development by reducing its feedback to designers and businesses. There is also hope that the student exchange project will connect to future human resource development.

In May, 2014, a participating student's master's thesis, "NAGOYA DESIGN MEETS GRAZ" received the Red Dot Design Award.

Graz, Austria/ May, June, 2013/ Participant/ Designmonat 2013 visitors: 75,000

2014 Student Internship Exchange

As part of an inter-city exchange program, we facilitated a student internship exchange.

Short-term internship: Montreal, Canada, December, 2014 (1 person)

Long-term internship: Saint Etienne, France, March, 2015-March, 2016 (1 person)

**2015 UNESCO Creative Cities of Design Network Forum
“Our mission as UNESCO City of Design, Nagoya”**

Concurrently with the announcement of the new logo for “Nagoya, UNESCO City of Design”, we held a forum focusing on urban identity, inviting the representatives of cities of design who had come to Japan to attend to the general meeting of the UNESCO Creative Cities Network held in Kanazawa.

UNESCO Creative Cities of Design Network Forum

Part 1: The representatives from the cities of design introduced their distinctive activities, including programs to cultivate creative human resources; events like design biennials; public acknowledgment of young designers with awards; and using design in public spaces.

Part 2: A talk session was held concurrently with the announcement of the logo mark for “Nagoya, UNESCO City of Design”. Designers, the logo competition judges, and members representing a citizens’ group devoted to community building exchanged opinions about the use of the logo. Montreal presented some examples of their own logo in use at various locations.

Nagoya/ May, 2015/ Host/

Part 1: Representatives from a total of nine member cities of design including Nagoya made presentations: Graz, Kobe, Saint-Etienne, Shanghai, Shenzhen, Seoul, Helsinki and Montreal.

Part 2: Speakers included two designers who developed the Montreal logo mark/ 160 participants

Design Workshop “Considering Urban Visual Communication”

We held a workshop in which participants worked on drawing up application plans for the N, UCD logo, and invited the designers who developed design city Montreal’s logo mark as lecturers. Here are some of the proposals: applying the logo to various everyday products; delivering event notices via digital signage in combination with the logo; and developing the logo by using a Twitter message board. The following comments were gathered through the participant questionnaire. “I was able to understand the design methods of active designers and their perspectives on design,” and “I was able to participate in substantial discussions in a short period of time.” Overall, the participants found the workshop comprehensive and rich in content.

Nagoya/ May, 2015/ Host/

Lecturers included logo mark developers from Montreal/ 41 participants

The 7th Triennale School

“Design can Change International Exhibitions! Design can Change Cities!”

The preliminary event prior to the opening of the international art festival “Aichi Triennale 2016” held in Nagoya. This co-sponsorship event, held in cooperation with the Aichi Triennale Organizing Committee, and welcoming speakers from other cities of design, provided an opportunity for the citizens to consider examples of Montreal’s logo mark in urban areas, the role that the biennale design event plays in Saint-Etienne, and the future of the Triennale and Nagoya as a design city.

Nagoya/May, 2015/ Co-host/

Speakers included representatives from Montreal and Saint-Etienne/ 111 participants

2016 UNESCO Creative Cities Network Forum “Food Design: Deciphering the culture of gastronomy from the perspective of design”

We held a forum, “Deciphering the culture of gastronomy from the perspective of design”, which explored culture and everyday life through the perspective of design, inviting a food designer from Oslo, Norway, and a chef working in Tsuruoka, Japan, a member city of the Network in the category of gastronomy.

