

睜開眼睛已是次日的黎明時分。Melos猛地跳起身來。
糟糕，睡過頭了嗎？
不，還不要緊，現在立馬出發的話，足以趕得上約定的時限。今天一定要讓那個國王見識到人與人之間的信任，然後笑著走上處刑臺。Melos不慌不忙地著手準備出發。雨似乎也小一些了。Melos打點妥當，用力揮了揮手臂，如離弦之箭般的沖進了雨裡。



Photo provided by Fukuoka City Foundation for Arts and Cultural Promotion, "Run, Melos! (Hong Kong Production version) - Performing Arts for Children and Adults, Fukuoka in Asia Performing Arts Creativity Promotion Project" at Fukuoka Minami Civic Hall, June 2013

Fukuoka Growth

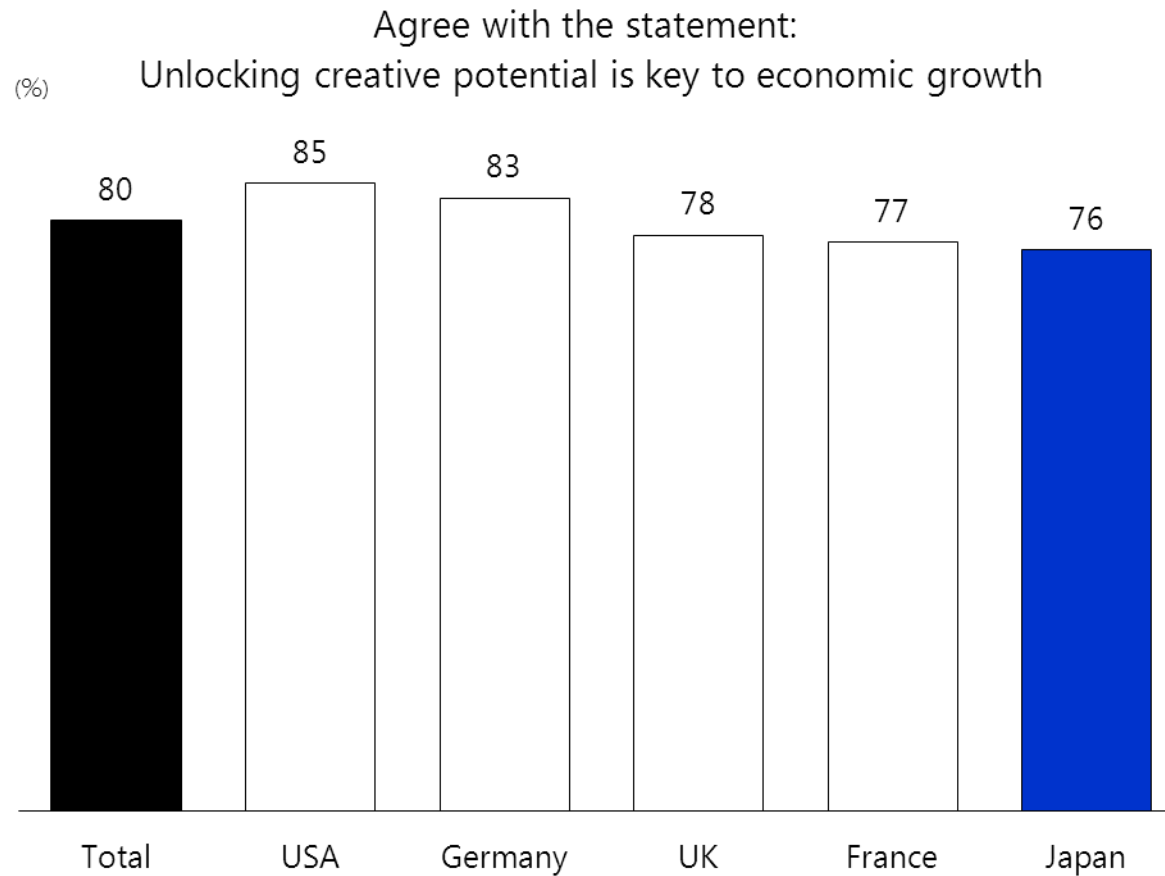
09 Evolution of Industry with Creativity

(Version 1.1)

Growth Potential of Fukuoka City

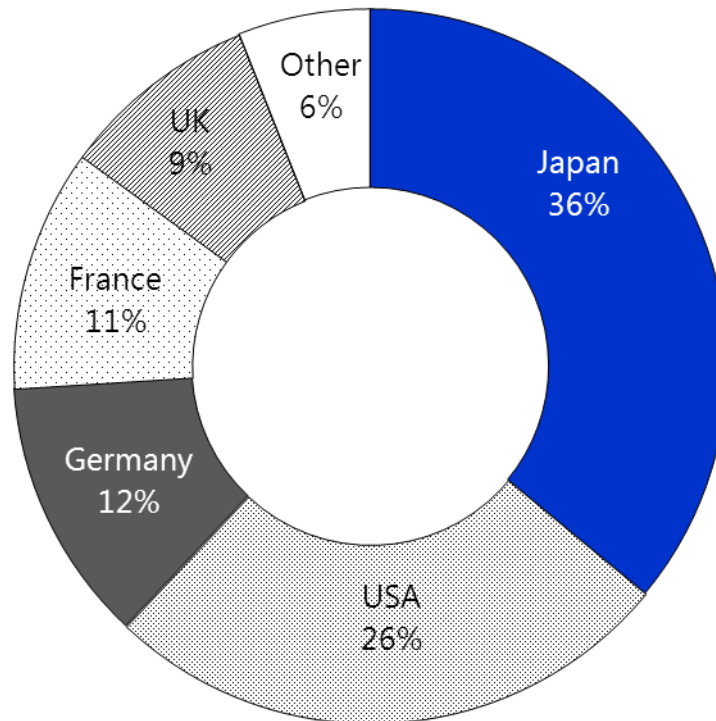
Fukuoka Asian Urban Research Center
Information & Strategy Office
Taichi GOTO
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Creativity is key to driving economic growth.



