Culture is a Good Idea - A Study on the Creative City Development Methods and Construction Features of Kanazawa

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Abstract—The global economy is proceeding to a new era: a new trend which will readjust the economic structure, a new developmental style which takes the cultural industry as the center. Kanazawa, Japan is a city that was built to be a creative city with the blueprint of an ancient cultural capital. The city is a base for culture and creativity, and seeks to bring beauty and aesthetics into city life, where the traditional and contemporary meld together to create a charm that is unique to Kanazawa. The success of Kanazawa’s development is a learning model for city marketing, and culture and creativity creation. This research uses literature reviews and fieldwork to observe and analyse the development of Kanazawa as a cultural and creative city, as well as with Charles Landry's The Creative City theory and Nathan Shedroff's Experience Design theory to discuss the methods and characteristics of Kanazawa’s development as a creative city. It was found during the research that Kanazawa used the development strategy of creative city and let citizens experience the aesthetics of cultural crafts, thereby attracting tourism development and creating a unique cultural and creative industry model. Three elements to build a creative environment for the city’s cultural and creative industry, shaping Kanazawa as a creative city and sustaining its development model and creative trait: 1.Provide multiple modes for creative learning with the city as a creative base that has a creative arts environment of museums, art galleries, and libraries. 2.Build spaces for cultural and creative experiences in the city to allow citizens and tourists to experience and consume the creative atmosphere of the culture and arts of the city. 3.Hold cultural and creative activities to encourage participation from the civil society.

Keywords—Kanazawa; Creative City; Creative Milieu; Sustainable Development.

I. INTRODUCTION

UNESCO Creative Cities Network Meeting 2015 was held in Kanazawa, the meeting have a good idea that culture can maintain the distinctive features of city and environment, attracting tourists and a variety of activities to enhance the creative economy and quality of life, it is a key tool to promote sustainable city development. Four hundred years ago, the Kanazawa feudal lord, Maeda Toshiie built up his domain city with culture, devoting funds into incentives of cultural activities and academic researches, thus creating the unique traditional Kanazawa arts and crafts including Kanazawa gold leaf, Kaga Yuzen, tea ceremony, Noh, Kaga dish and Wagashi, which nowadays have become the rich cultural heritages of Kanazawa. The cultural literacy of the entire population was improved through the cultural and creative development, establishing Kanazawa's traditional beauty of arts and crafts, which have been passed down until today. Kanazawa has developed its exclusive urban nature and cultural style through the process of hundreds of years of urban innovation, which provided abundant developmental experience and visions for the knowledge structure in the development of cultural creative city. In 2009, UNESCO appointed Kanazawa “a City of Crafts and Folk Art”, which therefore became a Creative City developmental environment which can attract creative talents and cultural creative industries to flourish. The global economy is proceeding to a new era: a new trend which will readjust the economic structure, a new developmental style which takes the cultural industry as the center. Facing the new adjustments and strategy evolutions in the industries worldwide, Creative City is a new the construction model which has been promoted for urban revitalization and rebirth. This study attempts to mark on and discuss the constitutional patterns and features of Kanazawa Creative City based on Kanazawa's developmental experience. Moreover, it is also investigate the process of how an ancient city like Kanazawa gradually became a local cultural creative center in the global urban competition with its visions and strategies of urban development, and how it constructed the developmental implications of Cultural Creative City through the development of urban culture and arts as well as the cultural creative industries. The study aims at taking the Kanazawa Creative City construction model to be a model example for other cities to draw on and learn from in terms of their development.

