

Bangkok Creative City Dialogue

February 10th, 2023



Nagoya, UNESCO City of Design Organizing Committee

Eriko ESAKA

Program director, Focal point of UCCN Nagoya



สวัสดี

ฉันชื่อเอซาคะ เอริโกะ (Eriko ESAKA) จากนาโกย่า

I will talk about...

- Short history of Nagoya city of design
- Latest project: Nagoya-Japan Cultural Expo “streaming heritage” and related projects
- Other activities of city of design Nagoya



Nagoya,
City of Design



Nagoya,

Nagoya City is home to over **2.3 million people**.

It is **Japan's third most populous urban area**.

Centrally located, it is one of the nation's most important transportation hubs, historical centers and industrial powerhouses.

And the city between the sea, mountains, rivers, and plains, the city of Nagoya was designed by Shogun(a general) Tokugawa Ieyasu with **the construction of Nagoya Castle**.

Nagoya declared itself a **'Design City'** in **1989**.

The inspiring announcement by the **Nagoya City Assembly** touched our citizens and imprinted itself on their memory. It has been from now, a focus of our municipality ever since, included 3 areas: **community building**, **product manufacturing** and the **cultivation of human resources**.

Design is synonymous with **humanism**, a **philosophy** that aims to achieve lasting peace by combining activities directed towards a **new way of life**, **human wisdom**, and that have been evolving **techniques / technologies** since antiquity.

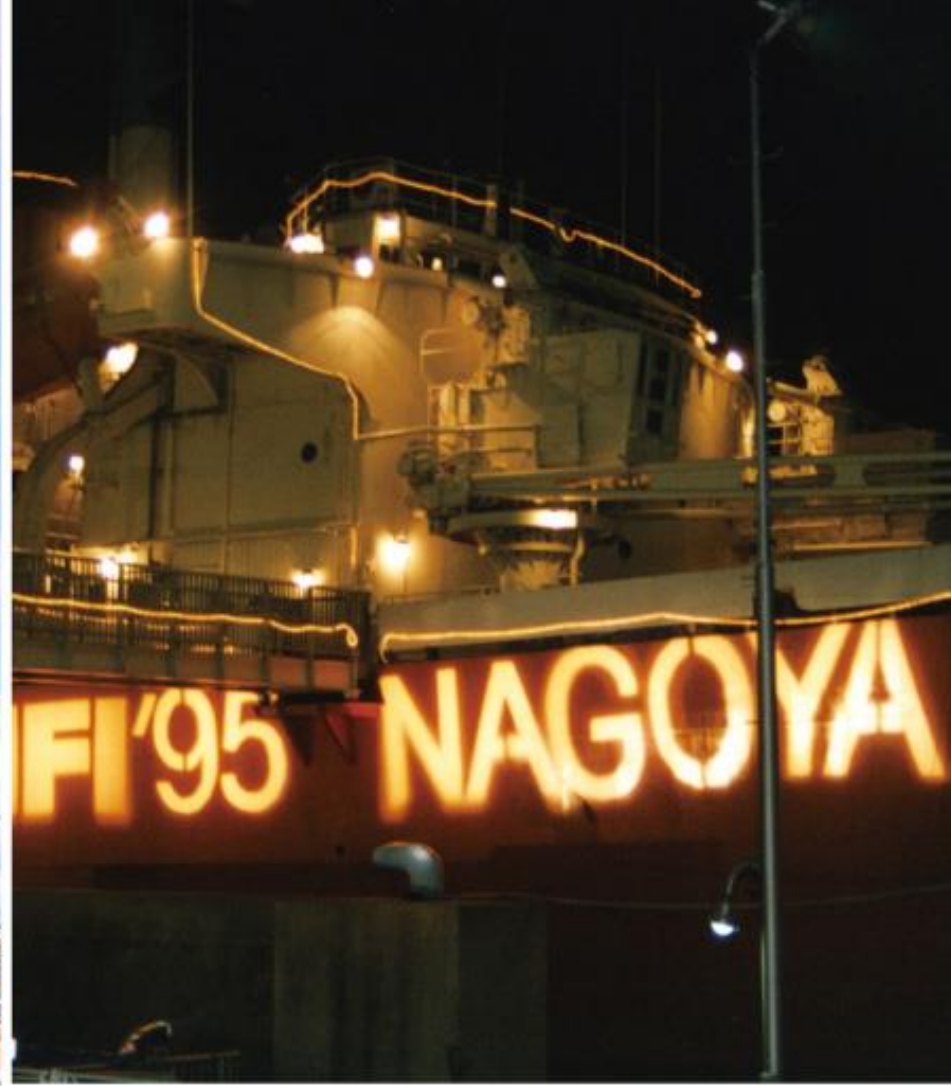


1989

Design declaration

ICSID'89 Nagoya / World Design Exposition

***ICSID, now called WDO**



1995

IFI'95 Nagoya

World Congress Nagoya



1996

International Design Center NAGOYA(IdcN*)

Open

*IdcN is 3rd sector of city of Nagoya



2003

Icoграда 2003 Nagoya »Visualogue»

International Graphic Design Conference

*Icoграда, now called Ico-D



2008

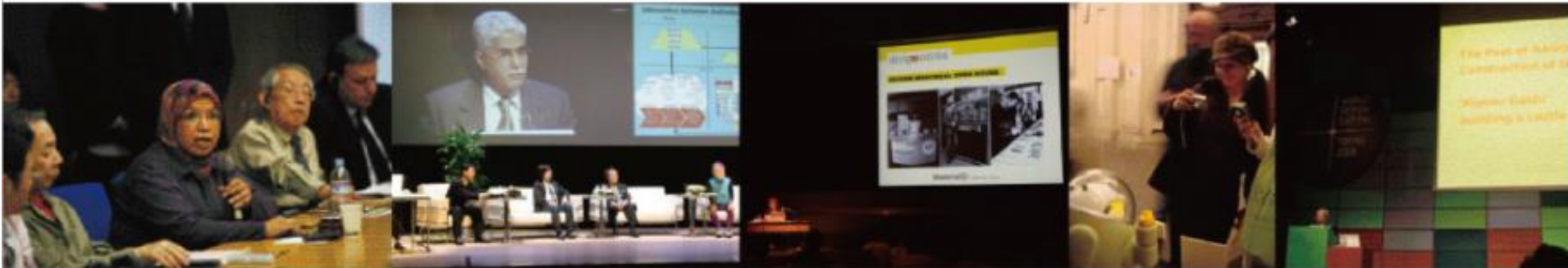
The City of Nagoya gained membership in UCCN

1. Fostering the next generation



2. Environmental efforts

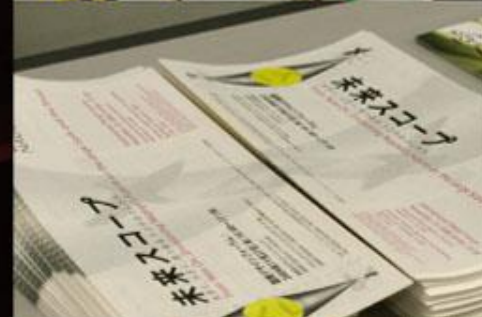
The City of Nagoya has raised the following three visions.



