

City of Design KOBE

Member of the UNESCO Creative Cities Network since 2008

2018 - 2019



City of Design Kobe 2018 Activity Overview
Creating New Attractions with Design



City of Design
KOBE

United Nations
Educational, Scientific and
Cultural Organization

Member of the UNESCO
Creative Cities Network
since 2008



Designing a joyful and excitement-packed everyday

City of Design Kobe 10-year anniversary

Since opening its port in 1868, Kobe has been open to people, information, and objects from all around the world. Kobe's distinct and unique culture was borne of the combination of these elements, and over time, the city has become home to many incredible resources and attractions. The cityscape, characterized by an abundance of nature and surrounded by ocean and mountains. The lifestyle, created by an open-hearted and accepting people that have worked actively to incorporate elements of foreign cultures. Manufacturing technologies, made famous by things like chemical shoes, cakes and pastries, and pearls. The recovery from the Great Hanshin Earthquake

in 1995 was also an exhibit in kinship and of the greatness of humanity--of people helping each other out. The emotional sensitivity and creativity passed down through generations is an essential part of Kobe's DNA. This powers Kobe's design, which in turn powers its future and its people's consideration for one another, and has long supported the city's recovery. Design has the power to draw people in, and move them emotionally. The power of design is absolutely vital in promoting tourism that makes use of local resources, creating captivating locales, and vitalizing the industry of a city. Design plays an important role in our everyday lives as well. It makes issues of environment,

disaster prevention, security, welfare, and education easier for us to see and understand, and by doing so encourages us to think about these things for ourselves and, ultimately, take action. Making the city a more convenient, kind, and fun place, just a little bit at a time. Oh, and always joyful. Every single person is in possession of an amazing creativity. This creativity is nurtured through things like education, culture, and art. If people were to base their ways of life on this sort of creativity, their lives would take on more of an emotional richness, and society itself would become a more active and lively place. Our goal with City of Design Kobe is to communicate these values to people both inside and outside of the city, and to share with them the special atmosphere of a city that prides itself on this sort of creative process. October 2018 marked the 10th anniversary of Kobe's designation as a "City of Design" by the

UNESCO Creative Cities Network. Now and into the future, Kobe will develop as a city where its residents are able to feel joy, and express their creativity in their very own ways.

Top: Good Design Award Kobe Exhibition photo@Junpei Iwamoto
Bottom Left: Chibikkobe photo@Shinko Tsujimoto
Middle Center: VIVISTOP mini in KOBE
Bottom Left: Chibikkobe photo@Jotaro Sakashita
Bottom Right: Good Design Award Kobe Exhibition photo@Junpei Iwamoto



Design towards a city's future

Good Design Award Kobe Exhibition

This exhibition, which was held from November 23 - December 24, 2018 at the Kobe Fashion Museum, was to commemorate the 10th anniversary of Kobe's designation as a "City of Design" by the UNESCO Creative Cities Network, and was the first large-scale Good Design Award exhibitions to be held outside of Tokyo. The concept of the exhibition, which was hosted in collaboration with the Japan Institute of Design Promotion, was

"Design Towards a City's Future." It featured approximately 200 items, including the winners of the 2018 "Good Design Best 100," the winners of the "Good Design Long Life Design Award," and contributions from within Hyogo Prefecture. More than 6,000 visitors attended the exhibition, reveling in the "Good Design" items that would be the answer to the needs of society and bring about a more joyful future.



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There were also various related events held during the run of the Good Design Award Kobe Exhibition.

Commemorative Lectures

Fumie Shibata (Product Designer),
Chair of Judging Committee
“Beautiful Things: The Potential of Good Design”

A lecture on the concept of “beauty” in relation to the Good Design Award 2018, as seen by Fumie Shibata, Chair of the Judging Committee. The lecture was chock-full of passion and excitement, with Shibata also discussing the many products and businesses she had been involved with in the past, and answering the audience’s many questions.

Seiichi Saito (Creative/Technical Director), Vice
Chair of Judging Committee
“Design Made Better by the People: Good
Design as a Collective Effort”

Seiichi Saito discussed what is necessary in order for people to overcome their differences and work together—particularly with respect to finding, sharing, establishing, and connecting the issues we face—and how design can help us in this endeavor. The lecture, interspersed with stories of his own experiences, engaged many in the audience.

Left: “Beautiful Things: The Potential of Good Design”
Right: “Design Made Better by the People: Good Design as a Collective Effort”



Dialogue Events

Keita Suzuki (Product Designer/Jury Member of
the Judging Committee) x Hozumi Mitsunobu
(Product Designer/Jury Member of the Judging
Committee)
“Good Design that Creates Good Things”

The two discussed their thoughts on craftsmanship/manufacturing and the forms that these must take to adapt to modern society, while also discussing their own experiences with design, giving the audience a glimpse of their expertises, and answering the audience’s many questions.

Toru Iwasa (Creative Director), Jury Member of
the Judging Committee
“A Forgotten Urban Element: What Design Can
Do For a Region”

Toru Iwasa introduced the audience to several projects from the General/Public category, for which he was a judge, after which he and Masashi Tentaku (Director of the Good Design Award Kobe Exhibition) engaged in a dialogue about how best to design systems that connect residents and visitors of a region.

Left: “Good Design that Creates Good Things”
Right: “A Forgotten Urban Element: What Design Can Do For a Region”



Mock Judging Events

There were three mock judging events held for the “Good Design Best 100,” with high school and university students as participants. Through these events, students experienced the judging process of the competition alongside current Judging Committee Jury Members Shigeki Hattori (creative director) and Yuma Harada (art director), as well as staff of the Japan Institute of Design Promotion, and deepened their understanding of what good

design is, and the power and meaning good design can have. It also was an opportunity for students to think more deeply about the products in their day-to-day lives, and the background and impact of the various systems in our lives.

Left: Mock judging by high school students
Right: Mock judging by university students
photo@Junpei Iwamoto



Gallery Talk

Student Gallery Talks

This event, held 12 times during the exhibition period, had students from Kobe Design University introduce winning items of the competition, tour guide-style, from their very own perspectives. Students researched the background behind the winning items, their characteristics, and the reasons behind their receiving their respective awards, and explained these in simple terms, using what they had learned in university. These were very well-received by visitors of the exhibition as well.

“Ukiuki, City of Design”

In the “City of GOOD DESIGN” area, which featured recent award-winning products and services selected by creatives in Kobe, Good Design Award 2018 Jury Committee members Kaori Ito (urban researcher), Yuma Harada (art director), Masashi Tentaku (Director of the Good Design Award Kobe Exhibition), and Tatsuya Kuji (Curator of the Good Design Award Kobe Exhibition), explained the various meanings and backgrounds behind the products / services on display.

Left: Student Gallery Talks Right: “Ukiuki, City of Design”
photo@Junpei Iwamoto



Make Your Own Logo!