II. STUDY THEORIES AND METHODS

The birth and evolution of a city contain profound meanings and implications of local conditions and humanity. Through the interpretations and analyses of a city, we can understand the way of urban spatial construction and the social, politic and economic operation models as well as the underlying mechanisms. In the Age of Creative Economy, which takes the knowledge-based economy as its basis, has established a new
economic development model, providing opportunities for urban revitalization. The creative economist John Howkins pointed out that Creative Economy respects the people's creative potentials which can be stimulated. The importance of personal creativity cannot be overlooked in the development of a Creative Economy, and enterprises should address the needs of users so as to help to promote innovation. On the other hand, Creative City is an important platform to promote cultural economy, knowledge-based economy, and Creative Economy. The construction of a Creative City can attract cultural creative talents and groups to build up the creative industries in order to enhance the new competitive advantages and to create new industrial vitality of the cities. The vitality of Creative Economy shown in Kanazawa has provided us a unique Creative City developmental experience. By means of literature review and field investigation, the present study observes and analyzes Kanazawa's experience of developing into a Creative City. The analytical framework and theoretical methods of the construction of a Creative City were established with Charles Landry's The Creative City theory and Nathan Shedroff's Experience Design theory. The study then preceded analysis and discussion with the above-mentioned theories against the methods and features of the construction of Kanazawa Creative City.

A. The Creative City Theory

The British Creative City scholar Charles Landry proposed The Creative City theory to explore the construction methods and models of a Creative City. Landry considered that the innovative clues of a Creative City lie in the creative bases, creative environment, and cultural factors. The formation of a Creative City relies mostly on the construction of an creative environment: namely, installing a dynamic development environment which can attract creative talents and cultural creative industries so as to promote the formation of a Creative City. Charles Landry's Creative City theory took the urban cultural implication as its principle, and the core of the theory resides in the creation of creative milieu and the preservation of the urban creativity cycle, as well as the development and constitution of a learning city. Landry considered that a Creative City must build up a creative milieu, so as to nurture the creativity in a most appropriate environment (see Table I). Creative milieu is a spatial concept, which covers the necessary prerequisites and the required software and hardware equipment that is sufficient to stimulate creative ideas and all inventions. The creative milieu needs to be deeply rooted into the organizational structure of the city to bring the creativity into full play and to operate the creative environment with the creative milieu. The seven key factors to establish a creative environment are as follows: 1. Personal qualities; 2. Will and leadership; 3. Human diversity and access to varied talents; 4. Organizational culture; 5. Local identity; 6. Urban spaces and facilities; 7. Networking dynamics (Charles Landry, 2000). Charles Landry believed that the key criterion for evaluating a Creative City is the creative vitality of the city. The creative vitality indicates the city's activity level, level of use, interaction level, and communication level. Landry's urban creativity cycle theory and the operational mechanism means to analyze the cultural vitality of a city, so as to determine the focused fields of development in the creative industry, then conduct urban planning and urban construction using the design. It also includes to implement various supportive funding measures, to establish public service platforms which provide diverse services, to concentrate supports on small and medium enterprises so as to attract and cultivate younger creative talents, and to hold varied cultural creative activities. With the operation of the above creative cycle mechanism, the full-powered promotion mode of the Creative City is turned on.

B. Experience Design Theory

With the development of contemporary society, people’s main pursuits for their lives have been changed from a mechanical and lifeless material style of life to an experience model with emotional characteristics. The Experience Economy is a new stage into which the human economic has developed after the agricultural economy, industrial economy, and service economy. This new stage explores how to satisfy the users' mental needs, so as to realize the values of products and services. The idea adopts service as the core and products as the media, providing people with unforgettable experiences through emotional connections and creating high economic value-added modes which are worthy of remembering for the consumers. Nathan Shedroff proposed the Sensibility Theory of the Experience Design, which takes service as the core and product as the media to create feeling activities worthy of remembering for the consumers. The features of the spatial design of the Experience Design are as follows: 1. Game-like, entertaining; 2. Humanized, with interactive participations; 3. Emotionalized experience. The design then connects the consumer's existing experiences with new knowledge through these experience methods. Thus, make consumption a process within the experience. Even when the process is over, the memory of the experience will still remain. This Experience
Design which takes the consuming experience as the core of design is the feature of the Experience Economy, emphasizing the unique aesthetic experience that the consuming activities bring to the consumers (Nathan Shedroff, 2001). With the coming of the era of Experience Economy, people's pursuits for material life have been elevated to a higher level of spiritual experience. Experience Design will soon become a new design method, which will bring new vitality to traditional designs. The emotional models and experience concerns in the traditional designs will be strengthened by the interactive experiences in the virtual reality. The aim is to create more spiritual feelings and to establish the experience models and life values with real-life emotions.