3. Networking with diverse cultures (with UCCN)

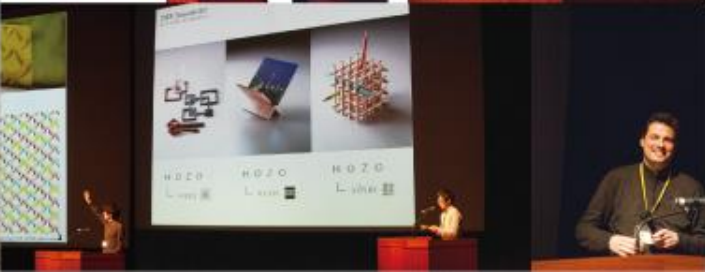


Nagoya,
City of Design



2009, 2010

International
designers
workshop



2011

Pecha Kucha Night



Research in Nagoya

Graz meets Nagoya



granag

2012 “Granag” project Graz and Nagoya
Research and Exhibition



Exhibition in Graz

Nagoya meets Graz

2013 Design Monat Graz

granag

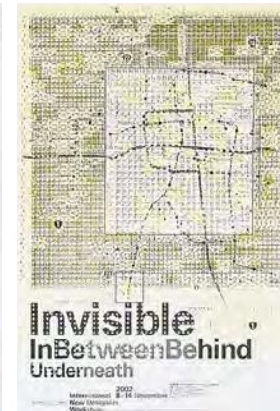


granag

2013 Design Monat Graz



Nagoya,
UNESCO
City of Design

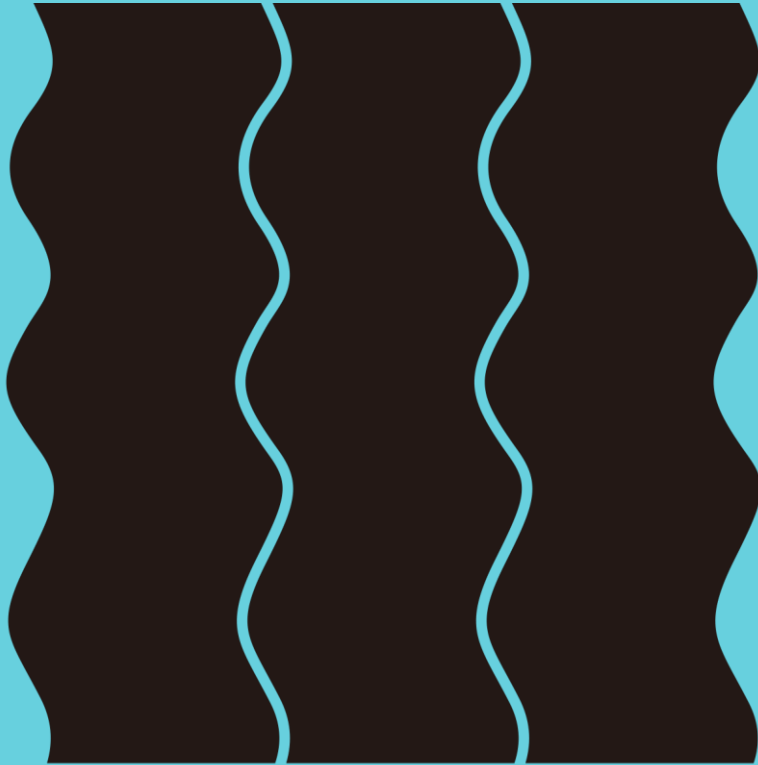




International Design Center NAGOYA (IdcN*)



**For human resource development
and a sustainable society
as a creative city focus on
assets underfoot,
inherit and develop them.**



streaming heritage

ストリーミング・ヘリテージ
台地と海のあいだ

This event was intended to show the world the charms of Nagoya's unique cultural arts, creating an interaction between history and the present through installations by talented artists and creators, symposiums featuring experts, and performances using cutting-edge technology, and so lead to a revitalization of social and economic activity.



Nagoya,
City of Design

History “Media-Conscious”

1989

Nagoya Design City Declaration, The World Industrial Design Conference (ICSID), World Design Exposition

In 1989, Nagoya City declared itself a “Design City” with the aim of promoting development of a world-class community with design as its core and to develop into a metropolis brimming with creativity. That same year, the city took a major step forward as a City of Design by hosting the “ICSID’89 Nagoya” as well as the “World Design Exposition,” a large-scale event held to commemorate the 100th anniversary of Nagoya’s incorporation.

(Reference: International Design Center Nagoya (IdcN) Business Overview/20 Years of History | International Design Center Nagoya 20th Anniversary Project <http://www.idcn.jp/20th/outline/index.html>)

ICSID: International Council of Society of Industrial Design ; now WDO (World Design Organization)

1989

|

1997

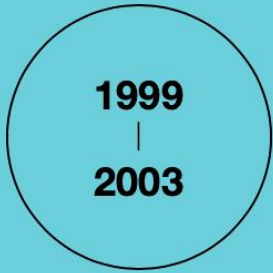
International Biennale in Nagoya (ARTEC)

Occasioned by the World Design Expo, International Biennale ARTEC has been held five times since 1989 at venues including the Nagoya City Art Museum and the Nagoya City Science Museum. Rooted in Nagoya and the Chukyo region at a time when media art was booming in Japan, the event showcased many superb artists.

(Reference: Floating Archives Storage, The International Biennale in Nagoya-ARTEC 1989-1997)



Nagoya,
City of Design



artport

Compared to the western part of Garden pier in the port of Nagoya, which after the World Design Exposition saw a complete change, the warehouses in the eastern part retained their working port feel and character, but as a bonded area, this location was normally inaccessible.

In 1999, Warehouse No.20 was opened as an art space on an experimental basis. This “artport” hosted a variety of events and programs including “MEDIASELECT” an exhibition of media art, “Playground [Agit],” opened as a children’s playground and “given,” a program for experimental uses of the warehouse, along with many citizen-sponsored events, and for five years, the space was bustling with crowds.

(Reference: artport2000 flyer)



Garden pier in the port of Nagoya Warehouse No.20 (© Muto Isamu [N-mark])



Port People, and Candy Factory, “VOICES”, 1999 (© Muto Isamu [N-mark])

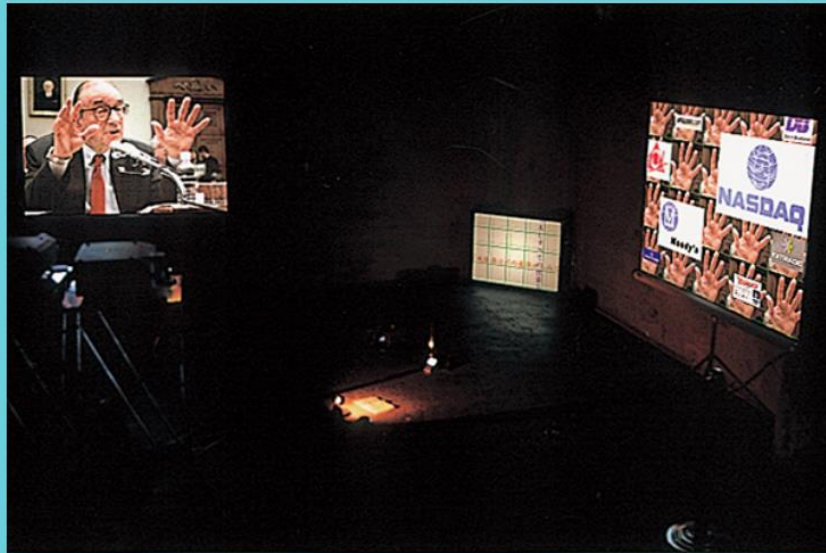
1999

2009

MEDIASELECT

In 1999, the group “MEDIASELECT” was formed at artport—which itself was formed in continuation of ARTEC—while artport opened with its first exhibition “MEDIASELECT ’99,” which was sponsored by them. Over the subsequent ten years, a series of these exhibitions provided a venue for media artists to present their works and contributed to the development of young writers and researchers.