Japan is considered as the most “creative” country in the world.

Which one of the following countries do you feel is most creative?



In order to meet the world's expectations...
Fukuoka City's potential is ...

In a tour guide app for smartphone “Fukuoka History Navigation” produced by Fukuoka City, Professor Layton and his associates guide the users around the city of Fukuoka.

“Professor Layton” is a puzzle adventure game series for the Nintendo DS and Nintendo 3DS developed by Level-5 Inc., an independent video game developer and publisher based in Fukuoka, Japan. The game was a big hit internationally including Europe. Many creative industries such as game, digital content, fashion, design, film and music are accumulated in Fukuoka City.

80% of people in the world feel that unlocking creativity is critical to economic growth, and Japan is considered as the most creative country globally (cited from *Adobe State of Create Study*, April 2012). In other words, despite the long recession of Japanese economy, people in the world still evaluate the Japanese potential ability very high. Japan and Fukuoka City needs to answer their expectations.

Creative value could generate larger potential by collaboration with other skills and services. Adding creativity to the standardized manufacturing and service will produce high added value which is clearly different from the price competition. Adding modern value to the traditional industry will develop new market, and it also contributes to boost industries by collaborating with the existing industry. The reason why Japanese creativity is highly evaluated might be the result of comprehensive evaluation of Japan’s creativity, traditional value, cultural value and technical skills.

Human’s sensitivity and creativity have a lot to do with creative value, which means that it has high applicability and versatility depending on the approach. It could generate economic ripple effect, and become an attractive feature of the country or the community as a new “culture”.

The Japanese government is trying to promote diversified Japanese media content to the world under the concept of “Cool Japan”. This also indicates that the government is expecting a large economic ripple effect from the creative value which could be the precious export resources of Japan, a country considered small in trade.

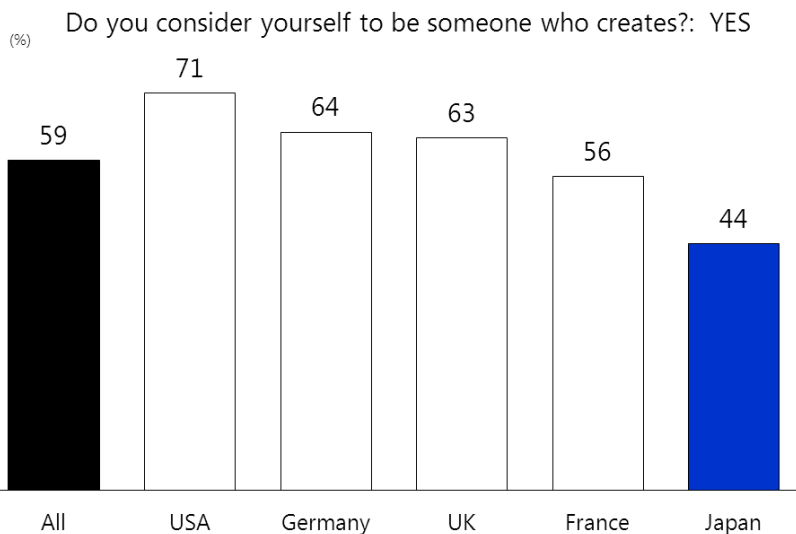
“Cool Japan” is an attempt to promote media content such as Japanese animation which were originally enjoyed by Japanese people and later were spread around the world through Internet. Since these kinds of content were already established as a “culture” of which people appreciate its value in Japan, they can be introduced to all over the world as part of a Japanese unique culture.

One of the requirements for a “culture” to be established is that there are talented creators as well as many people who appreciated the value of which are created. In Fukuoka City where creative industries are accumulating, it is also important for the creative resources to be collaborated with other various industries and diversified people as a “value of Fukuoka” and to be matured into a “local culture” which can be promoted to the world.

