

CITY OF DESIGN KOBE 2017-18

Member of the UNESCO Creative Cities Network since 2008



Kobe is a UNESCO-designated City of Design.

Creating New Attractions with Design

City of Design Kobe 2017 Activity Overview



Designing a joyful and excitement-packed everyday

City of Design Kobe

Since opening its port in 1868, Kobe has been open to people, information, and objects from all around the world. Kobe culture is unique because it is made from a fusion of all of these things. Through time, Kobe has become home to many incredible resources and attractions. The cityscape, characterized by nature, and surrounded by ocean and mountains. The lifestyle, created through an open-hearted and accepting people that work actively to incorporate foreign cultures. Manufacturing technologies, made famous by things like

chemical shoes, cakes and pastries, and pearls. The recovery from the Great Hanshin-Awaji 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. And

the power of design is absolutely vital in, for example, promoting tourism that makes use of local resources, creating captivating locales, and promoting the industry of the city. Design plays an important role in our everyday lives as well. It makes issues of environment, of 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. Our vision and efforts so far were validated on October 16, 2008, when Kobe City was certified as a "City of Design" by the UNESCO Creative Cities Network. A city that never stops developing, and where the residents are happy. That's our vision of Kobe, our "City of Design."

Top. Grand Prize Winner of the Kobe Graphic Design Competition
Bottom Left. Chibikkobe School
photo©Jotaro Sakashita
Bottom Middle. Test run for articulated bus
Bottom Right. FARMERS MARKET



The Pride of Being a Kobe Citizen

Civic Pride "BE KOBE"

"BE KOBE" was borne of the "20th Anniversary of the Great Hanshin-Awaji Earthquake: Messages from Kobe" project. The message represents an amalgamation of the sentiment we heard from so many citizens--that out of the many things that are attractive about Kobe, the most attractive are the people. In April 2017, we installed a "BE KOBE" monument in Meriken Park, newly remodeled for

the 150th anniversary of the opening of the Port of Kobe to the outside world. The park has been attracting many visitors as one of Kobe's newest sightseeing spots. Our mission is to create a Kobe where young people can challenge themselves, and be as proactive, energetic, and ambitious as they like. To that end, we will continue communicating "BE KOBE" as a message of civic pride.



Expanding Kobe's Possibilities with the Citizens

Cross-Media Event "078"

"078" is a cross-media, participatory event that transcends fields and generations, and brings together citizens, creators, engineers, and more in an attempt to create new value in Kobe. It was held for the first time on May 6th and 7th, 2017. The event is centered around six main fields--music, film, fashion, IT, food, and kids. People came together to think about everyday life in Kobe while enjoying outdoor film screenings on the grass, outdoor rock and techno concerts for the whole family, and cutting-edge conferences bringing different fields together. An experimental event, packed full of creativity.

Top. Outdoor concert

Bottom Left. Movie screening on the grass

Bottom Middle. Conference for cutting-edge technology

Bottom Right. Swimmy Project

The Power of Design Creating New Beauty in the City and in Everyday Life

"City of Design Kobe" Creative Council

The "City of Design Kobe" Creative Council is an opportunity for experts and professionals on the cutting-edge in their respective fields to discuss Kobe's projects, businesses, policies, etc., through the lens of design, and offer cross-sectional, detailed opinions and proposals. Various projects have been born from these meetings. One example is the "Setouchi Economic and Cultural Area: Open Summit," which was held on November 4, 2017.

Creators and artists from ten regions in the Setouchi area gathered in Kobe for this event. They were able to share information about their local projects, think about the kinds of networks that would be necessary for the further development of their cities and the Setouchi Economic and Cultural Area, consider the role of "City of Design Kobe" in these developments, and engage in debates about the vitalization of the area as a whole.





Towards “Beach-ification” and “Health-ification”

A grand design of the Suma Beach

Construction to expand the swimming area and the beachfront of the western side of Suma Beach (in front of JR Suma Station), and to install new bathrooms and a promenade along the ocean, were completed in May 2017. Getting new sand into the swimming area and beach required some creative measures. Through measures including a submerged breakwater installed off-coast on the ocean floor to prevent the new sand from washing out, we achieved the expansion of the swimming area. This expanded the area where kids could swim safely. It also expanded the size of the beach

itself, and made room for sports zones where beachgoers could play beach volleyball and beach tennis. Suma Beach also became the first beach in Japan to have a sewer system installed, meaning the water from the showers and toilets in the beachside clubhouses can be processed through this new system. In addition to these physical changes, the Suma Swimming Beach Development Area has been newly designated as a port facility (green area/beach), and part of the “Regulations to Protect and Develop Suma Beach” amended, to ensure the proper management of Suma Beach. In

the future, these maintenance efforts will be extended to the eastern side, around Suma Aqualife Park Kobe, for a Suma Beach that is lively and full of joy throughout all seasons.



Top Left. First clamming event on the Suma Beach
Top Right. Promenade at sunset
Bottom. Newly installed bathrooms

Historical Builds, Built 80+ Years Ago, Come Back to Life

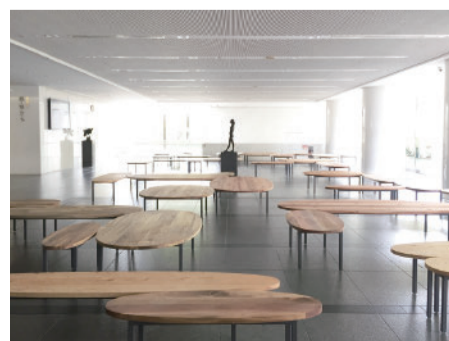
Refurbishment of the Mikage Kokaido

Mikage Kokaido was built in 1933 as a public hall for Mikage Town. With a design modeled after the body of a ship, it has come to be known among the residents as a hall with great cultural value. After more than years, however, it had begun to show signs of wear, and it underwent a one-year refurbishment process. It reopened after its refurbishment on April 10, 2017. Creative efforts were made at every turn to make it look more similar to the buildings of the early Showa period--for example, using a combination of different bricks baked at different temperatures. The building, which had long been loved by its surrounding residents, has even been chosen as one of the “Most ‘Kobe’ Sights.”



