

2023.2.10
Bangkok Design Week



The Forest of Design

To let Asahikawa People Happy

February, 10, 2023

Advisor, Asahikawa Creative City Promotion Council
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Roy Hamada's Profile

- Name: Dr. Ryoju Hamada
- Born: 1972 September 30
- Major: Business Simulation Gaming, Intellectual Property law, Privacy, Entrepreneurship Education
- History:
 - 1995.3 B. Law at Tohoku University
 - 1997.3 M.I.S. at Graduate School of Information Sciences(GSIS), Tohoku University
 - 2001.3 Ph. D. at GSIS
 - 2003.4 Senior Assistant Professor at GSIS
 - 2010.2 Visiting Scholar, Tepper Business School, Carnegie Mellon University
 - 2010.8 Visiting Professor, Sirindhorn International Institute of Technology (SIIT), Thammasat University, Thailand**
 - 2014.5 Associate Professor at GSIS
 - 2014.7-2019.7 Associate Professor at School of Management Technology, SIIT, TU**
 - 2016.3 Visiting Professor at EPITECH, Paris, France
 - 2016.4 Project Professor at Nagoya Institute of Technology, JAPAN
 - 2019.8 Professor, Japan National Institute of Technology, Asahikawa College
 - 2020.4 Adviser, Asahikawa Focal Point

BASE Manufacture Game (2008)



- The most famous invention, Best Recommendation
- Process:
 1. Buy Materials
 2. Make Products
 3. Sale in market by bidding
 4. Complete P/L, B/S



Learners can understand fundamental idea of manufacturing business horizontally.

Ex. Basic accounting, sustainability, risk management, competition, pricing, breakeven

Increasing impact of Software.

YOSHISHI.

Change of lifestyle. K.

2003
J PDA
2005 Apr. 1
PDA

oogle

Agree

L
f.m

RA

Disclaimer!

Please use this software by own ~~your~~ risk.

Responsibility

VS

Rule of law.

Never

OR

defined in
each country.

Provider of Program
Professional

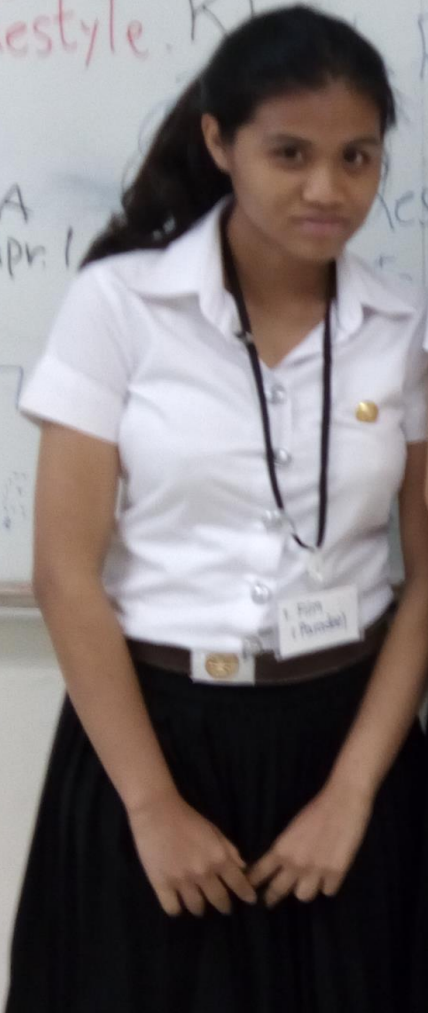
Users
Profes.

Agree
order
Investigate
Suggest
ISP
Recovery

Privacy Committee
Claim

Consumers

Fundamental right
of human





Greetings to Bangkok, from Asahikawa, Hokkaido, Japan (北海道旭川市)