(Reference : Floating Archives Storage, MEDIASELECT 1999-2009)



Tsuda Yoshinori, “anti spectacle”, 1999



Kei Fushiki, Masashi Igaki, Rie Takagi, and Tamami Yamada, “RA RA”, 2004



Nagoya,
City of Design

2002

11th International Symposium on Electronic Art 2002 Nagoya (ISEA)

A fully international event opened with ISEA2002 NAGOYA (International Symposium on Electronic Art 2002 Nagoya), the first ISEA held in Asia and based on the history of “Nagoya *Orai*” (Nagoya Streets), a booklet of the area compiled about 200 years ago in 1821 and used by Terakoya school and other such places. Whereas “*orai*” originally meant the coming and going of people and goods, more recently the theme of “*orai*” has referred to aspects such as avenues, traffic, friendship, and communication. Bringing together more than 1,500 participants from over 30 countries, this event was a venue for “*orai*” : for “mutual exchanges” featuring a variety of discussions on electronic art and media art; for “*orai / avenues*” to enable mutual stimulation and cooperation between adjacent sciences and other fields; for “*orai / friendship*” where the West and Asia meet and recognize each other's cultural diversity; for experimenting with “*orai / traffic*” in urban spaces, both in the real world and virtually; and for “*orai / communication*” to provide interaction and deepen understanding between people in the arts people and residents.

(Reference: Inter-Society for the Electronic Art (ISEA) 2002 Nagoya Application Procedure)

2003

Icograda Congress Nagoya Japan “Visualogue”

In October 2003, the World Graphic Design Conference Nagoya was held in conjunction with the 20th General Assembly of Icograda. The first meeting of this scale on the history of Japanese design since the 1960 “World Design Conference”, this congress on the theme of the “Beauty of Information” welcomed 3,800 participants from 49 countries around the world.

(Reference: Japan Graphic Design Association Inc. (JAGDA) (2021) Icograda Congress Nagoya Visualogue <https://www.jagda.or.jp/news/2636/>)



Nagoya,
City of Design

2008

Joining UNESCO Creative Cities Network

Since the Design City Declaration in 1989, Nagoya City has collaborated with local industries, design organizations, and educational institutions on various city-administered design-centered efforts, such as hosting the world's three major design conferences and expositions, establishing an international design center, and sponsoring initiatives to raise citizen's and businesses' awareness of design and programs to train young designers.

Nagoya City worked together with the Nagoya Chamber of Commerce and Industry and the International Design Center Nagoya in preparing to gain membership in the UNESCO Creative Cities Network. In March 2007, the application was submitted to UNESCO for the membership in the design category. Following the review process, Nagoya City was appointed as an UNESCO City of Design in October 2008.

(Reference: Nagoya, UNESCO City of Design Organizing Committee, History of Design City of Nagoya <http://www.creative-nagoya.jp/about/nagoya/>)

2021

streaming heritage



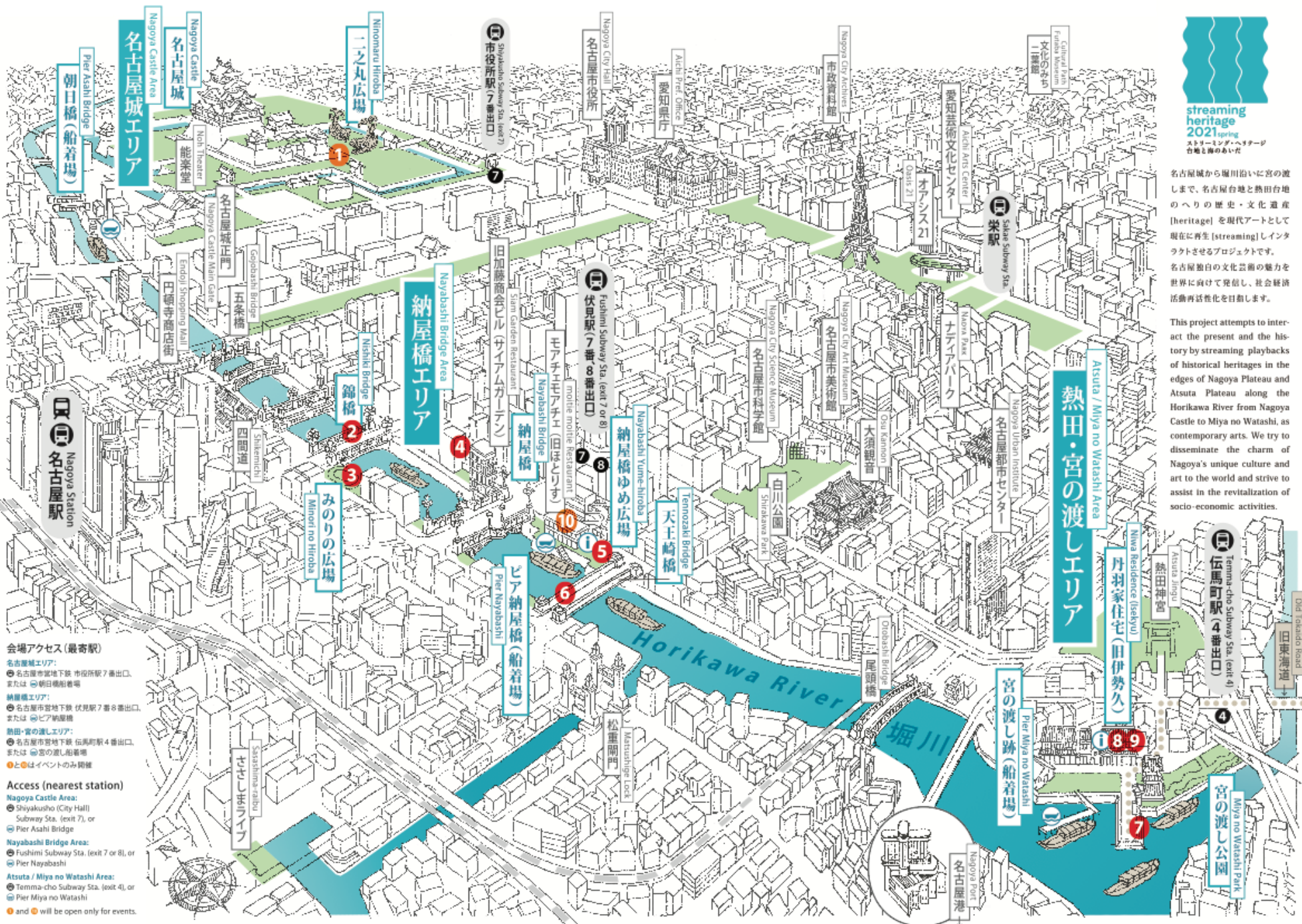


1st Nagoya, Japan Cultural Expo streaming heritage 2021 spring

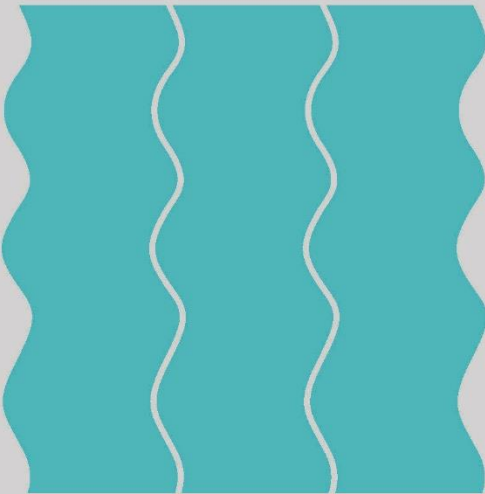
There are numerous **cultural heritages** and tourism resources along the **edges of the Nagoya Plateau**. From Nagoya Castle, going through Miya-no-Watashi, and then to Port of Nagoya, the flow of the Horikawa River is a **"stream"** connecting these heritages in a line. **Streaming Heritage** uses **contemporary art** to **highlight this flow**, streaming Nagoya's historical and cultural heritage in real-time.