A workshop was held where participants could make their own original button badges and keychains, with their very own logo. It was attended by many children as well.



photo@Takehiro Wada

Open Studios

On December 14-15, there were Open Studio events held in the Design and Creative Center Kobe (KIITO), Nadakoukashita, coworking spaces in Ninomiya Town, and design offices in Sannomiya-cho. It was an incredible opportunity for visitors to see the works and efforts of creators and designers—something they don’t normally get to see.



photo@Junpei Iwamoto



Training creative personnel for the future of Kobe

Kobe Children's Creative Learning Research Group



Since July 2018, the city has hosted research groups--comprised of guardians, companies, people involved in academics, and more--in order to cultivate the next generation of creative personnel, from a long-term perspective that transcends the boundaries of different fields and areas. Participants of these research groups engage in discussions about the kinds of creativity that will be necessary in the future, and share their knowledge about the topic. They also think of and develop ideas for various places, opportunities, and programs that they can use to instill creativity in children. In December, they hosted "VIVISTOP mini in KOBE," a program where children are free to try

electronic crafts and stop-motion animation with no specific goal, at Design and Creative Center Kobe (KIITO) for five days. In March, they also hosted "Kobe's Amazing Things: Bionic Arm Edition," with its focus on hands-on experience, at the Kobe General Children's Center, on an experimental basis. This research group, with its discussions and experiments, will continue to function as a platform for cultivating creative personnel for Kobe's future.

Left: VIVISTOP mini in KOBE
Right: Kobe Children's Creative Learning Research Group



Waste materials nurture children's imagination and creation

Kids SOZO Project



The "Kids SOZO Project" is a project aiming to nurture the power of children's imagination and creativity, as well as their ability to flourish in life through workshops using waste materials. Children use various waste materials that they collect around stores and factories in the city (leather scraps, wood chips, plastic, etc.), and use their imagination to craft them into items. These workshops are held regularly on the second Saturday of every month and the following Sunday. The project brings together many people, including the children and their families, the local Kobe businesses that provide the material, and the residents that assist the children, and is itself supported by many people.

Finding solutions to increasingly diverse administrative issues

Kobe City Creative Director

Since June 2015, the city hall has employed a Creative Director in order to solve the city's various issues from a "+design" perspective. In 2018, Yoshihiko Yamasaka was replaced by Takuya Hirano who, alongside Masashi Tentaku, have devoted themselves to solving the city's various issues. Creative Directors use their design ability and unique perspectives to give advice with regards to the city's businesses, services, PR, etc., and conduct training sessions. In 2018, they used their high-level expertise to create recruitment posters for Kobe's municipal part-time high

schools, and manga pamphlets explaining how the money from residents' water bills is used. They also gave advice to over 190 businesses and policies, and held regular workshops ("Raising Awareness for Foster Care," "Creating Homes for Children," etc.) discussing various policy issues with relevant staff and affiliates.

Left: Recruitment poster for part-time high schools
Right: Manga pamphlets explaining how the money from residents' water bills is used



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Limited-time book space and lawn area

Mobile Cafe & Book Wagon at KIITO



From October 6-21, 2018, the city hosted a Mobile Cafe & Book Wagon, and a lawn area around it, as a book-themed experiment, looking into the various possibilities inherent in the KIITO space. The space, designed so visitors could read and relax, featured a cafe menu, as well as about 400 books, including

picture books and children's books, design-related literature, etc. Visitors--many of them families with small children--flocked to the space during its run.

Left: Mobile Cafe & Book Wagon
Right: Lawn area



Pop-up stores promote Kobe products and creator projects

Limited time "Setouchi Economic and Cultural Zone" pop-up store

From October 4-14, 2018, there was a limited-time "Setouchi Economic and Cultural Zone" pop-up store held in KIITO. The aim of the store was to visualize the collective ideal of creators in Setouchi--to create a community (zone) of cities facing the Seto Inland Sea, not centered in any one area, but all working together as equals, in a ring. The store sold approximately 30 products,

including foods like rice, curries, jams, and juices, to miscellaneous goods like handkerchiefs, and also promoted the projects of various Setouchi creators. There were also talks held during the store's run. These talks discussed the concept of the Setouchi Economic and Cultural Zone and the possibilities inherent in it, as well as the role of City of Design Kobe in vitalizing the area as a whole.

Residents of diverse cultural backgrounds converse in English

Residents of diverse cultural backgrounds converse in English

Many of the residents in Kobe come from diverse cultural backgrounds. Kobe Community Forum 2019 was held in February 2019 in order to bring these residents into the fold, working with them to deepen resident understanding of multi-cultural societies, and acting as an opportunity to strengthen the community's ties to one another. This year, in the third installment of the forum, the theme was "Deep Dive Into Kobe's Charm," developed by volunteers from Kobe Municipal Fukiai High School

in conjunction with KIITO. With the support of KIITO, the high school students conducted research on the theme and created presentations. On the day of the forum, the students gave their presentations and facilitated discussion, livening up the debate amongst the participants and helping unearth many deep-dive spots in Kobe. In the future, we will promote these deep-dive Kobe charms through various forms of media.



Solving social issues with creativity

issue+design Commemorative Exhibition

"issue+design" is a project that utilizes the creativity of Kobe residents to solve various social issues. This exhibition, held from October 7-27, 2018, in KIITO, introduced the efforts made by "issue+design" since its establishment in 2008, such as the "Dekimasu Zekken" project, which

encouraged residents and volunteers of disaster areas to declare what they could do for one another and help each other. The exhibition promoted the concept of and possibilities inherent in resident-based community-building, as well as social design, to a wide audience.

Proposing ideas for the future of Kobe, from Kobe

Kobe Creative Forum 2019

This forum brought in leaders in AI and innovation as speakers, and was held to inspire and stimulate the creativity and intellectual curiosity of the participants. Guests Yoichi Ochiai and Hideshi Hamaguchi discussed various topics on new value systems, culture, and social

structures, including "Education in an AI Society," "Living a Creative Lifestyle," and "Employment in the Era of Work-Style Reform," thinking of opportunities for participants to exert their creativity in the city of Kobe.





A symbol of “City of Design Kobe” a hub for creativity and exchange

Design and Creative Center Kobe (KIITO)

Design and Creative Center Kobe opened in August 2012 as a base for creativity and exchange in “City of Design Kobe.” The facility, which before its renovation was the Kobe Raw Silk Testing Center and a hub for silk exports in western Japan, is now known for its nickname, “KIITO”. KIITO now works to bring in and facilitate social exchange amongst creative personnel through various

workshops and projects, as well as events meant to cultivate creativity amongst local residents. The facility, housed in a historical building, offers offices for creative projects, an approximately 1,000m² hall, galleries, rental conference rooms, a cafe, and more.

photo@Shunsuke Ito



Children Town is the future of Kobe

Chibikkobe 2018



Chibikkobe is an experiential program that brings children and creators together to come up with their dream city. This program, held once every two years since its inception in 2012, is one of KIITO's most well-known. Children participate in various programs designed to make them think about their dream city and how it would be operated--for instance, the “Dream Store Workshop,” where children select a job they would want (chef, architect, or designer) and spend about three

months learning from professionals, and working with them to “create” their own dream store. They also participated in various jobs in radio stations, newspaper companies, etc., helping out in the day-to-day operations of the city as residents.

Left: Chef teaching students
photo@Shinko Tsujimoto
Right: Dream Town
photo@Jotaro Sakashita



The exciting potential of an aging society

LIFE IS CREATIVE

Since 2015, the city has continued to support the ideal proposed in the LIFE IS CREATIVE exhibition--to create an aging society full of potential, through action plans designed to support diverse ways of life and lifestyles for the elderly. The city has, for instance, continued to host dressmaking lessons through “Dressmaking School for Adults,” in which elderly women that have been dressmaking as a hobby for

generations are encouraged to improve their skills. The “Otoko-Honki-no-Pan Kyoshitsu” program, in which elderly men learn bread baking from professional bakers to become “Panji” (bread grandpas), is also evolving as a program, and has even expanded from within Kobe to Takeo City (Saga Prefecture) and Otake City (Hiroshima Prefecture).