C. Brief Summary

Charles Landry's Creative City theory provides a method to construct a Creative City, including the software and hardware equipment of the city. With this theory, a cycle mechanism of mutual support can be established, providing methods and procedures of constructing a Creative City and bringing out the creative aura of the Creative City. The construction of a richly creative environment that includes creative software and hardware facilities will help to form a place where creative ideas and inventions can be produced. Nathan Shedroff's Experience Design theory, on the other hand, provides a new experience model for the designing and selling of cultural creative products. It provides a wonderful experience model for our five senses concerning the marketing of the cultural creative products. The procedures and methods to construct a Creative City are shaped through the analysis of the two theories: 1. Construction of the creative environment; 2. Establishment of the creative milieu; 3. Cultivation of the creative talents; 4. Development of the creative products; 5. Sensibility experience and marketing of the creative products. With this mechanism of creative cycle, government, enterprises, craftsmen, citizens and tourists can form a mutual creative construction and experience. The sustainable, creative learning operation models of consumption can thus become part of the experience economy. City citizens in all statuses can each gain their own profit and share the profits mutually, forming a sustainable Creative City construction model (see Table II).

III. THE DEVELOPMENT EXPERIENCE AND CONSTRUCTION MODEL OF KANAZAWA CULTURAL CREATIVE CITY

Kanazawa has a rich cultural heritage, with which it activated and made good use of the existing traditional cultural bases to develop and progress to become a Creative City and achieved the goal of urban development with its soft power through the process of transition to a Creative City. For example, the draft of the cultural creative city development strategies enabled the citizens to explore the beauty of arts and crafts, as well as inspired the development of tourism, thus promoted Kanazawa's unique cultural creative industry. The whole city now has a richer atmosphere of literature and art, with profound connotation of culture and aesthetics. Citizens and tourists can have wonderful cultural experience models, enjoying a graceful feast of life. The present study analyzes the construction strategies and methods through the construction experience and development framework of Kanazawa Creative City, how it built up its development framework and methods of becoming a Creative City.

A. The Construction Strategy of Kanazawa Creative City

Kanazawa established the city development plans whose goal is to build affluent creative city. Japan also has been encouraging the strategic ideas of cultural nation to drive the comprehensive development of the society and economy through the creation of intellectual property contents products, establishing the national soft power and elevating the extensive development of society and economy. The "Basic Law for Culture Art Promotion" was issued in 2001 as the macro indicator for the future culture and art development, which has acted as the blueprint of Japan's plan of constructing Creative Cities. "Basic Law for Culture Article for Sale Production, Protection and Promotion" was launched in 2004, which reflected on how to revive the city's vitality and economic prosperity using the city's cultural soft powers as the principles. Kanazawa City started to propose the basic outlines of Kanazawa in 1985 to create a city with cultural industries. Thus, the Creative City Kanazawa Promotion Committee was found in 2008, aiming at building up a citizen-oriented cultural industrial city with an environment of rich humanities and internationality. The City government took the idea as its main municipal policy, trying to maintain Kanazawa's quality city nature and traditional culture to improve the life quality of the people and city development. The said Committee consisted of people from the private enterprises, government and academic circles, which covers areas of administrative system, craftsmen circle, industrial circle and citizens, within which, the Major of City of Kanazawa, the Chair of City of Kanazawa Arts and Crafts Association, the President of Kanazawa College of Art, the Director of The 21st Century Museum of Contemporary Art, Kanazawa and the Assistant Director of Utatsuyama Craft Workshop are also members of the Committee. The City of Kanazawa Charter of Craftism below was proposed to establish the scheme of sustainable Kanazawa Creative City.

The Charter of Craftism of City of Kanazawa aims at creating a citizen-oriented cultural industrial city with an environment of rich humanities and internationality. The City government took the idea as the municipal policy, trying to maintain Kanazawa's
quality city nature and traditional culture to enhance the life quality of the people and substantial development of the city, forming the ideas and models of Kanazawa sustainable Creative City.