Nagoya/ November, 2016/ Host/

Speakers: A chef from Tsuruoka, Japan and a designer from Oslo, Norway, among others

Inter-City (UCCN) Cooperative Activities

2009	The Second Annual Asian City Forum	Changchun, China/ August, 2009/Participant
	The 2009 Shenzhen International Design Forum "Shared Value - Future of Design in Globalization"	Shenzhen, China/ October, 2009/ Participant
	The 5th Shanghai International Creative Industry Week	Shanghai, China/ October, 2009/ Participant
	The Cities of Design Forum in KOBE	Kobe, Japan/ November, 2009/ Participant
	Creative Design City Nagoya 2009 International Design Forum "From Now On: Envisioning Nagoya's Future on the Large Scale and the Small"	Nagoya/ November, 2009/ Sponsor
	Creative Design City Nagoya 2009 Exhibition "UNESCO Creative Cities Network"	Nagoya/ November-December, 2009/ Sponsor
	The Second WDC World Design Cities Summit	Seoul, Korea/ February, 2010/ Participant
2010	CODE:Poster Design Competition	Nagoya/ May-July, 2010 Co-sponsor among the cities of design Grand Prix:1 Prize-winning works: 9
	CODE:Poster Design Competition Prize-winning Works Exhibition	Nagoya/ October, 2010/ Sponsor/ Viewers: 855
	CODE:Poster Design Competition Prize-winning Works Exhibition	Tokyo/ August-September Nagoya aided Tokyo in holding the exhibition.
	Seoul Design Fair 2010 / WDC (World Design Capital) Pavilion	Seoul, Korea/ September, 2010/ Participant
	Design Cities Network Summit 2010 in Buenos Aires	Buenos Aires, Argentina/ October, 2010/ Participant
	Design & Mobility in Creative Cities	Saint Étienne, France/ November, 2010/ Participant
	Shenzhen International Conference 2010	Shenzhen, China/ December, 2010/ Participant
2011	Global Design Cities Summit 2011	Seoul, Korea/ March, 2011/ Participant
	DMY Berlin 2011 The Workshop "BERUNER NARUHESO WELTZEITUNG"	Berlin, Germany/ June, 2011/ Participant Workshop host
	Shanghai International Interior Design Festival 2011	Shanghai, China/ June, 2011/ Participant
	Buenos Aires International Design Festival 2011	Buenos Aires, Argentina/ October, 2011/ Participant
	UCCN General Meeting Seoul 2011 : Mayors' Roundtable Meeting	Seoul, Korea/ November, 2011/ Participant
	Showcase for UNESCO Creative Cities Network (Seoul)	Seoul, Korea/ November- December 2011/ Participant
	2012	CODE Souvenir 2011 NAGOYA + KOBE Exhibition
CODE Souvenir 2011 NAGOYA + KOBE Exhibition		Kobe, Japan/ February, 2012/ Co-sponsor, Public Presentation

After becoming affiliated with the network, and certified as a member in 2008, Nagoya, UNESCO City of Design participated in many inter-city exchange programs.

2012	Convention and General Meeting of the UNESCO Creative Cities Network 2012 Montreal C2-MLT+SIDIM	Montreal, Canada/ May, 2012/ Participant
	DMY International Design Festival Berlin 2012	Berlin, Germany/ June, 2012/ Participant/ Visitors: 35,700
	UCCN Forum in Kobe	Kobe, Japan/ November, 2012/ Participant
	Exchange Program among Network-linked Cities	Nagoya, Japan/ November, 2012/ Sponsor
	Symposium "Medical Design"	Saint Étienne, France / November, 2012/ Participant
2013	Saint Étienne International Design Biennale 2013	Saint Étienne, France / March, 2013/ Participant
	Granag Project	Nagoya, Japan/ July, 2012- March, 2013/ Support
	Designmonat Graz 2013	Graz, Austria/ May-June, 2013/ Participant/ Audience Members: 75,000
	Jean Beaudoin Design Talk "Evolving Landscapes - Time and the Design of Space"	Nagoya, Japan/ June, 2013/ Sponsor/ Audience Members: 31
	UCCN Beijing Summit	Beijing, China/ October, 2013/ Participant
2014	UNESCO International Conference, Creative Design for Sustainable Development	Paris, France/ March, 2014/ Participant
	Award Ceremony Shenzhen Award for Young Talents (SZ-DAY) 2013	Shenzhen, China/ March, 2014/ Participant
	DMY Berlin + Berlin Design Week 2014	Berlin, Germany/ May-June, 2014/ Participant
	NAGOYA DESIGN MEETS GRAZ Wins Red Dot Award	May, 2014
	audiotopie	Nagoya, Japan/ June, 2014/ Cooperation in Research and Filming
	International Forum of UCCN Cities of Media Arts 2014	Sapporo, Japan/ September, 2014/ Participant
	2015	Supporting Students from Saint Étienne
The 9th International Design Biennale Saint Étienne 2015		Saint Étienne, France / March, 2015/ Participant
UCCN General Meeting Kanazawa 2015: Mayors' Roundtable Meeting		Kanazawa, Japan/ May, 2015/ Participant
International Design Forum "Our Mission as UNESCO City of Design, Nagoya"		Nagoya, Japan/ May, 2015/ Sponsor/ Audience members: 160
Design Workshop: Thinking about Visual Communication in the Urban Environment		Nagoya, Japan/ May, 2015/ Sponsor/ Participants: 41
	Aichi Triennale 2016: Peripheral Event The 7th Triennale School: Design can Change International Exhibitions! Design can Change Cities!	Nagoya, Japan/ May, 2015/ Co-sponsor/ Visitors: 111