KIITO-based exhibition makes its way to New York

Earth Manual Project — This Could Save Your Life

The “EARTH MANUAL PROJECT Exhibition” hosted by KIITO in 2013, was held at the Sheila C. Johnson Design Center in Parsons School of Design and in December 2018, this time as a traveling exhibition. During its run, there were panel discussions in which Japanese specialists discussed creative efforts that have been made for

disaster prevention education and the support of disaster areas, made possible through coordination and information sharing that transcends national boundaries.

photo@Ayumi Sakamoto



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Tips from creators in various fields

(+Creative) Lecture & Talk

In this event, speakers--creators that work from the "+creative" perspective--discuss examples of their creative efforts and methods. For instance, in 2018, there were three "Designers" talks held, featuring Makoto Tanijiri, Hidetoshi Kuranari, Osamu

Yokonami, and Isao Nishiyama, together with interviewer Kentaro Matsuoka, as well as an "Learning Environment Design as Seen in Finland" talk, led by Kana Ohashi and Yutaro Ohashi.

Resolving social issues with residents

+ Creative Seminar

A citizens' seminar with a participatory-style program attempting to resolve social issues through a "+ creative" approach. Participants of various statuses and generations, including students, working adults, etc., are divided into groups to engage in discussion, and learn how to figure out solutions for issues. In 2018, they hosted the "Designing the Future of Disability Welfare Businesses and Their 'Fureai Products'" event--a

culmination of the disability welfare research seminar held the previous year. Efforts to realize the ideas born in that event are ongoing. They also hosted the "Videograph Diary: From Video as Recording to Video as Description," a video-based event that discussed the purpose and meaning behind videography, and where participants learned how to shoot, edit, and promote video works, and try it out for themselves.



A city that stays safe and comfortable for all, 50 years in the future

Open Symposium and Research Seminar on Population Decline

The open symposium "Designing a Meaningful Life in Kobe in an Era of Population Decline," featuring five guests, was held in order to deepen the discussion around the 50-year vision for Kobe, and share information about the city's various issues and ideals. The keynote speech discussed the changes that would occur as a result of population decline, and the guests, all based in Kobe in

various areas of activity, discussed their outlook as to new kinds of lifestyles in this new era. In the open research seminar that followed, five guests from various areas of activity offered hints as to how we should think of this era of population decline, and what kind of vision is necessary in this kind of era.

KIITO on a Journey

KIITO Artist in Residence

KIITO invites artists focusing their efforts on Kobe-related research and who will interact with the people and the city. Invited artists work on their creations being based at KIITO for an extended period. In 2018, this was contemporary artist Tamotsu Shiihara. Shiihara, who conceptualized his approximately nine-month creation period as a "tabi" (journey), went around carefully observing

the city of Kobe and KIITO, and engaged in dialogue with the people he encountered along the way. His exhibition, "Tabisuru KIITO" (KIITO on a Journey), was built upon these experiences, and was featured in the entire first floor of the KIITO building.

photo©Tamotsu Shiihara



What kind of city is Kobe?

Kobe Studies

"Kobe Studies" is a project that aims to "study" Kobe through new perspectives, with the help of a diverse set of lecturers. This year's exhibition was a revised version of the "City of Kobe Under the GHQ" Program from 2018, which showed the city of Kobe under GHQ occupation, as seen through photographs and accounts of people who had lived through that time. This 2018 exhibition was revised by Shihori Murakami, and featured additional information. "Kobe Studies" also hosted "The

Port, Transcending Boundaries, and Living in a Multicultural Society" program, which was established in order to discuss Kobe's literal and metaphorical "port," and its openness to the world from a sociological perspective. The program was realized through lectures, promotion through radio on Radio FMYY, and walks around towns in Nagata Ward.

photo©Jotaro Sakashita

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Redevelopment of Sannomiya in central Kobe



It has now been 20 years since the Great Hanshin-Awaji Earthquake, and Kobe has entered a new era in its evolution as a city. As such, the city has facilitated redevelopment in the central Sannomiya area, with the goal of turning Kobe into an international city that can contribute meaning to the world, and where residents, private businesses, and the government can all work together to do so.

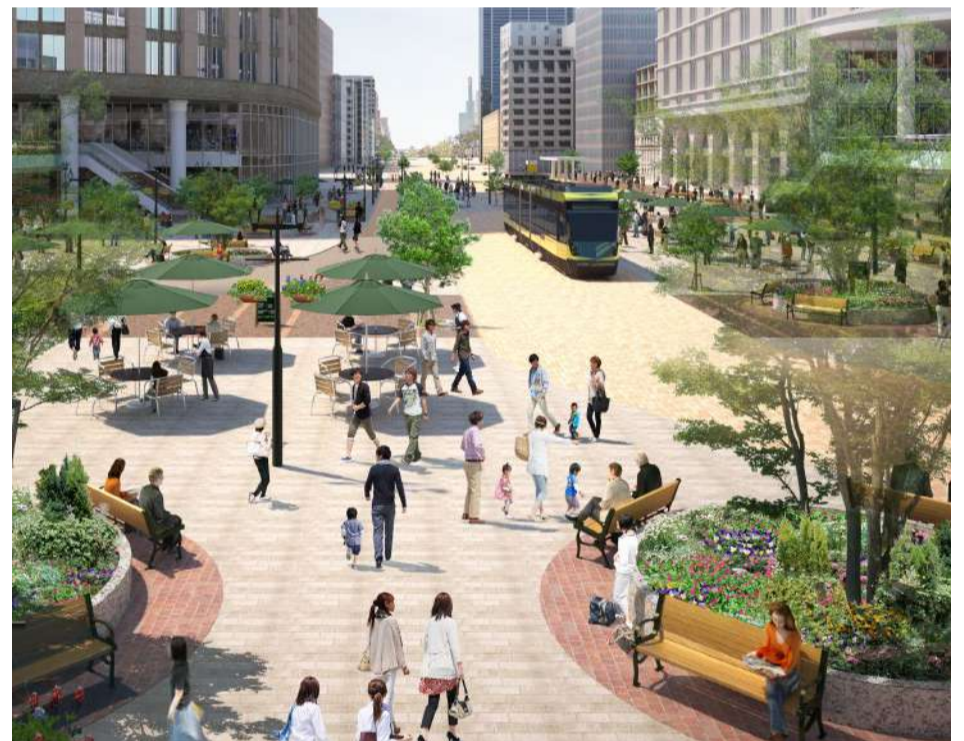
Creating a new kind of space in front of the station

In the “Basic Redevelopment Concept for Sannomiya and Its Environs” document established for the Sannomiya area in September 2015, the city promised to create beautiful spaces in front of train stations, known as “Eki = Machi

Spaces” (Station = Urban Spaces), in Kobe’s “gateway,” Sannomiya. “Eki = Machi Spaces” are to be the spaces that connect the stations (six stations and their bus stop areas) to areas that are easy to get to, and that have beautiful scenery.

