

Yokohama City's Policy Regarding Culture, Art and Creative City Measures

City of Yokohama Culture and Tourism Bureau

December 2012



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(1) Purpose

The Citizen Culture Office was established as an official department in 1982, and it undertook tasks including initiation of various culture and art promotion policies and measures as well as setting up of cultural facilities. Furthermore, the Creative City of Culture and Art Promotion Headquarters was established in 2004 and, focusing on the city-center bayside district, engaged in creative city measures to revitalize Yokohama through utilization of creative power connected with local resources, culture and art, and other such elements.

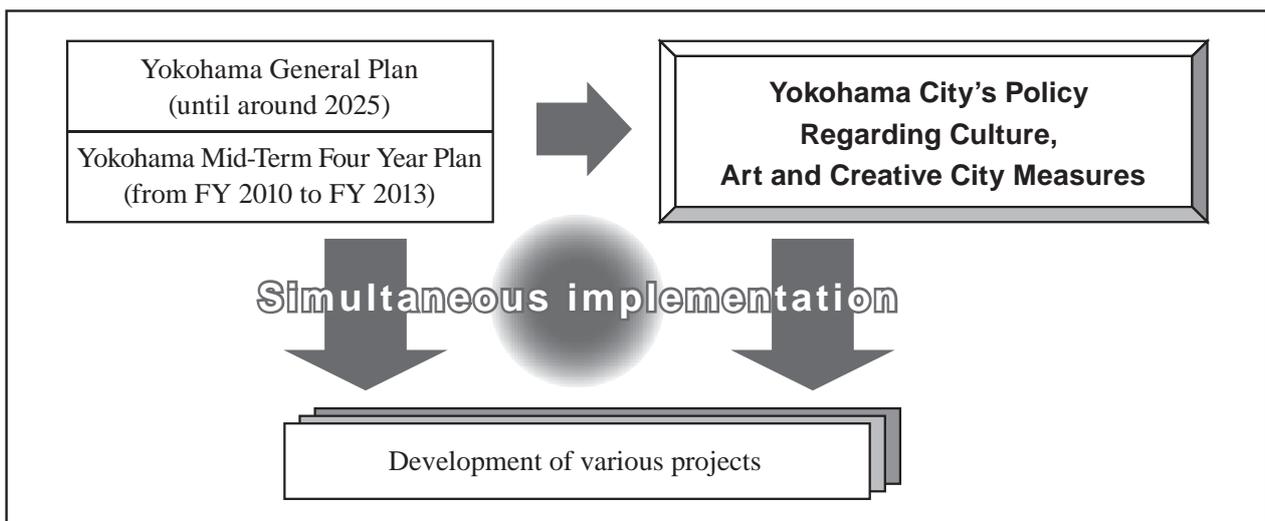
We then hammered out the “tourism and creative city strategy,” one of the midterm growth strategies set forth in the Yokohama City Mid-Term 4 Year Plan 2010-2013 (established in 2010). In addition to existing culture and art promotion and creative city achievements, we singled out “tourism, MICE*1 and creative city measures” as a new area of growth to focus our efforts on—this included easy access to Yokohama from both within Japan and from abroad, wide-ranging and appealing tourist attractions, experience in holding international conferences in Yokohama, and other areas utilizing the city’s strengths. To better pursue these goals, we consolidated the Creative City Promotion Department, the Culture Promotion Department and the Tourism and Convention Promotion Department into a newly created body known as the Culture and Tourism Bureau.

With the Culture and Tourism Bureau taking a leading role, we endeavored to deepen undertakings related to culture and art, creative city and urban planning measures, and tourism related to MICE while promoting the “tourism and creative city strategy” to strengthen ties between different fields. In order to further strengthen collaborations undertaken on a regular basis and increase the synergetic effects of these efforts, we have summarized here our policy toward future culture, art and creative city measures.

(2) Role

With the goal of achieving the vision of our city as laid out in the Yokohama General Plan and the Yokohama City Mid-Term 4 Year Plan 2010-2013, this document provides an outline of the approach toward development of policies related to culture, art and creative city measures, thus serving as a basis for the establishment of concrete implementation plans and project development efforts.

Although we have set a time period of 10 years, this period may be changed as necessary in response to social and economic conditions, changes to national government policy, establishment of a new Yokohama City midterm plan(s), and/or other such factors.



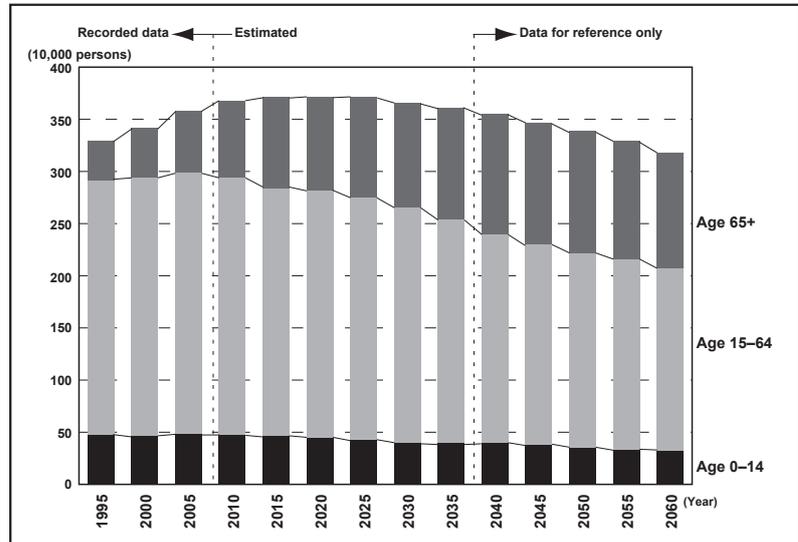
(3) Toward development of this policy

Through budget formulation, implementation management and other such operations, we implement the PDCA (plan-do-check-act) cycle and continually carry out improvements.

(1) Continuation of declining birthrate and aging population: the reality of population decline

According to estimates based on the results of the 2010 national census, Yokohama is expected to reach its peak population of approximately 3,736,000 in 2019. Both the working age population (age 15–64), which has already surpassed its peak population, and the youth population (age 0–14) will continue to decrease. In contrast, the elderly population (age 65+) will increase significantly, most likely achieving a peak population ratio of approximately 25.0% in 2019 and further rising to approximately 35.3% in 2060 (reference data).