名古屋城から堀川沿いに宮の渡しまで、名古屋台地と熱田台地のへりの歴史・文化遺産[heritage]を現代アートとして現在に再生(streaming)シタクトさせるプロジェクトです。名古屋独自の文化芸術の魅力を世界に向けて発信し、社会経済活動再活性化を目指します。

This project attempts to interact the present and the history by streaming playbacks of historical heritages in the edges of Nagoya Plateau and Atsuta Plateau along the Horikawa River from Nagoya Castle to Miya no Watashi, as contemporary arts. We try to disseminate the charm of Nagoya's unique culture and art to the world and strive to assist in the revitalization of socio-economic activities.



- 会場アクセス(最寄駅)**
- 名古屋城エリア:**
 - 名古屋市営地下鉄 市役所駅7番出口、または 朝日橋船着場
 - 納屋橋エリア:**
 - 名古屋市営地下鉄 伏見駅7番8番出口、または ピア納屋橋
 - 熱田・宮の渡しエリア:**
 - 名古屋市営地下鉄 伝馬町駅4番出口、または 宮の渡し船着場
 - と は イベントのみ開催
- Access (nearest station)**
- Nagoya Castle Area:**
 - Shiyakusho (City Hall) Subway Sta. (exit 7), or Pier Asahi Bridge
 - Nayabashi Bridge Area:**
 - Fushimi Subway Sta. (exit 7 or 8), or Pier Nayabashi
 - Atsuta / Miya no Watashi Area:**
 - Temma-cho Subway Sta. (exit 4), or Pier Miya no Watashi
 - and will be open only for events.

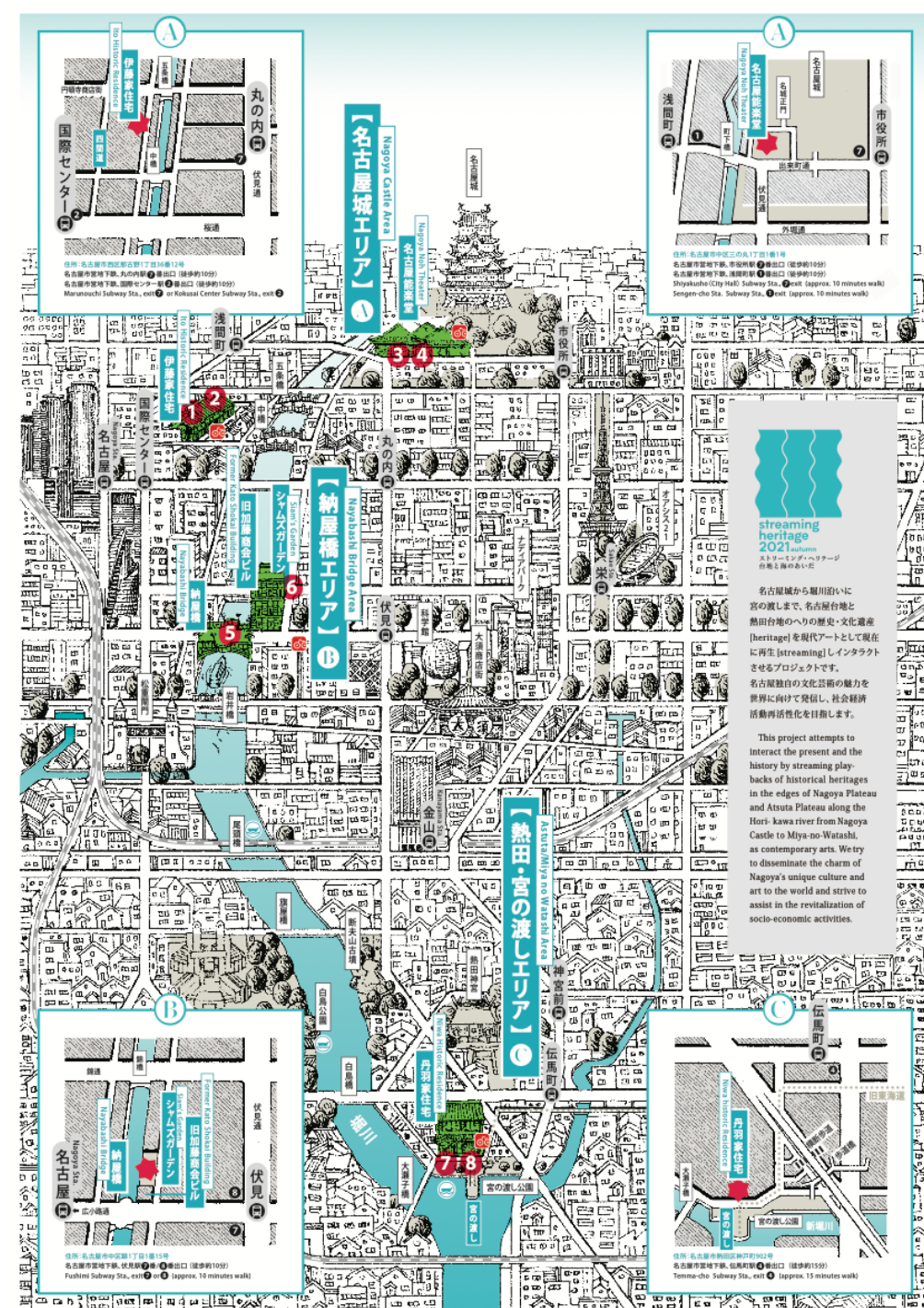


streaming heritage 2021 autumn

ストリーミング・ヘリテージ
台地と海のあいだ

2nd Nagoya, Japan Cultural Expo streaming heritage 2021 autumn

There are numerous **cultural heritages** and tourism resources along the **edges of the Nagoya Plateau**. From Nagoya Castle, going through Miya-no-Watashi, and then to Port of Nagoya, the flow of the Horikawa River is a **"stream"** connecting these heritages in a line. **Streaming Heritage** uses **contemporary art** to **highlight this flow**, streaming Nagoya's historical and cultural heritage in real-time.



