

# “Creativity moves the City”

## Creative City International Conference 2009 in Yokohama

Friday Sept 4, 2009 ~ Sunday Sept 6, 2009

As one of the highlights of the 150<sup>th</sup> Anniversary of Yokohama’s port opening celebration, the city of Yokohama will host a major international conference on Creative Cities.

As suggested by the title “Creativity moves the City”, creativity has the power to generate new urban dynamism and values as well as civic consciousness. Led by this conviction, the City of Yokohama has been an innovator in developing and promoting Creative City initiatives in Japan. Through this major international conference, the City of Yokohama hopes to bring its cultural policy one step further by addressing the challenges faced by other cities in Japan and overseas. The conference will also provide networking opportunities for those promoting Creative City initiatives locally and internationally.

### **Conference aims:**

- To consider future directions and strategies for Creative Cities based on Yokohama’s creative city work over the past five years as well as the efforts of other cities in Japan and overseas and the challenges they face
- To create a network among the full spectrum of creativity leaders, including citizens, non-profit organizations, universities, and government administrations in Japan and overseas, in order to develop human resources, build cities, and revitalize economies

### **Main Program:**

#### [Keynote Address :](#)

#### **Prof. Sir Peter Hall**

Born in 1932. Teaches at the Bartlett School of Planning in London, and is renowned as a specialist of the economic development of metropolitan areas and the concept of “World cities”, on which he has published many books. With his striking *Cities in Civilization: Culture, Technology, and Urban Order*, he has offered new perspectives on contemporary creative cities research. With the creativity of culture and industry as a basis, he analyses the history of mankind through the history of representative cities.

#### [Panel Discussion 1: The Social System and Its Transformations](#)

The environment surrounding cities is changing dramatically as there is no end in sight to the economic turmoil and nations shift from an era of growth to an era of contraction. Before discussing visions for the city, we must take a serious look at what kinds of social systems are needed today. This panel discussion will focus on the social systems needed for a more creative society to be built.

#### Panellists:

**Sir Peter HALL**, to participate in the Panel Discussion after giving the Keynote address  
**Monte CASSIM**, President, Ritsumeikan Asia Pacific University  
**Tamotsu AOKI**, Cultural anthropologist, Commissioner of the Agency for Cultural Affairs  
**Toyo ITO**, Architect, President of Toyo Ito & Associates, Architects Co., Ltd.

#### Facilitator:

**Taneo KATO**, Managing Director, Yokohama Arts Foundation

## *Panel Discussion 2: Mayoral Conference on the future of cities*

The officials of Japanese and International Cities having a particular focus on creativity will discuss the possibilities and future of Creative Cities in a period of economic decline.

### Participating cities:

**Frankfurt / Taipei / Lyon / Kanazawa / Niigata / Yokohama**

### Facilitator:

**Takeru KITAZAWA**, Professor, Socio-Cultural environment, Graduate School of Frontier Sciences, University of Tokyo

## *Working group Sessions*

### *I. Creativity, Citizens and Art*

#### *I-1. Creating new forms of learning*

The arts have great educative value, and policies to expand partnerships among the public and the private sectors, schools, and artistic institutes are being adopted worldwide today. In this context, we aim to develop a society where cultural resources can be used creatively in communities and schools, so that learning becomes an even more enjoyable, rewarding, and fulfilling experience. This working group will discuss the new forms of learning needed today and the possibility of creating them. We will look at creative frameworks to transform everyday things in communities into resources that can be used for learning and enjoyment.

### Panellists:

**Lindy JOUBERT**, Director, UNESCO Observatory on Multi-Disciplinary Research in the Arts, Senior Lecturer, Faculty of Architecture, Building and Planning, University of Melbourne

**Marianna KAJANTIE**, Head of Cultural Policies, City of Helsinki Office

**Nanako ISHIDO**, Director, NPO CANVAS

**Yasuaki SAKYO**, Director, NPO Shibuya University Network

### Facilitator:

**Konagi MATSUO**, Director, NPO ST SPOT Yokohama

#### *I-2. Talking about the future of art initiatives: an overview of and account for the “Formation of Creative Core Areas” project*

Started in 2006, the “Formation of Creative Core Areas” project was Yokohama’s first project under its Creative City policy. The project has been extremely fruitful thanks to partnerships between the city administration and art NPOs, like BankART 1929, Zaim, Steep Slope Studio, and Koganecho Bazaar. How should we proceed with this project from here? How can we enable citizens to benefit from these kinds of art initiatives? By gathering leaders of Japanese and foreign alternative art spaces, we seek to build an international network to discuss common issues and the future of art initiatives.

### Panellists:

**Colin GOH**, Chief Executive, The Old Parliament House Limited, General Manager, The Arts House (Managed by The Old Parliament House Ltd.)