The Charter of Craftism of City of Kanazawa: In order to reinvigorate the "Craftism" of Kanazawa and create a basis for realization of a creative city which will develop sustainably in the 21st century; 1. We will further polish and upgrade "Craftism" which gives birth to linkages between culture and industry. 2. We will pass on to the next generation "Craftism" which fosters humanity and enriches the quality of life. 3. We will spread the message throughout Japan and abroad of "Craftism" which is the wellspring of 'Kanazawa- City of Hand Craftsman.'

B. The Construction Method and Model of Kanazawa Creative City

With the operation of a creative cycle mechanism, the city government, enterprises, craftsmen, citizens and tourists altogether formed an operational model, which can stimulate creativity and create consumptions as well as experiences of cultural creative industries, which are all parts of the experience economy. The Kanazawa Creative City construction model consists of the development methods, procedures, and models that are discussed below.

1. The construction of city's creative milieu

The construction methods and implement procedures of Kanazawa's creative milieu are as follows: 1. Determine the focused fields of creative industries; 2. Make full use of designs to conduct the city plan and the construction of city's creative environment; 3. Implement financial incentives; 4. Establish public service platforms to provide innovative services; 5. Support cultural creative enterprises; 6. Cultivate creative talents; 7. Organize cultural creative activities to construct the necessary hardware and software facilities that the Kanazawa creative milieu needs. The goal is to create the environment to construct creative communications in the city as well as places where to nurture people's innovation ability, and to provide multiple creative leaning models in art and creative environment in the city, such as museums, galleries and libraries(Fig. 1). Local institutes including Kanazawa College of Art, Utatsuyama Craft Workshop, Kanazawa Institute of Traditional Crafts, The 21st Century Museum of Contemporary Art, Kanazawa, Kanazawa Umimirai Library and Kanazawa Citizen's Art Center, are not only the cradle of nurturing creative talents, but also places where citizens, craftsmen and scholars have mutual creative communications. Also, the reuse of vacant spaces in the city has vitalized the traditional architectural resources, creating places with creative ambience. The vitalization and reuse plan of the Kanazawa Citizen's Art Center has built up a comprehensive creative environment, which is opened to culture and art groups as well as citizens at low costs. The subsidy system "Local Crafts Studio Establishment Incentive Payments" was founded, allowing craftsmen to reuse the free spaces on the shopping district as their studios, transforming old and abandoned spaces into places for creativity construction of the city. The construction of city creativity bases has enabled citizens, craftsmen and scholars in Kanazawa to learn and communicate mutually in the city's creative milieu and share their creative ideas, forming the overall creative vitality of the city. For instance, the Nagamachi Samurai Residence has become the cultural creative shopping district, attracting tourists to experience the traditional cultural ambience and creativity. On the other hand, the operation of cultural creative places, such as Kanazawa Shinise Memorial Hall, Kaga Yuzen Traditional Industry Center and Kanazawa Yasue Gold Leaf Museum(Fig.2), carries a great deal of inspiration and effectiveness. In addition, all kinds of cultural festivals and cultural creative activities are held to increase civil participation. The creative vitality is promoted through various cultural festival activities. Diverse activities, including festivals, exhibitions, forums and cultural activities, such as Kanazawa Hyakuman Goku and Kanazawa Music Festival, can enhance interactive connections of the society and accelerate the construction of Kanazawa's creative milieu. The city government of Kanazawa also launched relevant policies to subscribe citizens' creative results, in which the government provides funds to purchase awarded works in the contests. This open platform for the city's creative development gives every creative talent in the city the opportunity to make their creative dreams come true, to display their self creative values, as well as to elevate Kanazawa's creative vitality.
2 Inheritance and Innovation of Traditional Crafts