Tables Made with Wood from Mt. Rokko Forest Thinning

Renovation of the Citizens' Lobby in Kobe City Hall Building



A brighter, more spacious look. The renovation process for the Citizens' Lobby, on the west side of the 1st floor of Kobe City Hall Building No. 1 was completed in October 2017. Ryuji Nakamura & Associates Co., Ltd. was in charge of the design. The renovated lobby is characterized by tables made mainly from 11 different types of wood acquired through the forest thinning process in Mt. Rokko. Though their sizes and shapes are diverse, they are all made to be the same height, so as to evoke leaves floating on the surface of a lake. The lobby feels open and spacious, and is utilized by surrounding residents as a place to meet up or take a breather, coffee in hand.



Opening Public Spaces to Citizens #1

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

Urban Picnic

The “Urban Picnic” project was implemented for the second year since 2016, as a social experiment designed to utilize the grass plaza in Higashi Yuenchi Park and attract more visitors to the park itself. Over its months-long run, the project featured over 110 programs, including cafes, outdoor libraries, yoga classes, craft workshops, etc. to meet citizens’ wishes, as well as outdoor concerts and a wine picnic. There was also a special website set up--the “Working Together to Renew Higashi Yuenchi Park Project,” so that citizens would have somewhere to submit their feelings and opinions, and contribute to the future of Higashi Yuen-

chi Park. Discussions for the renewal are underway, and are incorporating the various opinions submitted from residents through surveys etc.

Left. Urban picnic
Right. Pavilion photo©Kazuya Yamawaki

Opening Public Spaces to Citizens #2

A weekend to meet Kobe’s products and the farmers

FARMERS MARKET

“EAT LOCAL KOBE” is a platform that encourages local production for local consumption. The “FARMERS MARKET” held in Higashi Yuenchi Park, has been gathering focus as a spot where consumers and producers can engage directly with each other throughout the year. In May 2017, the market was also held on a heavily trafficked street to the east of the Daimaru department store in Kobe. For a city that does not have much of a reputation for agriculture, it provided a good opportunity for residents to learn about and try the various produce and marine products available around Kobe.



Opening Public Spaces to Citizens #3

Making the side of the street small oasis

KOBE Parklets

“KOBE Parklets” is a social experiment to place wooden decks on the side of the road, with benches and tables to serve as little oases for Kobe residents. Since Fall 2016, they have been set up in three locations along Sannomiya Chuo Dori, and another location in front of the Kobe City Museum in Kyomachisuji, which opened in March 2018. They are designed to blend into the cityscape of the Former Foreign Settlement of Kobe, and are expected to become important urban spots in the future.

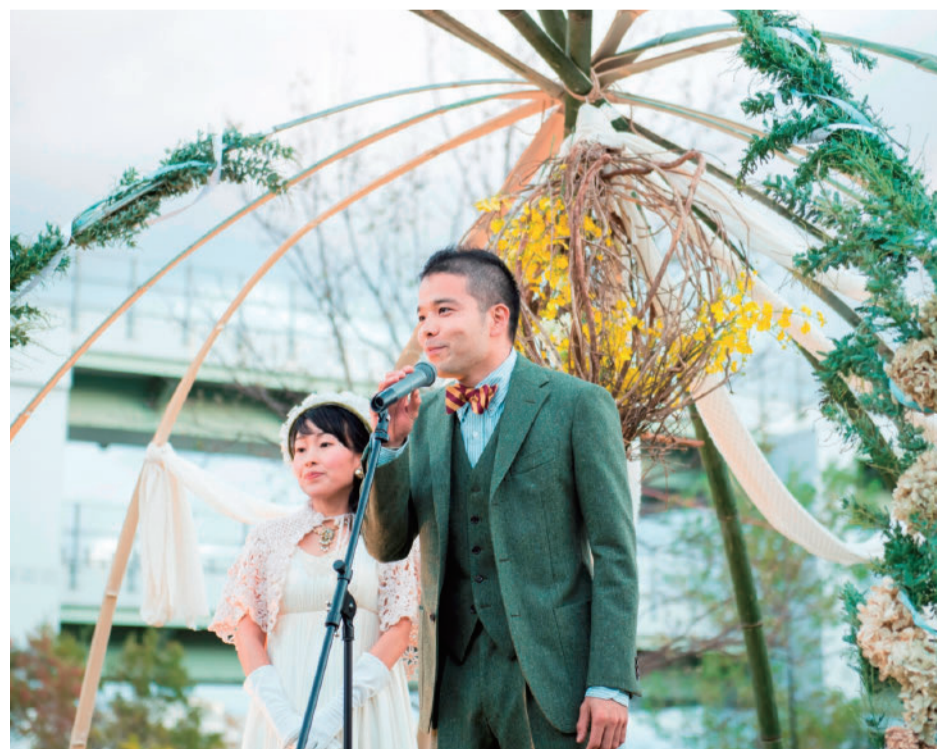


Opening Public Spaces to Citizens #4

A Joyful Way of Utilizing Parks

Park Weddings

A DIY wedding that makes use of the beautiful lawn in the park, and a unique wedding that utilizes a portable church. These original weddings were held in Minato-no-Mori Park, with guests and park visitors alike congratulating the newlyweds. These were a part of the “KOBE WEDDING” campaign, which coordinates with hotels and wedding halls in the city to encourage residents to hold their weddings in Kobe. They promoted the “KOBE WEDDING” concept, so that more people would be drawn to the idea of getting married in Kobe.