**Margaret SHIU**, Director of the Alternative Space Bamboo Curtain Studio, Member of Culture Industries Commission (Taipei City Commission)

**Josephine BURNS**, Consultant and project manager, Co-Director, BOP Consulting

**Tsuneo NODA**, Director, no.d+a, Organizer of the Travellers Project

**Iku OTANI**, Director, NPO Dance Box

### Facilitator:

**Mitsuhiro YOSHIMOTO**, Chairman, Promotion Committee for Creative City Yokohama, Director, Arts and Cultural Projects, NLI Research Institute

## *II. Creativity and city strategies during economic recessions*

### *II-1. The culture and image strategies of cities*

As shown by the success of European Cultural Capitals, an increasing number of cities have managed to transform their image through the power of culture, and to innovate by increasing their visiting population. At times of recession and times of intercity competition, image strategies have been very important. Furthermore, the initiatives of Western cities to stimulate civic pride reveal that image changes lead to increased attachment to the city and a new civic consciousness. This working group will discuss city image strategies needed during economic recessions.

#### Panellists:

**Mike RAWLINSON**, Design Director, City ID Ltd.

**Kaori ITO**, Associate Professor, Department of Architecture, Faculty of Science and Technology, Tokyo University of Science

**Hajime ENOTOMO**, General Director, Urban Environment Planning Division, Yomiko Advertising Inc.

**Kenzo NAKAGAWA**, President, NDC Graphics Co. Ltd.

**Michihiko YANAI**, Creative Director, KAZETOROCK Inc.

#### Facilitator:

**Kenji SHIRATSUCHI**, Executive Officer, Dentsu Inc., Japanese Advertising Company

### *II-2. The Potential of local Industries and Design*

Any sizeable city's local industry is complex, encompassing a broad range of businesses. With the industrial structure facing a period of change, can creative industries become new drivers of the city economy? Case examples and the realities of various sectors in the EU, Asia, and inside Japan will be presented and analyzed for a discussion about the potential and future of local industries based on creativity, and design in particular.

#### Panellists:

**Tanja MÜHLHANS**, Coordinator for Economic Development in Film, Media and Creative Industries at the Senate Department for Economics, Technology and Women's issues, Berlin

**Leimei Julia CHIU**, Executive Director, Japan Industrial Design Promotion Organization (JIDPO), Director of Global Communications for the International Design Center Nagoya (IdcN), Professor, Musashino Art University (MAU), Department of Visual Communication Design

**Junko OWADA**, LOHAS Business Alliance (LBA), Director, Association for Eco Japan

**Hideyoshi NAGOYA**, Design Producer, Director, "h concept"

#### Commentators:

**Masayuki SASAKI**, Professor of Urban and Cultural Economics, Director of the Urban Research Plaza, Graduate School for Creative Cities, Osaka City University

**Hiroaki CHIKAZAWA**, President, Network of Creative City Yokohama Enterprises, Chikazawa Lace Corporation Representative Director

#### Facilitator:

**Yoko KITSUDA**, Design Director, President, Citrus

## *III. Creativity and visions for the city*

### *III-1. Community regeneration and creativity*

Throughout the world, social entrepreneurs and others try to meet social and local needs by generating innovative techniques. We can learn a lot just from their work to tackle issues with creative ideas, but it is also important to seek and share frameworks and mechanisms to support and spread their efforts. How can we create contexts and environments where creative activities will naturally arise? What kinds of organizational frameworks and networks are needed? Discussions will be based on the current situation in various countries.

#### Panellists:

**Eun Ae LEE**, Managing Director, Work Together Foundation

**Lucky CHHETRI**, Executive Director and co-founder of Empowering Women of Nepal and 3 Sisters Adventure Trekking

**Matt PEACOCK**, Chief Executive, Streetwise Opera

**Todd PORTER**, Curator, TEDxTokyo and the Innovators Greenhouse

Commentator:

**Shiho NISHIYAMA**, Associate Professor, Faculty of Engineering, Graduate School of Sustainable Society Studies, Yamanashi University

Facilitator:

**Tomohiko OKABE**, Representative Director, Kotolab.LCC

**III-2. Spatial Strategies for Culture**

Today we are transitioning from a period of growth to a period of contraction and maturity. For this reason, cities are seeking urban visions adapted to the new urban and industrial structures. As has been brought to light by waterfront development projects in port cities where harbor and industrial areas have been transformed into zones that combine cultural institutions and new industries, a well-defined spatial strategy for culture is essential for a new city vision. This working group will focus its discussions on the role of spatial strategies for culture in developing visions of the city that differ radically from previous ones.

Panellists:

**Kees CHRISTIAANES**, Professor of Architecture and Urban Design, Swiss Federal Institute of Technology (ETH)

**Lin CHUNG-CHIEH**, Director, Urban Design Division, Urban Development Department of Taipei City Government

**Takeru KITAZAWA**, Professor, Socio-Cultural Environment, Graduate School of Frontier Sciences, University of Tokyo

Commentators:

**Jung Hyung LEE**, Associate Professor, Chung-Ang University

**Koh KITAYAMA**, Professor, Graduate School of Architecture, University of Yokohama

**Noriko TAKIGUCHI**, Freelance journalist, lives in Silicon Valley, Correspondent for several Japanese publications and TV stations

Facilitator:

**Nobuharu SUZUKI**, Associate Professor, Yokohama Entrepreneurial Development, Interdisciplinary Studies, Yokohama City University