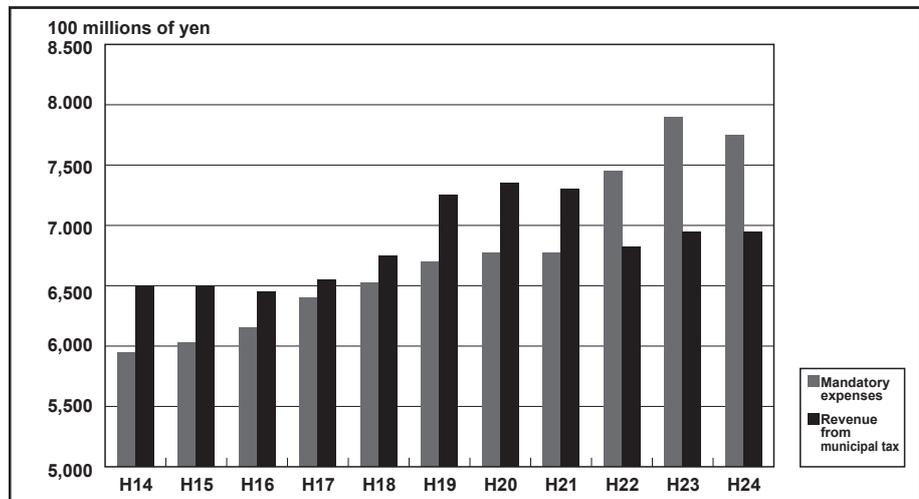
<Overall population and changes by age group>



Source: “Future Population Trends in Yokohama,” City of Yokohama Policy Bureau (December 2012)

(2) The severe midterm financial situation in Yokohama

Collection of municipal taxes is a central source of funding for the city, and mandatory expenses account for more than half of all expenditures. Comparison of monetary amounts for these two areas reveals current decline from a past peak in municipal tax collection alongside a trend of increasing mandatory expenses. This presents a severe financial



situation in which expenditures that must be paid are increasing every year while revenue fails to grow.

Source: City of Yokohama Finance Bureau, *Hama no Daidokoro Jijo Heisei 24-nendo* (May 2012)

(3) Rapid shift toward advanced information technology: the state of communication

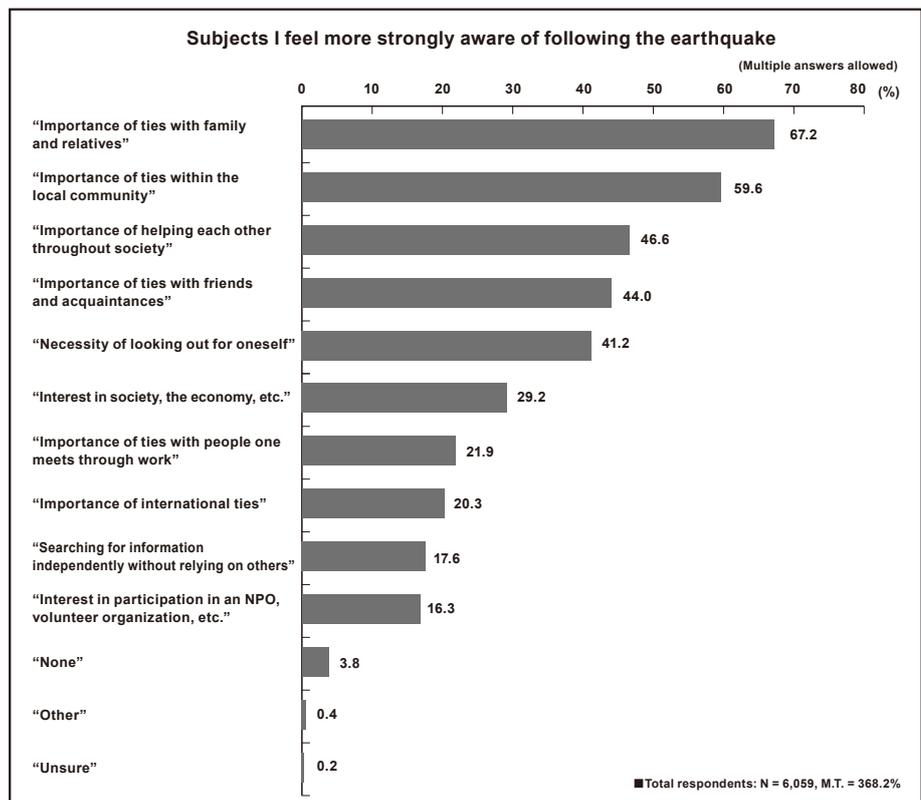
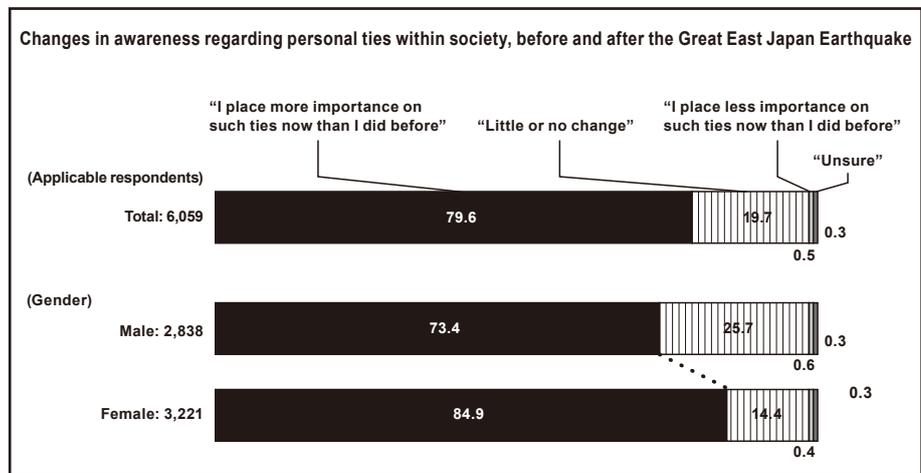
Since the 1990s, rapid progress and dissemination of information technology have resulted in greatly improved convenience for people in various fields thanks to stimulation of communication and exchange regardless of geographical location and other such barriers, ease in receipt and transmission of information, etc. However, some have noted that the fast-paced spread of SNS (social networking services) and similar innovations have had an effect on communication styles and other factors in interpersonal relationships.