(1) The construction of aesthetics of craftsmen education

Kanazawa's development has been focused on culture since the Edo period. Under the hundreds of years of influences, people in Kanazawa are equipped with high cultural literacy and high cultural preservation consciousness. The most significant feature of Kanazawa that makes it different from other Creative Cities is its accumulated cultural depth since the Edo period. Traditional crafts, such as Kaga Yuzen, Kanazawa gold leaf, Kanazawa Kutani ware, and Kanazawa lacquerware, are all representative cultural assets of the city. The City of Kanazawa has founded many institutes to cultivate creative talents and to pass down the skills and spirits of these traditional crafts. For example, Kanazawa College of Art, Utatsuyama Craft Workshop, Kanazawa Institute of Traditional Crafts, Kanazawa Citizen's Art Center and the 21st Century Museum of Contemporary Art all provide education for creative talents as well as devote to the inheritance and innovation of traditional crafts. Craftsmen in Kanazawa have also established many related associations to communicate with local economists and groups. Through the idea exchanges and discussions about production, technique, marketing and talent cultivation, the inheritance and innovation of Kanazawa traditional crafts can continue to give people the spiritual attachment, making traditional crafts more than just crafts, but a practical good which can integrate with and be applied to human lives.

(2) The connection to international creative arts

Kanazawa is known for its traditional craftsmanship and is also working to connect to the world, so as to create a new trend of design. The City Government of Kanazawa has formulated many incentive systems, providing overseas internship supports and grants to nurture creative talents. The Kanazawa College of Art selects outstanding students each year for overseas study and to visit other Creative Cities registered in UNESCO, enabling the new generations to be cultivated and to interact with foreign cultures to expand their visions of art innovation. The College also recruits internationally renowned artists every year to deliver lectures, speeches as well as establishing studios. With a world of cultural creative activities, they have the opportunities to share their experiences with international communications. All kinds of exhibitions and forums are held jointly by the Kanazawa City government, the 21st Century Museum of Contemporary Art, and City of Kanazawa Arts and Crafts Association. The traditional crafts in Kanazawa are given with the experimental, exploring and innovative spirits through the mentioned exhibitions and operational strategies.

(3) Development of industry-university cooperative creative products

The Kanazawa College of Art is not only a place to cultivate creative talents and to stimulate creative milieu, but also a creative base for cross-border cooperation promotions and creative products developments. In order to encourage the overall development of both Kanazawa's culture and business connections, the Kanazawa College of Art cooperates with enterprises, allowing students to join in the development processes of products to invent new creative products and to gain practical experiences through industry-university cooperation. The Kanazawa College of Art developed creative lacquerware jointly with Kanazawa Lacquerware Inc. The Hakuza Inc., on the other hand, applied gold leaf into cosmetics, healthy food and decoration goods, bringing the industry-university cooperative development into full play. These industry-university cooperative development models for creative products have accomplished the modernization of the traditional crafts and created new business opportunities.

C. The Creative Tourism and Experience Economy Promotion of Kanazawa Cultural Creative Market

Consumers are considered as the subjects of the sustainable construction for Creative City, as well as the key part of creative industries. Consumers will only purchase creativity when the products are recognized. Through the construction of cultural creative experience places, the city became able to establish the creative field which attracts consumers and realize the city's creative value. The modern shops which activate and reuse traditional buildings have become the places where Kanazawa's cultural creative products draw tourist to experience and to consume. The shops have organized exhibition spaces, providing young artists to display and sell their works. DIY experiencing lessons, in which consumers and city culture interact, are also set up, forming various creative communication spaces. People who go to Kanazawa as tourists can get a taste of the beauty of the city and the wonderful atmosphere of cultural creativity, which satisfy people's sensitivity experience model. Experience of all kinds of packaged cultural tours will give tourists wonderful feasts. The travelling experience of Kanazawa crafts and folk arts attract 8 million tourists per year(Fig. 3), creating around 700 million dollars revenue in tourism, the output value accounts 10% of the GDP in Kanazawa. In the vitalization of historical buildings, cultural events such as tea ceremony, flower arrangement, chess, craftsman experience, lectures and festivals are held under the historical atmosphere, the locals as well as tourists can recognize and understand Kanazawa's historical contexts and cultural heritage features(Fig. 4).