**Schedule:**

	Event type	Content
<b>Friday, Sept 4, 2009</b>		
13:30~15:00	Keynote Address	Prof. Sir Peter Hall
15:30~18:00	Panel Discussion 1	The social system and its transformation
18:30~20:00	Reception	Participants' reception
<b>Saturday, Sept 5, 2009</b>		
10:00~13:00	Working group Session 1	Working group (1) I – 1 Working group (2) II – 1 Working group (3) III – 1
14:30~17:30	Working group Session 2	Working group (1) I – 2 Working group (2) II – 2 Working group (3) III – 2
<b>Sunday, Sept 6, 2009</b>		
10:00~12:00	Panel Discussion 2	Mayoral Conference on the future of cities
13:30~16:00	Plenary meeting	Declaration of the conference / Closing of the Conference

## Related Events:

Events	Details	
<ul style="list-style-type: none"> <li>○ Creative City International Conference 2009 in Yokohama: Opening Event</li> <li>    <b>“Concert by the Philharmonic Orchestra of Tokyo National University of the Arts”</b></li> </ul>	Time	Thursday Sept 3 - Starts 18:30
	Venue	Yokohama Minato Mirai Hall (Main Hall)
	Organizer	Tokyo National University of the Arts / Yokohama City
<ul style="list-style-type: none"> <li>○ <b>“Let’s Unite! Arts Initiatives”</b></li> <li>    Presentation of the activities of Japanese and foreign NPOs which develop creative projects by making use of historic buildings</li> </ul>	Time	Friday Sept 4 am / Saturday Sept 5 – 19:00~Midnight
	Venue	BankART Studio NYK
<ul style="list-style-type: none"> <li>○ <b>“Kannai-Gai OPEN!”</b></li> <li>    Public opening of Creators and artists’ studios in Yokohama City centre – With lectures and tours</li> </ul>	Time	Friday Sept 4~Sunday Sept 6
	Organizer	Yokohama Creative City Centre
<ul style="list-style-type: none"> <li>○ <b>Mother Port Art Festival 2009</b></li> <li>    Art Events to be expanded from the centre to the whole Mother Port Area</li> </ul>	○ <b>Urban Opera Yokohama</b> (Aug 8 / Aug 15)	
	○ <b>La Belle Zanka – “Noh’s Enchanted breath onto the moon”</b> – (Aug 29~Aug 30)	
	○ <b>“The memory of the city in Nihon-Oodori” Hotchpotch Music Festival</b> (Sept 5 / 13 / 26 /27)	
	○ <b>JAZZ meets JAPAN – The encounter between Jazz and Traditional Japanese Music</b> (Sept 13)	
	Organizer	Mother Port Art Festival Organizing Committee
<ul style="list-style-type: none"> <li>○ <b>Streetwise Opera</b></li> <li>    Music, film installation and workshops by the UK charity, Streetwise Opera, who uses music as a tool to help people who have experienced homelessness move forward in their lives.</li> </ul>	○ <b>Workshops</b> (Sept 1~Sept 3) – Kotobukicho area –	
	Organizer	British Council / Kotolab.LCC
	○ <b>“My secret heart”</b> installation (Sept 5~Sept 9) – Red Brick Warehouse N°1, 3 <sup>rd</sup> Floor Hall)	
Organizer	Mother Port Art Festival Organizing Committee / British Council	
<ul style="list-style-type: none"> <li>○ <b>Yokohama Creative Neighbourhoods ART WEEKS</b></li> <li>    Strolling in Yokohama: Enjoy the Creative City</li> </ul>	○ <b>Koganecho Bazaar 2009</b> (Sept 1~Sept 27) – Koganecho Area) Lecture meeting by Margaret Shiu (Sept 2)	
	○ <b>ZAIM Gallery</b> (Sept 1 ~ Sept 30 – ZAIM)	
	○ <b>MIRRORBOWLING</b> (Sept 3~Sept 29 – Creative Space 9001)	
	○ <b>Theatre Public Performance “Zoo Zoo Scene”</b> (Sept 25~Sept 27 – Steep Slope Studio / Nogyama Zoological Gardens)	
<ul style="list-style-type: none"> <li>○ <b>Conference for Cultural Dialogue between French and Japanese Cities</b></li> </ul>	Time	Thursday, Sept 3
	Place	Yokohama Creative City Center
	Organizer	The City of Yokohama / The City of Lyon
<ul style="list-style-type: none"> <li>○ <b>Creative Cities of Culture and Art Network Conference – Agency of Cultural Affairs</b></li> </ul>	Time	Beginning of September

For inquiries related to the content of this document, please contact the Creative City International Conference 2009 in Yokohama Registration Secretariat (c/o Simul International, Inc. – <http://simul-conf.com/ccic/en/>)  
E-mail: [ccic\\_reception@simul.co.jp](mailto:ccic_reception@simul.co.jp) Website: [http://www.yaf.or.jp/creativecity/ccic/en\\_index.html](http://www.yaf.or.jp/creativecity/ccic/en_index.html)