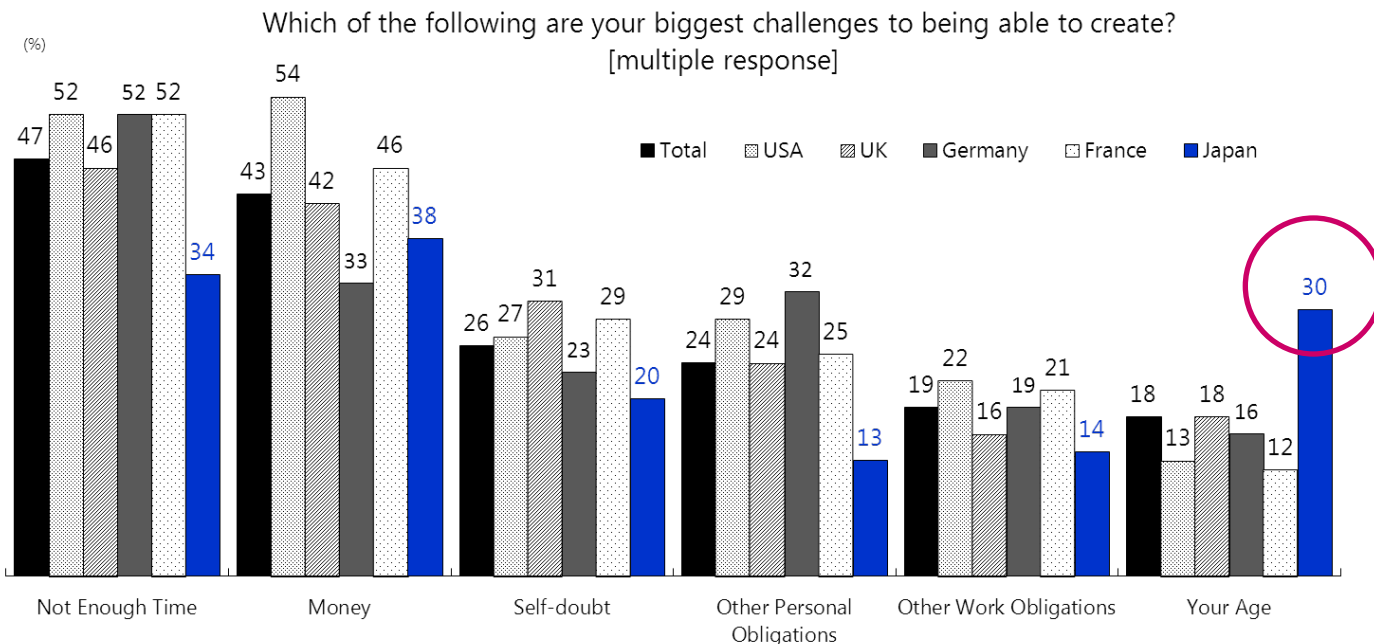
(Naohisa HATAKEYAMA, Information and Strategy Office, Fukuoka Asian Urban Research Center)

Highly evaluated Japan's "creativity".

Japanese care too much of their age. Start making changes from Fukuoka...

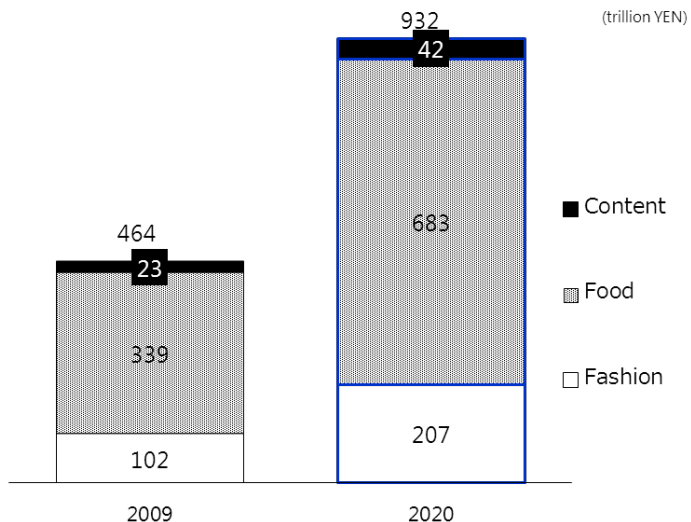


Although Japanese creativity is evaluated or expected high in the world, Japanese people are not very confident about their creativity. Also, the number of Japanese who consider "their age" as their biggest challenges to be able to create is outstandingly large. It is now a common sense that creativity is key to driving economic growth. While many people cannot be confident, it is important for Fukuoka City to be the first city in Japan carrying out the initiatives to encourage many people who create despite their age in order to boost creative industries.



A promising creative global market expected to double by the year 2020.

Projected Trends in Cultural Industry Market in the World



Although there is no specific definition for creative industry which is the source of creativity, the cultural industry market in the whole world is expected to expand to almost 1,000 trillion YEN by the year 2020. Japan aims to earn the share of about 12-17 trillion YEN in this market, announced by Ministry of Economy, Trade and Industry Japan.

Japan currently imports more than exports except for gaming content, however, every sector in Japan has good enough materials to be evaluated high in the world. It is important to build a business structure not only to receive “like” buttons but also to earn more rewards for Japanese content by collaborating with diversified sectors.