These spaces will be redeveloped so that they are more comfortable and accessible to everyone, and so that the area can act as a proper “entryway” to the city of Kobe. Making the Sannomiya area a more attractive place will bring in people and

things from all around Kobe, generating new demand and upping the potential inherent in the central city, ultimately vitalizing the city of Kobe itself.



Spaces that prioritize pedestrians and public transportation

1. Sannomiya Cross Square

Sannomiya Cross Square will be established mainly in the Sannomiya Intersection, as well as parts of the central track of the former Zeikan Line (Flower Road), in an area heavily trafficked by cars. The switch to Sannomiya Cross Square, however, will turn this area into a space that prioritizes pedestrians and public transportation. The aim is for the people who come to Sannomiya, the “gateway” of Kobe, to be able to feel more intimately the city of Kobe’s unique charms and characteris-

tics, like the combination of its abundant nature and urban vitality. The city’s is currently working to reduce the number of lanes on the east side of Sannomiya Cross Square by around 2025.

Upper Left: Concept illustration of Sannomiya Cross Square (north-facing)

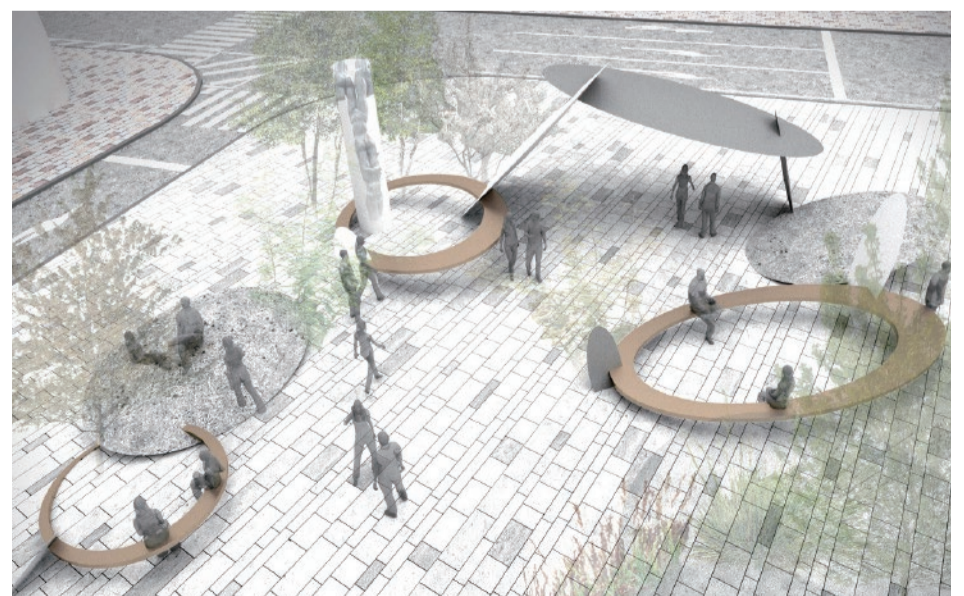
Upper Right: Concept illustration of Sannomiya Cross Square (south-facing)

A new meeting spot for Sannomiya Station!

2. New design for Sannomiya Sankita Amore Square

This redesign, based on the basic plan for “Eki = Machi Space” established in September 2018, aims to connect the six stations and surrounding towns of Sannomiya into one “body,” improving the area’s convenience as a transportation hub, and making it easier to tour around the area. One such effort is the redevelopment of Sankita Amore Square, which has long been known as a meeting spot for young people in Kobe. The city held a design competition for ideas on the redesign. And

of the 220 designs submitted, the one selected was by Eri Tsubawa, called “Lean on Nature.” The design was built to be close to nature, and to be the new symbol of Kobe—a city where the people have always helped each other out. The design utilizes abstract disc shapes in order to explore the various different ways in which the plaza can be experienced. Construction at Sankita Amore Square, based upon this design, is expected to be completed around Spring 2021.



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Centralizing the bus stops

3. Building a new bus terminal

Approximately 1,400 mid- and long-distance buses arrive to and depart from the Sannomiya Station area every day. As such, the city is working to build a new bus terminal--one of the largest in western Japan--that consolidates all of the currently scattered bus stops into a centralized location. The basic plan for the terminal was established in March 2018, and in May, the city established Kumoidori 5-Chome Redevelopment Co., Ltd., the company to be in charge of Phase I of the bus terminal project. In September, they also established a group led by Mitsubishi Estate Co., Ltd. as collaborators on the project. Collaborators

have made a variety of proposals, from bringing in flagship offices to represent Kobe, to establishing a space for socialization centered around the bus terminal waiting area, and creating an urban, intellectual "living room" with a "sky library," various means of support for businesses, hotel lounges, etc. The city is currently working to establish business plans for the area, with the goal of opening it up to the public around 2025.

Bottom: Concept illustration of new bus terminal
Right: Concept illustration of redevelopment as proposed by Phase I business collaborators



Industry, academia, and the government collaborate for a Japan first

4. KOBE Parklets wins Good Design Award

Kobe Parklets utilize the roads in the central area of the city to create spaces for rest and socialization. KOBE Parklets, which has been set up on Sannomiya Chuo Dori and celebrates its second anniversary, received the Good Design Award. This is part of the city's efforts to redesign its roads,

making them more attractive and fun to walk around on. This particular project was praised for its use of a part of the roadway--a Japan first--as well as its origin as a collaboration between industry, academia, and the government.



An enticing pedestrian bridge

5. New design for sidewalk in front of Kobe Customs

As part of the redevelopment of the Sannomiya and waterfront areas, the city called for design proposals for the redesign of existing pedestrian bridges. The theme of the redesign was to create an "enticing pedestrian bridge," that would help relieve the sense of division created by Japan National Route 2, and improve pedestrian accessibility in the north-south directions. Out of the five final proposals, the one chosen was by a group led by Eight-Japan Engineering Consultants Inc. (with E.A.U. Co., Ltd.). Their design was highly evaluated for its structural beauty--the gentle

curves and linear planes created by its suspension structure--and how balanced it is in terms of its functionality, appearance, and design, with its lightweight structure (500mm girder thickness), its harmony with the surrounding environment, and its gentle, wide slope. They were also evaluated highly for their technological and management skills. This new footbridge will connect the Sannomiya area with the western area of the Shinko Jetties (No. 1 - No. 4), and Minato-no-Mori Park, and is expected to be opened to the public around the end of 2022.



Time ticking in new places

6. Relocation of the Kobe Flower Clock

The Kobe Flower Clock, a symbol of the city and beloved by its residents for over 60 years, was built in April 1957, with the completion of the new city hall building (currently Building No. 2). It was the first flower clock to be built in Japan.

The clock was moved to Higashi Yuenchi Park in March 2019 on a temporary basis due to the redevelopment of the building, and now ticks time away in its new location.

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A “moving Port Tower” design for public transport

Limited-time all-over graphics on articulated buses (social experiment)

The city held a design competition for all-over bus graphics, as a social experiment to discern the viability of articulated buses in the city. The experiment was meant to test the possibilities with regards to the implementation of the new public transportation system (BRT/LRT). The winning design, based on the concept of a “moving Port Tower” was by Kobe-based designer Ryota Ono. The buses, with their all-over graphics, ran around

the waterfront area for nine days (weekends/holidays) in October 2018, inciting curiosity in the people that saw it. Approximately 4,800 people rode these buses during the experiment period, and there have been calls for the buses to be implemented as a new means of transportation to improve convenience and accessibility in the central city and the waterfront.