(4) Rapid globalization: establishment of municipal identities

Although globalization has helped promote exchange in culture and art as well as other areas, rapid development in various countries—Asian countries in particular—has caused some concern about the possible decline of Japan’s position in the world relative to other nations. Cities do not strive for predominance based only on simple factors such as population size and economic scale, as they must consider how capable they are of generating creative value in order to contribute to the world community, whether or not they possess originality, and other such factors that are required of a city that generates dynamism and vitality. We must determine clearly what type value we can provide and how we can appeal to Yokohama residents, people living and working in Yokohama, and visitors from the outside.

(5) Community: transformation of ties among members of society

According to a national survey (Cabinet Office’s “Public Opinion Survey on Social Awareness,” January 2012), in the section on “personal ties within society” approximately 80% of respondents answered the question on present attitudes compared to attitudes before the 2011 Great East Japan Earthquake with the answer “I place more importance on such ties now than I did before.” Furthermore, more than half of respondents indicated “importance of ties with family and relatives” and “importance of ties within the local community” as subjects toward which they felt more strongly aware.



(1) The importance of this policy

<The benefits of culture and art>

In this document, the term “culture and art” does not refer to arts alone, but also encompasses traditional culture, lifestyle culture, and a wide array of other such elements.

Culture and art enrich people’s minds, cultivate creativity and refined sensitivity, and provide people with the energy to face each and every day. While stirring our emotions, putting us at ease, soothing and comforting us, and moving us emotionally, culture and art also stimulate us through surprises and discoveries, and act as the sources of creative endeavors. Culture and art can bring people together by encouraging shared thoughts and emotions that surpass barriers including time and national borders.

In recent years, connections that exist between culture/art and areas such as education, welfare, urban planning, tourism, MICE, and industry have drawn much attention for the array of ripple effects they bring about.

In addition, culture and art possess the intangible power to attract numerous visitors to a city and influence society as a whole, and thus are considered to be important elements that add new appeal to local resources.

In recent years especially, endeavors taking creativity as their focal points have come to the fore. In particular, undertakings relating to creative city projects originating in Europe have spread all across the globe.

<The importance of promoting culture, art and creative city measures>

Culture and art offer a number of different approaches toward issues faced in cities. The power of culture and art can be seen in their ability to overcome various societal attributes and cultivate empathy between people in order to forge interpersonal bonds. Development of culture and art activities within the local region creates various types of communities, nurtures a hometown feel and provides a place for local citizens to call their own.

Furthermore, excellent culture and art move people emotionally and provide the city with the appeal needed to attract many people from the outside. This leads to cultivation of municipal brand value as well as a strong international presence in the current era of globalization, making for a city that truly stands out. As a result, citizens will feel pride in their town, and many will wish to continue living there.

In addition, transmission of Yokohama’s superb culture and art—one of the city’s distinguishing characteristics—to the outside world can generate prosperity, help vitalize the economy and contribute in other such ways, improving citizens’ lifestyles as a result.

By undertaking various efforts that incorporate culture and art promotion as well as creativity, we believe we can create this type of beneficial cycle and bring about sustainable development of our city despite the population decline occurring throughout Japanese society.

<Making Yokohama into a cultural and artistic and creative city>

Staying a step ahead of other cities, Yokohama is leveraging its cultural and artistic creativity as part of culture, art and creative city measures that integrate intangible aspects such as culture-and-art promotion and economic promotion as well as concrete aspects such as urban planning.

Moving forward, Yokohama plans to focus its efforts throughout the entire city and not only in the city center as it strives to discover, accumulate and provide support for cultural capital (cultural facilities, culture-related groups, artists, history, nature, scenic spots, etc.) while considering development in fields including the environment and ICT. At the same time, we will utilize cultural and artistic creativity in numerous different areas to transmit uniquely-Yokohama culture and art to Japan and the world.

We will continue to carry out sustainable development of Yokohama as a city that its citizens can take pride in and one that will stand out both domestically and internationally. In order to further vitalize the city, we will undertake cooperative activities together with citizens, NPOs, artists and creators, organizations, and companies while making full use of the creativity inherent in culture and art to build a cultural and artistic creative city.

(2) Key points for deployment

We cooperate and work together with citizens, local communities, NPOs and other organizations, private enterprises, schools and others as a standard, focusing on the following three perspectives during deployment of measures and efforts.

I. Emphasis on unique aspects of Yokohama

- Yokohama is situated on the old, historic Tokaido Highway, and is blessed with deep-rooted history and culture. These aspects combined with suburban natural spots, port scenery and more make for a city with excellent resources throughout.
- Ever since the opening of its port, Yokohama has served as a window to the outside world as well as a place for various forms of exchange, cultivating new culture and transmitting it throughout Japan and abroad.
- We inherit and develop Yokohama's history and resources while delivering unique value to the rest of Japan and the world at large based on a wide assortment of resources in order to create uniquely-Yokohama characteristics and brand value that will be praised both domestically and internationally.

II. Community vitalization

- Provide culture and art that can be enjoyed by all citizens from children to the elderly, and invigorate local society through lively activities.
- Through development of cultural and artistic projects in the local community, we will rediscover local resources in order to create appeal and tackle local issues, leading to vitalization of the community.
- Revitalization of the community is needed in response to rapid aging of the population combined with a declining birthrate, the rapid shift toward utilization of advanced information technology, changes brought about by the Great East Japan Earthquake, and other such factors. We aim to achieve this by joining culture and art together with the local community.

III. Generation of prosperity and vitalization of the economy

- Excellent culture and art move people emotionally and give a city the appeal needed to attract large numbers of outsiders. The transmission of unique culture and art that are unique to Yokohama can help generate prosperity so that the city can become a center for MICE-related tourism.
- Cities filled with creative people give birth to vitality, encouraging the creation of new industries. By undertaking measures to build a cultural and artistic creative city, we can also vitalize the economy.
- The development of efficient and effective promotional campaigns can lead to further prosperity and economic vitalization.