Left. Wedding using a portable church
photo©KATACHI PHOTO PROJECT
Right. DIY wedding hosted by TEAM Clapton
photo©Kyoko Kataoka



Designing Urban Traffic #1

Providing Support for the Elderly to Get Around

Verification Test for Self-Driving Transportation Services

The area of Newtown is aging, with a declining population, low fertility rate, a higher and higher percentage of elderly residents, and wear and tear on its facilities in general. One issue is the problem of transportation for the elderly. City officials had been considering the use of ICT, including self-driving vehicles, to combat this issue. Verification testing for this transportation service was conducted in Tsukushigaoka, of Kita Ward, from November to December of 2017, as a collaborative effort between companies, universities, and national and local government. This service aims to use manned self-driving vehicles, driving at very low speeds, to

provide "last-mile transportation" for the elderly--the short but not insignificant distance to the marketplace or hospital from the nearest bus stop, for instance. The purpose of these verification tests were to have residents experience the service for a set period of time, to get a grasp on demand and what kind of things they would be used for, and also verify the workings of various self-driving-related technologies. The data acquired through these tests will be analyzed and used to help solve issues of resident transportation and other local issues, and improve the quality of resident services as a whole.

Designing Urban Traffic #2

The potential of LRT/BRT systems

Test Run for Articulated Buses

LRT and BRT are being eyed as public transportation systems that could make sightseeing around the city a more convenient and attractive experience, and also serve as additional accessways to the airport. The city conducted a field test for articulated buses to get a look

at the potential for implementing such systems in Kobe. In the five days the field test for articulated buses was conducted in July 2017, there were approximately 3,000 users, who gave the buses high marks for comfort and convenience.



Designing Urban Traffic #3

New measures to decrease traffic accidents

Roundabouts Intersections

In November 2017, the city collaborated with the Hyogo Prefectural Police to set up the prefecture's very first roundabout in Port Island. The roundabout, which was invented in Europe, is a circular intersection that does not require stoplights. The lack of stoplights means it lessens the time spend waiting in traffic, and also decreases the occurrence of traffic accidents that happen between cars and with pedestrians. Roundabouts also do not require as much acceleration from vehicles as traditional intersections, which is expected to lead to a decrease in gas emissions and noise pollution.



Designing-the-City Proposal #1

An entryway to the waterfront area

Urban Hub at the East Exit of JR Motomachi Station

The city of Kobe called for proposals for an "urban hub" in front of JR Motomachi Station, that people could use as a meeting spot, and to take a breather from their everyday lives. There were as many as 47 proposals. Of these, the proposal by Nobuhiro Yamamoto and three other university students in Kobe was chosen as the Grand Prize winner. The design utilizes staircase benches modeled on the ridgeline of Mt. Rokko and the city's wharf, and is a space that invites the flow of pedestrians. Kobe is engaged in this and a variety of other efforts to make effective use of its roads--creating hubs for people traveling around the city, as well as roads that are fun to walk on, and that communicate the beauty of the city.



Designing-the-City Proposal #2

Getting more people to come to Sannomiya Chuo Dori

Sannomiya Platz

Sannomiya Platz is a half-underground plaza next to the parking lot on Sannomiya Chuo Dori. To attract more people to the plaza, and to create a more comfortable, restful experience for visitors, the city opened itself to proposals for renovation, based on the construction of a new roof and an expansion of the existing staircase. There were presentations from 20 architects, with the decision finally coming down to the proposal by Hata Tomohiro Architect & Associates. The ceiling will be made with mirrors to reflect the activity in Sannomiya Platz, with the multi-dimensional structure serving as sound-reflecting boards. The plaza and the staircase, when lit up for nighttime events, will glitter like a kaleidoscope. The plaza is expected to be reborn in 2019 as Kobe's newest hub of activity.





Designing-the-City Proposal #3

Rest space for hikers

Renovation of Bathrooms at Mt. Rokko's Highest Point

There is currently a plan underway to vitalize Mt. Rokko and to better manage its environment. As part of this plan, the city called for proposals from designers to renovate the bathrooms at Mt. Rokko's highest point, to make them more comfortable and convenient to use for visitors. Out of the 32 proposals, the one that was selected was by ofa Co., Ltd. It was evaluated

highly for the way the structure of the building and the plaza blends in and harmonizes with the surrounding scenery, and for the fact that it allows for creative decision-making regarding the use of wood.

Design: ofa/Ohara Kenichi + Fukagawa Ayako

60 years of love from residents

500th Replanting of the Flower Clock

Kobe's Flower Clock, which was first planted in April 1957 to commemorate the construction of the Kobe City Hall building (currently Building No. 2), had its 60th anniversary, and 500th replanting. In commemoration of this milestone, the city opened itself to submissions for a design that would be worthy of Kobe's Flower Clock, and received 66 proposals. "Kobe to leba" (What You Think When You Say Kobe) was chosen for the Kobe Mayor Award (1 design). The Public Interest Incorporated Foundation Kobe Parks and Greenery Association Award (1 design), and Honorable Mention Awards (5 designs) were given as special awards. In March 2018, the Flower Clock was replanted in the Kobe Mayor Award design.



Top. Chiharu Shimizu, Kobe Mayor Award
Bottom. Flower Clock after its 500th replanting



Capturing the Beauty of Kobe in Photos

Photogenic KOBE

Kobe is full of photogenic locales, with beautiful countryside sceneries, and a cityscape silhouetted against Mt. Rokko, the ocean, and the port. "Photogenic KOBE" is a photography school that encourages people to capture these beautiful sceneries in photographs, and interlace them with their own personal sceneries. Participants of the project walked from the area around Motomachi to Meriken Park, taking photographs of the things around them in accordance with the selected themes.