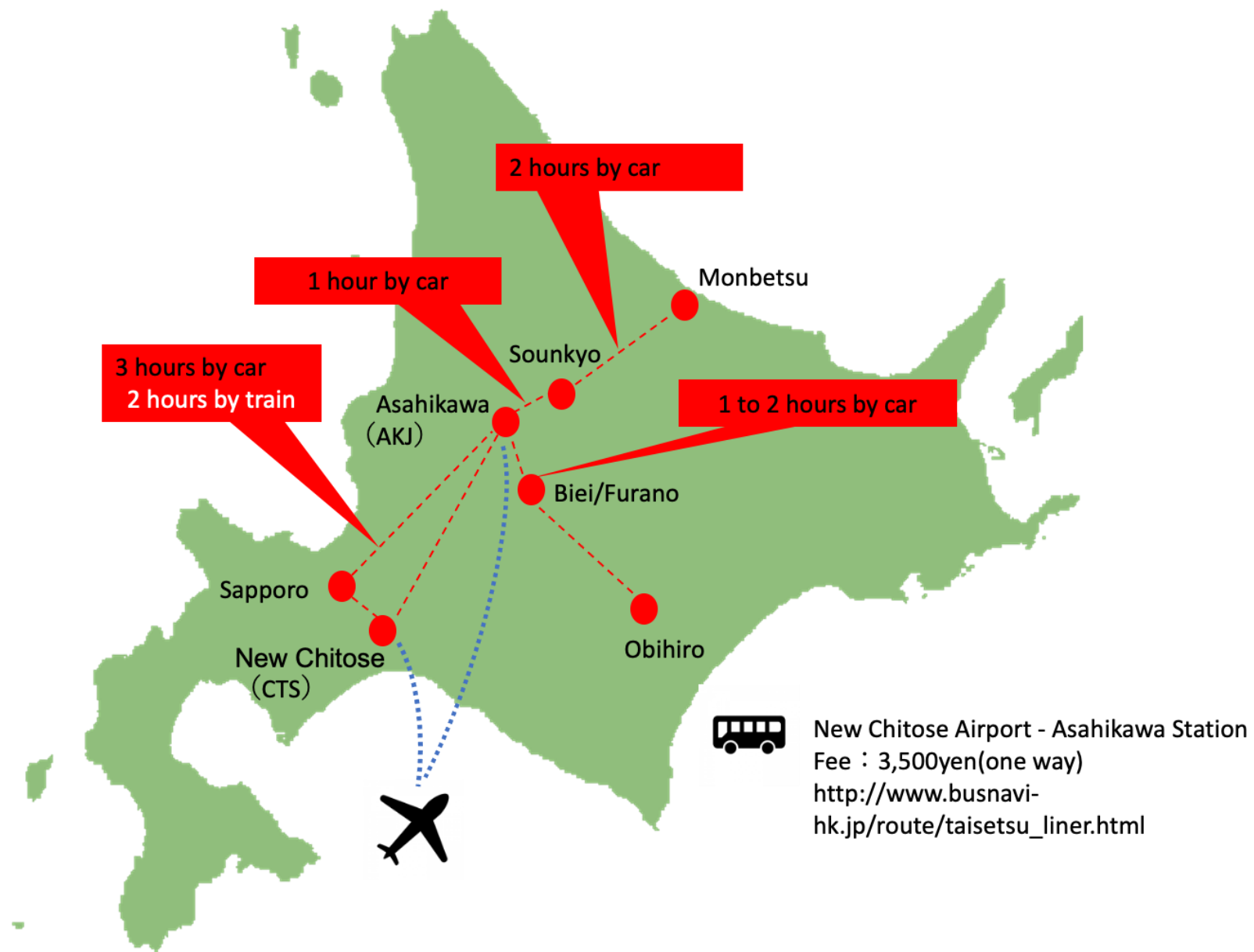
Joined UCCN(Design)
In 2019

Population: 325,000



Flying Milage
CTS-BKK 3152 miles
5072km
6-7hours

Access



We besides the Big Rivers together under the great Basin

Mt. Daisetsuzan (2069m)

Biei River

Chubetsu River

Ishikari River





This is one of the major winter events in Hokkaido that has been held since 1960. The venue is lined with snow statues made by citizens who volunteer to create them, including one of the world's largest snow statues (the main snow statue is 140 meters wide by 20 meters high).