*Kanagawa Hilltop View from
The Fifty-Three Stations of the Tokaido,*
a series of old Tokaido Highway scenes



“*Nihonga* Japanese-style Painting for Beginners”
program for citizens
Yokohama Civic Art Gallery Azamino



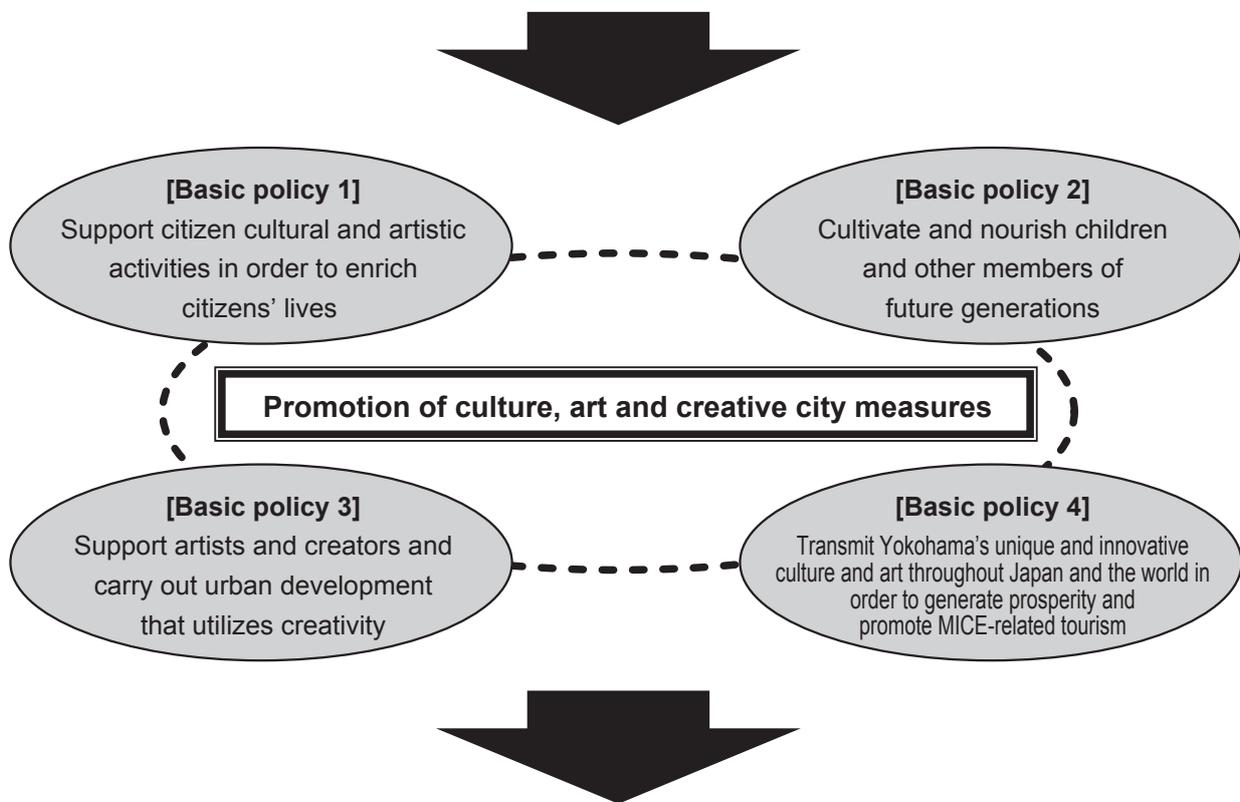
Public rehearsal for the “*Music Masters Course Japan 2012*”
international music seminar



Smart Illumination Yokohama 2012
Photograph by amano studio

Basic principles

- Each citizen is a wellspring of vitality and creativity. Therefore, we will strive to promote culture and art, which are tied to improvements in citizens' lives.
- By initiating various measures that take advantage of the creativity inherent in culture and art, we strive to vitalize the community and more as part of creative urban development efforts.
- We aim to create new prosperity and vitalize the economy through creative undertakings utilizing Yokohama's social resources, development of culture art that moves people emotionally, etc.



Achievement of a city that stands out = Yokohama

In consideration of the factors outlined in “the importance of Yokohama City’s promotion of culture, art and creative city measures” and “developmental perspectives” sections, we have established the above basic principles as well as four basic policies for the implementation of culture, art and creative city measures.

The four basic policies are not arranged in order of importance. Rather, each policy is an essential foundation for the development of measures, supporting the implementation of culture, art and creative city measures.

Basic policy 1 Support citizen cultural and artistic activities in order to enrich citizens' lives

Aside from individual citizens' appreciation of various forms of culture and art, each person can contribute to the advancement of culture and art in Yokohama by creating, experiencing, presenting/performing and otherwise participating enthusiastically in a wide range of cultural and artistic activities within the local community. Furthermore, through development of cultural and artistic projects in the local community, we can rediscover local resources, enhance local appeal and solve various local issues in order to invigorate the community.

We will continue with efforts to create an environment in which citizens can experience culture and art on a regular basis and actively undertake cultural and artistic activities that are rich with individuality.

(1) Enhancement of Yokohama's role as a center for cultural and artistic activities

- We will provide more opportunities for individual citizens to appreciate, create, experience and present/perform through cultural and artistic activities.
- Concerning Yokohama's role as a center for cultural and artistic activities, we will flexibly take consideration of factors such as scale and development methods, and enhance functions as necessary.

(2) Promotion of cultural and artistic activities in pursuit of community vitalization

- We will utilize the creativity inherent in culture and art to invigorate the community and provide support for solving of local problems in education, welfare, child rearing, the environment and other such fields.
- We will utilize various facilities and locales throughout the community to provide people with additional opportunities to become more familiar with nearby cultural and artistic activities.

(3) Support for cultural and artistic activities undertaken by citizens, NPOs and artists

- We will strive to strengthen the intermediate support functions*2 that provide support for citizens, NPOs and artists.
- We will promote networking among local art NPOs*3 and other such organizations.
- We will enhance various information communication functions related to local cultural and artistic activities.