Resident-designed manhole covers bring joy to the streets

Manhole Cover Design Contest



The sewer system manholes that you see in the city were redesigned at the hands of Kobe residents. This was the second "Manhole Cover Design Contest" that was held in Kobe, after the first, held in 2016, turned out to be a huge success. The theme this year: "The Kobe That I Love." There were 85 total submissions, with one Grand Prize Award and two Excellence Awards given in each of the two brackets--the "Elementary and Middle School Division," and the

"General Division (High School and Above)." The two designs that were chosen for the Grand Prize Winner will be created into actual manhole covers, and are expected to be installed in Chuo Ward and Tarumi Ward.

Left. Shizuko Shintani, Grand Prize Winner (General Division)
Right. Amane Okazaki, Grand Prize Winner (Elementary and Middle School Division)

Lights to Liven Up the Nights

Creating Nighttime Scenery

Seven areas, including Flower Road, the Former Foreign Settlement of Kobe, and Harborland, have been designated as focus areas for the enhancement of Kobe's nighttime scenery. Flower Road in particular is currently undergoing a renovation under the theme, "Museum of Light," with lights adorning the flowers, greenery, and statues that are the symbols of the road itself. Currently, this renovation is complete from around the Kobe International House to the ferry terminal. Cre-

ative efforts are being made to make sure the flowers, greenery, and statues, each with their different shapes, are displayed in the most beautiful ways, with the angle of the lights adjusted to suit whatever is being lit up. The creation of beautiful nighttime sceneries is integral to the scenery of Kobe in general. The goal is to have these captivating nighttime sceneries provide individuality to these regions, attract more people to these areas, and further promote the industry and culture of Kobe.



Sharing goals for each type of trash with the residents

Redesign of Household Trash Bags

Since the summer of 2017, Kobe has been updating each of its designated trash bags to new designs, in a move to make residents more conscious of their garbage output, as the city works towards its “10% trash reduction” goal. The new bags for combustible trash, for example, now come with a dotted line that visualizes the “10% trash reduction” goal. To reduce confusion, trash that is often miscategorized and thrown in the wrong garbage bag have been illustrated, with explanations, on the bags themselves. All designated bags have also been made available in seven languages, in an effort to

educate foreign residents as to the trash categorization process. Approximately 100 million designated trash bags are utilized in the city every year. The goal in using these trash bags as a form of educational media is to increase residents’ exposure to various trash-related issues, change their mindsets regarding trash in general, and educate the residents as to the proper manners.

Left. Burnable Garbage
Right. Plastic Containers



“Murasaki-ya” (Purple Shops), shops that sell only purple things

Domestic Violence Awareness Campaign

The city, in collaboration with “purple eyes,” a domestic violence awareness organization, has set up “Murasaki-ya” (Purple Shops), which sell only purple products, in the retail areas of AEON STYLE umie and AEON STYLE Kobe Minami. Purple is the color that symbolizes domestic violence awareness. The goal is to pique visitors’ attention, make them wonder--why do they only have purple things? Then, have them use that as an opportunity to think about domestic violence. The awareness campaign extends to the women’s bathroom. The toilet paper is printed with things like “He’s always checking your texts. It’s not okay,” along with a phone number to call, in an effort to extend help to hidden domestic violence victims.



“familiar” brand design massively popular

Renewal of the Mother and Child Health Handbook

The Mother and Child Health Handbook underwent a complete renewal in October 2017, in an effort to make child care in Kobe an even more special experience. The redesign was handled by “familiar,” a children’s clothing brand born in Kobe. The new design utilizes popular characters and motifs that characterize Kobe to express the bond between parent and child. There are all kinds of creative efforts put into the paper composition as well. The new handbooks are very popular, with mothers loving their convenience and cute design.



Promoting the City Through Video #1

Young people dance on the stage of Kobe

kobebeats Project

In this project, the younger generation of residents, who carry the weight of Kobe’s future, work to communicate the various charms of their city to the rest of Japan. 150 people (in accordance with the 150th anniversary of the opening of the Port of Kobe) participated in the promotion video. The lyrics are based on the thoughts and

feelings that emerged during a workshop that sought to turn residents’ ties to Kobe into stories. The music itself was handled by Kobe resident and DJ/producer tofubeats. The video, which features young people dancing in various areas throughout the city, provides a glimpse of the dynamic future of the city of Kobe.



Promoting the City Through Video #2

Communicating the Fun and Charm of Suma Ward

SUMA 1DAY TRIP!

“SUMA 1DAY TRIP! Journey to Discover Suma’s Charms” is a series of six videos each featuring an outing in Suma, but in different seasons and with different themes. The goal, as the name implies, is to introduce viewers to what makes Suma great. From the incredible nature of places like the Suma Coast and the Suma

Alps, to recreational spots for all ages like the Suma Aqualife Park, Suma Rikyu Park, and Kobe Sports Park, Japanese power spots in shrines and temples, and sightseeing seasonal cherry blossoms and autumn leaves, the “1DAY TRIP!” series is a gateway to a variety of experiences you can only experience in Suma.



Collaboration with KIRIN Beverage

Providing Design Support for Businesses Centered around People with Disabilities

Kobe provides support for products created by people with disabilities, known as “Fureai Shohin” (Friendship Products), at vocational training centers. By helping improve the quality of these products and encouraging sales, the city encourages people with disabilities to participate more actively in society. In 2017, the city worked to improve the quality of products for five welfare businesses for people with disabilities. The product development was done in collaboration with

professional designers, amongst others. There was also a collaboration with KIRIN Beverage Company, Limited, as a part of the city’s efforts towards public-private coordination. Kirin Beverage used the highly unique pictures and illustrations drawn by people with disabilities to create original button badges for the 150th anniversary of the opening of the Port of Kobe, as a free gift attached to their beverages to encourage sales.