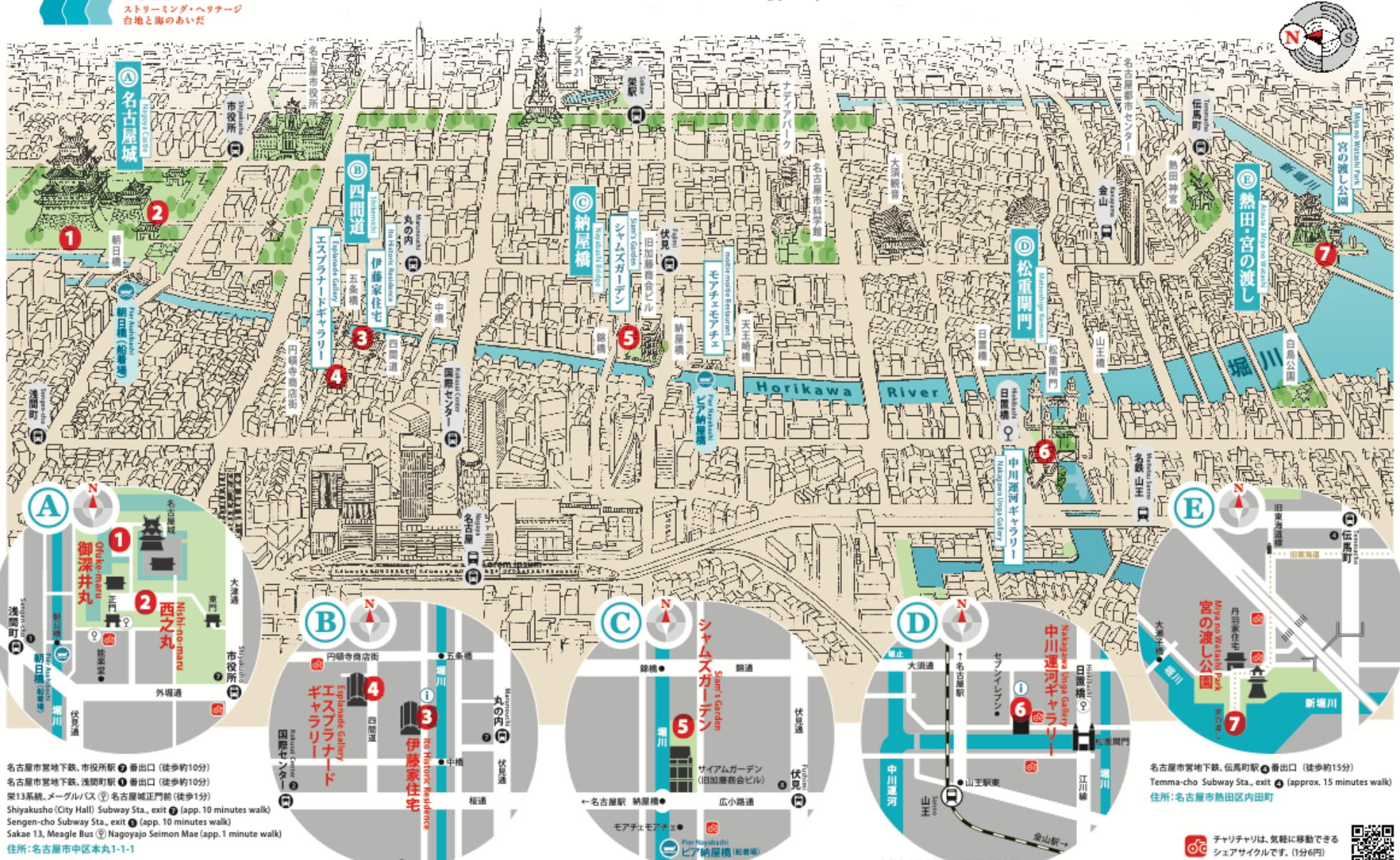
名古屋城から瀬川沿いに宮の渡しまで、名古屋台地と熱田台地のへの歴史・文化遺産 [heritage] を現代アートとして現在に再生 [streaming] しインタラクトさせるプロジェクトです。
名古屋独自の文化芸術の魅力の世界に向けて発信し、社会経済活動活性化を目指します。

This project attempts to interact the present and the history by streaming playbacks of historical heritages in the edges of Nagoya Plateau and Aotsu Plateau along the Horikawa river from Nagoya Castle to Miya-no-Watashi, as contemporary arts. We try to disseminate the charm of Nagoya's unique culture and art to the world and strive to assist in the revitalization of socio-economic activities.

3rd
Nagoya, Japan Cultural Expo
streaming heritage 2022

There are numerous **cultural heritages** and tourism resources along the **edges of the Nagoya Plateau**. From Nagoya Castle, going through Miya-no-Watashi, and then to Port of Nagoya, the flow of the Horikawa River is a **"stream" connecting these heritages in a line.**

Streaming Heritage uses **contemporary art** to **highlight this flow**, streaming Nagoya's historical and cultural heritage in real-time.



名古屋駅地下鉄、市役所駅 ① 番出口 (徒歩約10分)
名古屋駅地下鉄、浅間町駅 ② 番出口 (徒歩約10分)
栄13系統、メーグルバス ③ 名古屋城正門前 (徒歩1分)
Shiyakusho (City Hall) Subway Sta., exit ④ (app. 10 minutes walk)
Sengen-cho Subway Sta., exit ⑤ (app. 10 minutes walk)
Sakae 13, Meagle Bus ⑥ Nagoya Seimon Mae (app. 1 minute walk)
住所:名古屋市中区本丸1-1-1

名古屋駅地下鉄、丸の内駅 ② 番出口 (徒歩約10分)
名古屋駅地下鉄、国際センター駅 ③ 番出口 (徒歩約10分)
Marunouchi Subway Sta., exit ④ (app. 10 minutes walk)
Kokusai Center Subway Sta., exit ⑤ (app. 10 minutes walk)
住所:名古屋市中区西区郡古野1-34-1

名古屋駅地下鉄、伏見駅 ② 番出口 (徒歩約10分)
Fushimi Subway Sta., exit ③ (app. 10 minutes walk)
住所:名古屋市中区錦1-15

名鉄名古屋本線、山王駅 (徒歩約5分)
市バス(栄22、名駅19系統) 日置橋 (徒歩約5分)
Meitetsu Nagoya Main Line, Sannno Sta. (app. 5 minutes walk)
City bus (routes Sakae 22, Meieki 19) Hiokibashi (app. 5 minutes walk)
住所:名古屋市中川区西日置2-12-15地先

名古屋駅地下鉄、信馬町駅 ④ 番出口 (徒歩約15分)
Temma-cho Subway Sta., exit ⑤ (approx. 15 minutes walk)
住所:名古屋市中区内田町

- 地下鉄 Subway
- 水上(船) Pier
- チャリチャリ Caricco Rent a Bike
- 鉄道 Train
- バス Bus
- 案内所 Information

チャリチャリは、気軽に移動できるシェアサイクルです。(1分6円)

各会場について、Googleマップでもご確認ください。



**In March 2021,
As a symbol to protect
against disaster, the Shachi,
a mythical tiger-fish was
lowered from the roof of the
castle tower to the ground
with the hope that the
COVID-19 crisis would be
cured sooner.**

Re: No.3 三番叟

**Kazumasa Hiei, Sound and media artist
Manabu Takeichi, Nogaku Flute**

Yuki Tsuji, Ikebana artist



Surfaces of old Seto* porcelain
*Seto is our neighbor city, one of the oldest kiln city in Japan