Treasure of Nature



Mayor Imazu Visits Bangkok Governor (2022.11)



Asahikawa's Anniversary Rush in 2022

2019 Asahikawa, City of Design Approval

2002 The First Building in Central Asahikawa
Renewal Plan

1972 Asahikawa City Center Shopping Street

1922 Establishment of Asahikawa City

3Y

20Y

50Y

100Y

The Forest of Design

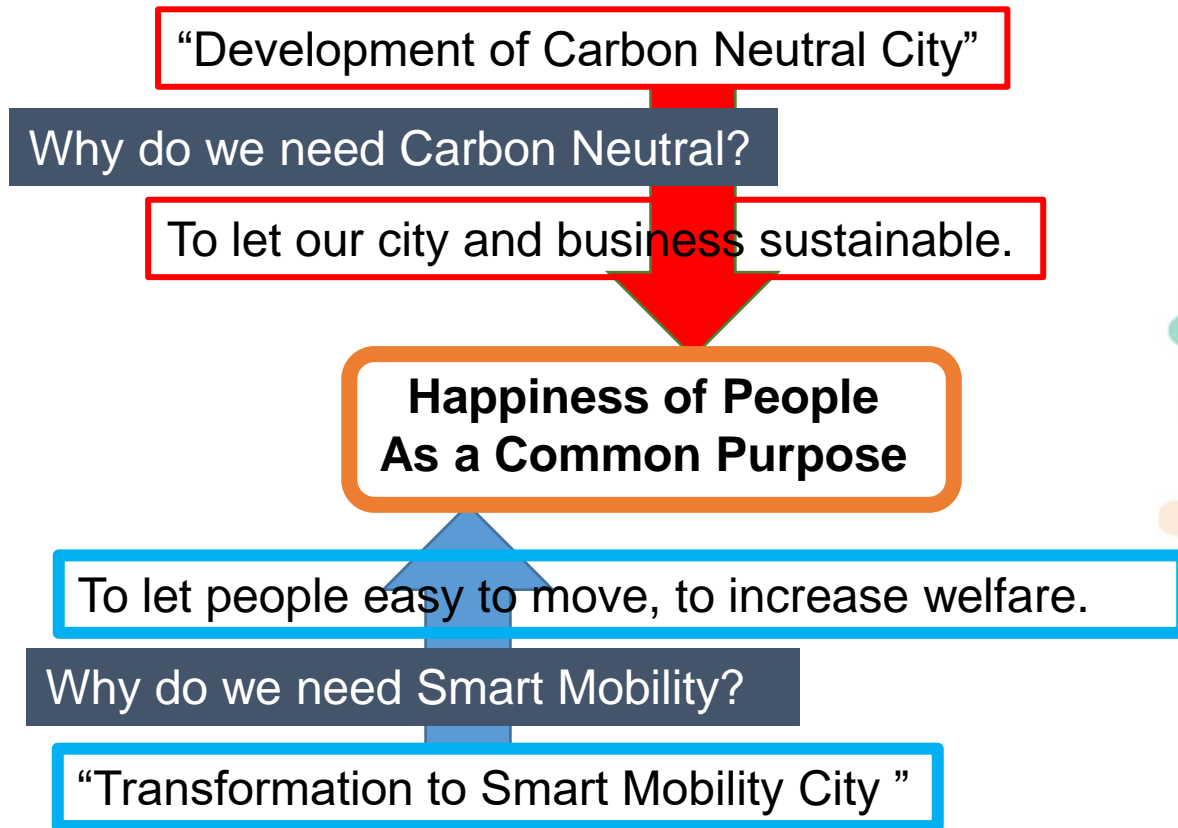


The Expression in Strings

With the power of design, we develop the potential of nature and people in the northern land to create a happy and beautiful future.



The Relationship between Purpose and Method



We create the forest of design with local nature, people, and culture.

- The seeds of ideas grow over time into the trees of happiness to create the beautiful forest.
- Great power of design enables us to realize...