Bringing new people into the nature-rich rural area

New Hub to Promote “Kobe Living With Nature”

The rural areas of Kita Ward and Nishi Ward are a part of Kobe’s charm. To bring new people into these areas, the city has begun efforts to promote “Kobe Living with Nature.” In Ogo Town of Kita Ward, Ogo Honjin Ruin, a historical building, was remodeled to serve as the town’s new promotion hub and communication site. It was also used as the facility for the “Kobe Living with Nature” experience in the city-hosted “LIVE LOVE KOBE” event, held as a trial service for life in Kobe. A farm restaurant, housed in a newly renovated, over 100-year-old traditional Japanese home, also opened

on September 29, 2017, in the Iketani District of Hasetani Town, Nishi Ward.

Left. Farm restaurant in Hasetani Town, Nishi Ward
Right. Ogo Honjin Ruin in Ogo Town, Kita Ward

Discovering new charm in Kobe’s agriculture and fishery products, with the help of university students and companies

Nisangaroku Project



Vegetables, fruits, rice, flowers, meat, seaweed... “Nisangaroku” is a project that aims to promote Kobe’s diverse array of agriculture and fishery products to a wider audience. The project combines the unique agriculture and fishery products of the area with the ideas of university students and the expertise of corporations, to produce new and improved things, and create a network of youth, companies, and agriculture/fishery businesses. 29 teams of students from eight universities in the city participated in the project in 2017, under the theme of developing products and services for foreign (inbound) tourists. The Grand Prize winner was the “Sushi Sweets” proposal (a dessert made with gillyflower, an edible flower from the Kobe region, that you eat with chopsticks) by a student from the Faculty of Nutrition at Kobe Gakuin University.



An art festival making the most of Kobe Port's appeal

Port City Kobe Art Festival

19 groups of artists, active both in Japan and abroad, were invited for 30 days from 16th September to 15th October, 2017 to hold the Port City Kobe Art Festival, celebrating the 150th anniversary of the opening of Kobe Port. The theme was "Cherishing our heritage for a richly diverse future." This was a contest of 22 artworks, full of individuality, installed on the jetties, mooring piles, terminal facilities, etc. around Kobe Port and Kobe Airport Island. It became popular as an art festival making the most of Kobe Port's appeal, welcoming more than 110,000 attendees. One of

the greatest features of this art festival was "Viewing art from the sea." During the festival period, viewers appreciated the art from special art viewing boats, while experiencing the seas shift with differing times and climates and feeling the wind blow, with the Kobe streets and the mountainous scenery of Rokko as a backdrop.

Left. Susumu Shingu, Wind Caravan

Right. Kazufusa Komaki, 9 pieces of Poetry-views of Kobe from the Sea

A fusion of art with downtown charm

Shitamachi Art Festival



Approximately 40 local companies, organizations, and NPOs collaborate to organize this unique art festival in the downtown area of Nagata in Kobe, held since 2015, which showcases the lifestyles and arts of the shitamachi downtown area. Held for the second time in 2017, the festival featured five invited directors, who developed projects in five different directions. Approximately 20,000 people attended during the month of the festival. Artists and creators make maximum use of

the area's fascinating features, such as empty houses, abandoned lots, old private houses, alleyways, and the like, exploring the potential and possibilities of the area.

Left. Exhibition utilizing vacant lot
photo@junpei iwamoto

Right. Dance performance at the shopping district
photo@junpei iwamoto



An opportunity to encounter distinctive works by people with disabilities

Art Exhibition of the Heart

The Art Exhibition of the Heart has been held since 2011 as an art exhibition enabling people with disabilities to expand their activities by exhibiting their artworks. In 2017 there were 79 entries from within Kobe Prefecture, of which 10 artists were eventually selected. About 100 works were exhibited from November 9th to November 30th at the Shiawase-no-mura welfare complex.

Approximately 7,400 visitors were overwhelmed by the power of these works, touched by the personality of the artists and the warmth of those who support them. So that even more people could view the works, a touring exhibition was held at the Citizens' Gallery on the 2nd floor of Building 1, Kobe City Hall, from January 29th to February 2nd, 2018.

Three rules created by junior high schools students

Kobe, the smart "sumaho"(smart phone) city

The Kobe City Smartphone Forum was held on August 27, 2017. As part of this, with respect to the use of smartphones, the catchphrase "Kobe: the smart "sumaho"(smart phone) city" was devised by local junior high school students, with three rules for achieving this also announced. The "Kobe: the smart smartphone city" social initiative seeks to curb dependence on smartphones and trouble stemming from social media, as well as healthier utilization of smartphones, leading to improved lifestyle convenience and economic revitalization. In addition to gaining a better understanding of the circumstances surrounding smartphones, countermeasures and revitalization measures are also underway.



Left. Three rules created by junior high schools students
Right. Kobe City "sumaho"(smart phone) forum



Design expands [] Power of Design Exhibition

The "Power of Design" exhibit, held annually as part of the Kobe International Industrial Fair. It presented case studies drawing out new value and potential by incorporating design perspectives into products. In 2017, the exhibit picked up on products that won the Good Design Award, as well as Kobe City's practical product development program: Product Design Collabo Lab Kobe. Through interviews with companies, the background and process of product development are presented as an exhibition. (presented with the cooperation of the Japan Institute of Design Promotion)



Devising product planning starting from thorough internal and external analysis

Product Design Collaboration LAB KOBE 2017



This product development program offers serious support for small and medium enterprises with such intentions. With Tsutomu Kanaya of Cement Produce Design invited as a lecturer, attendees devised product planning while learning the importance of thorough in-house analysis, targeting, concept consolidation, and so on. Participating companies who took the program in its first and second iterations are actually working on developing products and showing at exhibitions to develop sales channels.



