



COOL JAPAN 海外戦略事業 2011 年度
「ライフスタイルのブランド化によるクールジャパン」

MAPIC2011 (フランス・カンヌ) 出展報告

2011.12.
持続可能なまちづくりプロジェクトチーム



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MAPIC Stand No. 14.26 Level 01

Crafting a Lifestyle

THE GALLERY SHOP Hand-Made Crafts and New Ways of Life

In Japan, new "ways of life" have been born through well-designed hand-made crafts. "Rebuilding" after the natural devastation is redefining "ways of life". It is none other than searching for a new set of values. That's because our lives are always within the embrace of the natural world.

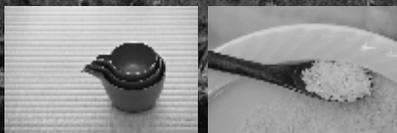
Welcome to the Booth 14.26 level 01 at MAPIC 2011.

We present hand-crafted objects to propose a lifestyle that defines new "ways of life", and a new set of values through the "rebuilding" process. These objects will bring happiness to you when used in your everyday life.

- Beautiful lacquerware.
- Forged-iron kettles.
- Hand-woven luncheon mats.
- Handicap-friendly vessels.
- Bags using recycled fishermen's banners

* note: lacquerware does not use any heat source during the production.

In the birthplaces of these crafts, peace-loving people live surrounded by beautiful landscape, blessed with a blissful lifestyle. The lifestyle of this region is what Japan presents to the world as a proud Japan-Lifestyle. Please come to our booth where you can get a glimpse of it.



1. MAPIC2001 出展

今回は、復興をめざして、被災地から
新しい「暮らし方」を提案します

持続可能なまちづくりプロジェクトは、①コンパクト・シティの実現、②地域のライフスタイルのブランド化という二本の柱で、日本の地方を、都市と農村が相互に助け合う田園都市を再構築し、世界がうらやむような、魅力溢れる、豊かで清潔で住みやすい成熟社会のモデルにつくりあげていこうというプロジェクトです。各地で取り組みが進んでいますが、今回は、経済産業省クール・ジャパン海外戦略室の支援を得て、復興に焦点をあて、「復興は暮らし方の創造から」をテーマに、フランス・カンヌで行なわれる国際見本市「MAPIC2011」に、「優れた工芸品や特産品によって生まれる新しい『暮らし方』」を出展しました。

目的

- 1) 日本のライフスタイルを世界に訴求、産業として育成
- 2) ライフスタイルのブランド化とまちづくりの連携

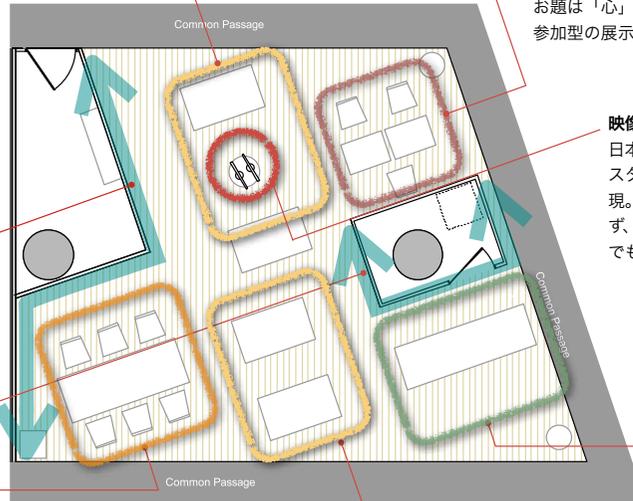
* プレスリリースのリクエスト数：160件（2011.12.8.時点）

2. 展示企画

MAPIC 2011 ライフスタイルの ブランド化 ブース

フォト・ギャラリー
手仕事から新幹線まで、美しい自然から被災の様子まで、そして前向きにがんばる人びとの面だましい、被災地の「暮らし方」の今を、迫力ある写真が捉えます。

ライフスタイル展示
ハイセンスなライフスタイルを実践するある家族の食卓を再現します。商談の場所を兼ねます。



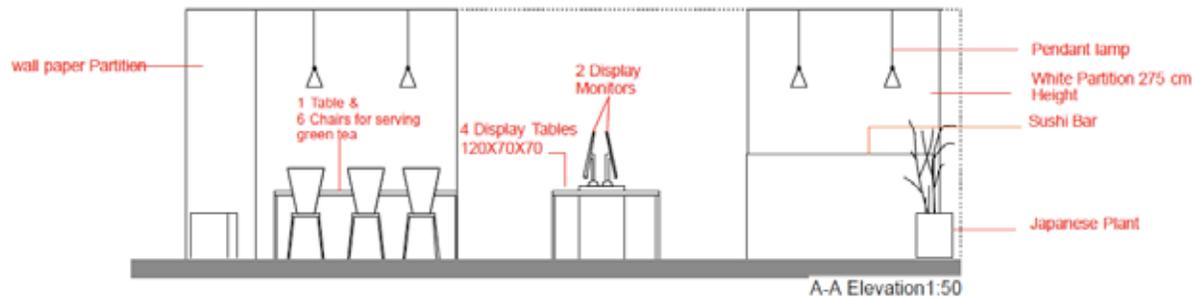
手仕事作品展示B
新しい「暮らし方」を創造する工芸品・特産品の数々。ライフスタイルという付加価値をつけて展示