Capacity Building

Town development

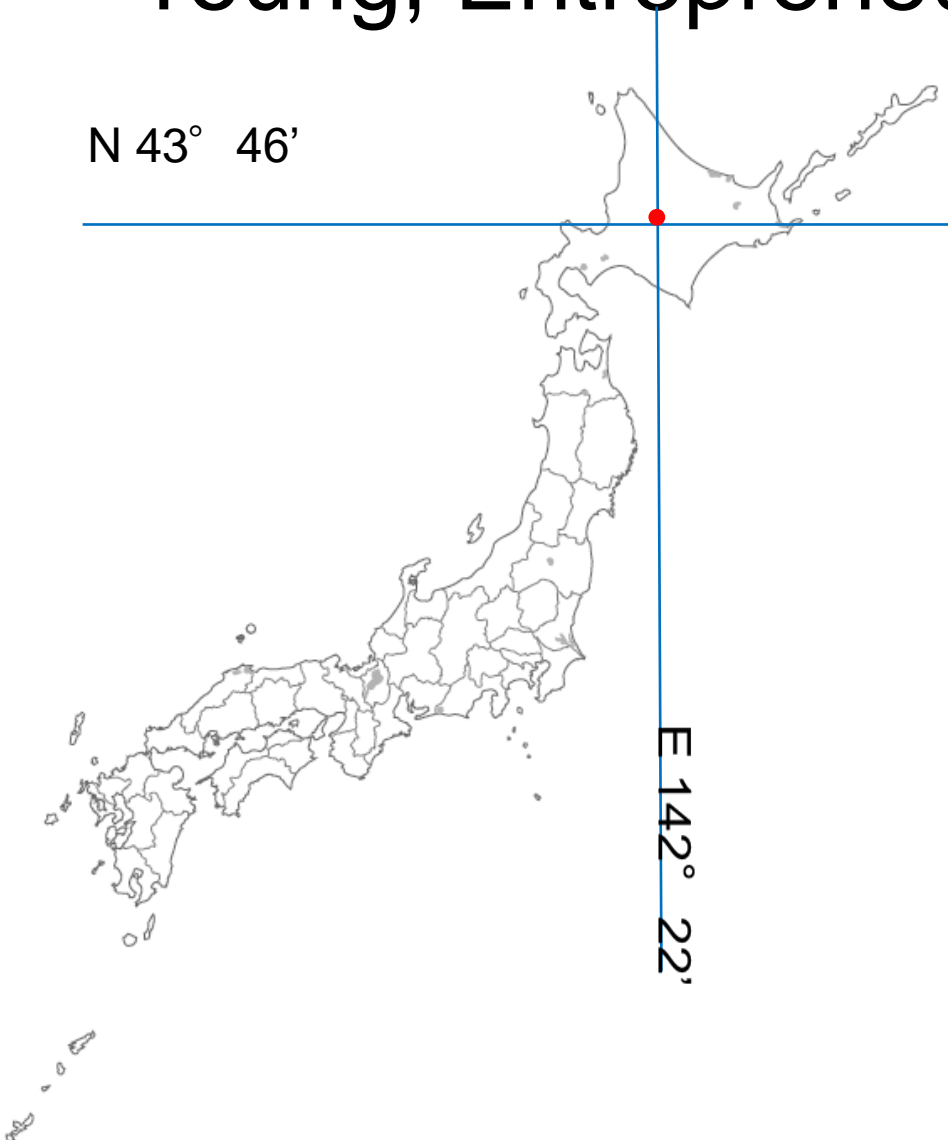
Craftsmanship



Activities toward the Forest of Design

History Tree

Young, Entrepreneurial Spirit is prevailed in the City



- Kamikawa Ainu's paradise
- The development of Hokkaido is the effort after the Meiji Restoration(1867).
- The first migrants from Honsyu Island 1877 (145 Years ago)
- Railroad Connected to Sapporo(1898)
- Asahikawa Town (1901) Pop.16,441
- Asahikawa City (1922) Pop.72,341
- Population Peak(1983) 360,000

Industry Tree(1)

The furniture industry has been devoted to the path to the city of design.





Industrial Tree(2): From Furniture to all

	Offices	Employers
Food	130	3,603
Metal	102	895
Furniture	95	942
Printing	87	777
Wood	56	498
Textile	40	576
Ceramics	38	425
Machine	34	532
Plastic	15	386
Others	149	20
Total	747	10,723

What is the design
Management of
Food Industry?