Special Feature 1: Yokohama Artsite's local community development via culture and art

Yokohama Artsite provides support for art projects undertaken by citizens, NPOs and other such individuals and groups.

They have been involved in activities that communicate the appeal of forests, residential neighborhoods, historic remains, coastal areas and other locations, as well as activities that utilize the power of culture and art to vitalize the community through welfare facilities, hospitals, community spaces and more.

Yokohama Artsite publicly recruits and selects projects to receive support. In FY 2012, they worked with 17 projects in 12 different wards.

Example 1:

The Creation and Voice of the Woods (Midori Ward)

Held within the richly forested future site of Yokohama Animal Forest Park, this event involved an exhibition of artwork made using forest resources as well as workshops for children and adults utilizing materials from the forest.



Kazuo Ishikuro, To'ningen no Dance (Tower-Man of the Forest)
Artwork from The Creation and Voice of the Woods 2011

Example 2:

Sakae de Tsunagaru Art (Sakae Ward)

Parent-child workshops on plastic arts, dyeing using vegetable dyes and more; the "Art de Caf  " event, which provides opportunities to make new discoveries through art; and other such events are held at the Sakae Ward Community Care Plaza and other venues as part of the "Sakae de Tsunagaru Art" (forging bonds in Sakae Ward through art) project.



Sakae de Tsunagaru Art 2011

Basic policy 2 Cultivate and nourish children and other members of future generations

Children represent the future and dreams of society as a whole, and cultivation of rich sensitivity and creative power in children is critical for the future development of Yokohama. In order to inherit, develop and create a wide assortment of culture and art, we must cultivate and nourish talented new artists and other human resources to lead the future generations.

While making efforts to strengthen hands-on culture and art activities, we also strive to make Yokohama a city that offers talented new artists numerous chances to spread their wings and go out into the world.

(1) Create more culture and art experience activities for children

- We will create more opportunities for children to experience and appreciate excellent culture and art, interact with professional artists, and participate in other such activities as parts of school education and other areas of their lives in order to cultivate rich sensibility and excellent communication skills.
- We will increase and strengthen projects geared toward children at cultural facilities, at Vicinity of creation bases *4, etc.
- We will actively undertake projects for children during various art events, including Yokohama Triennale.

(2) Discovery of, cultivation of and support for promising new artists

- We will actively create presentation and performance opportunities for promising new artists at Vicinity of creation bases, specialized cultural facilities*5 and elsewhere.
- We will engage in efforts to help promising new artists make advancements in their work in Yokohama City.

(3) Cultivation of and support for human resources who contribute to culture and art

- Through collaboration with universities and other educational facilities, art NPOs, and other organizations, we will cultivate and provide support for people who engage in the creative activities that bring culture and art together with society.

Special Feature 2: Culture and art education programs

Various programs are in place, including those in which artists from a wide variety of fields encompassing music, art, theatre, dance, traditional performing arts and others visit schools directly so children can experience their cultural and artistic activities firsthand, as well as programs involving performances, acting, and culture and art appreciation.

Coordinating instructors and teachers adjust the contents of each program in advance and utilize the power of culture and art to cultivate rich sensitivity, creativity, communication skills, a mindset enabling recognition of various types of value systems, and other such traits in children.



Yokohama City Culture and Art
Education Platform school program



A 2011 Museum Concert held at
Yokohama's Sankeien Garden
Classic Yokohama Promotion Project

Special Feature 3: Classic Yokohama

A top-tier international music competition, Classic Yokohama was first held in 2007 and centers on the Student Music concours of Japan. Performance events are held for two months at music performance halls, local places of exchange, museums, welfare facilities and various other venues. Through provision of opportunities to view the performances of competitors and young performers, we aim to not only support the cultivation of performers of the next generation, but also to give locals the chance to experience music at nearby venues.

Basic policy 3 Support artists and creators and carry out urban development that utilizes creativity

Yokohama is the first city in Japan to undertake culture, art and creative city measures, known as the “Creative City Yokohama” approach. These efforts have resulted in high praise for Yokohama from within Japan and around the world as a whole, as well as continuing increases in numbers of artists, creators and other creative people in the city.

We will continue to gather even great numbers of creative human resources such as artists and creators while working together with companies and the local community, striving for further accumulation of creative industries*6 as part of creativity-focused urban development efforts.

(1) Promoting influx of artists and creators

- We will support production, presentation/performance, and sojourns (and residency) for artists and creators at Vicinity of creation bases while facilitating transformation of non-government buildings, warehouses and other structures into studios, artist workspaces, galleries and other necessary facilities, with the goal of increasing numbers of local artists and creators.
- We will collaborate with universities and other educational facilities to carry out cultivation of artists, creators and other creative human resources while implementing continual activities within the city.
- We will hold the Yokohama Triennale as a leading project for Creative City Yokohama, working together with Yokohama art NPOs and other organizations to communicate the city’s appealing aspects.
- By utilizing local resources unique to Yokohama, including historic buildings and warehouses, as venues for creative activities, we will increase the city’s brand strength.

(2) Network-building in connection with creative industries

- While building networks among fellow artists and creators, we will also promote collaborative efforts with companies, organizations, entrepreneurs and others, creating new value and business opportunities that will lead to greater numbers of creative industries.
- We will promote cooperative efforts by nearby shopping arcades, urban development groups and others with artists and creators to achieve urban development that utilizes creativity.

(3) Strengthening of artist and creator support functions

- With efforts centering on the Yokohama Creativecity Center*7, we will collaborate with entrepreneurs and various companies and organizations that support creative industries in order to strengthen Arts Commission*8 functions that support artists and creators.
- We will strategically utilize various forms of media to effectively transmit information within Yokohama and beyond regarding Creative City Yokohama measures.



YIN Xiuzhen <<One Sentence>> 2011
Courtesy ALEXANDER OCHS GALLERIES BERLIN | BEIJING
Photo by KIOKU Keizo
Photo courtesy of Organizing Committee for Yokohama Triennale

Special Feature 4: Yokohama Triennale

Held once every three years, the Yokohama Triennale is the leading international modern art exhibition in Japan. The entire town comes alive with creative activity through cooperative efforts with local citizens and communities, and the latest modern art trends from around the world are put on display.