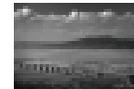
ワークショップ
大船渡の硯を使って書道を体験していただきます。お手本を見ながら、お題は「心」。ほかにも参加型の展示を企画

映像展示
日本のクールなライフスタイルを映像で表現。モニターは壁にかけず、じっくり覗き込んでもらいます。

手仕事作品展示A
新しい「暮らし方」を創造する工芸品・特産品の数々。ライフスタイルという付加価値をつけて展示

野菜すし
日本の食の代表・すしをまったく新しいスタイルで、すばらしい手仕事の器とともに提供。ヘルシーでおいしい日本のライフスタイルを印象深くアピールします。





『人生の目的とは何か』

この言葉は、1930年に「文化への不満」の中で、フロイトが提起したテーマです。フロイトは「人生の目的としての幸福」というふうに進めました。東日本大震災を経験した私たちも今、改めてこの問いに向き合わなければならないのかもしれないかもしれません。

The question of the purpose of human life

私たちの国日本では、人の手仕事による優れた工芸品によって、新しい『暮らし方』が生まれてきました。自然の災厄からの「復興」とは、改めて『暮らし方』を創造すること。それは、新しい生き方を見つけることに他なりません。何故なら、私たちの暮らしはいつも自然と共にあるものだから。

それが、『2011年の日本からの問いかけ』です。

La question du but de la vie humaine

人类生活的目的这个问题
人生の目的とは何か

3. 展示の様子



Crafting a Lifestyle

THE GALLERY SHOP Hand-Made Crafts and New Ways of Life

At 11:30am on Saturday in September.

After enjoying shopping in the morning, Cathey chose "心 KORORO" in Rue Saint Honoreas a meeting place to see her friend Monica.

She loves fresh air and healthy "BENTO" (a lunchbox) from the shops she ordered one and a colorful world appears when she open the cap.

"Sashimi" "Tempura" "Sushi"... Cathey and her friend enjoyed talking with simply cooked dishes.

For dessert, she always orders a beautiful Japanese sweet with green tea.

A Scarlet-tinged leaves shaped sweet that reminds Japanese autumn scene is served on a Urushi plate.

Her friend Monica selected a simple aduki parfait with powdered green tea.

The tea is served in a big cup like a Cafe au lait bowl.

She feels the mystical east through the sweets balanced with bitterness of the tea

She is satisfied with the healthy food and the comfortable space, and before leaving the shops she bought an iron kettle designed by a young artist for her mum's birthday present

"She always looks pleased with the simple beautiful Washi wrapping, she leaves the shop thinking "next time I will come back to "心 KORORO" with mum "

Comfortable spaces that embrace nature with the fresh air and green birds.
自然・木・空・鳥 気持ちのいい空間

ここに来れば、いろいろな幸せに出会えます
shop in and feel the great joy

4. ギャラリーショップ

海外展開するアンテナショップのモデルとして。
ライフスタイルのブランド化を表現するコンセプト
ショップ。

The Shop Concept

The shop has different zones (main section, a table section, craft shop etc).
Visiting inside the shop, visitors can experience the different Japanese local lifestyle through its locally made products.

For example, In addition to the traditional meals and beverages in the main shop, one can see original lunch made with local food in the cafe and enjoy the taste of the special vegetable sushi arranged by a Japanese sushi Chef. And also visitors can see some good clock made from unique local items in the table's section. The shop is original interior design and furniture are made with the collaboration of Japanese regional artists, craftsmen and designers.

In addition, a courtyard in front of the shop with many trees, flowers and even tea table will serve customers; a comfortable environment with seasonal items.

店舗のコンセプト&イメージ

Book 1001 Local

Craft Catalog Iwate

Crafting a Lifestyle

THE GALLERY SHOP
Yama-Make (YAMA) WAS BEEN MADE OF LIFE



In Japan, new "ways of life" have been born through well-designed hand-made goods. "Yama-Make" offers a new way of life. The name "Yama" is derived from the Japanese word for "mountain". The name "Make" is derived from the Japanese word for "to make". The name "Yama-Make" is derived from the Japanese word for "mountain-made". The name "Yama-Make" is derived from the Japanese word for "mountain-made".

Yama-Make (YAMA) WAS BEEN MADE OF LIFE. The name "Yama" is derived from the Japanese word for "mountain". The name "Make" is derived from the Japanese word for "to make". The name "Yama-Make" is derived from the Japanese word for "mountain-made".

Jing (Tea Ceremony)

Tea is an art form in eating made from the purified tea of the archaic tea (Japanese tea). The tea ceremony has been used throughout Japan since the ancient times. It has been used for daily occasions, especially religious, as well as aristocratic art crafts, holidays, and other religious purposes. In the past, tea was known for its medicinal properties. However, today, 99% of the tea used in Japan is imported, from produce 75% of the tea from domestic tea. There are two main tea ceremonies: *Chawan* (tea bowl), both of which were originated in traditional tea bowls in 1700. The *Chawan* (tea bowl) is named after *Jing* (tea) in the western corner of tea ceremony. This tea is known for its high quality ceramic. In fact, prior to World War II it was the most influential artist produce supplying 60 percent of all the tea in Japan. In the most of the tea ceremony in Japan the tea is produced by importing cheaper tea from other countries. However, there are still people harvest tea and produce tea in Japan.