6 Four-Year Action Plan

In 2016, the City of Nagoya works out mid-term plans in the field of industrial development and cultural promotion. Based on these two plans, the Industrial Development Vision and the Cultural Promotion Plan, Nagoya aims to promote the next several years' design and Creative City policies.

The goal of developing these plans, an activity slated to end in 2020, is to strengthen creative industries including design, and harness culture and creativity to enhance our city's charm.

Based on these plans, Nagoya, UNESCO City of Design, will implement projects geared toward the following policies that aim at making the city sustainable and attractive.

By valuing creative industries, including design, as important to the city, we will work to nurture young designers and raise consciousness about design among both citizens and businesses.

We will utilize the power of arts and culture, including design, to resolve social issues, and create cross-disciplinary projects including collaboration with tourism, building community by harnessing arts and culture through policies that include creating an appealing urban environment into which arts and culture are integrated.

Utilizing the UCCN, we will continue to develop information dissemination and the exchange between/among other cities both domestic and overseas, as well as to nurture creative human resources representing the citizens of Nagoya and to promote projects that enlighten people about design.

6.1 Efforts at The National Level

Based on the outcomes of past projects and in the interest of maintaining continuity, we are working on the projects listed below.

Supporting young creators' startups and simultaneously working towards collaborative pairings between businesses and creators.

By offering spaces where young creators can acquaint people with their activities and sell their products, we aim to create innovative values supporting their startups and promote exchange or collaboration among businesses and creators. In addition, we support the creation of value-added products and services by giving design advice to businesses in the Nagoya area.

Unearthing local cultural and historical assets by utilizing the power of creative human resources and promote civic pride while disseminating the allure of Nagoya both domestically and internationally.

Harnessing creative talent, we will exhume from the city around us the culture and history of Nagoya as a samurai town from long ago and a makers' hub of Japan. Through contemporary arts, traditional performing arts and by holding music events and workshops, we will express to people at home and abroad the memories dormant in the urban environment and the allure of our city, with the aim of enhancing both that allure and civic pride.

Further efforts to utilize the UNESCO Creative Cities Network

We intend to use culture and creativity to promote community building and augment the allure of our city not only with our current programs centered on promoting industrial design and fostering designers, but also by holding cultural art and music events, garnering the support of domestic and international creators and designers in the UCCN from various fields.

6.2 Efforts at The International Level

The hosting of events including Aichi Triennale 2019

We will hold Aichi Triennale 2019, our fourth. Aichi Triennale is the biggest contemporary art festival in Japan, a project in which are exhibited works solicited from artists from the rest of the world, as well as a temporary exhibition held to nurture artists from our local communities in cooperation with regional art universities as a method by which we can cultivate local artists. As far as publicity goes, we will create an arena for the activity and nurturing of local designers.