Expanding Kobe’s possibilities with the residents

Cross-Media Event “078”

“078” is a cross-media, participatory event that transcends fields and generations, and brings together residents, creators, engineers, and more in an attempt to create new value in Kobe. In 2018, the second installment of this event was held for three days, from April 27-29. The event is centered around seven main fields--music, film, fashion, IT, food, kids, and anime. The event was hosted in the entire Sannomiya area of central Kobe, and saw

much excitement over its run. In addition to the movies in the Port area, the family-friendly workshops, and the sound stages, there were also multidisciplinary conferences on cutting-edge topics. The event itself has gained recognition for encouraging creative expression. For instance, the city collaborated with universities, etc. in the Kansai area, and implemented programs planned and operated by the students themselves.

The preservation and utilization of valuable cultural heritage

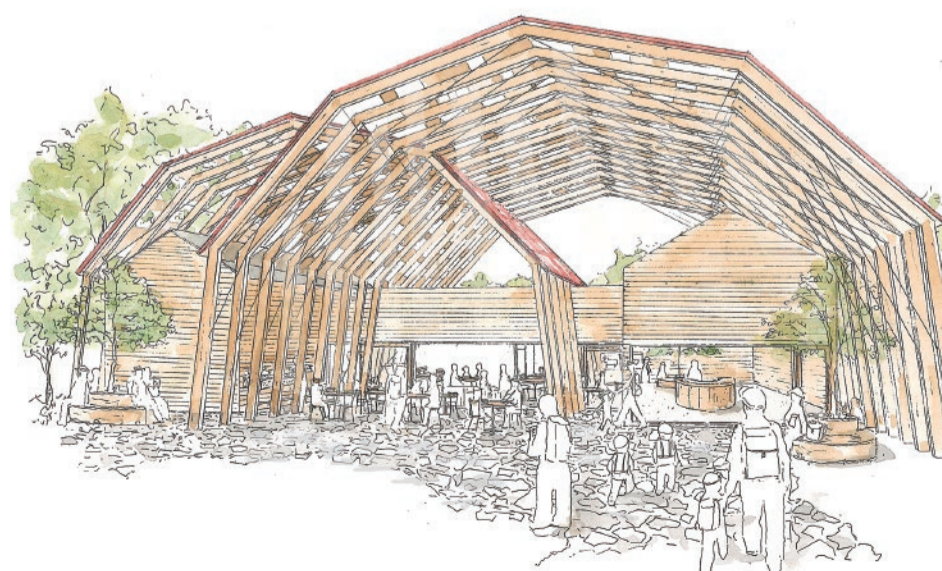
New sign and a “guide” for thatched roof houses

Kobe is home to approximately 800 traditional thatched-roof houses, centered in Kita Ward and Nishi Ward. In order to preserve and properly utilize these houses, the city is considering designating them as “Important Buildings for Landscape Formation,” under the city’s landscape ordinance. As such, the city called for submissions for a sign that would represent these thatched roof houses, aiming to promote the policy itself, but also heighten owner attachment to these houses, and encourage proper preservation and utilization. Out of the 42 submissions, Yasuhiro Yasuda’s

design was chosen for the Grand Prize. The sign features a half-translucent, gradated background, and suits the aesthetics of the thatched roof houses very well. The city also created a “guide” that discusses the various methods in which these houses could be used, and explains the laws and regulations regarding the safety, etc., of these buildings, titled “Guideline for the Proper Management of Thatched Roof Houses.” The city also provides support to owners who wish to use these thatched roof houses as cafes, shops, and more.



茅葺民家あんしん活用ガイドライン



Symbol for a ranch

Rokkosan pasture bathroom expansion

The city called for proposals for a bathroom expansion project at Rokkosan Pasture, which is located in the Rokkosan area of the Setonaikai National Park and has been a popular destination for tourists since it was opened to the public in 1976. Of the 10 proposals submitted, the one selected was by y&M design office Co., Ltd. The

design is befitting of a bathroom at this ranch--built to look like a ranch in the Swiss mountains--and its status as a popular tourist destination. The bathroom has two wooden, mansard roofs that allow the building to blend in with the surroundings, while still acting as a symbol of sorts for the ranch itself.

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Creating the extraordinary in ordinary places

Kobe White Dinner /
Kyukyoryuchi Night Market



Kobe White Dinner:

An event in which everything is white--the costumes, the tables, the chairs, and even the decorations. Participants bring their own food, drinks, and table sets, exerting their individual creativity and creating--collectively--this beautiful dinner, in the most luxurious outdoor space in Kobe. Over the years, the costumes and the tabletop decorations have become more and more creative and interesting, and the event itself is garnering attention as a event driven by creativity and inspiration. In 2018, the dinner was held in the Former Foreign Settlement of Kobe, transforming this everyday, public area into an "extraordinary space," and breaking down the divide between the generations--an idea that seems to be expanding beyond the city.

Kyukyoryuchi Night Market:

A night market that blocks off traffic on the roads to the south and east of Daimaru Kobe--the entryway to the Former Foreign Settlement--turning the area into a haven for pedestrians. During the event, the area, which normally has cars whizzing back and forth, is opened to pedestrians only, with chairs and tables lining the street, and food, live concerts, arts, crafts, and kids' events. The third installment of this event was held in December 2018, the bright lights from the market bathing the town with its stone pavements in a beautiful, captivating light.

Left: Kobe White Dinner photo©Noriko Kawase
Top: Kyukyoryuchi Night Market
photo©FumihikoKawashitaTourbillonDesignStudio

A new, endearing photo spot

A new "BE KOBE" monument in Shiosai Park

Port Island Shiosai Park (Poai Shiosai Park) boasts one of the best views in the city, where you can look out over the cityscape from the ocean side of the city. In order to build the new monument, which has the "BE KOBE" message of Kobe civic pride, the city called for submissions from businesses willing to design, create, and install the monument itself. Out of the 17 total submissions, the proposal that was selected was by Togakudo Co., Ltd. The design is meant to provide a contrast to the existing monument in Meriken Park, comprised of the same concept, but

offering a different experience. Visitors can, for instance, look through the cutouts in the monument to see the scenery on the other side of the port, take photos with this disembodied, "framed" scenery, and more. At night, the inside of the cutouts are lit up with colored LED lights. The monument, which is expected to be complete in Spring 2019, is expected to become a new photo spot that will promote the beauty of the waterfront area and the port scenery to people both inside and outside of Kobe.



An amazing city to raise a family

PR campaign for raising a family in Kobe

The "100 Reasons to Raise a Family in Kobe" PR campaign, which promotes policies and facilities for children, began in October 2018. The campaign boasts an official website, and also distributes a pamphlet that explains all of the city's relevant policies, describing in simple terms why Kobe is a great place to raise a family. For instance, Kobe provides the most financial aid for prenatal checkups of Japan's major cities, and offers its "U-15 Commuter Pass" for children (of middle

school age or younger) to use for the subway, not just for school, but for cram school and extracurricular activities as well. The city also has a variety of measures to support families in areas like health/clinics, finances, convenience, academics, and events/outings, as well as comprehensive policies suited to every stage of child development, to assuage any anxieties younger generations may have about getting married and having kids, and to make Kobe the best city to raise a family.