As is fitting for Yokohama, the city that originally opened Japan’s port to the world, art is the medium that spreads this event throughout the city and connects Yokohama with the world, contributing to local urban development while promoting culture, art and creative city measures domestically and internationally.

Special Feature 5: KANNAIGAI OPEN!

During this event, artists’ and creators’ workplaces in Yokohama’s Kannai and Kangai districts are opened to the public for a limited time as a way of introducing local citizens to the activities of these creative individuals. A wide range of fields is covered, including design, fashion, architecture and fine arts, and buildings used include former warehouses, banks, offices and more that have each been uniquely renovated for use as offices, artist workspaces and other such purposes. More guests attend each time KANNAIGAI OPEN! is held, giving people the chance to experience the creative powers of these artists and creators at nearby locations.



KANNAIGAI OPEN!

Basic policy 4

Transmit Yokohama's unique and innovative culture and art throughout Japan and the world in order to generate prosperity and promote MICE-related tourism

Excellent culture and art not only move people emotionally, they make citizens proud of their city and provide the city with the appeal needed to attract many people from the outside.

By transmitting innovative culture unique to Yokohama throughout Japan and the world while targeting Asia for promotion of international exchange in culture and art, we aim to make Yokohama an international cultural and artistic hub where artists from Asia in particular will come together.

(1) Art festivals and other such events to transmit the appeal of Yokohama's culture and art throughout Japan and the world

- Based on the concept of communicating Yokohama's appealing aspects within Japan and around the world via widespread citizen participation, cultivation of members of future generations, and world-class culture and art, as well as the concepts of generation of prosperity and revitalization of the economy, we will continually host highly original art festivals with Yokohama City serving as the stage.
- Targeting Asia in promotional efforts, development of projects, and similar efforts, we strive to act as the cultural hub*9 of Asia.

(2) Promotion of international exchange in culture and art

- We will strengthen Yokohama's global presence through exchanges with other creative cities in Japan and abroad.
- By hosting resident artists at various key points throughout the city, we will create more opportunities for exchange with people involved in the arts from around the world.

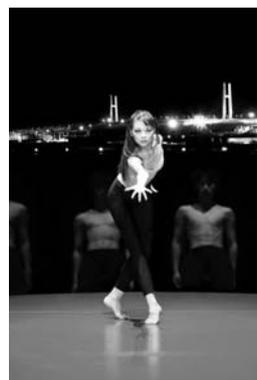
(3) Enhancing the communication capabilities of specialized cultural facilities

- In order to draw attention within Japan and from abroad at the Yokohama Museum of Art, YOKOHAMA MINATO MIRAI HALL and other specialized cultural facilities, we will hold high-quality exhibitions and performances and communicate relevant information domestically and internationally.
- While making efforts to exhibit the full potential of cultural facilities, we will undertake planned measures to help maintain, preserve and renew the functionalities of such facilities to enable long-term utilization.

Special Feature 6: Dance Dance Dance @ YOKOHAMA 2012

In an effort to establish prosperity and vitalize the economy via culture and art, in 2012 we held the "Dance Dance Dance @ YOKOHAMA 2012" dance festival.

From July 20 to October 6, outdoor ballet performances utilizing the sea as a backdrop as well as performances by artists, workshops to education future generations, citizen recitals, programs carried out in cooperation with tourist and commercial facilities, and other events were held throughout Yokohama City. In total, 181 programs were held in a wide range of dance genres, including ballet, hula, social, contemporary, and traditional Japanese bon dance. Approximately 1.25 million visitors attended, energizing the entire city through dance.



©The Tokyo Ballet
Kiyonori Hasegawa,
Yokohama Arts
Festival Executive
Committee

Special Feature 7: Artist-in-residence

Centered on Vicinity of creation bases (Yokohama Creativity Center, BankART Studio NYK, KOGANECHO AREA MANAGEMENT CENTER, ZOU-NO-HANA TERRACE, Steep Slope Studio), exchanges are carried out with overseas art hubs, and support is provided for creation activities by artists and creators who are active in fine arts and performing arts through extended-stay exchange programs.

Participating artists and creators draw inspiration in various forms for their creative endeavors from the areas in which they stay, and local presentations and performances of their work as well as community involvement with creation processes provides opportunities for people to come into contact with creative activities.



ACY Residence Sun Xun, 014

■*1 MICE

An acronym for “meetings” (corporate meetings, etc.), “incentive travel” (compensation travel and study tours by companies, etc.), “conventions” (general assemblies, research counsels and other such events hosted by international organizations and groups, academic societies, etc.), and “events” (general events, exhibitions and trade fairs).

■*2 intermediate support functions

Functions in support of various types of activities positioned between citizens (citizen groups) and public administration. Specific support measures include promotion of mutual collaboration and information exchange between organizations as well as provision of information, skills and know-how for citizen groups; policy recommendations for government administrative bodies; and other measures.

■*3 art NPOs

Non-profit organizations (NPOs) that carry out various types of art-related projects. Activities vary by organization, encompassing implementation of cultural projects, operation of facilities, research studies related to art and culture, communication of information, and so forth.

■*4 Vicinity of creation bases

In Yokohama, Vicinity of creation are places where artists and other creative individuals produce work, present/perform and reside. More specifically, “Vicinity of creation bases” refers to facilities in the area centering on the Kannai and Kangai districts where many artists and creators are located. It is in these Vicinity of creation that BankART Studio NYK and similar organizations make use of historical buildings, warehouses and other structures, which serve as bases for communication related to creative activities—hence the term “Vicinity of creation bases.”

■*5 specialized cultural facilities

In this document, “specialized cultural facilities” refers to five facilities with highly specialized functions and advanced information communication capabilities that provide opportunities for creation and appreciation of cultural and artistic works: Yokohama Museum of Art, Yokohama Minato Mirai Hall, Yokohama Noh Theater, Yokohama Nigiwai-za and Yokohama Red Brick Warehouse No. 1.

