

# Kanazawa City

Pursuit of Innovation in Tradition:  
Promotion of the City of Crafts Kanazawa, UNESCO Creative Cities Network



## Situation



Kanazawa is blessed with an abundant natural environment and a beautiful historic cityscape that remains to this day. With a wide variety of traditional crafts that live and breathe as part of the daily life of its citizens, Kanazawa is without rival, even in Japan, as a city of handicraft. After UNESCO set up the Creative Cities Network in 2004, the city applied for registration as a member of this network in 2008 based on its experience of developing the link between its original culture and industry, aiming to conserve its cultural diversity and contribute to international cooperation, and was designated as a City of Crafts in 2009.

## Action



### 1. Linking culture with business

- Seminars for branding and the expansion of sales channels held by the Kanazawa Craftwork Business Creation Agency
- Dining Gallery Ginza no Kanazawa established to promote Kanazawa's local crafts in Tokyo metropolitan area.

### 2. Cultivation of human resources for cultural development

- Dispatch of young craftsmen to UNESCO Creative Cities overseas
- Offering traditional industry trainee scholarships for technical trainees to encourage young professionals with the aim of acquiring more sophisticated craft-related technical skills
- Kanazawa Children's Workshop for the purpose of finding and training future artisans, etc.

### 3. Attracting international attention

- Support for promoting Kanazawa's own tourism program in which tourists can visit traditional craft workshops, experience traditional craftwork, and visit the city's main tourist and heritage sites
- Triennale of KOGEI in Kanazawa
- Crossing Art Residency aiming for cross-creative field collaboration, etc.

## Impact

- Hosted the annual meeting of the UNESCO Creative Cities Network in Kanazawa.
- The City of Kanazawa has a higher profile. This can be seen from the significant increase in overseas visitors etc.
- In view of the 2020 Tokyo Olympics and Paralympics, the city aims to establish its presence as a global City of Culture by becoming a hub for cultural interaction.