We will also host “Assembridge Nagoya”, a festival featuring classical music and contemporary art showcased in vacant architectural structures in Nagoya’s port neighborhood. This project will cultivate the port’s landscape, recreating the hustle and bustle of the once-busy port town. In addition to this project, there is the “Yattokame Cultural Festival”, an event that allows citizens to experience Nagoya’s traditional performing arts and historical culture on today’s modern streets. These festive events will also contribute to promoting the urban attraction of our fair city internationally.

Cooperating with Domestic Cities Applying to the UCCN

Nagoya and Kobe gained membership in the UNESCO Creative Cities Network of Design in 2008.

As the first two cities in Japan to be approved, we will work hard to develop and strengthen the network, leveraging our abundant experience to advise and cooperate with representatives of applicant cities in Japan.

6.3 Action Plan Budget

As of 2016, the budget related to design policies and the promotion of Nagoya as a UCCN City of Design is approximately 90 million yen. We will implement the projects described above based on this figure and the municipal assembly’s budgetary deliberations.

6.4 Plan for Widely Disseminating the UCCN’s Purpose

As stated earlier, our activity will focus not only on past projects or programs based on nurturing designers and promoting industrial design, but will also promote the UCCN by transcending disciplinary boundaries to hold art- and music-centered cultural events. We will also hold seminars and other events for citizens in which we can introduce the activities and successes of Nagoya and other member cities. We will also encourage both the private and public sector to use our original logo mark for Nagoya as a City of Design to promote creative projects in order to successfully express the purpose of UCCN.



PRODUCTION TEAM

Nagoya, UNESCO City of Design Organizing Committee

Members

City of Nagoya
Nagoya Chamber of Commerce and Industry
Council of Chubu Design Organizations

Observers

Nagoya City Cultural Promotion Agency
Nagoya Urban Development Public Corporation
International Design Center NAGOYA Inc.

Design

Yosuke Kawamura (NODE)

Font design

Isao Suzuki (Type Project Inc.)

Editing

Eriko Esaka
Program Director
Nagoya UNESCO City of Design Organizing Committee

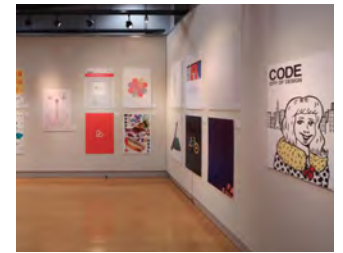
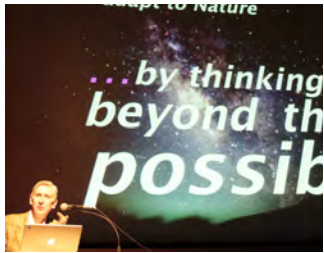


United Nations
Educational, Scientific and
Cultural Organization



City of design NAGOYA
Member of the UNESCO
Creative Cities Network
since 2008







NAGOYA, UNESCO CITY OF DESIGN
NOVEMBER 30, 2016

APPENDICES

Sketch of Nagoya

Population

Population of City at time of incorporation	157,496	Oct. 1, 1889
Population exceeds 1 mil.	1,017,700	Oct. 1, 1934
Postwar minimum population	597,941	Nov. 1, 1945
Population exceeds 2 mil.	2,000,046	Feb. 4, 1969
Current population*	2,295,328	Apr. 1, 2016
Male*	1,132,558	Apr. 1, 2016
Female*	1,162,770	Apr. 1, 2016
Households*	1,063,395	Apr. 1, 2016

* Estimates based on the preliminary report of the 2015 Population Census

Age (Jan. 1, 2016)

Total	2,286,345	(100.0%)
65-(years)	547,079	(23.9%)
15-64	1,418,615	(62.0%)
0-14	284,883	(12.5%)

* Estimates based on the revised report of the 2010 Population Census

Designated cultural properties (End of 2014*)

National	134
Prefectural	108
City	121

City libraries (End of 2014*) * Fiscal year beginning April 1

Libraries	21
Books in stock(unit=10k)	323

Schools (May. 1, 2015)

