

# Group 3

# Urban center creativity : Creative Circle

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# Content

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# Issue - from SWOT analysis

- formulation of city's vision (incl. urban redevelopment projects) still ongoing
- university area cooperation: (1) Toyohashi University of Technology, (2) Aichi University, (3) Toyohashi Sozo College
- area management organization: 3 unis, ~ 10 companies, government supervision
- strong tertiary sector (service industry) & secondary sector (esp. automobile)
- city aims to combine innovative manufacturing tech x agriculture
- won municipalism SDGs investigation 2020
- financial support for smart city x healthcare
- "many" festivals

- major transportation hub
- one company being responsible for entire city's public transport
- ~ 5% foreigners (→ asset multiculturalism), < than 10% locals at Toyohashi Tech
- (mixed-use residential city is emerging)
- different natural landscapes (sea, bay, rivers, mountains)

- weak tourism (but new hotels for businesspeople are emerging)
- budget problems
- questionnaire on people's lifestyle only focuses on city center
- **not enough city center spaces to come together and interact\***
- **many vacant houses and parking lots in the city center\***
- not enough appealing companies to work for after graduation (→ change to S?!) )

- difficult to make the entire city(lifestyle) smarter in the same way due to various city landscapes (→ focus on specific lifestyle)
- [competitiveness build on the city's history and culture is not more special than other areas along Tokaido]
- **depopulation**
- **aging society**

# Issue

Main Issue : **Waning of the city center**

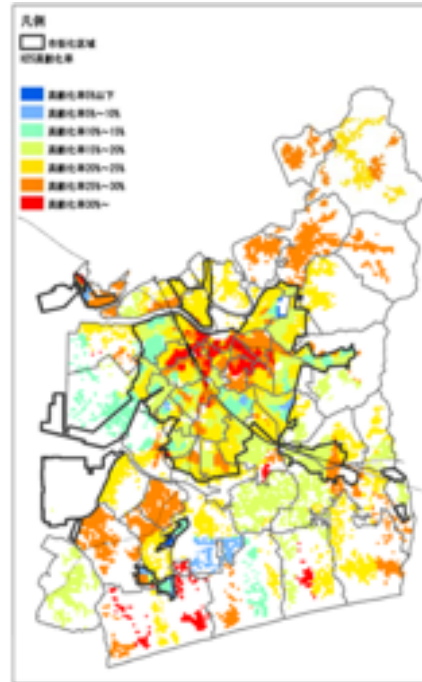
Internal Influence

- Aging
- Declining of the density

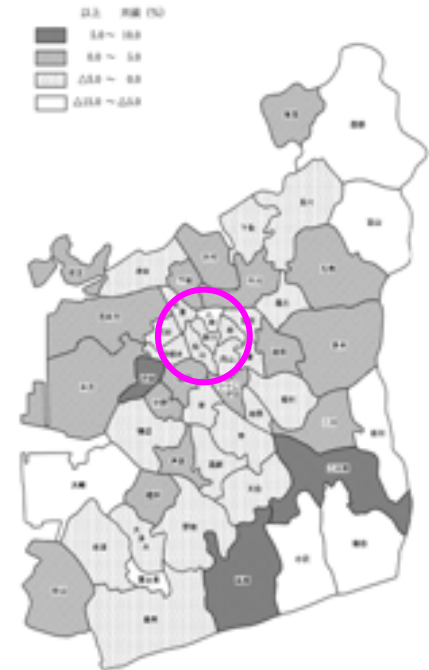
External Influence

- Less opportunities for tertiary class students to visit/stay
  - Cause : poor transportation (at night) / lack of attractiveness

Aging (2013)



Population Increase or Decrease by district (2010-2015)



# workshop

## 伝統 技術

Tradition  Technique

### Comments

- 今見えるものと見えないものの復活
- 具体的な話（物件準備して欲しい、100万円あれば何ができるとか）
- アートの拠点はいいですね。イベントとかやってみたい⇒空き家活用
- 昨日の無い街 戦争で9割焼けた
- 広場を貸している。どう拡散すればいいか？、でかいQR
- 道路の断面はどうなる？ 図面があればもっとよかった。
- 魅力的な人といかに繋がるか？ きっかけを作る。
- ワークショップ、ものづくり体験で学生と交流がある。