Japan Trade Balance in Creative Industry

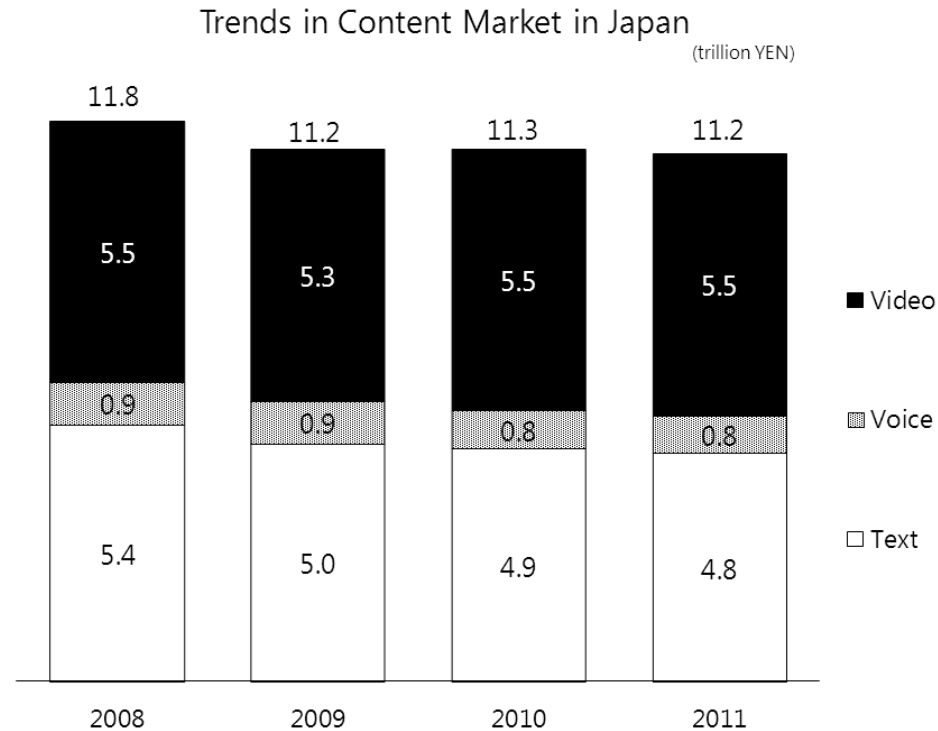
(billion YEN)

	Game	Cosmetic	Fashion	Movie	Music	Book	Magazine	Copyright	Tourism	Total
Export	293	129	38	5	2	7	4	132	875	1,485
Import	2	167	1,852	41	24	22	7	701	2,172	4,987
Balance	291	-38	-1,814	-36	-22	-14	-3	-569	-1,296	-3,502

Note: Data for Japan Trade Balance is from 2011, except for “Music” data from 2005.

Source: Ministry of Economy, Trade and Industry. *Current State and Issues of Creative Industries* (2013); Data for “Copyright”, “Tourism”-Bank of Japan. *Balance of Payments* (2011); Data for “Fashion”-Japan Chemical Fibers Association. *Fiber Handbook* (2009).

Japan domestic content market remains flat, with room for improvement in value for overseas expansion and media development.

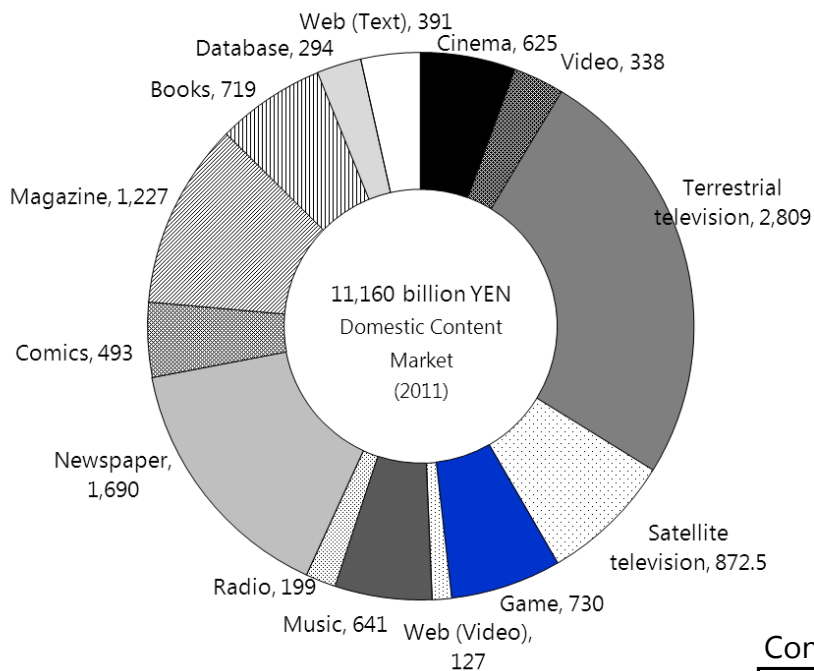


Media content market in Japan transits flat. Japan needs to consider overseas business expansion which is expected to grow in the future.

Although it can be said that Japan is already a mature market, it is possible to focus on the difference of media. It is important to explore the type of media and the method of expression and adaptation which suit the feature of content, such as the fast growing new media and the shrinking market media yet keeping a constant volume.

Fast-growing network media and large existing media.

Content Market in Japan (2011)
(billion YEN)



Creative content are expressed and distributed in many different methods. Even in the flat market, some type of content are growing fast depending on the media.

While the market for the network based media is rapidly expanding, the share of traditional media such as television and newspaper is still large in the whole content market.

The market for the network based digital content is expected to grow larger, however, it remains the same as the quality of the content (materials) is essential no matter how the technical innovation occurs and the media changes. Despite the evolution of mechanism, it is important for many people to be able to experience good quality content through a variety of media.