A tea bowl (Tea bowl)
Price: 1000 Yen
Material: Ceramic
Size: 100mm x 100mm
Weight: 100g



Jing (Tea) Tea Bowl
Price: 1000 Yen
Size: 100mm
Material: Ceramic



Tea (Tea) Bowl
Price: 1000 Yen
Material: Ceramic
Size: 100mm x 100mm
Weight: 100g

Narita Tokki (Japanese Cast Iron Ware)

Narita cast ironware is produced both in Narita City and Maizumi, Oita City in Japan. In 1917, it was designated as a national craftwork. "Narita" refers to the Narita clan, who built Narita Castle about 400 years ago. The Narita clan made numerous efforts towards the cultural development of their land, bringing various items to and promoting the tea ceremony. As a result, the production of cast ironware for the tea ceremony began to develop in the area, with all the necessary materials readily available locally. The cast ironware was originally developed about 500 years ago. By the Edo period, it was developed in the Narita District. In the Edo, there remains the largest producer of cast ironware in Japan.



Narita Cast Iron Teapot
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Frying Pan
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Bowl
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Cup
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Teapot
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Frying Pan
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Bowl
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Cup
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Teapot
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Frying Pan
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Bowl
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g



Narita Cast Iron Cup
Price: 1000 Yen
Material: Cast Iron
Size: 100mm x 100mm
Weight: 100g

Tanagi Ceramic Ware

Although the Japanese ceramics were influenced by Chinese and Korean wares, Japan succeeded in developing its own ceramic signature such as the *Tea Bowl* and *Kiln*. In fact, *Tanagi* (Tanagi) Ceramics is well produced through production history as following.

The ceramics shown here were made by *Kanagata Densetsu* / the representative of *Tanagi Fukuichi Shokki Tenryo* (Historical Design Tableware). After training as an artisan of ceramic ware in Tokyo city, *Kanagata Densetsu* has opened his own craft shop and started to create his original works by designed this unusual design. Addressing hoping that the handcrafted and people who need space to enjoy their usual using surface addresses.



Tanagi Ceramic Plate
Price: 1000 Yen



Tanagi Ceramic Cup
Price: 1000 Yen



Tanagi Ceramic Plate
Price: 1000 Yen

Florescent

Florescent includes the dyeing, spinning, and weaving of the wool. Florescent fibers were introduced into made in the mid-19th century by an English missionary. Today, many brands about 80% of all the fluorescent products made in Japan feature simple and yet charming fluorescent products have gained international recognition.

The fluorescent shown here is made by *Tanagi Fukuichi Shokki Tenryo* Workshop. Mr. Ito, a trained order, the highly skilled craftsman Mr. *Tanagi* (Tanagi) has been studying of the *Tanagi Royal Polyester*. Along with mastering Mr. *Tanagi* designs, also integrated local natural elements and colors by using local natural dyeing colors.



Florescent Textile
Price: 1000 Yen



Florescent Textile
Price: 1000 Yen

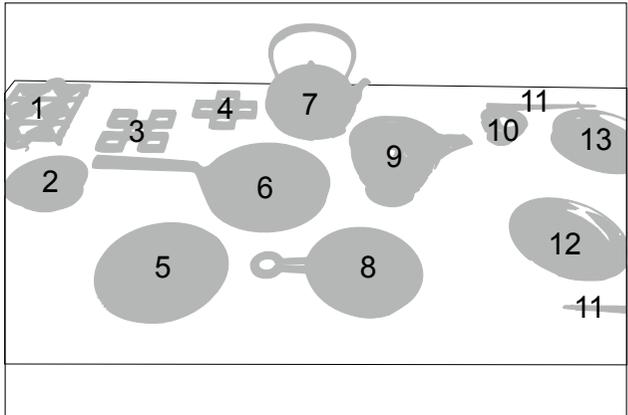
Iwate Prefecture



ライフスタイルのブランド化商品
展示例

* 商品リスト

1. 南部鉄器 / なべ敷き
2. 南部鉄器 / トレイ (線)
3. 南部鉄器 / 鍋敷き / 格子 / 小
4. 南部鉄器 / 鍋敷き / 格子 / 中
5. 南部鉄器 / コンボート (ボウル)
6. 南部鉄器 / オイルパン
7. 南部鉄瓶 / 新珠 / 肌
8. 南部鉄器 / イグ鍋
9. 浄法寺漆器 / 片口 5 寸、3.5 寸 朱
10. 浄法寺漆器 / 盃 溜
11. 浄法寺漆器 / 竹箸 溜
12. 浄法寺漆器 / 六寸 平皿 朱
13. 浄法寺漆器 / 六寸 平皿 溜



Clothes and Fabrics

made by fishermen's big-catch banner

These clothes and fabrics are made from materials that were originally used as banners for the fishing boats. The fishermen's big-catch banner of Ishinomaki represents Ishinomaki City as a port town. Ishinomaki City has been largely damaged by Tohoku Great Earthquake in March 2011. This project and goods are the symbols of Ishinomaki reviving efforts.