### Tasks

- **From school to society**

Annually, one school in charge of one story line's Volunteer Event  
Local people should tell their own local story well to outside visitors,  
strengthen sense of participant

Good case, 埼玉市盆栽町盆栽館 is always having volunteer service  
connection with local high school

**Student organized event, activity, exhibition (Matsuba Park,  
Miraikan, Temple, Public hall)**

- **Expand new culture market to increase work opportunities**

Workplace —— Incubator —— Temple // Art Museum // Old store //  
Old vacant building

Work income —— Commercial publicity —— Local night market  
and display

Work category —— Students' major to be own business: VR/AR +  
online selling —— fashion + design

**History, Culture, Art + Young Skill @ Tokaido**

- **Quick, direct and cheap transportation for Southern Part**

**School provide more chances for them to go to town center.**

Two lines which could link through all school should be considered:

- A. From TUT
- B. From Aichi University

**Every weekend, Self driving bus or minivan (operation support  
from students)**

# Proposal

感動の交錯  
Exchange of impression



活動の機会  
Opportunities of interaction



記憶の共有  
Sharing memories



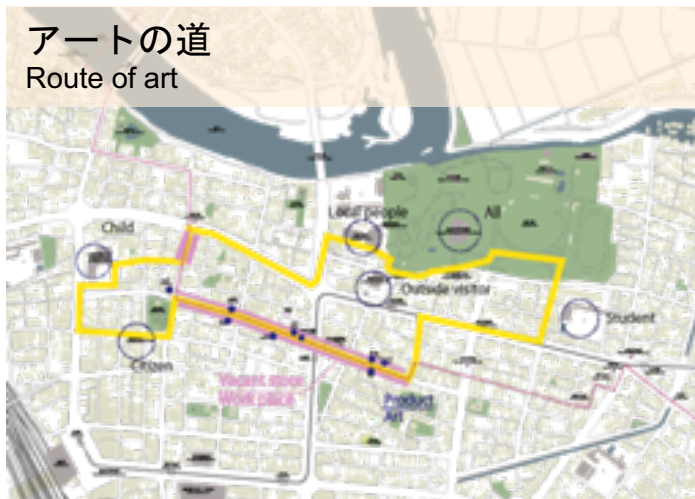
アート之道  
Route of art

安らぎ之道  
Route of peace

歴史之道  
Route of history

## workshop

アート之道  
Route of art



# Proposal (for smart city)

アートの道  
Route of art

安らぎの道  
Route of peace

歴史の道  
Route of history

FURTHER REFINED

文化と創意の道  
Route of cultural and creativity

生活と環境の道  
Route of life and environment

思い出と印象の道  
Route of memory and image

Smart and  
livable city

## 文化と創意の道 Route of cultural and creativity



生活と環境の道  
Route of life and environment



思い出と印象の道  
Route of memory and image



# 文化と創意の道 Route of cultural and creativity

Step 1 :