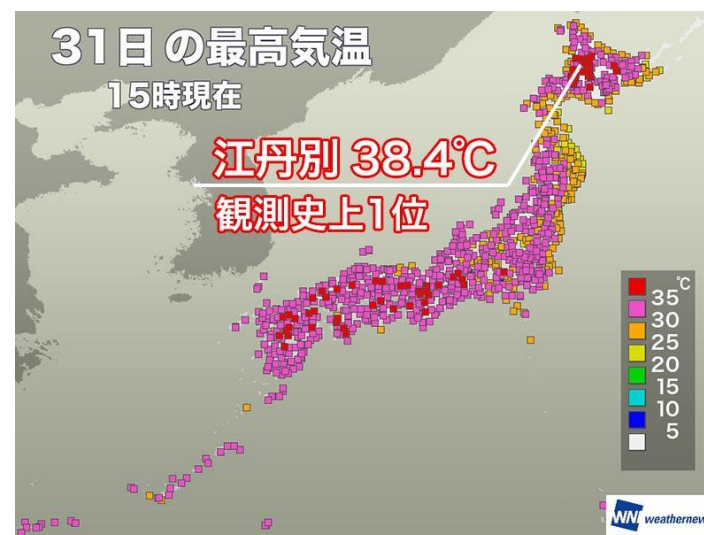
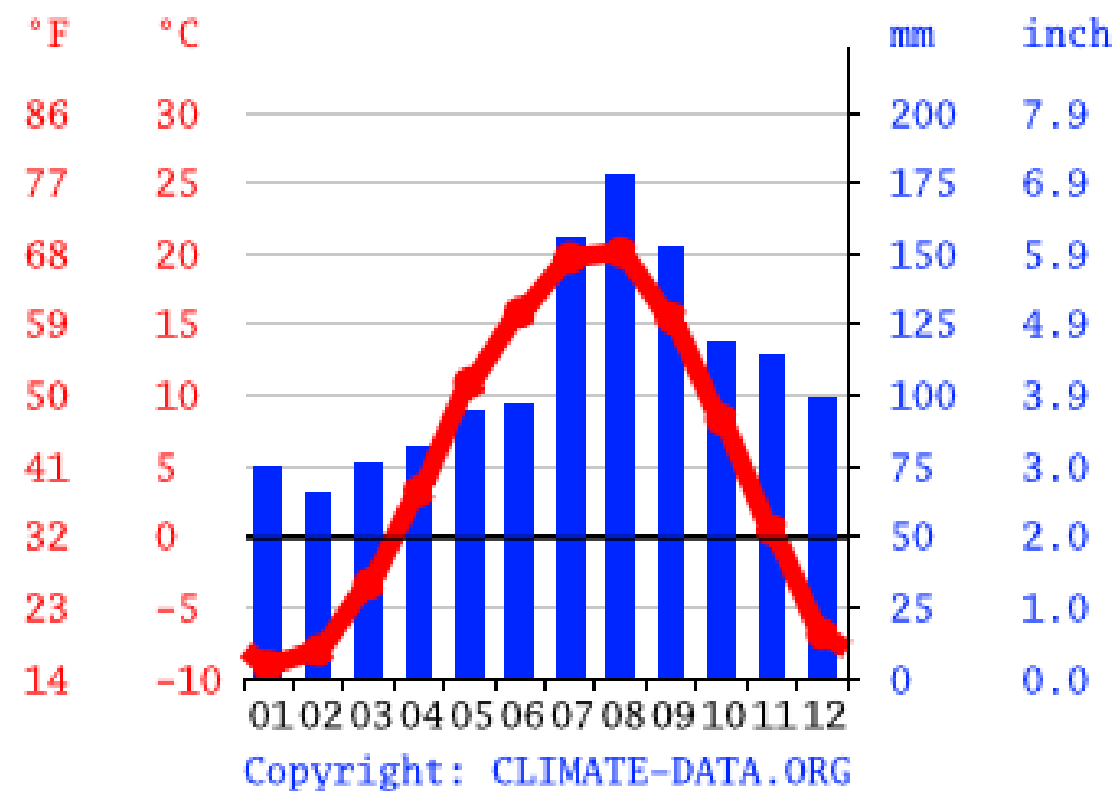
How can we utilize
Design in Machine
Manufacturing?



Source: Hamada, Designated from Asahikawa Economics Census (2016)

Nature Tree: Four Seasons

2020.2.9



2021.7.31

Present of God's Hands





The origin of Winter Festival (1960) is how to dispose snow on the road. Ice Figure Competition is recognized as the most distinguished worldwide.