Cap from banner - Isami (left)
 Fragment made use of the central portion of the banner to give you will have its own unique pattern.



Shirt from banner - Isami (left)
 The shirt is made by center which made it suitable for beach clothes.



Bag from banner - Isami (left)
 Bag is made of banner of a banner, which is only one and one and it is a piece.



Rebirth From Life-Style Creations/ Cool Japan

The fishermen's big-catch banner of Ishinomaki City is the fish banner, the yearning and the safety prayer of the fisherman from many people are involved in. In the first selling season, fireworks are held for the boats with their large banners. Many families and friends gather to say goodbye. After the evening ends and while singing the traditional fish songs, the fishermen greet the crabs and prepare to sail and finally say goodbye with colorful ribbons made of paper attached to the boats.

While boats are calling away, people pray for their safety, good living, and for the happiness of the long separation. Feeling thoroughly such occasions that take place in these port cities, the heart and mind become eager to come back. Now, with the harbor being destroyed by the tsunami, such a marvelous scene has vanished. We are trying hard to bring it back once again.

Mariko Komatsu's Interview



Reconstruction with community developer

The community based company founded by the residents will reconstruct the city center with other concerned parties and with people who lost their homes in the suburban areas and areas close to the seashore by tsunami. They are going to make the town center a more beautiful, more energetic and a safer space to live, work, and spend free time in. To use the spaces in City center more efficient, smart shrink strategy will be adopted. Therefore the center can regain its role as an accumulation of shops and houses. The reconstruction cost of such plan will be much cheaper compared to constructing large scale embankment to protect areas at risk from other tsunami and natural disasters.



The reconstruction in ISHINOMAKI

Book 1, 2nd Level 01

Crafting a Lifestyle

THE GALLERY SHOP
 Hand-Made Crafts and New Ways of Life



石巻における復興まちづくりと、産業振興による持続可能なまちづくりのコンセプトパンフレット。大漁旗をリメイクした製品を1例として展示。

5. 海外出店候補施設

MAPIC 会場にて、約 150 名の海外事業者からアプローチがあり、その中から出展候補施設を検討した。

フランス、イタリアなど文化水準が高い国や地域から出店誘致

日本の洗練されたクラフトが新鮮

中国、インドなどからは、時刻の民芸をブラッシュアップして世界に展開したい。

コラボレーションの希望があった。

また、会期後にはパリにて、ヒアリングと出展候補地の視察を行った。

□ 11 月 21 日 14:15~16:00

STONE MARKET 社

(53 rue de Paris 92100 Boulogne-Billancourt)

paris の不動産業者。

パリ出店について、情報収集、出店場所及び形態の相談。

□ 11 月 21 日 17:30~18:30

Paris Docks en Seine

= Cite de la Mode et du Design

(34 quai d'Austerlitz 75013 Paris)

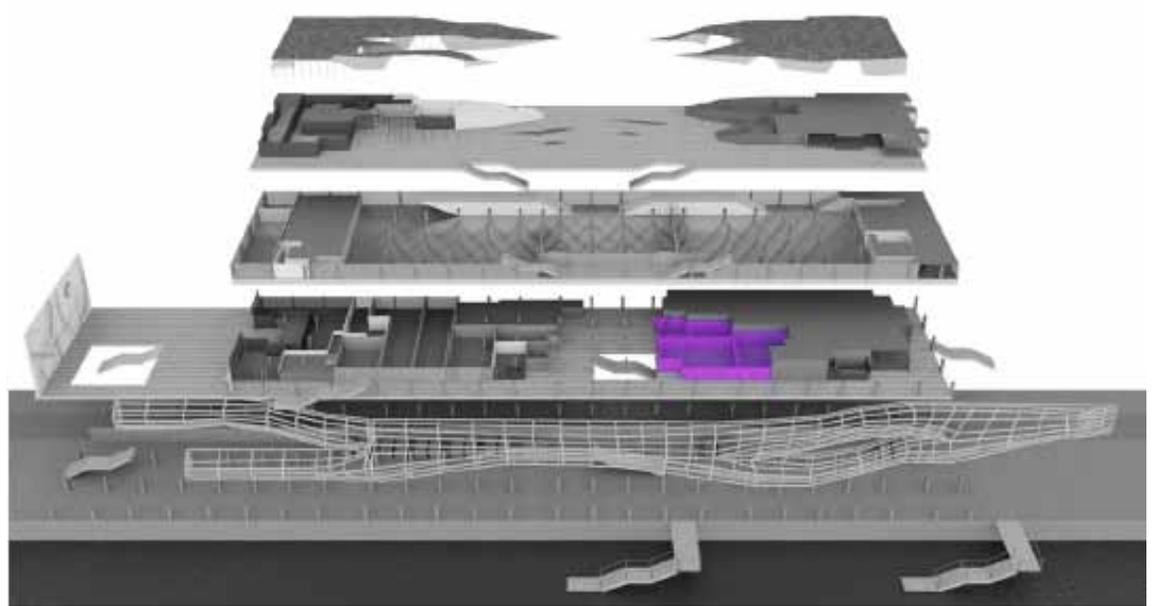
Philippe Vincent (Clipperton Developpment .co)