○ Extend southward to Toyohashi Station





## Step 2 :

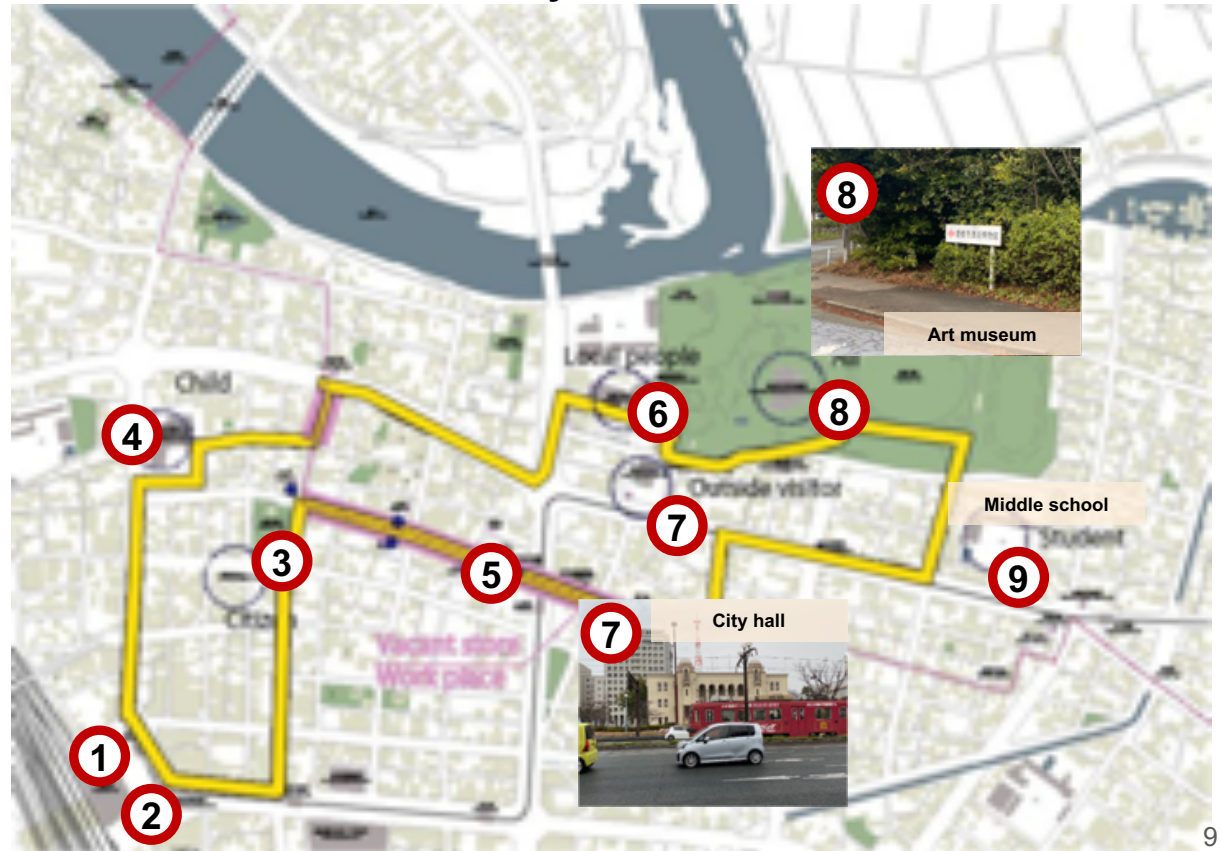
○ Discover the **places**

場所 🍌



## 文化と創意の道

### Route of cultural and creativity



### Step 3 :

○ Discover the **activities**

場所  行為

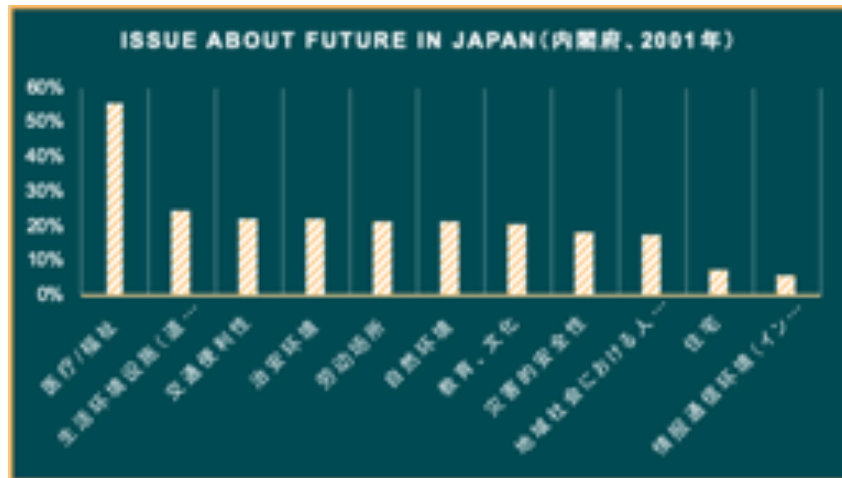
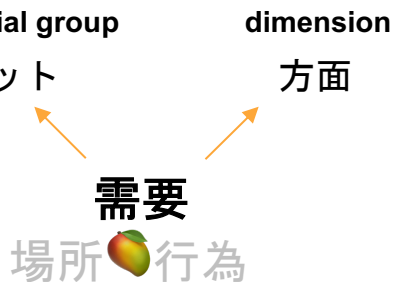
### 文化と創意の道