Region Tree: The Greater Asahikawa in the Great Basin



上川盆地＝旭川市＋鷹栖町＋比布町＋当麻町＋愛別町＋上川町＋東川町＋美瑛町＋東神楽町



Discovery of Asahikawa by Meiji Restoration (1885)

- “This basin is protected from Strong wind by the mountains, possible to export woods for many decades, sample cropping result is excellent”
 - Mr. Michitoshi Iwamura and Mr. Takeshiro Nagayama proposed to build “North Palace” of the Emperor here, to the Meiji Government, in 1885.
-
- 東京
 - 西京（京都）
 - 北京（旭川）

Discovery
By Iwamura

Outer Ring Mountains
Seen from everywhere
Roots of Landscape

Civic Firm

Garden City

Forest 28.3% (2016)
325,000 Population

パークランド嵐山 北の嵐山
西イオン

Highway Sapporo 125km

雪の美術館

JR Railway Fukagawa 31km

神居古潭 サンタプレゼントパーク

町の名前に見る希望
アイヌ語由来：近文など少数
開拓関係：「川」「旭」「忠」
希望・願望：「光」「春」「豊」

支援学校・高専 福祉村 ヴォレアス
アイヌ民族記念館 旭川新道 井上靖記念館
陸運局 彫刻美術館
裁判所 陸上自衛隊
護国神社 スタルヒン球場 医療センター

Modern City

Station City Office Department Store
City Hall Auditorium ICT Park

北彩都 病院 合同庁舎 サイパル
大雪アリーナ 旭川医大
上川神社（北京）

林産試

旭川空港

写真首都東川町

旭山動物園

流通団地 上川合庁
北旭川貨物（タ） 造り酒屋
デザインセンター 大雪山国立公園

Route39 JR KITAMI 160km

日本製紙 工業団地
21世紀の森
ペーパーダム

Number of Office 14,940 (52位) 2016
Number of employees 139,204 (62位)
GDP 548,729 Million Yen (80位)

Highway The North
JR Soya Line

ホンダ 突哨山
男山公園



Culture Tree: Asahikawa Design Week





Education Tree: ACCC2022 (Machinaka Campus)

- Kids and Students are studying SDGs, our City, our Future, within their experiences repeatedly, but those knowledge have no exit to express outside compare with traditional academic subjects, arts, or sports.
- Kids has unique idea to connect many factors by using the word “design”, that is quite difficult for adults because of its diverse meanings.
- Asahikawa City Center as a campus is the idea to invite them to the city center to show their studies.

ACCC's Innovations



- Visit All Universities and Highschools (19) to exhibit their projects
- Provide reflet to all G1-G9 pupils(24,000) to attend ACCC
- High School Students teach kids their study: Learn by Teaching
- 25 Organizations, 36 Exhibitions, 541 Students to show their works, 63,000 people visited

1st Asahikawa City Center as Campus(2021.9.18)

武汉简介

Wuhan

Located in the heartland of China
位于中国中部地区

武汉是一座位于中国中部地区的大城市，坐落在长江和汉江的交汇处，长江和汉江在这里汇合，两江四岸，三镇鼎立，是中国历史文化名城。中国的楚文化在这里发源，独特的地理位置，决定了武汉是中国交通、文化、科技的中心。

WUHAN

2:50 / 30:26

Wuhan, Seoul, Bundun, Singapore, and Nagoya provided information via Online

2nd



- June 18-19, 2022
- 9 High Schools
- 5 Universities
- 9 other types of Organizations
- 521 Students participated
- 303 Elementary School pupils answered the questionnaire
- Nearly 100% students answered "Satisfied"
- Number of Audience is 63,000