Working with start-ups to solve issues in the city

Regional problem-solving project "Urban Innovation KOBE"

"Urban Innovation KOBE" aims to solve regional and administrative issues in the city of Kobe, and is the first municipal project in Japan that features collaboration amongst start-ups, venture capital firms, and municipal employees. In 2018, start-ups tackled 13 issues--conducting verification testing for an app for childcare events, discerning demand for recurrent education for women to reenter the

workforce, etc. This collaboration between start-ups and venture capital firms, with their flexible mindsets and advanced technological skills, and municipal employees, with their detailed knowledge about social and regional issues, means they can discern optimal solutions for the city's residents, with the goal of creating and testing services for use in the future.





Photo of a "venue"

An effort to transverse, to transcend

Art Project KOBE 2019: TRANS-

The Rugby World Cup 2019 in autumn 2019 will bring in visitors from both inside and outside of Japan, and will be an incredible opportunity to promote Kobe to the world. The theme for Art Project KOBE 2019: TRANS-, a contemporary art exhibition to be held in southern Hyogo Ward and southern Nagata Ward, was determined in line with this way of thinking. The exhibition will be held for approximately two months, from September 14-

November 10, 2019, and will feature works by world-famous artists Gregor Schneider and Miwa Yanagi, that express the area's history and culture. The works will be shown in three "venues," or areas--Hyogo Port (Hyogo Canal), Shinkaichi, and Shinnagata. The highlight of the exhibition will be the creation and exhibition of contemporary art pieces that make use of the unique characteristics of each "venue" and its spaces.

A new sign for a new ward office

Relocation of the Kita Ward Office

In September 2018, a newly renovated building was opened in front of Suzurandai Station, as part of the city's efforts to create a social hub at the "gateway" to Kita Ward. The new building has a public transportation hub with bus stops, etc., on the 1st floor piloti area, commercial and restaurant businesses on the 1st to 3rd floors, and the newly located Kita Ward Office on the 4th to 7th floors. The new building also has a Ward Office information center on the fourth floor--the entrance of the office--as well as simple, easy-to-understand signs, counters designed for privacy, etc., to make the experience feel as secure and comfortable as possible. There is also a comprehensive counter where residents can handle the multiple different kinds of paperwork that arise from moving in/out or submitting a koseki (family register), as well as a ticket machine that shows you, on the official website,

how busy the counters are, to make the process more convenient for residents. The health check-up and classroom spaces on the 5th floor also feature signs with cute animals--designed by Kobe's Creative Director--at the entrance, which have been a hit mainly with the families that have visited the office.



Turning Higashi Yuenchi Park into an oasis at the heart of the city

Urban Picnic

The "Urban Picnic" project was implemented as a social experiment designed to utilize the grass plaza in Higashi Yuenchi Park and attract more visitors to the park itself. In this fourth installment of the event in 2018, the city conceptualized Higashi Yuenchi Park as a "park 'grown' by residents," and encouraged different groups and organizations to "create" the park together. The event brought out and emphasized the potential inherent in the park--the sharing of outdoor lifestyles, the value it adds to the central city, and its role as the center of Kobe, and also brought residents and the government together to try new things, thereby driving long-term development for the city in the future.

Left: Night Picnic
Bottom: Family Hula Dancing



A weekend to "meet" Kobe's produce and the farmers who make them

FARMERS MARKET & FARMSTAND

"EAT LOCAL KOBE" is a platform that encourages local production for local consumption. The "FARMERS MARKET," held in Higashi Yuenchi Park, has become a spot where consumers and producers can engage directly with each other throughout the year. The market now also has a permanent storefront in the form of EAT LOCAL KOBE hub "FARMSTAND," which opened in March 2018. FARMSTAND sells products and seafood made in Kobe--as well as their processed counterparts--and has various other establishments attached to it, including locally-oriented restaurants and shared office spaces for creators. The store encourages local production for local consumption, and acts as a networking site for farmers/fishermen, entrepreneurs, and various other business owners.

Right: FARMERS MARKET
Bottom: FARMSTAND



Creating New Attractions with Design

City of Design Kobe 2018 Activity Overview



Discovering the charm of shopping streets and marketplaces

Kobe Otachiyori Project

“Otoriyose” (goods-to-order) are delicious local specialties you can order from all around Japan and that have become very popular in recent years, often featured in TV shows and magazines. The “Kobe Otachiyori Project” asks, “Did you know there are five-star products right near you that are just as good as otoriyose from around the country?” and introduces residents to the local Kobe delicacies that are right around them, encouraging them not to otoriyose (order from other places), but to otachiyori (stop by local places). The “stage” for the

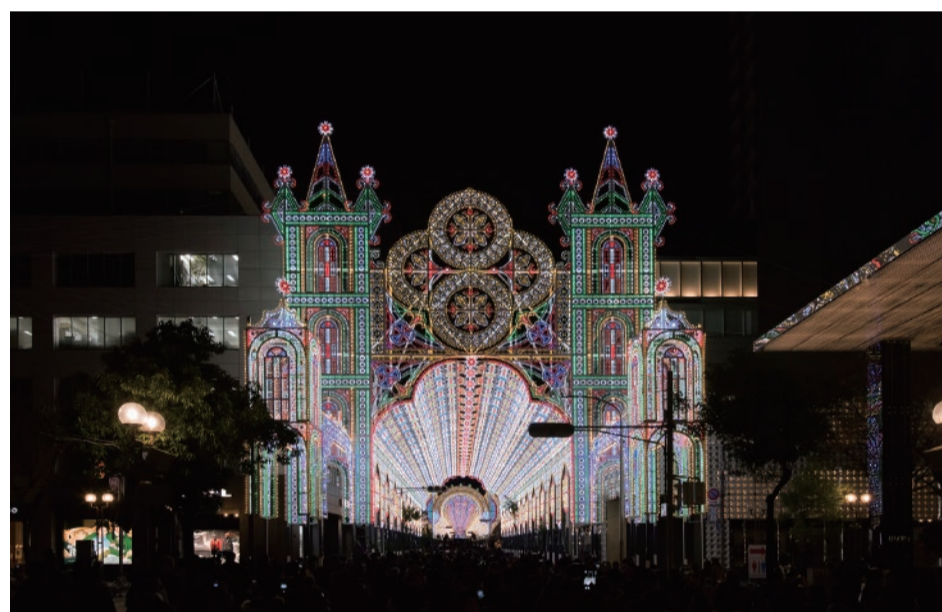
project--the over 240 shopping streets and marketplaces in the city of Kobe. 20 delicacies, hand-selected from among an enormous array of products, were designated “Certified Otachiyori Products,” or products that were definitely worth your time to go eat. The project encouraged many people to go around to their local marketplaces, through stamp rallies (stamp collection game) encompassing different stores, and polls to determine the Otachiyori Grand Prize.

Resident-designed manhole covers bring joy to the streets

3rd Manhole Cover Design Contest

The third installment of the Manhole Cover Design Contest, which began in 2016, and in which residents create their own designs for the manhole covers they see around the city, was held in three wards--Higashinada Ward, Nagata Ward, and Tarumi Ward. There were more than 1,700 total

submissions, with each ward selecting one design for the Grand Prize, and two for Excellence Awards. The three designs chosen for the Grand Prize will be turned into actual manhole covers and implemented, one in each ward.