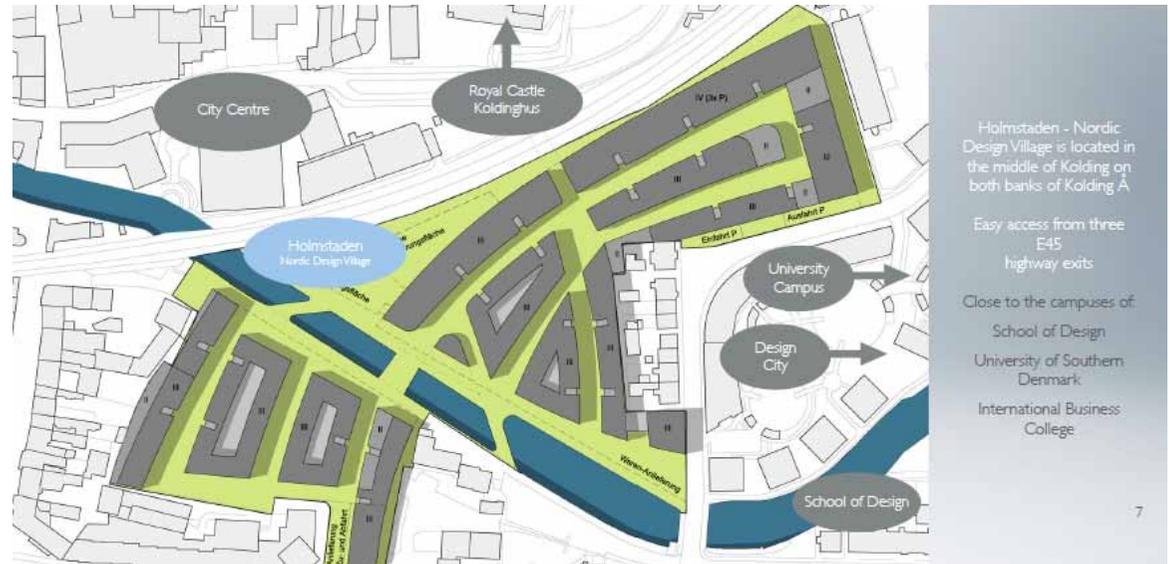
MAPICでのコンタクト

会社名	所在			施設名称	出展エリア	業態
1 Holmstaden	Kolding,DK	デンマークのティベロッパー	コリング中心市街地の低層再開発。場所確保の準備あり。	Nordic Design Village KOLDING	Kolding Denmark	低層複合開発
2 Greig & Stephenson	London,UK	UKの建築、商業コンサル	香港郊外のマーケット。当プロジェクトを紹介してくれる。	Tai Yuen Market, Tai Po,Hong Kong	Hong Kong	マーケット
3 Clipperton	Paris,France	パリ不動産業。複合ビルの管理	セーヌ河岸のリノベーションプロジェクト	Cite de la Mode et du Design	Paris	複合ビル
4 Consolo Produzioni	Milano,it	ミラノのデザイン博、商業コンサル	Milanoのテンボラリショップ。		ミラノ	テンボラリショップ
5 Tront-Kiev	Ukraine	カザフスタンのショッピングモール	出店の可能性も。		カザフスタン	ショッピングモール
6 MAB Development	Hague,NL	オランダの大手ティベ	アムステルダム駅の再開発に来て欲しい	oosterdoks-eiland	アムステルダム	複合施設
7 VIRTUOUS Retail	New Delhi	インド投資会社の不動産事業子会社	インドのSC。共同で業態開発も検討。親会社：XANDER GROUP			
8 Olivier Bourdain	Paris,France	パリの不動産業者	11/21訪問。短期賃貸借契約も取り扱い		Paris	通り沿いテナント

Cite de la Mode et du design	
国/都市	Paris , France
延床面積	14,400 m ²
階数	4 (-1,セーヌ河岸、GF、1F、RF)
用途別面積	
物販	1,500 m ²
飲食	1,230 m ²
ギャラリー	5,000 m ²
コミュニティ	その他 (フランスモード学校)
オフィス	100 m ²
住宅	
賃貸予定面積	180 m ²
来館者予測 (年間)	週末6,000人、150イベント→350
売上予測 (年間)	
Tenants	IFM, Galliera Museum (confirmed) Silvera (design store), Baron (Club and Restaurant), Moon Roof (Bar and Restaurant) Social Club/Silencio (Bar and Re
施設所有者	Caisse Des Depots et Consignat
施設運営者	SCI Docks en Seine
Note	Opening in April 2012



