

Business Promotion in the COVID-19 Era #1 Creative Smart Rokko Mountains



Under the Creative Smart Rokko Mountains Initiative that we have been promoting since May 2020, we aim to create a comfortable and attractive business space by improving the business environment on Mt. Rokko.

In March 2021, ROKKONOMAD opened as a locus for business exchange on the mountain.

Positioned as a co-creation lab, it provides an environment that facilitates creative and intensive work, and it also encourages collaboration through exchange events that involve not only the companies using the facility but also the surrounding workspaces, hotels, and cafes.



The Be Smart KOBE Project supports the resolution of social issues by businesses that employ cutting-edge technology and data, and four projects have been implemented on Mt. Rokko thus far.

Our goal is to bring together different kinds of cutting-edge technology to create comfortable leisure, living, and work environments.

In the 2020 fiscal year, we supported experiments such as unmanned drone deliveries and a monitoring service for Rokko Cable Car passengers using facial recognition technology.

We also conducted an experiment to measure the effect of "workations" on Mt. Rokko through the collection and analysis of vital data.

By creating office spaces in harmony with nature, as well as attracting creative people and companies, Mt. Rokko offers work styles such as remote working and workations that are ideal for the COVID-19 era.

Business Promotion in the COVID-19 Era #2 Helping Artists Pursue New Projects

Many artists and facilities (such as live venues) have been forced to refrain from their activities due to the COVID-19 pandemic. We are providing them with support so that they can continue their cultural and artistic endeavors.

We have supported 145 projects by 548 artists in theater, music, and the fine arts.

For example, during the pandemic many people involved in theater had lost opportunities to perform, and many shops and facilities were under restricted operations, so people from these two areas collaborated to perform dances and solo plays. Another example is a picture book-making workshop, which replicated the experience of a face-to-face art workshop. In these ways, new venues and methods of expression have been created that are adapted to the new lifestyle needs of the COVID-19 era.

Yet another example of COVID-19 as the impetus for collaboration among different fields is a booklet and CD set containing essays, manga, photos, and other media produced by various artists who used the seasonal words of haiku poetry as a common theme.



"Turtle Cry"
booklet with CD



"Makikomu Book"
by Makikoms



"Mystery Drama" by the Yamamoto Detective Agency

Redevelopment of the Sannomiya Urban Center #1 Kobe Mural Art Project

As part of the redevelopment of the city center, the No. 2 Building of Kobe City Hall was closed in March 2020 for dismantling. This building had managed to survive the Great Hanshin-Awaji Earthquake, and we wanted to convey our gratitude and respect in some way. Through painting murals on the building and its scaffolding, we aimed to give form to these feelings and also foster a culture in which citizens enjoy art and the city nurtures artists. Seven teams of artists painted the murals, which have transformed the area into one where both children and adults can easily appreciate art.



©HITOTZUKI, SAG ONE+VERO&KERO



©KAC

Redevelopment of the Sannomiya Urban Center #2 Street Table Sannomiya



©Haru Urabe

In this project, everyone works together to nurture “the things we want to have in the urban center of the future”. A public space was created on the south side of JR Sannomiya Station for a limited time where members of the public could make furniture and decorate the stage together with the organizers.

By holding events for enjoying food and music, and thereby increasing the number of people who feel connected to the urban center of the future, we will create a cozy and lively space that fits Sannomiya’s image as the “entrance to Kobe”.

Management & Design Integration Promotion Project



In this program, small and medium-sized manufacturing companies review and develop their management from a design perspective in order to maximize their corporate value.

Designers, as well as experts in design thinking-based management reform, form a team to support participating companies in an accompanied format.

In fiscal year 2020, the third year of the program, nine companies participated from a variety of industries including food manufacturing, hairdressing and beauty. Over a period of about seven months, they worked on management strategies and new business creation that incorporates design perspectives.

Design and Creative Center Kobe (KIITO) Initiatives



The “Isu Is Size Exhibition - A New Perspective on Product Selection” (held June-July), which offered ideas for achieving an enriching lifestyle, provided visitors the opportunity to experience and appreciate craftsmanship. We also incorporated various projects based on the COVID-19 pandemic, including online lectures and seminars.

In “chibikkobe 2020”, a program aimed at communities and families, children designed a logo for the Arata Community Welfare Center together with designers and architects. In addition, we also produced videos that introduced how things are created while showcasing the work of various creators, and made them available to be enjoyed at home.