

## Hachinohe City, Japan: Local town with a creative atmosphere

Hachinohe city is famous for its activities in town center revitalization as well as collaborative regional revitalization activities with neighboring municipalities. The creative atmosphere of Hachinohe city is symbolized by the Hacchi Portal Museum located in the town center and operated Hachinohe City (Photo 1). The concept of Hacchi, which started operation in February 2011 (one month before the East Japan Great Earthquake), is 'to create the new charm based on local assets'. Based on this concept, various activities have been done, such as place making.

More than four million people visited the Hacchi during four and a half years since its start and the town center itself is also attracting new people. The key of the success of the Hacchi is clearly seen in the Art-in-Residence program conducted by the Hacchi, in which emphasis is given in community assets and their new attractiveness through community participation in art activities.

Mr. Koichiro Yamamoto, artist, who conducted community art in the Art-in-Residence program of the Hacchi, moved to Hachinohe city and started a new community art project named *Machigumi* (Town Group). Currently, more than 200 citizens are participated in *Machigumi* and is conducting various town development activities. Their activities are changing the town center to be more attractive and creative gradually. One of their activities is the renovation of an old shop: change the dilapidated old shop in the town center to an attractive co-working space (Photo 2).

Another place which symbolize a creative atmosphere of Hachinohe city is the Bar 'Prince' located in a traditional narrow alley where people drop by after work and generate a new 'chemistry'. The atmosphere here has a similarity with Portland, USA, which is often referred to as one of hottest cities in the world.

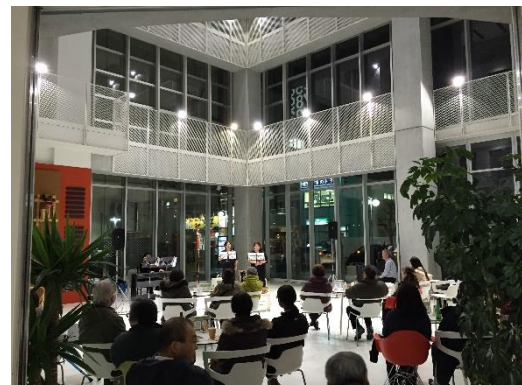
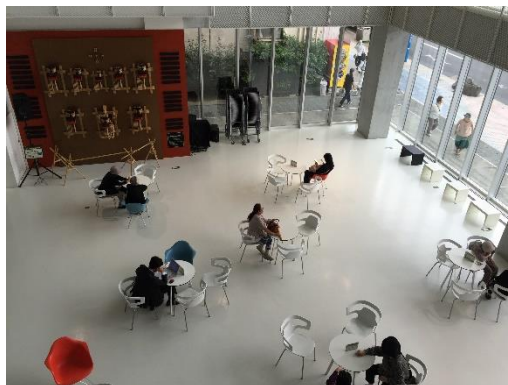


Photo 1: Creative space in the Hacchi



Photo 2 *Machigumi* Lab (Co-working space renovated from an old shop)