An exchange event between companies and creators

CROSS



An exchange event where small and medium enterprises in Kobe City are connected to creators and designers. 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 February 2018, the Material Design Exhibition 2017, which had gained popularity in Tokyo, was held at KIITO. Exhibits were displayed and talk shows were held about the

best ways to show off technology and materials by companies and designers working with materials and processing technologies.

Left. Talk session held in January 2018
Right. Material Design Exhibition 2017 held at KIITO.



Advisors support manufacturing in Kobe

Design consultation & intellectual property consultation for small and medium enterprises

In order to encourage the utilization of design by small and medium enterprises, a place for design consultation with experts is provided. In 2017, seminars on the theme of "Kobe Design Consulting" and design utilization were held at the Kobe small and Medium Manufacturing Companies Exhibition and Meeting and the Kobe International Industrial Fair. In addition, consulting meetings and seminars were held on the

topic of intellectual property, which is essential for advancing the field of creative manufacturing. In addition, in conjunction with Kobe Design University, "industrial design consultations" were conducted at the NIRO Manufacturing Prototype Development Support Center from time to time, offering advice and suggestions to small and medium enterprises.

The young designers spreading their wings worldwide

Kobe Fashion Contest 2017

Japan's leading fashion contest kicked off in 1974 with the theme "New fashion ideas from Kobe." Up to this point, 110 students have been sent internationally to

fashion colleges and vocational schools overseas. Five participants also earned special selection in 2017. They will study abroad at overseas institutions.



Bringing Kobe's shoes to the world

Fashion Shoes Contest 2018

Fashion Shoes Contest, which started in 1998, celebrated its 20th anniversary this year. The theme is "Spreading their wings worldwide! Feel the global appeal of Kobe shoes." In the general category, ten entries earned the honor of selection, including for the Grand Prix. In each category—for high school, junior high school, and elementary school students—a total of 12 pieces earned awards, including one overall winning entry and three outstanding entries. The Grand Prix-winning entry "Tsunagutsu" featured a circular shape formed by an arrangement of 20 pairs of shoes, and both its beautiful design and concept of using feet to connect the world were highly appreciated.



Grand Prix(General Division) Tsunagutsu

The skill and spirit of Kobe's craftworkers, bound in a single volume

The Kamiwaza photo anthology

There are various craftworkers in Kobe. Although there are craftworkers with outstanding skills in every field, these crafts suffer from problems such as a severe lack of successors and negative images of long apprenticeship periods, strict hierarchical relationships, etc. With the cooperation of the Kobe Craftworkers Federation, Kobe City has 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 (or "heavenly skill") and inspires a longing for the work and lifestyle of craftworkers.

Upper. Seal engraver
Lower. Manufacturing Japanese sweets



Bringing Kobe's sweets to Taipei

Kobe Meets Taipei

With an increasing number of tourists visiting from Taiwan, to ensure more people take an interest in Kobe, the "Kobe Meets Taipei" event was held in Taipei City to promote Kobe's sweets and excellence in food manufacturing design, with a focus on the young creatives of Kobe. Four patissiers visited Taiwan, including Yoshikazu Takasugi (one of Kobe's leading patissiers) and Saku Shoji, owner and chef of Comme Chinois. New sweets and original limited Taiwan-themed sweets were announced and provided. They promoted the charm and fascination of Kobe's sweets to the people of Taiwan.





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.” This renovated facility, once home to the Kobe Raw Silk Testing Center, which served as the export base for the raw silk (*kiito* in Japanese) of Western Japan, is nicknamed KIITO. Here, creative human resources exchange and enhance their skills through

events, workshops, and various projects that foster the creativity of citizens. In August 2017, the discussion event “Creative Crossroad” was held to commemorate the 5th anniversary of KIITO. At this event, many people including Executive Director Takashi Serizawa, and KIITO staff talked about KIITO’s past and future activities. The facility comprises offices used for those

working in creative fields, rental conference rooms, a hall of about 1,000 square meters, cafe, and more. The preservation and utilization of the historical building are also highly appreciated, and in 2017 KIITO won the Best Renovation category at the 26th BELCA Awards for buildings that have undergone long-term maintenance and outstanding remodeling.



Upper. Exterior of KIITO photo©Shunsuke Ito
Lower. Discussion event held to commemorate the 5th anniversary of KIITO



Charity Marché packed full of creative activities

KIITO Marché 2017

KIITO Marché is a market-style event where those working in creative fields and creators work together on various projects including workshops that can be enjoyed with their families, while selling various products, food, and drink. In 2017, 45 shops were arranged in KIITO Hall and the festive atmosphere created was enjoyed for an entire day. Furthermore, this event was held to support the Child Chemo House child and fam-

ily overnight stay facility that supports children fighting illness, with part of the sales made on the day donated to the facility.

KIITO Marché 2017 photo©Hiroto Ashida



Learn techniques and theoretical approaches from creators

Chibikkobe School

Chibikkobe is a typical hands-on program at KIITO, where creators and children work together to create the city of their dreams. In a related project, held an event called Chibikkobe School in which children learned from professionals from three fields the concepts and techniques necessary to succeed in those fields. In the Food program, children learned the basics of customer service, such as appropriate behavior and speech, at

the Daimaru department store in Kobe, and practiced at an open-air cafe for a day. In the Architecture and Design programs, children took a walk around the city of Kobe with the cooperation of Kobe Art Village Center, observing the city from perspectives learned from creators.

Chibikkobe School photo©Shinko Tsujimoto



Thinking about new ways of encountering food

Linking Food Design Exhibition: It starts with eating

Chefs, dairy farmers, food vendors, and all kinds of other "food practitioners" express their thoughts and future ideas through collaboration with creators in an exhibition that captures the town and lifestyles of Kobe. This event introduced some unknown stories of food, including an exhibition of unexpected and diverse tastes, as well as showcased what happens to vegetables before they are stocked in stores, with nine themed exhibits and five discussion events. This

provided opportunities to think about new ways of encountering food.