### Route of cultural and creativity



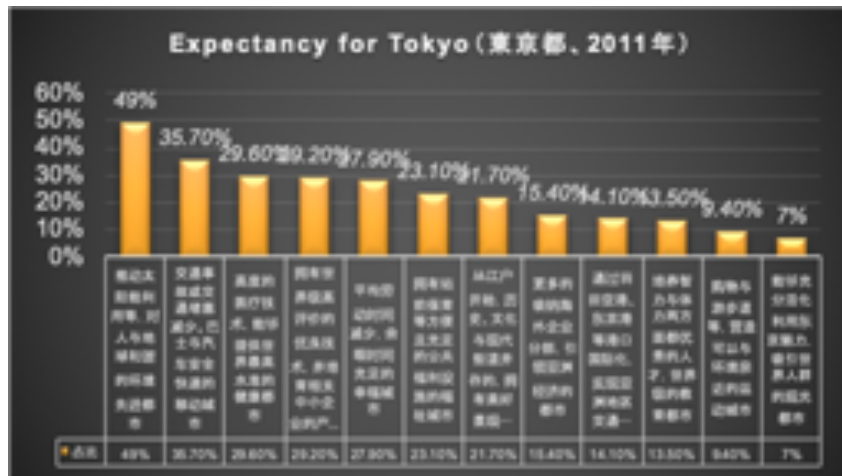
## Step 4 :

- Discover the **needs** (combine with attractiveness)



## Comments

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## Step 4 :

○ Discover the needs (combine with attractiveness)

需要  
場所 行為

	space	Industry	Transportation	Employment	Environment	Education	Lifestyle	Facility	Event	Culture	social connection
Children		More opportunity to nurture creative mind			safety for playing around	Quality of schools Juku		children park		civic pride education	easy to make friends (more same age)
Student		1.More entrepreneurship 2.funding	Safe place to bike	chance to get intern-job experience Good part time job		Good university		entertainment cafe	Events which they can going out for date		
Single Adult	entertainment/a museum/social space	funding	easy access to work	1.High paid job / attractive job 2.more free time to enjoy life (No less commuting time)		University (master degree) Innovation lab.	Outdoor (Camping, surfing)	entertainment cafe			
Family	entertainment/a museum		easy access both to work and school for children	1.stable job 2.more free time to take care of family	Good nature and good living environment			1.baby-care and nursery service			community for raising children
Elderly			Last one mile transportation system Barrier Free	re-employment	Good nature and good living environment	lifelong education program		health care and medical			community for elderly
General	combine historical, cultural and modern-style cityscape	1.attract more branch of overseas' big companies 2.cultivate more middle and small-sized enterprises	Low Cost High coverage		1.disaster-proof 2.environmental friendly		1.easy to make friends			1.Civic pride 2.take advantage of culture resources	1.connect with local people
Existing Attractiveness Elements		Transport Machinery Agriculture	Local Tram Culture			Toyohashi University of Technology		交通兒童館 Innovation Garden	Firework (手筒花火)	scenic spots	

需要  
場所 🍊 行為



技術

Step 5 :

- Discover the chances to apply technique in this Route of culture and creativity

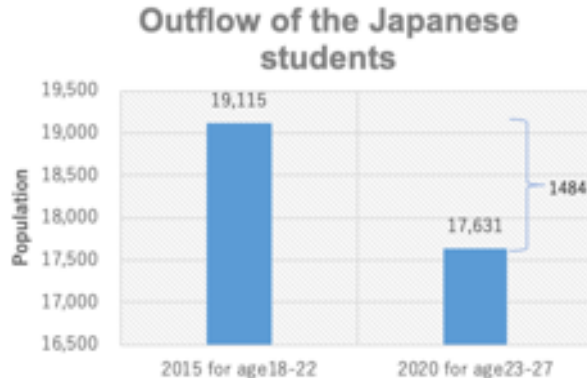


# Why cultural and creativity

- Creativity can be the goal of smart city
  - ↳ Young generation can generate more creativity
  - ↳ But young generation is declining in Toyohashi.