Photograph works: **Daici ANO**

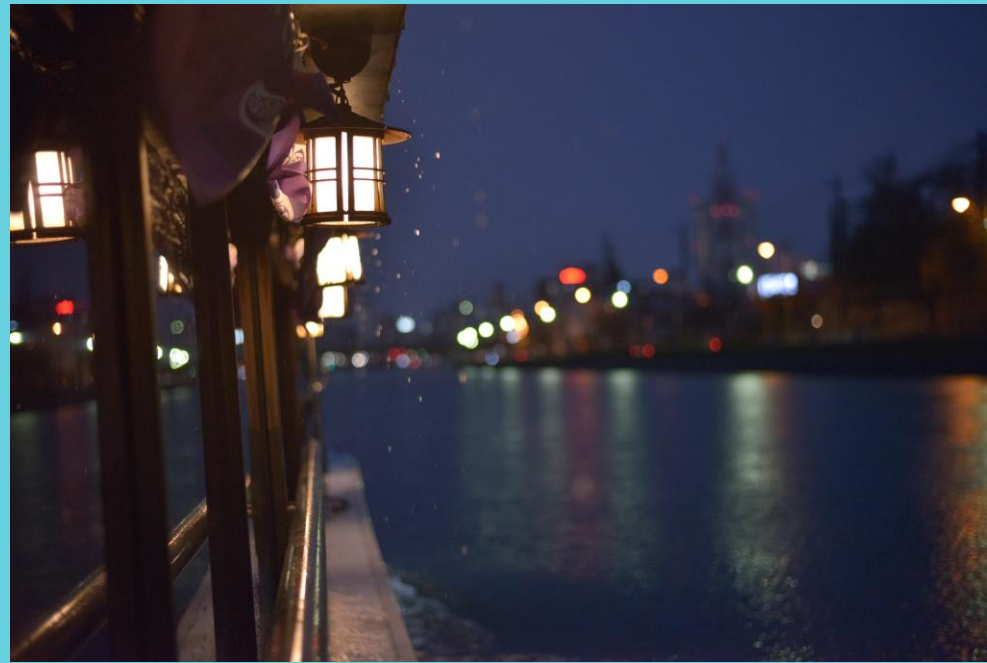
Art Space & Cafe Bar Barrack
Niwa Residence "Isekyu"
Old Japanese style hotel (since 1808)



Youki HIRAKAWA 《TWENTY FIVE THOUSAND YEARS TO TRAP A SHADOW》 2021

This work trace the no longer visible horizon.

Formed here in neon lights, the phrase “Twenty Five Thousand Years to Trap a Shadow” at the dock in front of Niwa Residence refers to a lecture on the origins of cinematography by film historian Wilfred Day in 1930.



Yakata-bune
A roofed
pleasure
boat has
revived as a
alternative
mobility





Ito is a media artist who intentionally repurposes video and audio digital media in his works, focusing on the use of noises and “glitches” that indicate data errors. Taking the digital media that everyone around us was using and intentionally expressing it in a different form, he presented a different world that could exist.

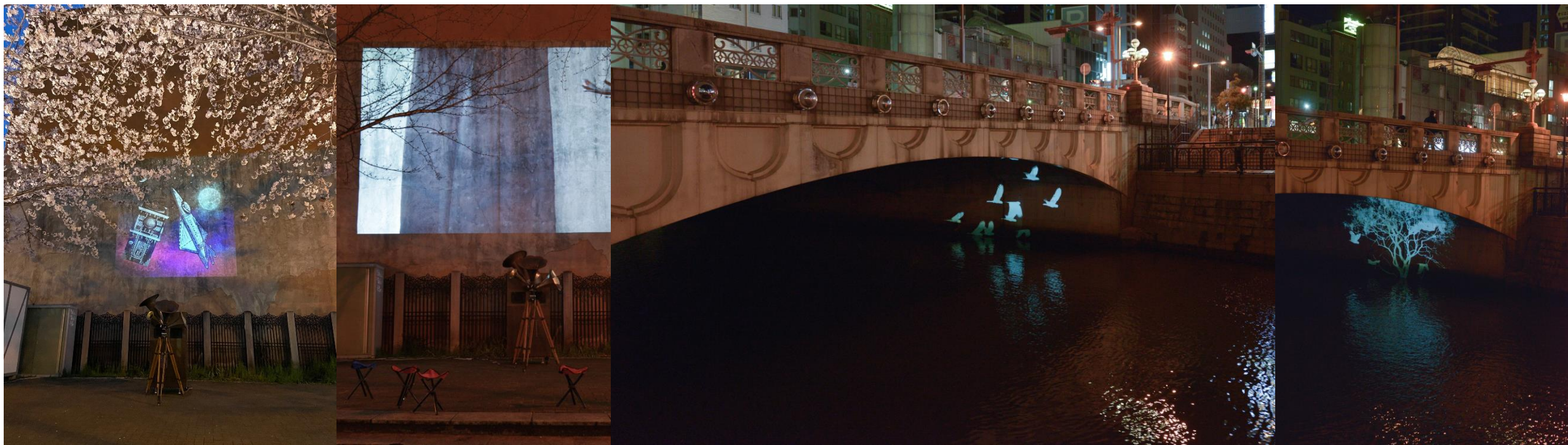
“Recollecting Shortages” Yuichi Ito 2021

天王崎橋の橋桁へ映像を投影。
期間中、展示場所に流れる都市のノイズを
音源としたライブを開催。



“Alone” by Miyo SATO (animation) + Bonzie (music) 2020

名古屋出身のアニメーション作家とアメリカ人シンガーソングライターによるコラボレーション作品。コロナ禍で出会い、一度も会わないまま、zoomミーティングで曲のコンセプトと絵のイメージを擦り合わせて制作された作品を歴史ある橋の横にある古びたビルの壁面で上映した。



Hiraki Sawa “Flying along a dry river bed” 2021

Film works projected under Nishiki Bridge and films are also shown against a building wall. In front stands a sound system of multiple gramophone speakers with beautiful cherry blossoms.

Nagoya, Japan Cultural Expo
streaming heritage
2021 autumn



From the top left of the screen, Chiharu Shinoda, Akiko Nakayama, softpad
From bottom left, Formant Brothers, Etsuko Ichihara, Trio A by Nanako Nakajima



streaming heritage 2022

ストリーミング・ヘリテージ 台地と海のあいだ

名古屋城から堀川沿いに熱田・宮の渡しまで、名古屋台地と熱田台地のへりにある文化資源や観光資源をひとつづきに結ぶ [stream] を舞台に、現代アートによって名古屋の歴史・文化遺産 [heritage] にハイライトを当てます。歴史と現在をインタラクトさせ、名古屋独自の文化芸術の魅力の世界に向けて発信します。それにより、社会経済活動再活性化へのきっかけにつながることを目指しています。



2022.
11.3 Thu.–
11.20 Sun.

期間中の金/土/日/祝に開催
Open Friday, Saturday, Sunday
and National holiday

会場と時間：
※会場により開催時間が
異なりますのでご注意ください。

名古屋城 9:00–16:30

四間道 11:00–19:00

伊藤喜住宅
エスプラナードギャラリー
※エスプラナードギャラリーは11/11-12のみ開催

納屋橋 日没–20:00

松重閘門 11:00–19:00

中川運河ギャラリー

熱田・宮の渡し

11/20のみ開催

Venues + Hours:

*Depending on venues, open hours are different

Nagoya Castle 9:00–16:30

Shikemichi 11:00–19:00

Ito Historic Residence

Esplanade Gallery

*The exhibition at Esplanade Gallery is on display only for three days from November 11th to 12th.