■*6 creative industries

Refers to industries connected to manufacturing and distribution of products and provision of services protected by intellectual property rights in the fields of art, movies, video games, accessory design, advertising, and others. In particular, this document utilizes the term mainly in reference to highly creative, lifestyle-related industries whose creative added value makes them stand out in the market, centering primarily on the fields of architectural design, general design, etc.

■*7 Yokohama Creativity Center

This facility works together with various organizations, groups, hubs and so forth that provide the driving force behind promotion of creative city measures; promotes networking with those responsible for creation work; and supports their activities. The Center’s symbol is the historic Former Daiichi Bank Yokohama Branch building, which is utilized as a Vicinity of creation bases.

■*8 Arts Commission

Fulfills an intermediate support function for artists, creators, NPOs, citizens, companies and others that engage in creative activities in Yokohama. The Commission serves as a one-stop consultation center providing consultation, support, information and more for artists, creators and others, while also providing assistance for the opening of new offices, for pioneering art-related endeavors, etc.

■*9 cultural hub

In this document, “cultural hub” refers figuratively to “hub” in the sense of a line concentrator device located at the central point of a network, serving as a networking component. In order to fully draw out the latent cultural strengths present in each region, an art-and-culture-related network must be created for these regions. The “cultural hub” is at the core of this network, serving in a central role.

Reference 2

Overview of comments from the public

1. Overview

We collected comments from members of the public (call for citizen public opinions) regarding the draft released on September 27.

(1) Implementation period October 1 (Mon.) to November 19 (Mon.)

(2) Contents Free expression of opinions regarding the draft

(3) Publicizing method [1] Notification via the October issue of Koho Yokohama

[2] Notification via the City of Yokohama website

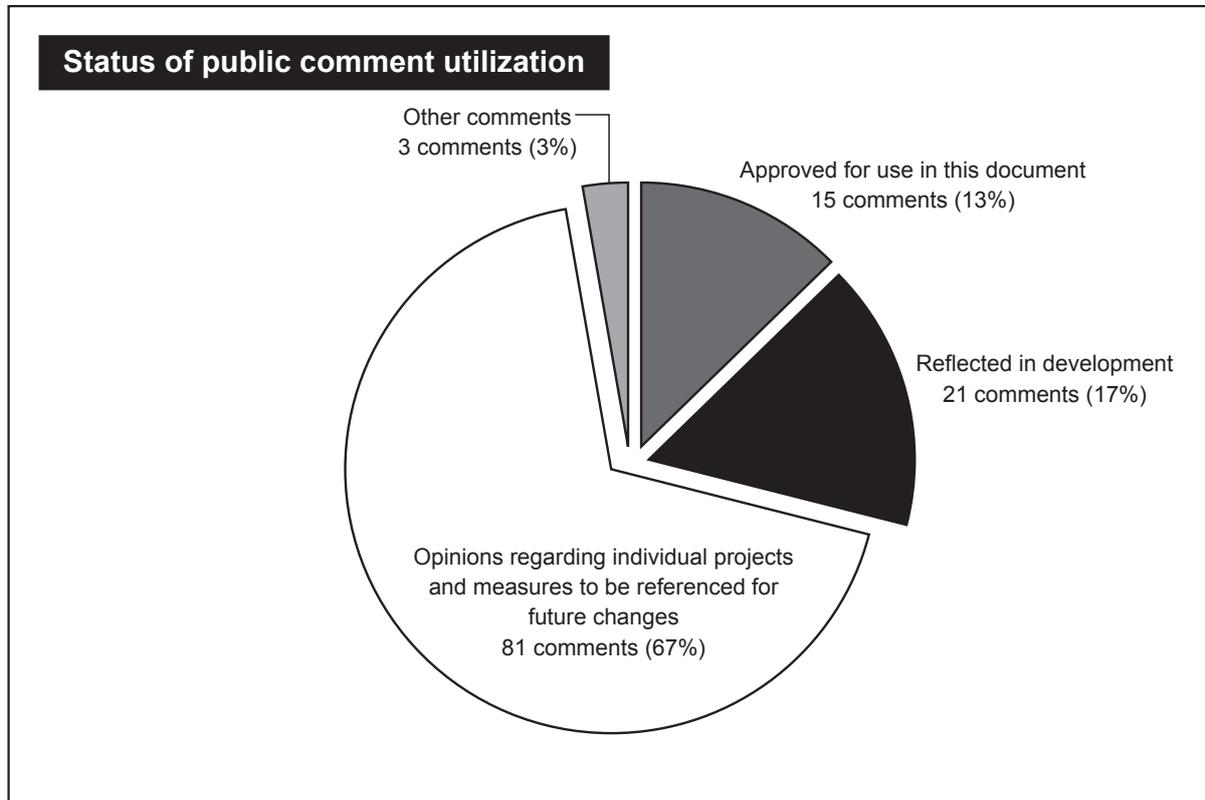
[3] Distribution of draft leaflets

Locations: City Hall Citizens Information Center (Yokohama City Hall), city ward offices, public halls, libraries, district centers, cultural facilities within the city, etc.