	Schools	Students
Kindergartens	184	29,912
Nursery School and Kindergarten Combined Center for Early Childhood Education and Care	19	3,023
Elementary schools	267	112,928
Junior high schools	127	59,715
Senior high schools	62	68,285
junior colleges	7	2,740
Universities	22	100,177
Schools for special needs education	10	1,853
Specialized training colleges	119	37,213
Miscellaneous schools	28	8,309

Tourists (2014*) (unit=10k) * Fiscal year beginning April 1

Tourists to Nagoya	3,965
Atsuta Shrine	676
Higashiyama Zoo & Botanical Gardens	227
Port of Nagoya Public Aquarium	197
Nagoya Castle	164
Nagoya City Science Museum	139

Commerce (Jul. 1, 2014)

	Establishments	Persons engaged
Wholesale trade	9,490	119,087
Retail trade	13,287	114,490
Annual sales (unit=100 mil. yen)	234,289	

Manufacturing industry (End of 2014)

	Establishments	Persons engaged
Manufacturing industry (Establishments employing 4 or more persons)	4,112	100,136
Value of manufactured goods shipments, etc. (unit=100 mil. yen)	35,494	

Foreign trade at port of Nagoya (2014) (unit=100 mil. JPYen)

Total	170,913
Domestic share	10.7%
Principal commodities	
Exports	113,748
Transportation equipment	51,183
Machinery	27,069
Electrical equipment	14,914
Imports	57,165
Natural/manufactured gas	8,195
Petroleum and petroleum products	7,679
Electrical equipment	7,228

Businesses (Jul. 1, 2014)

	Establishments	
Total	125,884	(100.0%)
Accommodations, eating and drinking services	18,381	(14.6%)
Manufacturing	10,896	(8.7%)
Living-related services and amusement services	9,900	(7.9%)
Medical care and welfare	9,025	(7.2%)
Construction	8,654	(6.9%)
Real estate, rental and leasing of goods	8,596	(6.8%)
	Persons engaged	
Total	1,498,995	(100.0%)
Accommodations, eating and drinking services	152,314	(10.2%)
Manufacturing	145,094	(9.7%)
Living-related services and amusement services	62,329	(4.2%)
Medical care and welfar	148,458	(9.9%)
Constructione	91,381	(6.1%)
Real estate, rental and leasing of goods	41,248	(2.8%)

UNESCO City of Design Network



Designers from other UNESCO network cities

Yin Gao, Designer/ Professor (Montreal, Canada) 2009
Kyoung Ran Choi, Professor of Kookmin University (Seoul, South Korea) 2009, 2012
Jörg Suermann, CEO of DMY Berlin (Berlin, Germany) 2009,2010
Maria Constanza Nunes, Gruba (Buenos Aires, Argentina) 2010
Karl Stocker,University FH JOANNEUM and Martin Krammer, architect (Graz, Austria) 2011
Jean Beadoin, Architect (Montreal, Canada) 2012, 2013
Kaori Yamashita, Designer (Kobe, japan) 2012
Mirit Weinstock, Designer (Tel Aviv-Yafo, Israel) 2012
Karl Stocker, Professor of University FH JOANNEUM (Graz, Austria) 2012

Anke Strittmatter and Erika Thümmel, Professors of University FH JOANNEUM (Graz, Austria) 2013
Yannick Guéguen, Audiotopie (Montreal, Canada) 2014
Takehiro Wada, Designer (Kobe, Japan) 2014
Alessia Frau, Designer / Student, Institute of Applied Arts and Design (Turin, Italy) 2014
Anouk Pennel and Raphael Daudélin, Studio FEED (Montreal, Canada) 2015
Tetsuya Goto, Designer (Kobe, Japan) 2015
Hideaki Ogawa, Ars Electronica Future Lab (Linz, Austria) 2015
Lorie Bayen-El-Kaim & Lauriane Carra, Designer / Student (Saint-Etienne, France) 2016
Yulia Kovanova, Artist and **Olivia Tutton**, Poet (Edinburgh, UK) 2016
Diane Parenteau & Arto Dokouzian, COUPLE D'IDÉES (Montreal, Canada) 2016



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