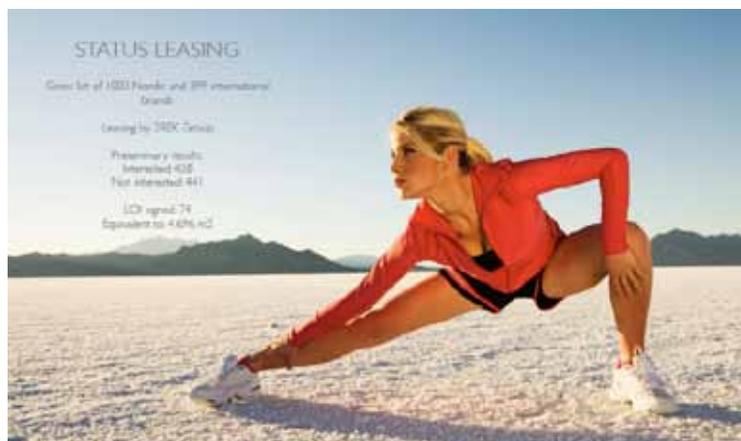
NORDIC DESIGN VILLAGE	
国/都市	Kolding, Denmark
延床面積	17,000 m ²
階数	3~4
用途別面積	
物販	17,000 m ²
飲食	3,000 m ²
ギャラリー	
コミュニティ	(ホテル) 5,000 m ²
オフィス	
住宅	30,000 m ²
賃貸予定面積	170 m ²
来館者予測 (年間)	3600000
売上予測 (年間)	126,000,000 €
	35.00 euros / customer
Tenants	100 shops
	Royal Copenhagen
	a food court incl. SUSHI Bar
	70 shops are in closing
施設所有者	Nordic Design Village ApS, after
施設運営者	Nordic Design Village ApS, wher



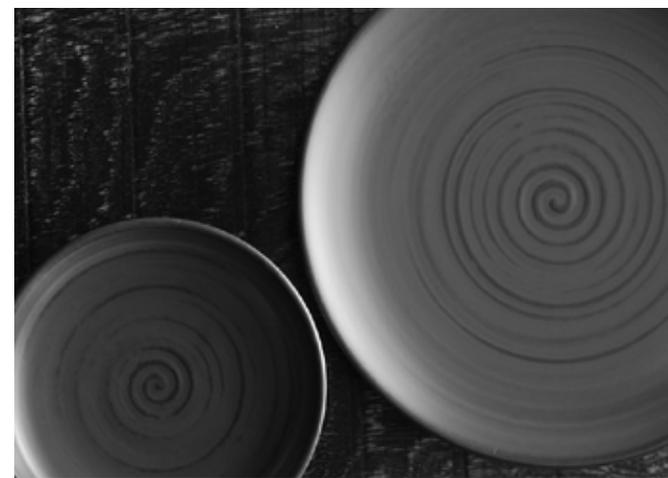
Holmstaden - Nordic Design Village is located in the middle of Kolding on both banks of Kolding Å

Easy access from three E45 highway exits

Close to the campuses of School of Design, University of Southern Denmark, International Business College.



6. 岩手の民芸と石巻クール



6. 岩手の民芸と石巻クール



6. 岩手の民芸と石巻クール



7. ホームページ

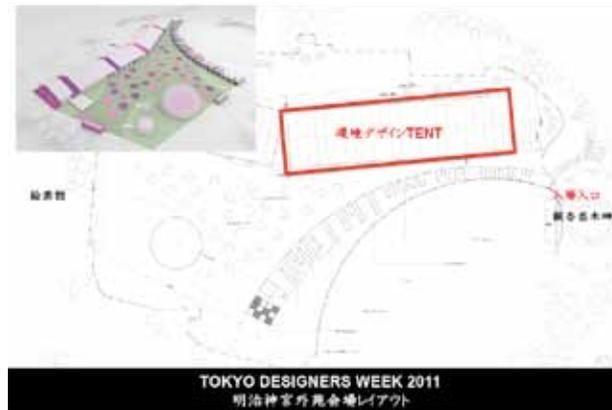


TOKYO DESIGNERS WEEK 2011

クールジャパン

石巻の大漁旗のリユースによる復興の取り組みを
プレゼンテーション

復興は 暮らし方の創造から クール・ジャパン



「持続可能なまちづくりプロジェクトチーム」は、「復興は暮らし方の創造から」をテーマに、フランス・カンヌで行なわれる国際見本市「MAPIC2011」に、優れた工芸品や特産品によって生まれる新しい『暮らし方』を出展します。デファクト・スタンダード化した「西洋のライフスタイル」へのオルタナティブとして「日本のライフスタイル」を世界に訴求し、生活産業の発展による復興への展望を開きます。

ここでは、その中から、宮城県石巻市の、津波を生き延びた伝統的な町家での生活と、大漁旗の製作者と古くなった大漁旗のリユースを進めるお二人を紹介します。

The project team presents the concept of `Rebirth From Lifestyle Creation` where creative ways of living are reborn through the integration of the excellent traditional Japanese Crafts. The two craftsmen introduced here turned an old fishermen's big-catch flag into new modern items.



Cool Japan at CANNES

被災地の工芸品、世界にPR

仏カンヌの見本市に出品



東日本大震災の被災地・岩手県や宮城県の工芸品が、地元のリフスタイルを紹介する映像とともに、16日に仏カンヌで始まる見本市に出品される。世界各地から集まる約8千人の買い付け業者に、両県の文化に根ざした工芸品の魅力をアピールする。

被災地の伝統産業や文化を

守るため、海外に販路を広げるのが狙い。生活の中に溶け込む工芸品の使われ方を紹介した写真や映像も展示する。阿県の自治体や企業、東大まちづくり大学院などが共同で取り組む。

展示は南部鉄器や漆器を中心に約50点。大漁旗に使われる宮城県石巻市の「筒描き手染め」の場合、三陸に暮らす漁師の安全と豊漁の祈りを込めた染織品と分かるように紹介する。

展示の演出をした映画プロデューサー山本徹二さんは「工芸品によって、暮らし方がいへられてきた。物だけでなく『物語』を訴えたい」と話している。（高津祐典）

大漁旗（写真下）と同じ「筒描き手染め」で作った帽子

November 18, 2011 0 comments

Taking a stand

The Top 3 stands at MAPIC 2011

By Joanne

Like 0 | 0 | Share



Inspired by the glittering MAPIC Awards evening, I've decided to create my own little prize-giving ceremony right here on the blog. Of course, the winners receive nothing more than the satisfaction of knowing they caught my eye, but I'm sure they'll appreciate it just as much as a gold statuette or a fat cheque...