Kobe winter tradition

Kobe Luminarie / KOBE HAPPY HOLIDAYS MARKET 2018

Kobe Luminarie:

The Kobe Luminarie, which began as an effort to remember the victims of the earthquake and to wish for the city's recovery and reconstruction, was held for the 24th time in 2018. Approximately 3.34 million people came to see it during its run from December 7-16. The theme for this year was “Creating a new, joyful light together.” The piece itself was comprised of approximately 510,000 bulbs--110,000 more than the previous year. At the fountain plaza on the southern side of Higashi Yuenchi Park, there was also “Odoru! KOBE Light Fountain,” an event sponsored by 14 companies from within Kobe and Hyogo Prefecture, which offered famous Kobe cuisine and live jazz concerts.

chock-full of events. “Happy holidays” is a phrase used to celebrate the winter holidays in general, in a way that transcends religion. The event exemplified Kobe and its diversity, showcasing the city's unique fashions, music, food, and more.

Left: Kobe Luminarie photo©Kobe Luminarie O.C. Bottom: KOBE HAPPY HOLIDAYS MARKET 2018

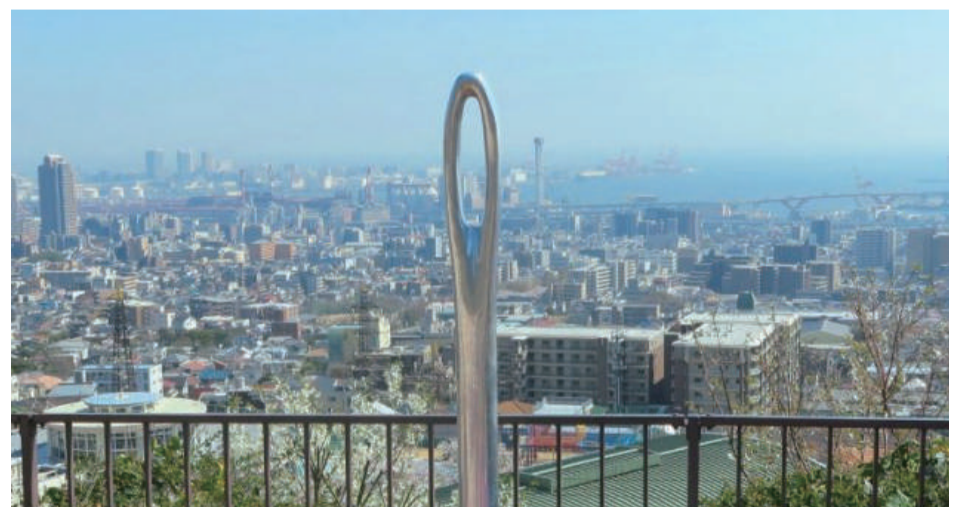


Go around Kobe's scenic spots, smartphone in Hand!

KOBE VIEWPOINT Mobile Stamp Rally

This stamp rally (stamp collection game) encouraged people to go around Kobe's 50 best views and 10 best views, with the “stamps” recorded in a smartphone app. There were 24 stamp locations, including Hokura Shrine, Rokko Island River Mall, Rokko Observation Tower, Nadamurayama Park,

Kikuseidai Platform, Nunobiki Herb Garden/View Plaza, and Kobe Airport. Some of these locations had “VIEWPOINT signs” installed in the shape of a large sewing needle. The scenery as seen through the “VIEWPOINT sign” probably looked different from what you see on an everyday basis.



Living and dressing joyfully

Hyogo Modern Senior Citizens Fashion Show

The 14th Hyogo Modern Senior Citizens Fashion Show, a fashion show for senior citizens and people with disabilities, was held at the Hyogo Civic Hall in December 2018. People with disabilities served as the models for the first part of the show, showing off stylish and comfortable clothes designed with the help of Kobe Design University.

In the second part of the show, elderly volunteers (60 years of age or older) showed off various different kinds of clothing, including kimonos, suits, and dresses. The event promoted the fact that people of all ages, with or without disability, could have fun with fashion, and dress joyfully.





An exchange event between companies and creators

CROSS



A social networking event that connects creators, designers, etc., with small- to mid-sized businesses in Kobe. Each event is organized with a different theme every time, including talk sessions inviting companies tackling design utilization and their designers as guests, workshops for learning design methods, and so on. It also serves as an

opportunity to learn the significance and effects of utilizing design. In January 2018, they held the "Good Design to Create Good Things" talk as part of the Good Design Award Kobe Exhibition, featuring speakers Keita Suzuki and Mitsunobu Hozumi, both Good Design Award 2018 jury members.



Bringing change to business management with the power of design

Management and Design Integration Project



An experiential project in which small- to mid-sized companies, involved mainly in BtoB business, work to incorporate design perspectives into their management strategies. The project brought together companies looking to enhance their brand power, and designers based in Kobe and the Kansai area. The project matched the companies with designers, and--under the direction of an experienced director--helped create the foundation for their management strategies, through

company visits and interviews, as well as the incorporation of design elements into the mid-term management plans and concept sheets. In a meeting in March 2019, participants of the project presented the fruits of their work, including logos, pamphlets, etc. that they had made through the project, as well as the future direction of each company.

Small- to mid-sized companies learn manufacturing through "design thinking"

Creativity Cram School Program



The Creativity Cram School Program teaches people the kind of "design thinking" (designer methodologies applied to business) necessary to create revolutionary services unbound by traditional concepts, and train personnel capable of coming up with and promoting new ideas. Students learn

the basics of "design thinking" through lectures and company tours, and present their ideas according to the company they have been assigned in the program. By the end of the program, they will have learned basic design skills, as well as the ability to promote products/services in far-reaching ways.



Devising product planning starting from thorough in-house analysis

Product Design Collaboration LAB KOBE 2018



"I'd like to plan new products." "I want to review our own products."--this product development program offers serious support for small and medium enterprises with such intentions. In 2018, Mr. Tsutomu Kanaya of Cement Produce Design was invited as a lecturer for Phase 4 of the program. Participants engaged in product planning while learning the

importance of thorough in-house analyses, targeting, concept consolidation, and more. They are also working to cultivate a market for the products developed by the companies in Phase 3 of the program, engaging in crowdfunding submitting the products to exhibitions, etc.



Creating New Attractions with Design

City of Design Kobe 2018 Activity Overview



Taking advantage of the power of creators to innovate Kobe industries

New urban executive producer

Kobe has designated industries capable of innovation and adding high levels of value to existing businesses through the accumulation of creative human capital (creators), "urban creative industries," and is currently working on projects to consolidate these industries. Hidetoshi Fujino was appointed Executive Producer of the program, in a role where he will serve as central manager for these projects. Fujino is currently working to use his experiences/knowledge from working in the private sector to

propose plans and implement policies towards the consolidation of the city's "urban creative industries," and collect, organize, and promote information about creators, creator-related companies, and business matching policies. In 2019, he will work on "Rethink Creator PROJECT Kobe Edition," which offers the skills and work necessary to become a creator, as well as the Kobe Fair at Eslite Bookstore in Taiwan.