Left. Discussion event "Communication born from inconvenience." photo©Jotaro Sakashita
Right. "Another future, starting from the farm." photo©Toshiki Katayama



Resolving social issues with citizen power

+ Creative Seminar

This is a seminar for citizens with a participatory-style program attempting to resolve social issues through a "+ creative" approach. A range of people with diverse positions and opinions, such as social workers, students, and others, learn the processes of deriving solutions through discussion in groups. In 2017, the program included seminars on the science of observing design, how to implement a program on an aging society, and an urban development program to make the city's parks a place for everyone. In the science of observing design seminar, attendees learned basic approaches to observation, in order to develop the ability to generate ideas, as well as methods of discovery that lead to expressing and improving observational ability for design.



Unexpected and unknown stories of vegetables

Kobe "Cuisine" Project

In the Kobe vegetable seminar, under the theme of "seasonal vegetables," attendees learned about vegetables from three perspectives: people who distribute them, people who grow them, and people who cook them. The seminar was launched in conjunction with Happaya Kobe, the operating partner of KIITO Cafe.

In 2017, six seminars were held on the themes of bamboo shoots (May), tomatoes (July), taro (September), mushrooms (November), daikon radishes (January), and onions (March). By learning about various aspects of vegetables, knowledge is deepened and vegetables can be enjoyed more.

The essence of street photography

Robert Frank: Books and Films, 1947-2017 in Kobe

Swiss photographer Robert Frank created a pioneer in street photography with his innovative photographic techniques and unique viewpoint, has been exerting a major influence on contemporary photography. Also, German publisher Gerhard Steidl, whom world-renowned artists and many others rely upon as the man who creates "the world's most beautiful books." An international tour exhibition devised by these two was

held. This unique exhibition of works printed on paper banners usually used for printing newspapers and hung from the ceiling attracted a lot of people, making full use of the spacious interior of KIITO Hall.

Exhibition at KIITO Hall photo©Takeshi Asano





Discovering / reinterpreting Kobe from an artist's viewpoint

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 spring and autumn of 2017, contemporary artist Mako Ishizuka, who was born in Kobe but has been based overseas from 2000, returned to work in Kobe. She held an exhibition titled "What if we track the small world?" as

a report of her research and creation. She found some undeveloped spaces in KIITO and used them as exhibition spaces effectively. She decided that her experience in various countries and how their own cultures intersected the culture of Kobe would constitute the starting point of her exhibition. It made us expand our imagination about the contact between us and various people and societies around the world.



Waste materials nurture children's ability to create (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 their own imaginations to freely shape various waste materials gathered from shops and factories in Kobe, such as leather offcuts or fragments of wood and plastic. These

workshops are held regularly on the second Saturday of every month and the following Sunday. At the same time as being a place to strengthen the sensibilities of children, it is also creating a network of Kobe workplaces that are waste materials providers, citizen supporters, and children and their families who are connected through waste materials.



Discovering and nurturing young designers

Kobe Graphic Design Competition

City of Design Kobe started a graphic design competition for young designers under 39 years of age, commencing in 2017. The theme for the first year was "Design that conveys hospitality to those visiting Kobe." 35 entries were gathered from all over Japan, from professional designers and students alike. The prize-winning work (Mayumi Suginaka) was displayed at the gateway to Kobe (Shin-Kobe Station), with the cooperation

of Kobe media outlet Kiss FM KOBE (posted on the cover). The hope is that many young designers turn their attention to Kobe and gain an interest in Kobe as a result of this competition.

Upper. Kobe City Awards – Seiya Fujikura
Lower. Kiss FM KOBE Awards – Moriharu



Solving increasingly diverse administrative issues with a two-person system

Kobe City Creative Director

Since June 2015, Kobe City has appointed a Creative Director in order to resolve various problems facing the city from the perspective of "+design". From 2017, the position has been expanded to two people. These Creative Directors provide advice to local government employees on thinking about projects, services, and public relations from the design perspective, as well as staff training, judging competitions, promoting "City of Design Kobe", and more. In 2017, they responded to more than 150 requests from various departments. They have earned the trust of local staff as employees capable of working across the city's various departments—for example, by continuously implementing



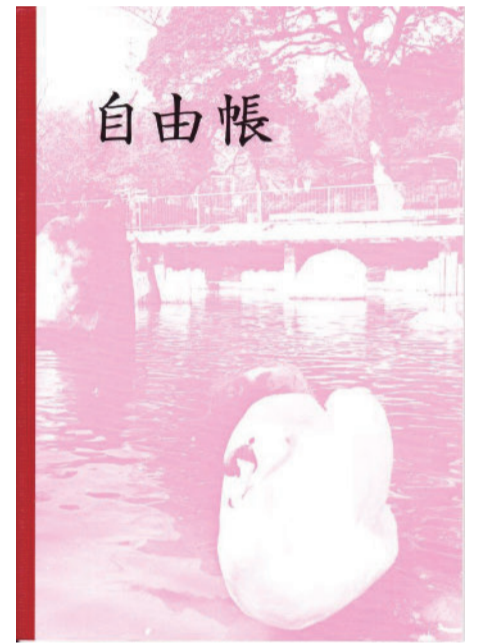
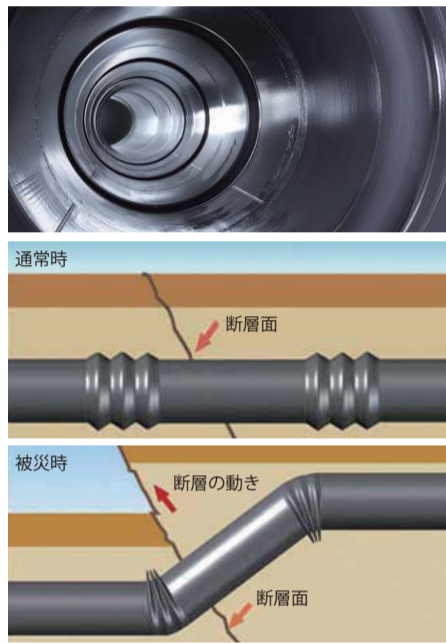
workshops to uncover any problems with municipal measures.