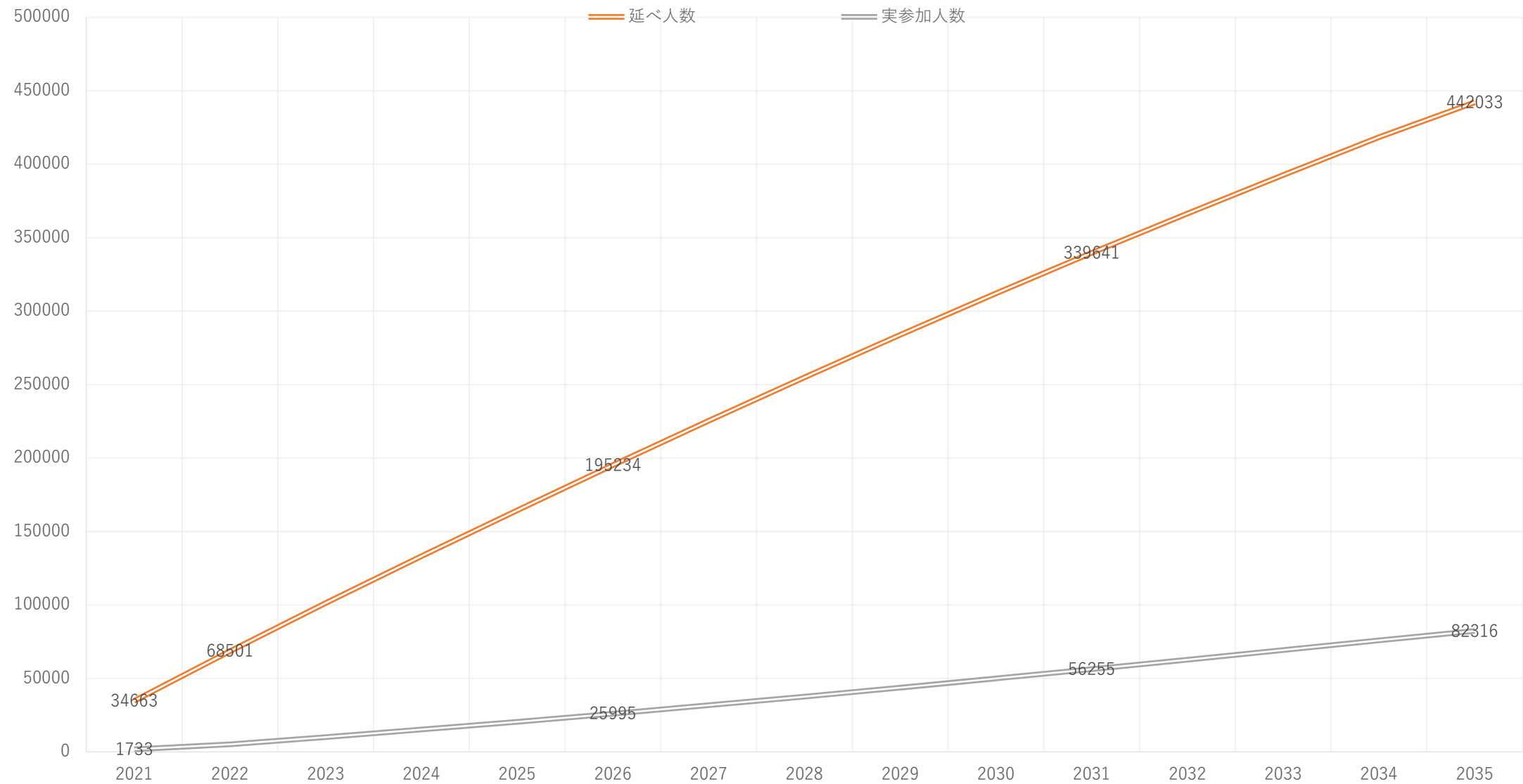
	SDGs	Design	UCCN
Highly Increased	51. 2%	55. 1%	41. 9%
Increased	36. 3%	30. 0%	27. 7%
No Change	10. 6%	12. 5%	27. 1%
Decreased	1. 0%	1. 0%	2. 0%

N=303

Very Fun	214	70.6%
Fun	76	25.1%
Studied	57	18.8%
Not Fun	1	0.3%
N/A	2	0.7%

N=303 (Multiple Choice)





We continue to work hard to realize the forest of Design!



Culture
History
Education
Welfare
Human
UNESCO
Happiness
Industry
Region
Nature
Sightseeing
Agriculture

デザインの森

注：デザイン：Design

幸せのデザイン：Design is the tool to raise people's Happiness.

ユネスコ：国際連合教育科学文化機関

Thank you for your Attention!

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