



Art and Technology Village

August 2022

List of participated businesses (1)

■ Study Group Committee (groups of affiliation)

K-MBA9 Co., Ltd.	Kyoto	Nango Co., Ltd.	Kyoto
Zensin Inc.	Kyoto	MedicalNote, Inc.	Tokyo
GK Kyoto Inc.	Kyoto	Japan External Trade Organization(JETRO) Kyoto	Kyoto
Toppan Printing CO., LTD.	Osaka	giftee, Inc.	Tokyo
Tata consultancy Services Japan, Ltd.	Tokyo	Sow Experience, Inc.	Tokyo
Musashino Holdings Corporation	Saitama	Palo Alto Insight	America
CroudWorks, Inc.	Kyoto	British Council	Tokyo
NEC Corporation	Kyoto (Tokyo)	STARMARK HOLDINGS. LTD.	Kyoto(To kyo)
WILLER, Inc.	Tokyo	Uedahonsha co., ltd.	Kyoto
THE KYOTO SHINKIN BANK, question	Kyoto	KOTOBUKI CORPORATION	Kyoto
Roman Life Inc.	Kyoto	Baseconnect, Inc.	Kyoto
Advanced Telecommunications Research Institute International	Kyoto	UUUM Co., Ltd	Tokyo
Kyoto Prefectural Insho-Domoto Museum of Fine Arts	Kyoto	Kyoto University of the Arts	Kyoto
Taiyo Kogyo Corporation	Osaka	Serendix Inc.	Hyogo
NOMURA SECURITIES CO., LTD	Kyoto	Seekers Base Japan Corporation	Tokyo
Sanyo Chemical Industries, Ltd	Kyoto	Ritsumeikan University	Kyoto
KYOTO Industrial Support Organization 21	Kyoto	1→10, Inc.	Tokyo (Kyoto)
PwC Consulting LLC	Fukuoka (Tokyo)	H&H Inc.	Tokyo (Kyoto)

List of participated businesses (2)

■ Study Group Committee (groups of affiliation)

Nohara Holdings, Inc.	Tokyo	Traditional Arts Super Collage of Kyoto / Kyoto Architectural Super Collage of Design	Kyoto
Softbank Corporation	Osaka	The Pokemon Company	Tokyo
Cambridge Consultants Japan Inc	Tokyo	Nippon Telenet Corporation	Kyoto
OfaaS Corp	Osaka	Pharma Foods International Co., Ltd	Kyoto
Kyoto Toyota Co., Ltd	Kyoto	Ishizaka Inc.	Saitama
Chocolate Inc.	Tokyo	Area Promotion Japan Inc.	Kyoto
Kyoto Koka Women's University	Kyoto	KYOSEN corporation	Kyoto
Welmo Inc.	Tokyo	Terra Space inc.	Kyoto
Nippon Salvage Service Co., Ltd.	Kyoto	YAMAHA CORPORATION	Shizuoka
Liquitous Inc.	Kanagawa	DAIWA HOUSE INDUSTRY CO., LTD Kyoto Branch	Kyoto
Nakagawa PKG Co., Ltd.	Kyoto	mui Lab, Inc.	Kyoto

■ Research Group Committee (groups of affiliation)

Maxell Holdings, Ltd.	Kyoto	Kay Associates, Inc.	Kyoto
Kyoto University of the Arts	Kyoto	Kyoto Research Park	Kyoto
Kyoto University	Kyoto	KYOTO Industrial Support Organization 21	Kyoto

■ Kyoto Prefectural Government

Department of Culture and Sports	Department of Construction and Transportation
Department of Labor, Commerce and Tourism	
[The Secretariat Office] Office of Regional Policy (Southern Kyoto) of the Department of Policy Planning	

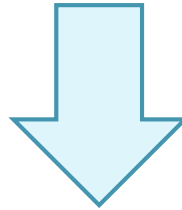
Problem solving by integrating Art and Technology

■ Key issues for the future development of businesses

【Background】

- Recent technological innovations in the IT sector and the diversification of consumer needs have led to the emergence of novel products and services in all markets, along with shortened product development cycles.
- Currently existing technology has its limitations, and new technologies and ways of thinking that do not currently exist in the company are needed to accurately capture the market; the efficiency of this creation process is also very important
- Based upon a post COVID-19 world, it is necessary to open-up for new strategies.