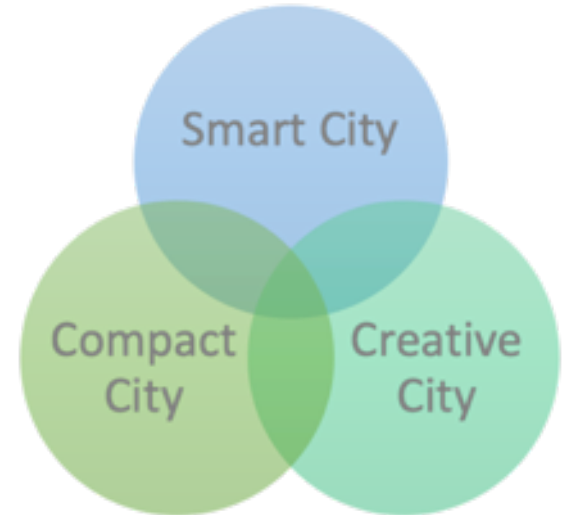


Set a goal on improving creativity to stop the outflow of young generation



Data from Toyohashi statistical information

Smart Creative City  
in the city center



Kidokoro et al, 2014



# Target Group and City Dimension Choice

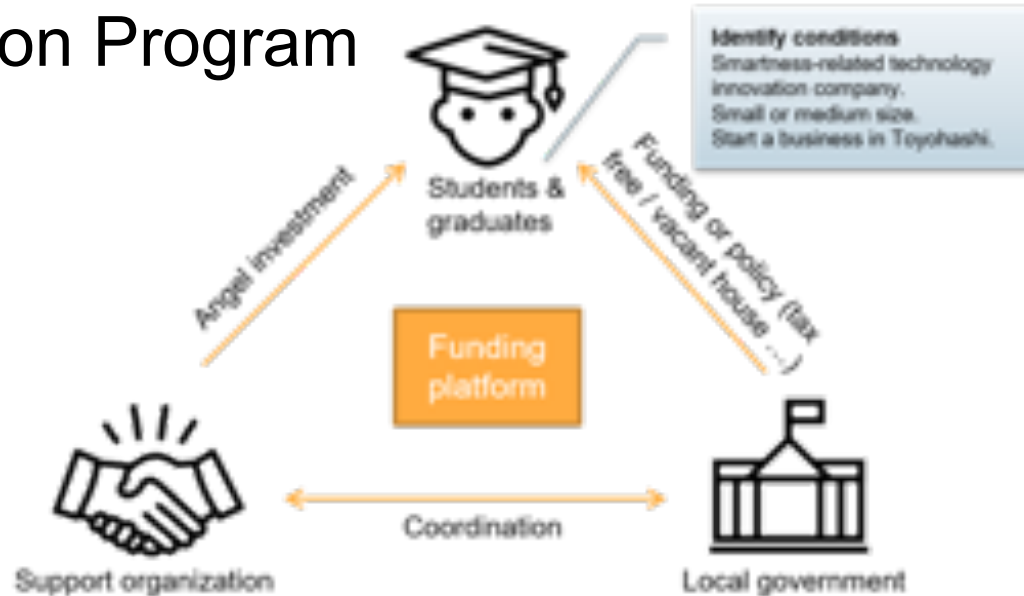
- Target Group : 20s (Students + Young Adult)
- City dimension : Urban Center (Route of cultural and creativity)
- Main goal: Providing young generations probability to start up creative industry



# 1. Small Business Innovation Program

The funding platform helps to reduce the costs and risk that SMEs must bear when engaging in innovation at the early stage, and encourage SMEs to undertake the development of new technologies and products to serve smart city.

- Physical space
  - Small company: vacant house along Tokaido road.
  - Events like monthly exhibition: children center, citizen park.



