

## **Creative City International Conference 2009 in Yokohama Working Group Reports**

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

Coordinator: **Matsuo Konagi**, *Director, NPO ST Spot Yokohama*

- Creative frameworks involving a diversity of agents in a variety of different settings need to be cultivated and grown by starting out small. Creativity will come from the participating individuals themselves.
- The resources of the community belong to all. Put the focus on individuals actively involved in creating goods and things, and showcase those that are not yet well-known.
- Strive to build a creative city with a wealth of rewarding learning experiences that are open to all, exclude none, and fully satisfy the desires of those that yearn to learn. Let participating individuals drive the creative process.
- Creativity is also embedded in the platforms for artistic and cultural education that Yokohama has launched. The arts and culture provide an array of learning possibilities and serve as a source of new creativity.

### **I-2. Talking about the future of art initiatives:**

#### **an overview of and outlook for the “Formation of Creative Core Areas” project**

Coordinator: **Yoshimoto Mitsuhiro**, *Chairman, Promotion Committee for Creative City Yokohama; Director, Arts and Cultural Projects, NLI Research Institute*

- Drawing from accomplishments of the past five years, this international conference has provided an important forum for fundamental discussions of the value of art initiatives.
- Yokohama should forge ahead with the creative-core-area formation (“SOUZOU KAIWAI”) project as a platform to attract participation from a broad cross-section of society — including citizens, private business, and government — and as a hub with close ties to other leading metropolitan areas in Japan and abroad.

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

Coordinator: **Shiratsuchi Kenji**, *Executive Officer, Dentsu Inc.*

- Our working group explored ideas for new image strategies, with a focus on Yokohama, while deepening its knowledge of the wide range of strategic approaches enlisted by other leading cities around the world.
- Participants underlined the value of management cycles that foster civic pride and the need for “concierge shops” that design and provide useful information and goods to visitors.

### **II-2. The potential of local industries and design**

Coordinator: **Kitsuda Yoko**, *Design Director, President, Citrus*

- It is crucial to cultivate human resources with the ability to assume creative roles, and particularly individuals with the ability to link together, lead, and consolidate creative undertakings.
- Government should return to its role of developing platforms. Participants in a variety of initiatives are also strongly in need of coaching and guidance.
- It is essential that 21st-century industries and design ventures provide everyone involved in creative processes with a stimulating and enjoyable work setting.
- As a model urban environment and a city that has embraced a diverse array of cultures, Yokohama should fully implement a “Made in Yokohama” strategy backed by the key themes, “environment” and “Asia.”

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

Coordinator: **Okabe Tomohiko**, *Chief Executive Officer, Kotolab LLC*

- Creative undertakings and cooperation by communities, NPOs, and a variety of other active entities are essential to progress in the arena of community regeneration.
- Supporting sustainable ventures demands support from all quarters of society including government to ensure that a mixed-income fiscal base can be built.
- In addition to public financial assistance, it will be necessary to enlist approaches that extend beyond the utilization of unused land and other public assets or the provision of tax credits.
- Intermediate modalities of support also will be crucial, including broad-based measures ranging from the provision of professional expertise to steps to boost public trust, as well as infrastructure that facilitates innovative activity.

### **III-2. Spatial strategies for culture**

Coordinator: **Suzuki Nobuharu**, *Associate Professor, Yokohama Entrepreneurial Development, Interdisciplinary Studies, Yokohama City University*

- Now that society faces population decline coupled with a transition in industrial structure, arguably the time has come to look beyond free market economics, explore the total picture of a human-centric urban space, and develop an urban vision based on a long-range outlook.
- Strategies for the creation of a new urban culture present a key challenge for urban visions. The spaces, creative human resources, and creative activities that give rise to new urban cultures should be spatially integrated into one urban development strategy.
- Urban cultures form through the interaction of a diversity of active agents. We should acknowledge the importance of open and public spaces that contribute to such interaction.