Nayabashi Bridge Sunset–20:00

Matsushige Koumon (Lock Gate)

11:00–19:00

Nakagawa Unga Gallery

Atsuta / Miya no Watashi

*Miya no Watashi is only for one day on November 20th.

観覧無料 ※名古屋城の入場料は別途必要

Free *Nagoya Castle admission fees required

主催：
名古屋国際博覧会実行委員会

協賛団体：

名古屋市

ユネスコ・デザイン都市名古屋国際博覧会実行委員会

公益財団法人名古屋まちづくり公社

名古屋工業協会

中日新聞社

協成：

令和4年度日本博覧会とる

文化資源コンテンツ創成事業 (文化庁)

協力：

エスプラナードギャラリー

サイアムガーデン

大巻木工株式会社

一般財団法人NISHA財団

情報科学芸術大学院大学 [IAMAS]

ディーキン大学 (オーストラリア)

名古屋学芸大学

名城大学

Organizer:

Nagoya, Japan Cultural Expo Executive Committee

Members:

City of Nagoya

Nagoya, UNESCO City of Design Organizing Committee

Nagoya Urban Development Public Corporation

Nagoya Chamber of Commerce & Industry

Chukohki Shimbun Co., Ltd.

Support:

The Agency for Cultural Affairs,

Government of Japan, Fiscal Year 2022

Cooperation:

Esplanade Gallery

NISHHA FOUNDATION

Siam Garden

Taketsu Mokko Co., Ltd.

Deakin University (AUS)

Institute of Advanced Media Arts and Sciences [IAMAS]

Meiji University

Nagoya University of Arts and Sciences



unesco

Member of
the Creative Cities Network



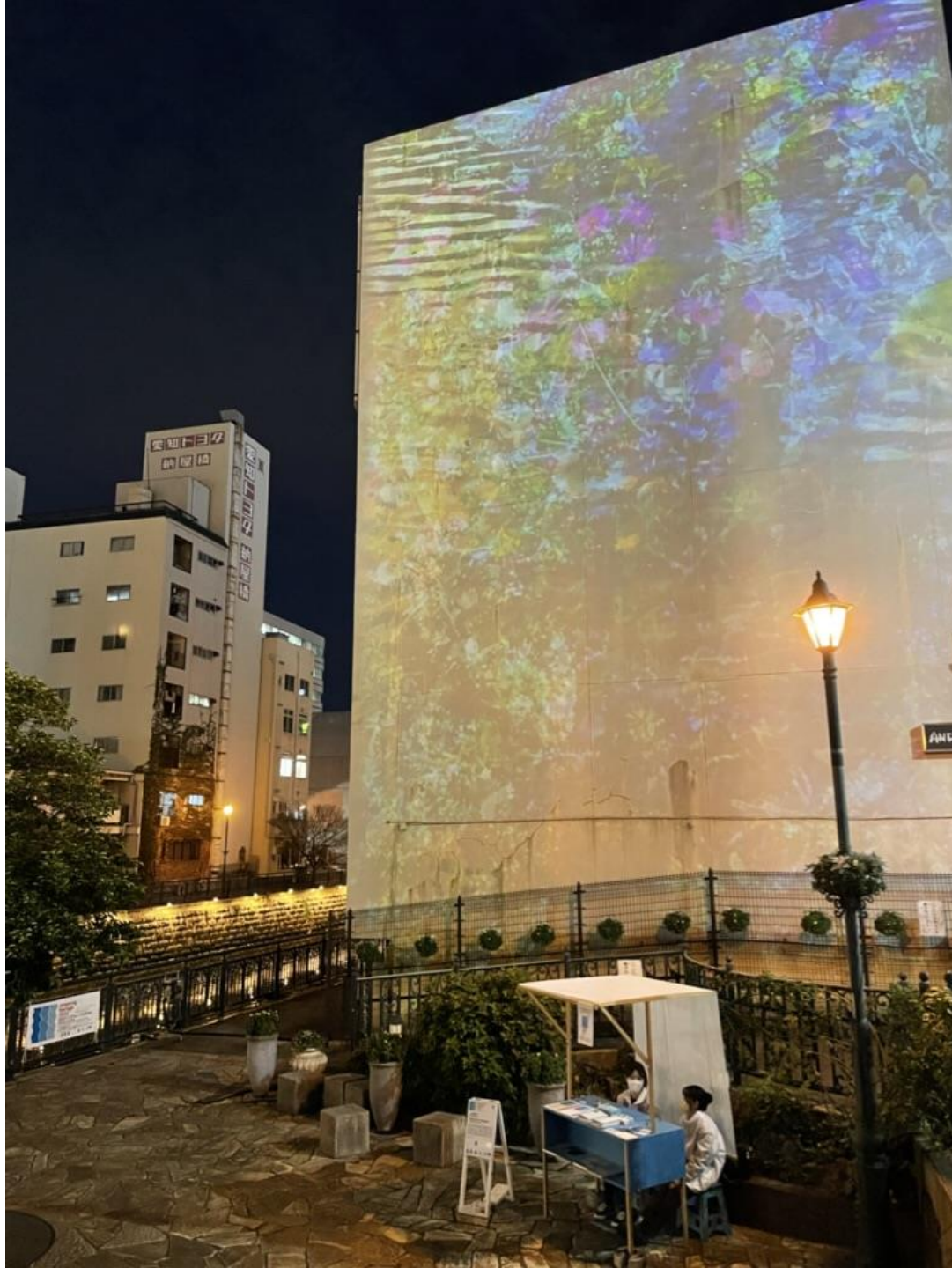
City of Design
ASAHIKAWA





24 students from Deakin University
(Geelong, Australia)
are staying here.
They supported as a staff.





unesco

Member of
the Creative Cities Network



TAISETSU MOKKO
**(HIGASHIKAWA/
ASAHIKAWA)**

+

MAKOTO KOIZUMI
(DESIGNER)

+

MEIJO UNIVERSITY
(NAGOYA)

TRASH

OPENING
Friday 18th Nov
オープニング 11月18日
(金) 17:00-19:00

CLOSING
Sunday 20th Nov
クロージング 11月20日
(日) 16:00-18:00

OPEN SATURDAY:
土曜日も営業しています。
11:00-15:00

OPEN SUNDAY
日曜日も営業しています。
13:00-18:00

長者町コットンビル
The Cotton Building
2-chōme-11-24 Nishiki,
Naka Ward, Nagoya,
Aichi 460-0003, Japan

Aarya Hotkhambkar · AJ Madabawita · Anthony Cutri · Ben Loughnane · Boris Hou · Dimity Atjapan · Emily Belcher · Ethan Fox · Holly Young · Jake Ders · Jessica Smithies · Karl Johann Te · Lachia Prestipino · Leo Long · Meagan Pires · Paige Spurrell · Rachel Sutjiarnidjaja · Rui Hian Teo · Sean Boettger · Sheldon Wagner · Sophie Williams · Tash Anderson · Ulrika Ortega · Yu Tong Kua