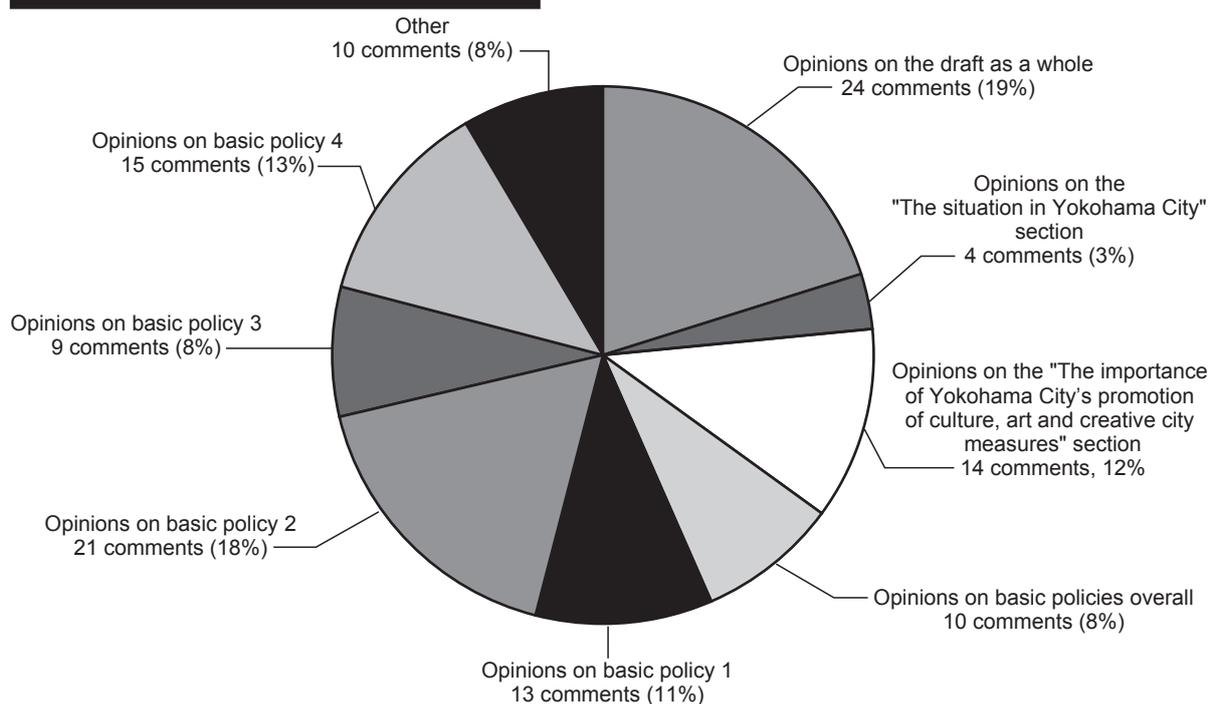
2. Results

We received 120 comments from 58 members of the public focused mainly on the basic policies, and reflected the opinions expressed in 21 of those comments (17%) in the original draft. Comments included “enhancing hands-on cultural and artistic activities for children” and “strengthening information communication,” among others.

We will also utilize other opinions received as references in future projects and efforts.



Breakdown of comments received



Of all comments received, 68 comments (57%) were about the basic policies that form the foundation for development of measures, with the greatest number of these comments (21 comments, 18% of the total) focusing on basic policy 2, “cultivate and nourish children and other members of future generations.”

■ Breakdown of comments (top 10 most common)

Enhancement of cultural and artistic base functions	15 comments	13%
Full utilization of elements unique to Yokohama	9 comments	7%
Enhancing hands-on cultural and artistic activities for children	8 comments	7%
Utilizing current local human resources and cultivating human resources	7 comments	6%
Support for and strengthening of local cultural activities	6 comments	5%
Strengthening of information communication	4 comments	3%
Strengthening Yokohama Triennale	4 comments	3%
Cultivating and supporting young artists	4 comments	3%
Promotion of urban development and provision of municipal infrastructure	3 comments	3%
NPO support	2 comments	2%

*Public opinions received and responses are available on the City of Yokohama website.

URL: <http://www.city.yokohama.lg.jp/bunka/outline/kangaekata/>

Reference 3

The importance of culture and art promotion in basic national policies

- [1] Cultivates rich human nature and as well as creative power and sensitivity, helping people to lead more genuinely “human” lives
- [2] Creates greater interpersonal communication through understanding of the thoughts and feelings of others, promotes mutual understanding between people, and in other ways forms the foundation for a society in which people can live together
- [3] Generates new demand, high added value and so forth to achieve high-quality economic activity
- [4] In our remarkable modern society, which is marked by the development of science and technology as well as information-related technology, it contributes to real growth for humankind based on values founded on respect for other human beings
- [5] Culture and art help preserve cultural diversity, which acts as the cornerstone for world peace:
 - Culture and art are vital for achieving fulfilling lifestyles that enrich us and enable us to feel at ease
 - They serve as social assets that cultivate values such as pride and identity among individuals and members of the community
 - They serve as a source of creative economic activity while providing an intangible type of power that draws people in through appeal and influences society as a whole
 - They provide the foundation for facilitation of continual economic development and international cooperation while boosting the vitality of the city
 - Although awareness has risen in recent years regarding ties between culture/art and areas such as education, welfare, urban planning, tourism and industry, there is demand for development that brings about ripple effects in related areas
 - In particular, efforts relating to creative city projects originating in Europe have spread all across the globe, and measures and undertakings in Japan are increasing in number
 - In consideration of Japan’s need to increase employment and revitalize communities and regions to achieve growth in culture and art as a new field, as well as the need to enhance Japan’s cultural presence on a global scale (particularly in East Asia), we must create and strategically deploy measures that utilize our country’s strengths

(Source: *Basic Policy on the Promotion of Culture and the Arts (3rd Basic Policy)*, abbreviated excerpt from the Feb. 8, 2011 cabinet decision)

“The urban image of Yokohama” (looking toward 2025), Yokohama General Plan (Long Term Vision) A city offering a new Yokohama-lifestyle based on people power and creativity

▼ The 5 supporting pillars of Yokohama’s urban image

[1] A crossroads for the world’s wisdom

We will promote the interaction of people from around the world to create new culture, new art, and pioneering technology. The city of Yokohama aims to be a source of world knowledge and wisdom by promoting our unique brand of urban creativity.

[2] A source of dynamism for pioneering new endeavors

With the creative power unleashed by concentrating high technologies and people combined with new employment opportunities, we aim to be a dynamic city allowing both people and business to flourish.

[3] A comfortable city supporting a variety of work and life styles

Yokohama aspires to be a place where people can live comfortable and healthy lives by encouraging citizens to take initiative in improving their communities according to the local character of the natural environment and neighborhood.

[4] An environmentally-friendly city made by local wisdom

The city of Yokohama strives to become an “environmental port,” demonstrating to the world beyond a city with a healthy circulation of economic and natural activity: A city where people and nature coexist, and where drawing together people, technology and information related to the environment gives rise to new forms of environmental technologies and services.

[5] A safe and secure city offering peace of mind

By aggregating the individual wisdoms and pursuits of each city member, Yokohama aims to put in place the social mechanisms to create a safety net allowing us to lead abundant lives.

(Source: abbreviated excerpt from *Yokohama General Plan (Long Term Vision)*, established June 23, 2006)