1st prize: Cool Japan

In March this year, Machizukuri picked up a MIPIM award in the sustainable urban development category. Hours later, Japan was rocked by a tsunami that wrought unimaginable devastation. Now, eight months later, the country is slowly rebuilding and finding its feet again. Out of the wreckage of the natural disaster, Japan is emerging stronger and wiser. I spoke to Watanabe Mitsuko of the Sustainable Urban Redevelopment Project Team about the ideas behind the stand.

The stand represents a project, supported by the Japanese government, to rebuild and redefine new ways of life. It is built on a new set of values that take into account the hard-earned knowledge that our lives are always entwined with the natural world. On stand 14.26, a presentation of art, tableware, furnishings and sushi preparation celebrates traditional Japanese culture from the areas worst hit by the tsunami. The stand is simple and minimalist – one of the least elaborate at MAPIC this year – but the beauty of the concept and the resilience and courage of the Japanese people that the whole project demonstrates make it a touching and memorable one.

2nd prize: Frey

Frey gets my vote for being as close to a gentlemen's club as I'll ever get. I loved the striped wallpaper, deep leather armchairs and the stacks of books under the bar counter. The ornate gilt frames on the walls displayed screens showing the company's projects – the only nod to the 21st century on a booth that had something of the 1930s about it.




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Cool Japan at CANNES

Booth 14.26 Level 01

Crafting a Lifestyle

THE GALLERY SHOP

Hand-Made Crafts and New Ways of Life



In Japan, new "ways of life" have been born through well-designed hand-made crafts. "Rebuilding" after the natural devastation is redefining "ways of life" and a new set of values through the "rebuilding" process. It is none other than searching for a new set of values. That's because our lives are always within the embrace of the natural world.

Welcome to the Booth Level 01/4.26 at MAFIC 2011!
We present hand-crafted objects to propose a lifestyle that defines new "ways of life". These objects will bring happiness to you when used in your everyday life.

- Beautiful lacquerware • Forged-iron zetties
- Handwoven luncheon mats • Handage-friendly vessels
- Bags using recycled fisherman's banners

*Note: no heat source is used during lacquerware production.

<http://www.machizukuriproject.jp/>

©Yusaku Abe

Crafting a Lifestyle

THE GALLERY SHOP

Hand-Made Crafts and New Ways of Life



"Thank you for making our Japanese Gallery such a great success!"

This year in MAFIC, we successfully presented our image of Japanese Gallery Shop we look forward to rolling out in different cities around the globe. The shop represents our vision of a new "ways of life" through well-designed hand-made Japanese crafts. Many Participants enjoyed our vegetable Sushi, wrote their favorite words in Japanese calligraphy, and appreciated the high

quality hand made-crafts from Iwate Prefecture and the recycled items of the fisherman's banner from Ishinomaki City. We have received many offers for shop's locations and we are still looking for more. If you are an investor, a real estate manager, or a developer who have interest in our project and believe there is a strong market for Japanese products in your city please send us your project leasing profile which includes a full description of the project (such as location, area, number of floors, list

of shops & services existing or to be, annual foot traffic if available, rental rates, ...etc) with your suggested location for the Japanese shop in your project or building.