Small business innovation program exhibition in Taiwan



Application homepage for SBIR in America

## 2. Smart facilities

- Use smart facilities to support SMEs
  - Advertisements for the products
  - Information of the events and exhibitions

**Smart panel**

- For SMEs
  - CM space
- For outcomers
  - Free Wifi
  - Free battery charge
  - Free dial to Info center
  - Today's events
  - Intro of Toyohashi

**Smart poster**

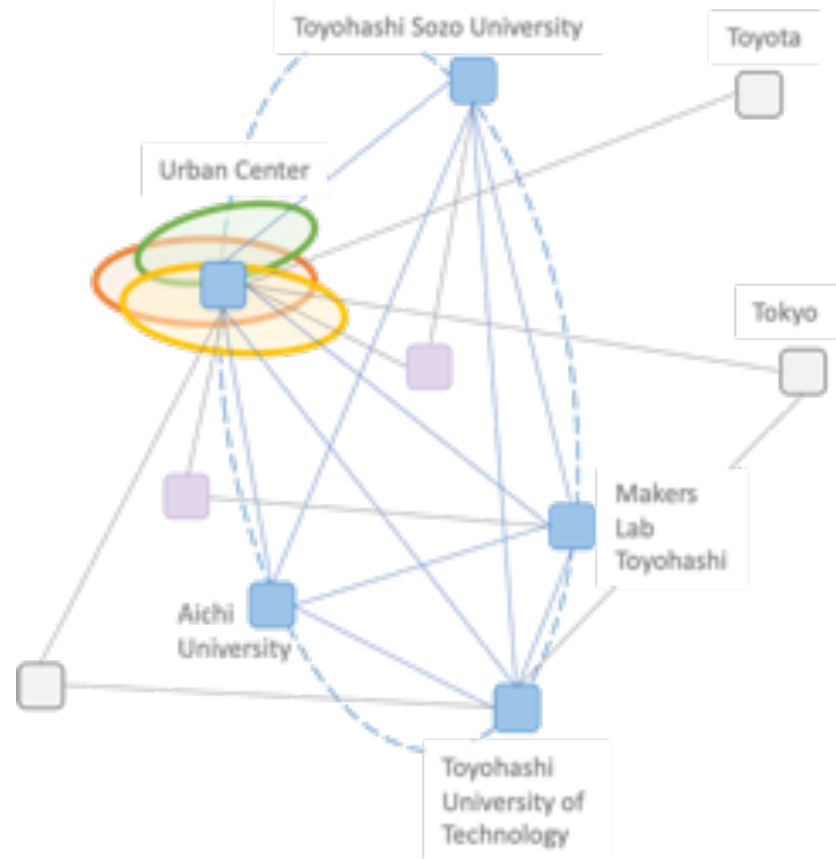
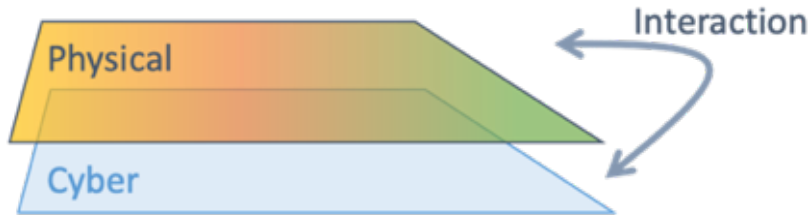
- NFC for small size posters at bus stops or at street lights
- QR code for large size posters at existing buildings

Child

Local people

# 3. Beyond the three circles

- Creativity in the city center cannot be satisfied/maximized only by the three circles.
  - Needs of the cyber layer
  - Connect with every creative dots



# 3. Beyond the three circles - Tonari

- Connect all creative dots (physical spaces) with city center
  - Tonari : Showing full size space through a screen on the wall
  - Launched in 2019



City Center



Anywhere

こども未来館 × Makers Lab



A New Creative Studio × TUT



# Possible Effects

	space	Industry	Transportation	Employment	Environment	Education	Lifestyle	Facility	Event	Culture	social connection
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# Possible Effects

- Attract young generation to start their "creative" work in the city center not in the other area of Toyohashi nor outside the cities Nagoya.
    - Revitalization of urban center
    - Decrease the outflow of young generation
    - Increase the number of SMEs
- 