**Research project and exhibition
In Nagoya**



Nishiki-2
SDGs
映画祭

SDGs Film Festival
in Nishiki-2, NAGOYA

映画で考える、わたしたちのSDGs。
映画上映とトークイベントでSDGsを学ぶ・楽しむ。

2021年11月
6 / 7 / 9 / 12 / 13 / 14 / 18 / 19 / 20
土 日 火 金 土 日 木 金 土

伏見ミリオン座、Hisaya-odori Park 他
愛知県名古屋市中区錦二丁目界隈の各会場にて開催

SDGs Film Festival 2021 in Nagoya



“Reviving Recipes”
2011

In collaboration with Japanese UNESCO Creative Cities Network

Yamagata, City of Film
Tsuruoka, City of Gastronomy
Nagoya, City of Design



協賛
大林組 関電工 SYNCLAYER C-Tech 住友電工 名古屋銀行 NTP GROUP

協賛イベント
第27回 SDGs WEEKS (みち) 名古屋市 なごや環境大学 NISHIKI2

協力
KADOKAWA 事業部プロジェクト 株式会社RAKUUDO TOPPAN

詳細は特設ホームページをご覧ください <https://nishiki2-sdgsf.com/>
Star cat AFF
主催：スターキャットケールネットワーク株式会社
お問い合わせTEL：0120-181-374



Nishiki-2
SDGs
映画祭

SDGs Film Festival
in Nishiki-2, NAGOYA

The event were hosted by a local cable TV company. In collaboration with “Nagoya, UNESCO City of design” and other organizations, companies. All programs to think about SDGs while enjoying movies in the area.

2020 / 2021 SDGs WEEKS *Michiniwa Marche*



The film festival was also linked to the marché held in the area. In collaboration with Nagoya-Japan Expo “Streaming Heritage”, Nagoya UNESCO City of Design and **Nagoya Open University of the Environment** and so on.

UPCYCLE DESIGN WORKSHOP



Baton stool

UPCYCLE DESIGN EXHIBITION

会期

11/6 (土)

- 11/14 (日)

12:00 - 19:00

休館日 11/8 (月)

会場

長者町コットンビル 1F

名古屋市中区錦2丁目 11-24





Baton chairs



名古屋城
本丸御殿
完成公開
THE NAGOYA CASTLE
HOMMARU PALACE
2018/6/8





ユネスコ・デザイン都市なごや×名古屋城
「名古屋城本丸御殿を楽しむ」

2018年10月27日（土）18：80～20：30
@ 本丸御殿内 表書院

ゲスト：
廣村正彰（グラフィックデザイナー）
五十嵐太郎（建築批評、建築史家）
橋本麻里（ライター、編集者）
クリス・グレン（ラジオDJ）

定員人数：30名

Nagoya.
UNESCO
City of Design



CREATIVE CAFE NAGOYA LECTURE + DIALOGUE ユネスコ・デザイン都市なごや クリエイティブ・カフェ

The *industrial* development

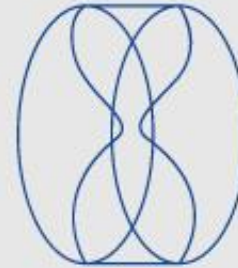


EVENT

名古屋に受け継がれる伝統的な技術・文化・精神性を磨き
世界との対話を通して誇れる文化を創る

Creation as DIALOGUE

The “Creation as DIALOGUE” project, sponsored by the City of Nagoya to support the overseas marketing of traditional industries, is designed to help bearers of traditional industries rooted in Nagoya to communicate their value to the world while utilizing their skills and identity.



Creation
as
DIALOGUE

「手の文化」の都市、名古屋。
伝統の技とアイデンティティを世界へ。

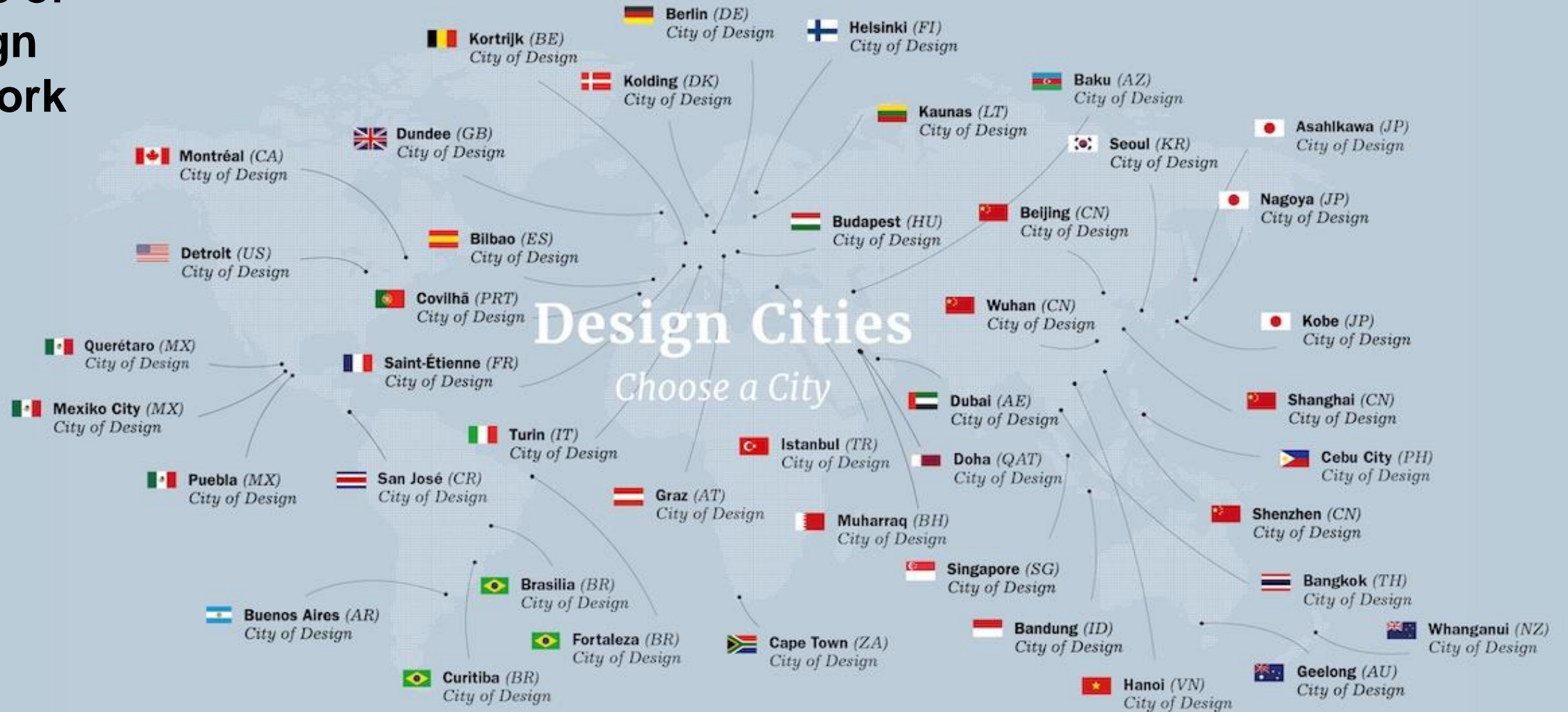
The goal is not to create new value and only introduce it to overseas markets, but to build sales channels for local craftsmanship that connect the dots and integrate it into the local culture and lifestyles of the target markets, eventually creating a rich and proud culture and industry in Nagoya through the brand and through dialogue between people and production centers around the world. We aim to create a rich and proud culture and industry in Nagoya through dialogue between people from around the world and local producers.



ขอบคุณสำหรับความสนใจของคุณ

Thank you for your attention

Cities of Design Network



Design Cities, UNESCO Creative Cities Network **43** cities (as of 2022)