Content market increased more than 15% over the previous year (2012)

	Content Category	Media Category	Growth Rate from Previous Year
Digital Book	Still image • Text	Network	228.6%
On-line Game	Game	Network	139.1%
Digital Magazine	Still image • Text	Network	77.3%
Internet Music Distribution	Music • Voice	Network	50.7%
Networks Video Distribution	Moving image	Network	42.0%
Japanese Film	Moving image	Theatre • Exclusive space	28.8%
Music DVD Sales, and others	Music • Voice	Package	23.6%
Concert Entrance Fee Revenues	Music • Voice	Theatre • Exclusive space	17.3%

Source: General Incorporation Foundation Digital Content Association of Japan. *Digital Content White Paper 2013*.

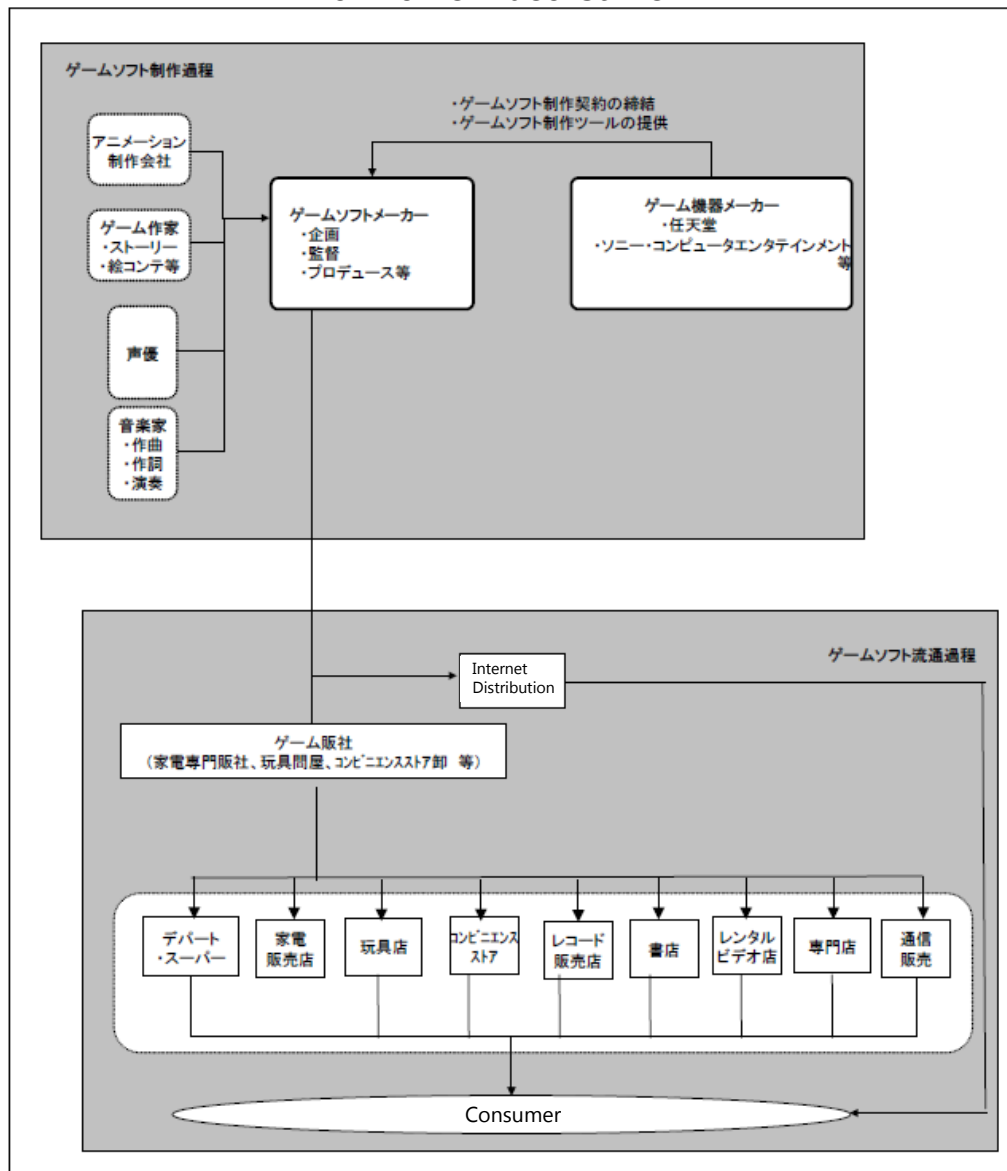
Mixing creative values creates new value.

Number of Private Business & Employees in Creative Industries, Fukuoka City(2009)

