

## Generating Regional Value for the Global Era

~ “British Council: UK-East Asia Creative Cities Forum” to be held in Yokohama ~

YOKOHAMA – Wednesday, 18 July, 2007 -- The “British Council: UK-East Asia Creative Cities Forum” will be held this coming Wednesday, 25 July, and Thursday, 26 July in Yokohama. Organized by the British Council, UK’s international organization for educational opportunities and cultural relations, the gathering will feature participation by 11 countries and regions with a focus on Asia such as Japan, South Korea and Australia.

The “British Council: UK-East Asia Creative Cities Forum” is a conference conceived to explore the theme of the “Creative City”, namely, how to most fully generate new regional value in the global era based on art, culture, industry and other resources distinctive to specific regions. The Forum is scheduled to promote debate on art and cultural policies and other subjects from creative perspectives, as well as exchanges and interaction with local artists and creators. The forum will also host inspections of key bases for Yokohama City art and cultural activities,

The city of Yokohama has conducted original “Creative City” programs such as National Art Park Plan, and Subsidy program to attract artists, creators, video content producers and other businesses. The progressive characters of programs are also the reasons why Yokohama was chosen as the venue for the forum.

On Monday, 23 July, the city of Yokohama will officially establish the “Creative City Advancement Council of Yokohama City”, an organization envisioned to further promote approaches aimed at realizing creative cities. To commemorate this bold new undertaking, a forum will be held on that same day under the theme of “New Strategies for Creative City Yokohama.” In the forum, Hiroshi Nakada, the mayor of Yokohama, will make a speech on cultural policies of Yokohama. Also, as the keynote speaker at this event, Charles Landry, a key advocate of the “Creative City” concept and the leading authority on urban cultural strategy, will address the topic of “Creative Cities of the World and Yokohama.”

(Details are given on the following page)

## “British Council: UK-East Asia Creative Cities Forum”

\* Date

Wednesday 25 and Thursday, 26 July

\* Venue

Pacifico Yokohama

\* Participants

Delegates from the following 11 countries and regions: Japan, South Korea, Taiwan, Thailand, Singapore, the Philippines, Vietnam, Indonesia, New Zealand, Australia and Hong Kong. Also, delegates from U.K and arts managers from the British Council offices in the Asia region.

\* Journalists are welcome to the Forum. British Council personnel are available after 17:00 on Wednesday, 25 July.

## “New Strategies for Creative City Yokohama” Forum

\* Date

Monday, 23 July; Doors open 17:30, forum begins from 18:00.

\*Venue

Yokohama Red Brick Warehouse No. 1, 3<sup>rd</sup> Floor Hall

\* Applying to attend

Fill out the required items on the application form available on the Forum website, then e-mail or fax the completed form by Sunday, 22 July. The limit of participants is 200 people.

URL: <http://www.yaf.or.jp/creativecity/> E-mail: [creativecity07@yaf.or.jp](mailto:creativecity07@yaf.or.jp) Fax: 045-221-2067

\* Charles Landry

Charles Landry Founded the think tank COMEDIA in 1978. Mr. Landry has been involved in several hundred projects concerning culture, creativity, urban renewal, regional revitalization and other themes in 35 countries. His writings include *The Creative City: A Toolkit for Urban Innovators* (Landry, Charles. London, UK. Earthscan Publications. 2000)

**Inquiries:** Creative City Promotion Division Yumi Yamashita TEL: 045-671-4261

---

Please address any inquiries or feedback to this newsletter to the following persons:

>Yuiko Itoh/ Takashi Hoshino/ Masahiro Masuda

Media Liaison Subdivision, City of Yokohama TEL 045-671-3498

>Hidehiko Yamada/ Seiko Indo

Japan Public Relations Institute TEL 03-5368-0911 or [hidehiko.yamada@japan-pri.jp](mailto:hidehiko.yamada@japan-pri.jp)