D. The Development Modes of Kanazawa's Cultural Creative Products and the Creation of Industrial Value

The modernization of traditional crafts has turned traditions into gold. Since Kanazawa has so many cultural elements, how to turn those elements into new products which can be applied to...
contemporary life style and realize the city's creative value has become the main issue. From Kenrokuen to Kourinbo, from traditional handicrafts in crafts shops located in Katamachi to various traditional crafts, such as lacquerware and lacquer works, they present the essences of traditional and modern crafts and the creativity is adored by tourists. Kanazawa's traditional crafts business has improved the new values of their products successfully with the development of creative products, making the products a step closer to the contemporary life style (see Table III).

![Image](image_url)

**Fig. 4 The Cultural Experience of Kanazawa Higashi Chaya District.**

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<tr>
<th>Type of cultural creative industry</th>
<th>Development and features of creative products</th>
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<tr>
<td>1. Kanazawa Gold Leaf</td>
<td>In tradition, the Kanazawa gold leaf was used on temple, artworks and utensils, while nowadays, there are new applications extended to food, cosmetics and building decoration. Contemporary creative applications of gold leaf including gold leaf decorated jewelry, oil blotting paper loved by modern ladies and skincare product with gold leaf added in the cosmetics industry. Gold leaf can also be employed into fabrics, changing into the design for garments and bags. In the application for food, since gold leaf is edible, it can be added into coffee, tea and pastries, turning gold leaf into cuisines and elevating the luxurious dinning atmosphere.</td>
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<td>2. Kaga Yuzen</td>
<td>The creative products of Kaga Yuzen including Kaga Yuzen small purse, Kaga Yuzen necktie, Kaga Yuzen name card holder, architecture decoration, tea mat, Yuzen cloak and Kaga Yuzen Water Lantern. The Kimono made by delicate Kaga Yuzen silk has combined more modern fashion elements to demonstrate the exquisite and tranquil aesthetic consciousness of Japanese culture. In the selection of household wall decoration fabrics and the creative design for bags and accessories, the elements of Kaga Yuzen are ingeniously integrated. The fine Kaga Yuzen silk is also made into subtle Kaga comb showing the graceful texture of Kaga Yuzen.</td>
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<td>3. Kutani ware</td>
<td>The creative products of Kutani ware include various kinds of delicate tableware, decorations, tea set, drinking vessels, Kutani cups, Kutani small saucers, Kutani USB, Kutani steam aroma diffusers, Kutani cups, Kutani glass set and Kutani upholsteries. Kutani ware are also combined with gold leaf and color glass ingeniously, creating particular Kutani ware products which fit modern life style.</td>
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| 4. Other innovative products of the cultural creative industries | Yoshidaya developed the brilliant color incorporating dark green and bright yellow tablewares, adding artistic features to the food culture. Dessert dish, dessert spoons and dessert forks of Kanazawa lacquerware, on the other hand, presenting the gracious beauty of Japanese tableware. Glass saucers produced by handmade glass industry allow the gold leaf within the glass to crack spontaneously, demonstrating a novel but primitive sense of beauty. And the color glass beads neck lace is a perfect combination of glittering and translucent glass beads with the aesthetics of gold leaf. Mobile phone strips made with Mizubiki paper also became a exquisite craft of daily accessory. |

**IV. CONCLUSION: THE DEVELOPMENT METHODS AND CONSTRUCTION FEATURES OF KANAZAWA’S CREATIVE CITY**

During the development process of becoming a Creative City, Kanazawa allowed the public participation to promote the development and operation of a Creative City, accepting opinions from citizens with extremely open and tolerant manner, thus it has deepened people’s as well as enterprises' recognition and adoration of the local culture. An ancient city now is showing its energy and vitality. The development of the City's creative craft industries was driven by the construction of the Creative City, which has attracted tourists, increased working population, formulated the sustainable economic development model of the City and the source of economy, as well as accelerated the continuous innovation and development of this ancient city, forming a place with cultural-artistic vitality and high economic development pattern and value. The development of Kanazawa Creative City has demonstrated the following development features.