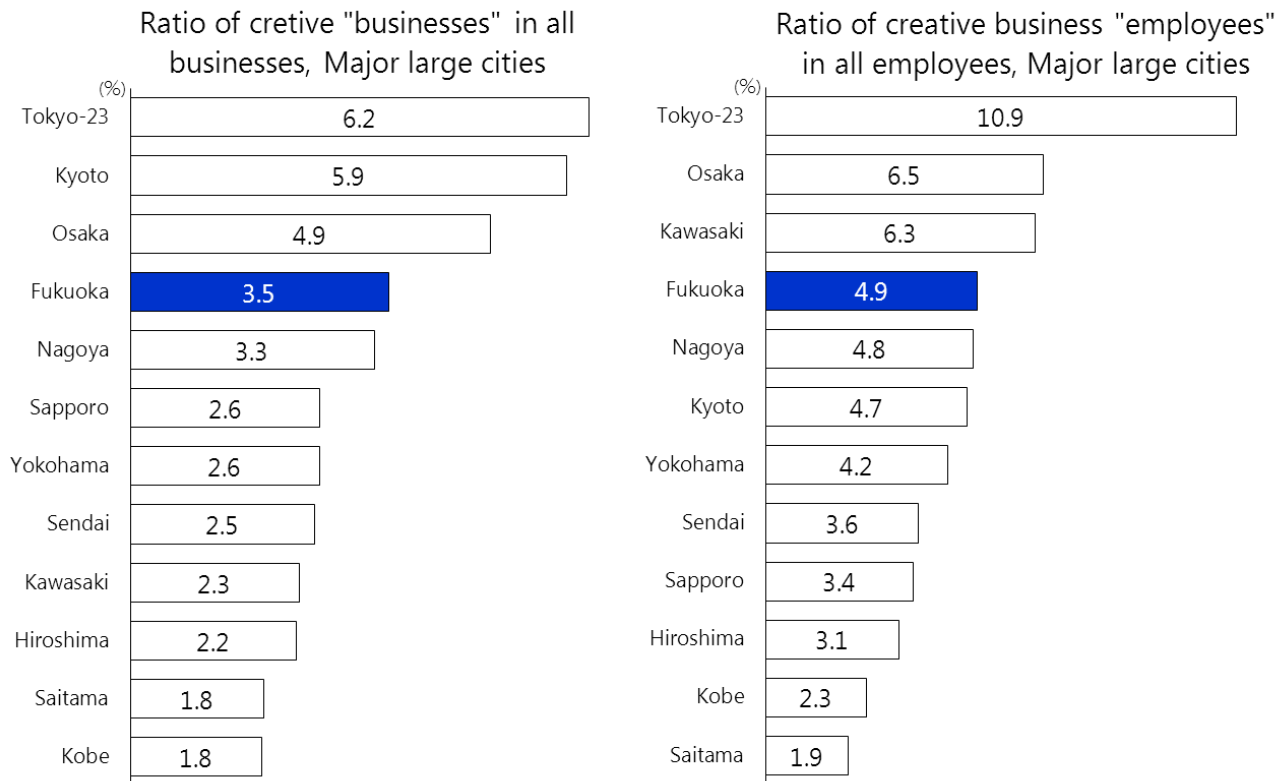
	Business	Employees
All Sectors	73,601	871,197
Total of Creative Sectors	2,571	42,847
Ratio	3.5	4.9
Textile	167	1,411
Musical Instrument Manufacturing	1	4
Broadcasting	41	1,553
Software	966	24,838
Provision of Information	57	1,053
Other Data Processing and Information Services	44	356
Internet Based Services	179	1,310
Video, Music, Text Information Production	448	6,076
Design	234	1,043
Writing · Art	7	9
Advertising	357	3,881
Film (Cinema)	11	234
Entertainment Facility (*), Performing Group	59	1,079

In Fukuoka City, there are many businesses and employees in creative industries. The value produced by them is not a stand-alone value but a high added value generated by collaborating with a variety of sectors. It also brings a profit to the supplier sectors, such as distribution and sales services. It is important to increase the economic value of the products generated by people's creativity as well as to promote it in the market. From this point of view, it be considered that Fukuoka City with a constant accumulation of creative capital and its market has an effective environment for more creative people to come and generate value in collaboration with the existing sectors.

Example of Production and Distribution Channel for Home Video Game



Large ratio of creative business following Tokyo and Osaka Metropolitan Area.



We live in an era where it is possible to promote one's expression no matter where in the world he/she is. Despite their age, spreading out the creative activity of many people through a variety of media could become the opportunity to generate a new added value, which is expected to contribute to the economy.

In Fukuoka City, the ratio of creative business is relatively high in Japan although its scale cannot be compared with the Tokyo Metropolitan Area. While the business is less competitive because the size of the city is not too big and not too small, there is a moderate excitement closely in Fukuoka City.

The best thing is that the city has a good quality environment where people can produce the content creatively.

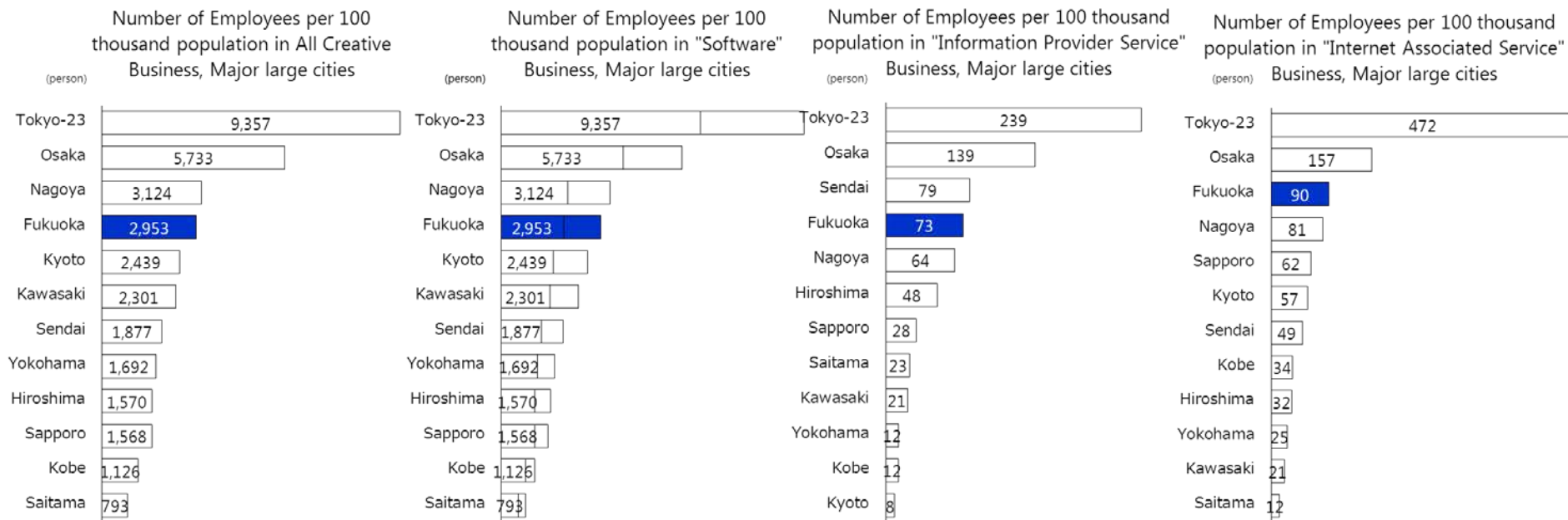
Tokyo-23=Tokyo 23 wards.