Communicating the soul and techniques of Kobe craftworkers

Photo exhibition promoting kamiwaza (heavenly skills)

Kobe is home to a wide variety of craftworkers with highly advanced skills. These crafts, however, are suffering from problems such as a severe lack of successors and negative images of long apprenticeship periods, strict hierarchical relationships, etc. In 2017, with the cooperation of the Kobe Craftworkers Federation, Kobe created the "Kamiwaza Photo Collection," which conveys the skills, respect for their jobs, and pride of Kobe's craftworkers.

Through about 30 professional craftworkers, this work expresses our fascination with kamiwaza and inspires a longing for the work and lifestyle of craftworkers. In 2018, the city hosted the photo exhibition at the venue of the Skills Grand Prix & Festa 2018, the Sanchika Dream Plaza, etc., to further promote the beauty of these crafts. The exhibition showed off the beauty of these kamiwaza using unique-style displays.



A new kind of shoe for women who want to "create their beauty"

New Kobe Shoes® Premium Line brand

The Japan Chemical Shoes Industrial Association has worked to expand distribution routes and increase recognition for Kobe Shoes. Shoes can only be designated Kobe Shoes® if they are made with shoemaking skills that pass a certain level of design and functionality, and clear a set of quality standards established expressly for this purpose. In 2018, Kobe Shoes--under the direction of graphic designer Issei Kitagawa, released its Kobe

Shoes® Premium Line, with the concept, "Create your beauty." These shoes go on easily and have a better, more comfortable hit, so they stay comfortable even after long periods. Sizes are available in small, 0.25cm increments, and you can purchase different sizes and colors for each shoe. The new standard for pumps, made by the seasoned shoemakers of Kobe, for women who wish to "create their beauty."



Conveying the experiences of Kobe to the world

Participation in the Taiwan Design Expo

Kobe City participated in the 2018 Taiwan Design Expo in Taichung City, Taiwan, which was held from August - September 2018. There, they introduced visitors to City of Design Kobe's urban/public transportation policies, project case studies,

KIITO projects, and more. The event itself saw cities from throughout Asia and the world sharing their design-related projects and knowledge with regards to urban planning, driving development on all ends.

Creating relationships to connect and develop creative regions

Creative Cities Network Japan (CCNJ)

The CCNJ is a platform promoting cooperation and exchange among creative cities and rural villages, both in Japan and abroad. The aim of this nationwide network, which brings together diverse regions with unique characteristics, is mutual devel-

opment. Currently, there are 110 municipalities and 41 organizations registered to the CCNJ (as of January 2019). Kobe City has demonstrated leadership as a secretary city since the founding of the CCNJ.

Cooperation and mutual exchange among creative cities worldwide

UNESCO Creative Cities Network

Creative cities are those that aim to revitalize the city through promotion of cultural industries. The UNESCO Creative Cities Network (UCCN) is a worldwide network aimed at coordinating and connecting these creative cities. This UNESCO (United Nations Educational, Scientific and Cultural Organization) network recognizes seven creative fields: Literature, Film, Music, Crafts and Folk Arts, Design, Media Arts, and Gastronomy. There are 180 member cities, of which 31 are "Design" cities (as of March 2019). Via this network and various

other exchange projects in Kobe City, the appeal of "City of Design Kobe" is being promoted, both in Japan and internationally. At subnetwork meetings held in June and October 2018, Kobe--together with Helsinki (Finland)--led the "Design x Education" discussion. And on October 27, 2018, the eight Japanese cities registered in the UCCN gathered in Nagoya to discuss the issues facing each city, share information about their respective projects, and discuss possible collaborations in the future.



Speaking at the UNESCO Creative Cities of Design Public Forum

Participating in Singapore Design Week

On March 8, 2019, the UNESCO Creative Cities of Design Public Forum was held as a part of Singapore Design Week, with panel discussions on four themes: (1) Design x Policy, (2) Design x Education, (3) Design x Business, and (4) Design x Communication. Kobe was part of the "Design x Education" session, discussing the city's efforts towards creative learning for children, and engaging in an exchange of opinions with the other participants. This particular session featured

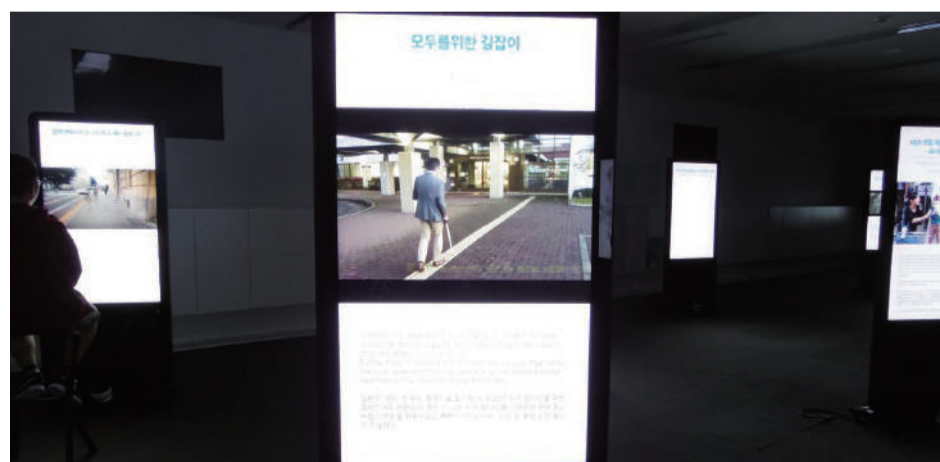
speakers from Cape Town, Helsinki, Wuhan, and host city Singapore, who shared experience about their latest projects, explained the meaning / purpose behind these projects, and discussed the philosophy behind their decisions. The forum was an extremely fruitful one, revealing the potential inherent in collaboration, and the meaning behind sharing experience amongst the Cities of Design, particularly in preparing for an unpredictable future.

Rethinking the role of creative hubs

Kobe x Liverpool Forum
"The Impact of Creative Spaces on Cities"

Kobe held a forum in conjunction with the cross-media event "078", inviting as a speaker Mike Stubbs, director of the Foundation for Art and Creative Technology (FACT)--a creative hub in Liverpool, a City of Music in the UNESCO Creative

Cities Network. Hirokazu Nagata, Vice Director of KIITO, and Masaaki Koga, Director of enoco, also attended as guests, discussing the role of creative hub in cities from multiple different perspectives.



PR for "City of Design Kobe" at overseas exhibitions

Showing at the "Seoul Design Cloud" exhibition

"Seoul Design Cloud" was a joint exhibition for the UNESCO Cities of Design, hosted in Seoul (Korea) in September 2018. The exhibition featured "people-friendly environmental design" projects in each city, as seen from the perspective of safety, universality, and sustainability. Kobe submitted two projects for the exhibition: the "Daredemo Navi" app, which lets

you search for the shortest possible routes, routes with no steps/stairs, routes with Braille blocks (walk assist mats/handrails), etc., and tsunami evacuation signs that are also practical in everyday life, which was born out of KIITO's "+Creative Seminar."

Kobe City is a City of Design, recognized by UNESCO in October 2018. Kobe celebrated its 10th anniversary since certification.



United Nations Educational, Scientific and Cultural Organization

City of Design KOBE

Member of the UNESCO Creative Cities Network since 2008

BE KOBE

<http://bekobe.jp/>

City of Design Kobe

Disseminating initiatives and information on "City of Design Kobe"