**A. The sustainable development feature of Kanazawa**

Kanazawa took the lead to apply urban design to creative city, by means of constructing a Creative City, created its cultural creative features, including 1. Established the local sense of identity; 2. Constructed the city aesthetics; 3. Created the City's creative milieu; 4. Connected social participation of citizens; 5. Cultivated creative talents; 6. Built up the unique cultural creative industries; and, 7. Attracted the cultural creative experience travels of the tourists. It has created the promotion model as a Learning City, and hosted various kinds of activities which can stimulate creativity, such as competitions, cultural festivals and crafts exhibitions. The construction result of a Creative City has been brought forth with diverse values, allowing the sustainable operation, inheritance and innovation of the city, and making them the features of a livable, continual and cultural Creative City.

**B. The creative cycle mechanism and features of Kanazawa**

Kanazawa created the urban environment, industries and the cultural creative milieu by means of the city's creative cycle mechanism and cultivated creative talents. The Kanazawa Creative City's sustainable cycle model possesses the following features: 1. The conservation and vitalization of cultural assets; 2. The establishment and construction of creative environment;
3. The prosperous creative industries and creative level; 4. The cultivation of creative talents and the connection to creativity; 5. Innovative craft techniques and abilities; 6. Diverse and open creative milieu; 7. The connection and promotion of cultural businesses; 8. The active vitality of the creative government; 9. The introduction of innovative models through international communications; and, 10. The construction of historical culture and aesthetic atmosphere of the city, providing the market and platform for creative products through the development of tourism. All the factors mentioned above have thus created an international and sustainable creative cycle mechanism.

C. The creative design vitality features of Kanazawa

Creating new value through the diversified exchange and integration, creating the creative ambience in the city's public spaces enables people from different levels to communicate and learn together, thus simulate the city's creative vitality. Conducting creative thinking and education in the city's creative spaces allows the city to have continuous creative presentations. The traditional culture with profound foundation and the ingenious techniques of the craftsmen are transformed by the creative designs and turned into the new faces of Kanazawa, which are abundant with modern and stylish aesthetics. Creative performances and exhibitions promoted by the City includes exhibition of stories in crafts, exhibition of crafts in life, crafts markets, sensibility value design exhibition, World Creative City Forum, Ishigawa Fashion Design Competition and the endorsements of Kanazawa ambassador. Other than these, various kinds of international communication and lectures are also held to increase the city's creative vitality.

D. The innovative features of Kanazawa's cultural creative products

The Kanazawa's cultural creative products have innovated the tradition and connected to industries. With the daily life-like feature, practicality, sensibility and the innovation of design styles, the values of the products that attract consumers' attentions are thus created. The city's achievement was to modernize traditional crafts and turn traditions into gold. The particular Kanazawa traditional crafts are now blended into contemporary lives through innovation. And Kanazawa's cultural creative shops with the cultural atmosphere and creative ambience then have become the places for tourists to search for a taste of ancient and modern crafts. Cultural creative products such as Kutani USB, Kutani steam diffuser and Kutani cups have become the favorite of tourists for their innovative designs that fit into our daily lives.

E. The Creative Tourism and Experience Economy features of Kanazawa

Kanazawa attracts 8 million tourists each year, creating around 700 million dollars revenue in tourism, the output value accounts 10% of the GDP in Kanazawa. By means of constructing the benefits of experience economy, tourists can experience in person the production of a craft. Experience tour models allow tourists to participate in crafts and folk art activities. In the vitalization of historical buildings, activities such as tea ceremony, flower arrangement, chess, craftsman experience, lectures and festivals under the historical atmosphere, as that the locals as well as tourists can recognize and understand Kanazawa's historical contexts and features of cultural heritage. All the above practices have created benefits of experience economy with high creative vitality.

Kanazawa has a rich cultural heritage, which activated and used the existing traditional cultural bases well to implement the exploration and progress to become a Creative City and achieved the urban development goal with its soft power on the process of transition to a Creative City. The key to Kanazawa's success lies in its active participation of the creative talents. They are not only creative but also courageous to accept challenges, and they promoted the city's innovation with their forward-looking visions. The construction of a Creative City has brought the local identity, established the city aesthetics, built up the city's creative milieu, connected the social participation of citizens, created unique cultural creative industries and attracted traveling experiences as well as consumptions of tourists. A social production model for a Creative City thus has been presented, which is also a win-win Creative City development experience that has been balanced between the local culture Inheritance and the economic development.

REFERENCES