Note: Major large cities are the cities with more than 1 million population. Creative business sectors are Textile industry, Musical instrument manufacturing, Broadcasting services, Software services, Information provider services, and other Data processing and Information services, Internet based services, Video, audio, and text information production, Design, Writing and Artistic business, Advertising, Movie theater, Entertainment facility business and Performing business.

Source: Statistic Bureau, Ministry of Internal Affairs and Communications. *Economic Census for Business Frame* (2009).

Compactly accumulating IT business employees.

Number of employees per 100 thousand population in major creative businesses①



The number of employees in IT business in Fukuoka City is the 4th largest in Japan, following the metropolitan areas, and the city accumulates adequate balance of people of the same business and sectors.

It is possible to establish an initiative to make the best use of these accumulated talents, as to use the information technology in diversified sectors.

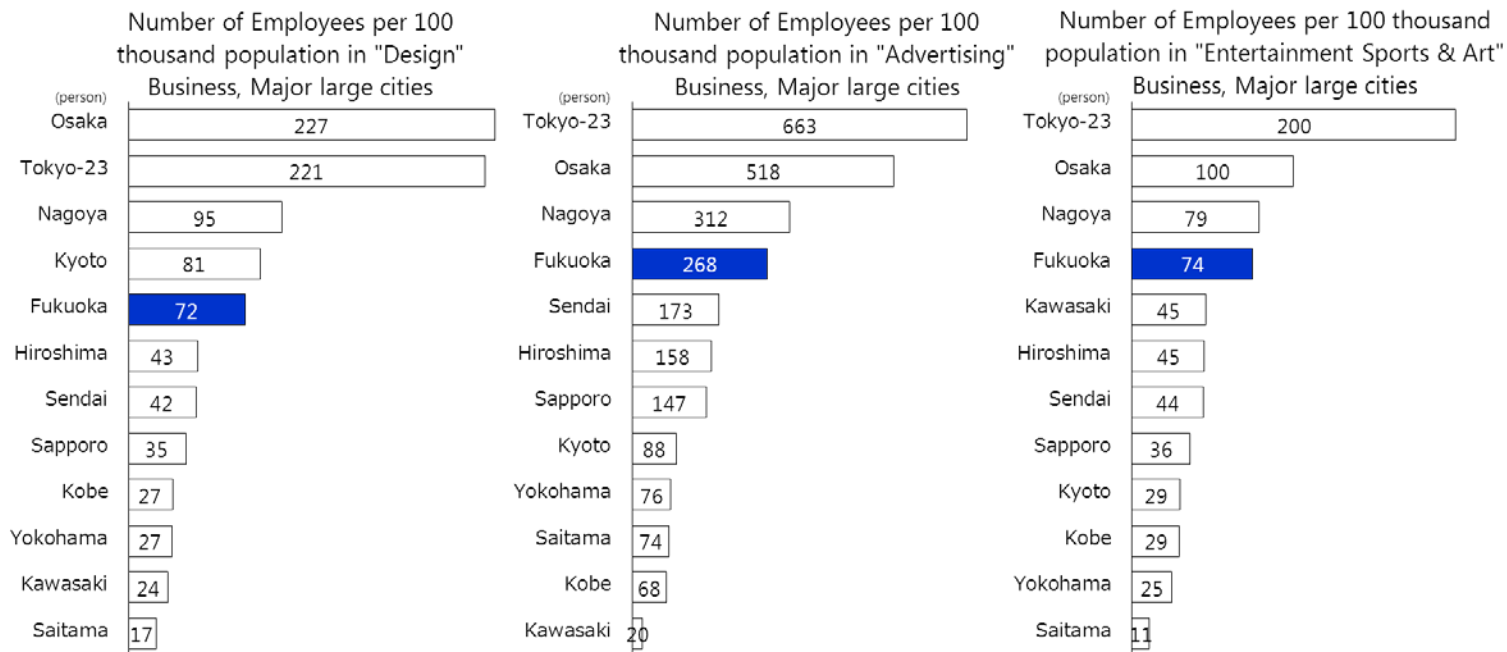
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Source: Statistic Bureau, Ministry of Internal Affairs and Communications. *Economic Census for Business Frame* (2009).