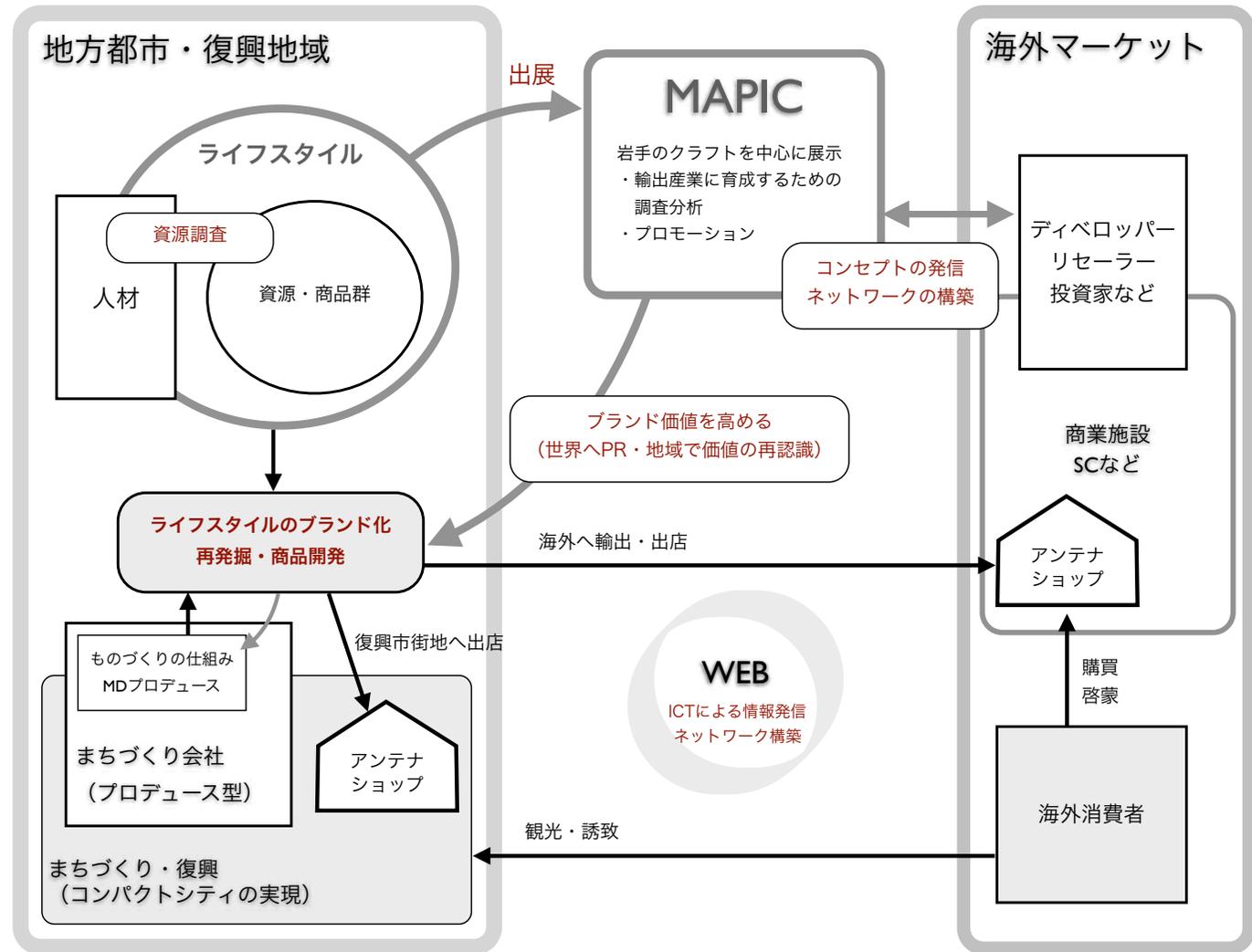
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プロジェクトの全体像と今後の展開

プロジェクトについて、本事業の位置づけ



持続可能なまちづくりプロジェクト

わが国の人口は2004年をピークに減少に転じ、2050年に9515万人（高齢化率39.6%）、2100年に4771万人（同40.6%）になると推計されています（中位推計）。こうした中で、①コミュニティを支えてきた各種基盤の弱体化し、②都市を中心としてスプロール化した地域全体の衰退し、③農林水産業を含む地域の産業の停滞が進んでいます。

地域を活性化するための「地域開発」は、これまでも熱心に取り組まれてきました。しかし、これまでの地域の振興や再生のシナリオは、「近代化理論（外発的発展）の図式」の発想で、外部でのお手本をもって発展の道筋を決め、発展の方向を定めていく方法が主でした。しかし、このように外の価値観に依存することは、地域の内発的・自律的に生きつづける生命力を衰弱させてしまいました。

これに代わる、その文化に深く根ざした、まちづくりが必要です。地域の自律的・持続可能なまちづくりの仕組みを再構築することが重要です。

一方、市街地や集落の物理的な縮退（シュリンク）が不可避となったことは、20世紀の乱雑な都市化を払拭し、美しい田園や町並みとそこで営まれる豊かな生活を回復するチャンスです。日本が追求すべきは、お金さえあれば誰でもつくれる大規模都市開発で世界と競争することではなく、地域の唯一無二の資源を再発見・再評価し、磨きあげていく「スマー

ト・シュリンク」を実現すること、都市と農村が相互に助け合う田園都市を再構築することのほうです。そして、世界がうらやむような、魅力溢れる、豊かで清潔で住みやすい成熟社会のモデルをつくりあげたい。

問題は、その方法です。私たちは、①コンパクト・シティの実現、②地域のライフスタイルのブランド化という二本の柱を建て、以下を実践すべく、持続可能なまちづくりプロジェクトをたちあげました。

地域w根ざしたライフスタイルに根ざして、生活文化産業を創造する。

生活文化産業をコンパクト・シティに集約化する。

コンパクト・シティにおいて、エリアマネジメントを行い、魅力的なまちを創造する。

生活文化産業を、国際戦略として、輸出産業に育てる。

生活文化産業の素材は、都市をとりまく農山漁村であり。生活文化産業の成長は、これら地域の成長であり、ここで新たな都市と農村の関係が構築される。

以上の戦略は、今年度制定された総合特区法を活用して、5都市（高松市、坂出市、長浜市、沼津市、浜田市）が連携をして、申請した「ライフスタイルのブランド化、クリエイティブ特区」に示されたものです。これは、これからの地域の

あり方の切り札であり、これら5都市だけでなく、意欲のある都市が広く取り組むべき課題にほかなりません。そのような地域からの取り組みが成就して、はじめて「クールジャパン」「観光立国」が成立し、日本全体の再生があるのだと考えます。