Talking about design with people who have captured the public imagination at present

Intimate talks with leading creators

Intimate talks are events for sharing diverse discussions through the filter of design—for example, by inviting creators active in various fields to Kobe and asking them about what fascinates them, what bothers them, episodes from their own projects, and more. The interviewer is Yoshihiko Yamasaka, Creative Director of Kobe City. It is also a place for participants to discuss

and deepen their exchanges about creative possibilities and designs that will shape the future. This fiscal year, a wide range of guests visited Kobe, including project producer Tomohiko Nihonyanagi, type director Isao Suzuki, creative director Kazufumi Nagai, commercial director Shinya Nakajima, and sculptor Keiko Otsuhata.



The fantastic design of Kobe

Good Design Awards: Chibikkobe / Fault-line steel pipes / Kobe notebooks

GOOD DESIGN AWARD 2017

"Fault-line Steel Pipes" by Kobe City Waterworks Bureau and "Chibikkobe Creative Workshops" by KILTO received Good Design Awards in 2017. "Fault-line Steel Pipes" first received the award as a water supply pipeline, and were subsequently also selected by the Good Design Award jury as an award-winning design in the popular "My Choice" category. Researched and developed through collaboration between industry, govern-

ment, and academia, these pipes are used by the Kobe City Waterworks Bureau as large-capacity water supply pipes. Their structure—similar to a bendable drinking straw—ensures that water pipes will not crack even if fault-lines are dislocated following an earthquake or similar disaster. The unique concept and sophisticated technology that enable these specially shaped water pipes were highly appreciated by the jury. Chibikkobe

was selected for the "Good Design Best 100—the top 100 entries of particular excellence. It places emphasis not only on adults supporting the creativity of children, but also on drawing out the best qualities of both creative adults and children in order to create the city of the future. Through this intergenerational and collaborative experience, children are able to witness outcomes they could never achieve by themselves alone. It was highly praised as an opportunity to experience the event of the things that children can create. In addition, Kobe Notebooks, in use for about 70 years since the end of World War II and deeply familiar to Kobe locals,

were awarded the Long Life Design Award. (The Long Life Design Award recognizes excellent design that supports long-term quality of life and continuous use over a period of at least 10 years.)

Left. Chibikkobe photo©Shinko Tsujimoto
Center. Fault-line steel pipes used as large-capacity water pipes
Right. Kobe Notebook

Developing the creativity of the next generation

Children's Design Thinking Workshops

As an effort to nurture creative thinking among children, workshops were held for children, incorporating "design thinking," which is gaining attention as a method of thinking for creating new ideas to solve problems. In 2017, experimental sessions were conducted at two locations: Rokkomichi Child Welfare Residential Facility and Yumeno Child Welfare Residential Facility. The Rokkomichi Child Welfare Residential Facility session had the theme "Thinking of Tools to Solve Familiar Problems," while the Yumeno Child Welfare Residential Facility session had the theme "Changing the Future of Cleaning." In both sessions, children felt the joy of experiencing the process of "design thinking"—for example, uncovering familiar problems, creating prototypes, coming up with ideas, and giving them form.



Left. Yumeno Child Welfare Residential Facility
Right. Rokkomichi Child Welfare Residential Facility



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.

The city of Kobe was recognized in the field of Design on October 16, 2008. 64 such cities were newly certified in October 2017, bringing the current total to 180 member cities (of which 31 are Cities of Design) as of March 2018. 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.

PR for "City of Design Kobe" at overseas exhibitions

UNESCO/City of Design Exhibition: "Are you talking to me?"

The City of Kobe participated in the UNESCO/City of Design exhibition: "Are you talking to me?" held in the municipality of Enghien-les-Bains (France) from late June to mid-July, 2017. At this exhibition, IoT devices related to smart cities, housing, environment, and health were displayed. Two works from Kobe were

exhibited: the "IoT Bathroom Sensor," which utilizes sensors to create a visual representation of the local availability of bathrooms, and the "Infoscape" umbrella (prototype), the coloring and pattern of which varies depending on air pollution. This exhibition also toured the city of St. Etienne (France), a UNESCO City of Design.



Conveying the experiences of Kobe to the world

Detroit Design Summit

At the Detroit City of Design Summit held in September 2017 in Detroit, USA (a UNESCO City of Design), the city of Kobe gave a presentation on the theme "Urban Design and Reconstruction in the Wake of the Great

Hanshin-Awaji Earthquake." Utilizing the UNESCO Creative Cities Network, Kobe shares the strengths and experiences of its designs with creative cities around the world, with the aim of mutual development.

Unique pedestrian crossings add color to the city

The Cebraton project

The Cebraton event held in November 2017 in the city of Puebla (Mexico) was a project displaying pedestrian crossing designs from Cities of Design around the world, which were actually painted on roadways around the city's parks. The City of Kobe submitted a design expressing the colors and scenery of the ocean, the mountains, the winds, and the landscape as origami ships.



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 development. This is expected to bring new energy for the creative development and revitalization of Japanese society, which faces prolonged

recession and major regional disasters, while also serving as a cornerstone for establishing a peaceful, harmonious Creative Cities network in Asia. At present, 102 local municipalities and 41 organizations are members (as of February 2018). Kobe City has demonstrated leadership as a secretary city since the founding of the CCNJ.

Kobe is a UNESCO-designated City of Design. In October 2018, Kobe will celebrate 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/>

Disseminating initiatives and information on "City of Design Kobe"

City of Design Kobe