Compactly accumulating Design, Advertising and Entertainment employees.

Number of employees per 100 thousand population in major creative businesses②



The number of people who produce the creative content such as "design" and "advertising" in Fukuoka City is also the largest in the provincial urban area.

The creative content can not only inspire and entertain people but also generate a charm to attract many more people by adding new value to the products and service.

Tokyo-23=Tokyo 23 wards.

Note: Major large cities are the cities with more than 1 million population.

Source: Statistic Bureau, Ministry of Internal Affairs and Communications. *Economic Census for Business Frame* (2009).

Creative initiatives in Fukuoka City.

Creative Lab Fukuoka



cl-fuk.jp/

Fukuoka Game Industry
Promotion Agency



fukuoka-game.com

Creative City Fukuoka



クリエイティブ都市・福岡

creative-fukuoka.jp/

Myojo Waraku



facebook.com/myojowaraku

In Fukuoka City, there is a variety of initiatives to support the creative activities and to promote their output.

The initiatives which are difficult to be carried out by the public administration have been carried out by the private citizens due to the accumulation of related industries in the city.

As "Myojo Waraku" does, initiatives started from Fukuoka have started to be spread overseas, and the presence of Fukuoka City as a creative city is increasing.

Major Creative Initiatives in Fukuoka City

Creative Lab Fukuoka	Creative Lab Fukuoka aims the local economic growth in the creative industries, such as game, animation, movies, music, fashion and design, by promoting business expansion and new business development through communication and collaboration among different industries.
Fukuoka Game Industry Promotion Agency	Three fast-growing video game development companies in Fukuoka City established a voluntary association called Game Factory's Friendship (GFF), currently of 11 member companies. Later, a collaboration between GFF and Kyushu University has started, then in 2006 Fukuoka Game Industry Promotion Agency, a collaboration of three bodies including Fukuoka City was established with a slogan of "Make Fukuoka, Kyushu be a global game industry city." The first collaboration of industry, academia and government in Japanese game industry is nationally remarkable.
Creative City Fukuoka	From "Creative city Fukuoka", a vibrant city with a wealth of young human resources, this curated website provides creators around the world with a great deal of information about ever-changing creative industry of Fukuoka, Japan and world in accordance with the key word of "creative".
Myojo Waraku	At a technology and creative festival, called Myojo Waraku, a variety of professional and non-professional presenters and performers from music, video, game and interactive sectors creates scenes to generate new value caused by mixing different contents. It has been held in Kyoto as well as in Fukuoka, with a plan to be held overseas, such as in Singapore.

Source: Cited from each website. URC translated when necessary.

Creativity of next generation has been growing in Fukuoka City.

There are many creative educational institutions in Fukuoka City for a long time, including Kyushu Institute of Design (currently known as *Kyushu University Faculty of Design*) which is the first university to offer “Art & Technology” department in Japan. Besides the universities, there are many vocational schools to train students to be the professionals of the field.

Fukuoka City continues to raise the creators who generate the value of the next generation.

Major Creative Educational Institutions in Fukuoka City

University	
	Kyushu University Faculty of Design / Graduate School of Design
	Kyushu University / KANSEI center for Arts and Schience
	Kyushu Sangyo University / Graduate School of Fine Arts and Design
	Kyushu Zokei Art College / Department of Art and Design
Vocational school	
	Aso Architecture & Design College
	Koran College of Fashion Design
	Nippon Designer Gakuin Kyushu School
	Fukuoka School of Music School
	Fukuoka Design School
	Fukuoka Design Communication School

*Kyushu University Faculty of Design (former Kyushu Institute of Design)
 Kyushu Institute of Design was established in 1968 as the first national university to offer “Art & Technology” department. In those days, it was a completely new academic area, and it was said that there were no specialists in the area.
 Under the Institute’s innovative mission focused on the “Humanization of Technology”, many designers in the various field have been trained. The institute can be regarded as a pioneering educational institute to combine creative value with technology and environment.

Value earned a worldwide reputation: the culture of Fukuoka City.

In September this year, the news became a popular topic of conversation that Tokyo had been chosen to host the 2020 Olympic and Paralympic Games. The team who created the international promotional video presented at the International Olympic Committee (IOC) meeting are the video and music production companies based in Fukuoka City. ("Tokyo 2020 International Promotion Film: Tomorrow begins". Video produced by KOO-KI Co., Ltd. Music produced by Invisible Designs Lab.)

Both companies already had international achievements such as receiving awards at the Cannes Lions International Festival of Creativity before producing the Tokyo 2020 International Promotion Film. Their achievements show that it is possible to earn worldwide reputations while locating their production base in Fukuoka.

These "successful stories next door" make people who live in Fukuoka City not only proud but also greatly inspired. Fukuoka City has been supporting creative activities for a while. Besides promoting culture and arts, boosting startups and encouraging added value to the existing sectors can be expected to contribute to the economic growth.

While many Japanese hesitate to be creative due to their "age", it is possible for many people to be creative in their own field or by collaborating with other sectors in the creative culture which has been rooted deeply in Fukuoka City, aiming to be a pioneering "creative city" to generate new added value.