- Open Innovation with many alternative perspectives is mandatory for creating new business
- Importance of human resource developments that nurture entrepreneurs for the next generation, and people who play central roles in business



Essential environment for resolving issues

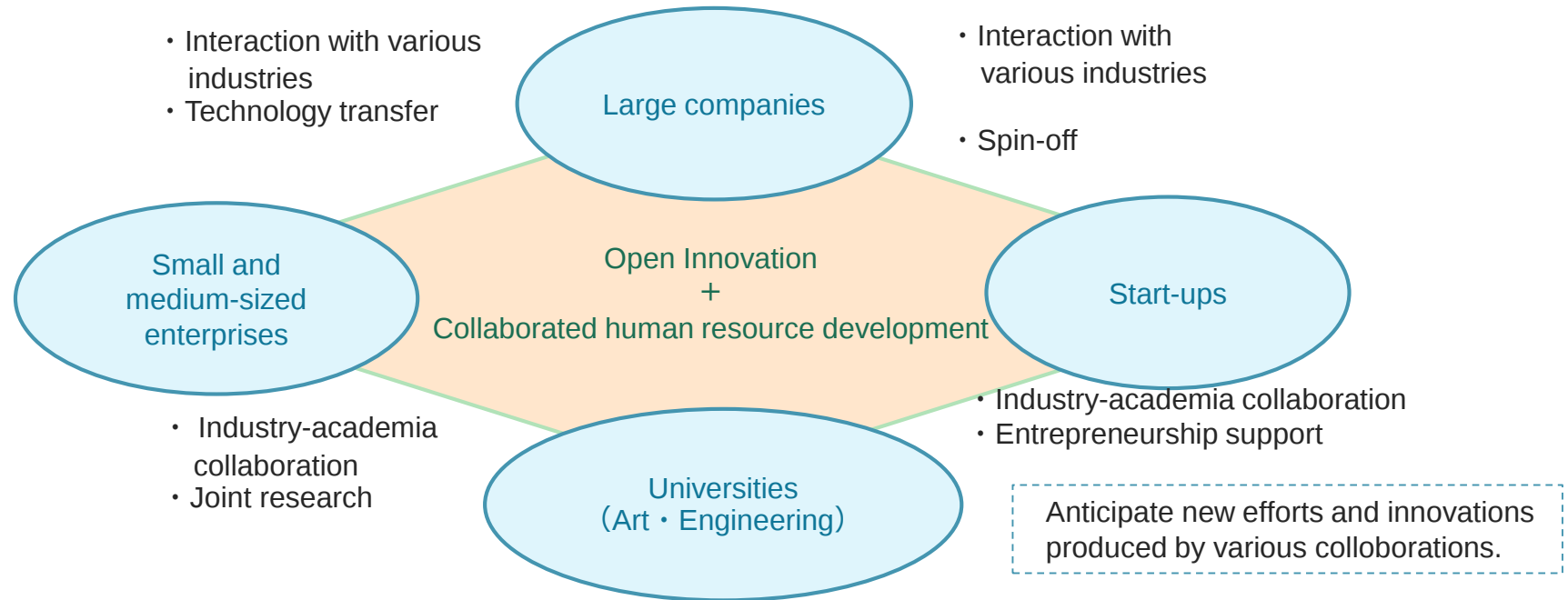
《Required conditions》

- ◎ Creating an avenue where different fields and industries can cooperate together and people with a wide-range of backgrounds can interact.
- ◎ Practical human resource development that allows interaction with various occupations, a promotion of that which can't easily be learned just from a book.

What is an Art and Technology Village?

■ Basic principle

By harnessing the power of culture and the arts in Kyoto Prefecture, Create new industries that integrate art and technology, encourage entrepreneurship and nurture the next generation of entrepreneurs and the people who will be at the heart of companies.



The aim is to develop an 'original and innovative space', which is so far unprecedented in the country, where 'students (engineering and arts)' and 'young employees of creative industries, including manufacturing companies' can both work together, making use of the high potential that Kyoto offers with its wide variety of universities, graduate schools and leading Japanese companies. Through 'art x technology', it is also expected that not only will there be a development of products, but a development of human resources who will possess perspectives beyond the boundaries of their own companies through exchanges with a wide variety of human resources, as well as developing the skills and increase the potential of the children who will lead the next generation and foster world-class entrepreneurs.

■ Image of the space

Art × Technology × Nature × Exchange

- Developing a space containing an exhibition of art works by students, with a lawn, local fauna and trees matching those in the local area.
 - Multiple corporate sites where closed workshops can be held are set up for each company, and each company manages and operates them respectively.
 - In addition to the corporate website, we have set up an open exchange space with cafes and restaurants where families and children can freely use the space.
 - We are developing an exchange space where we are testing new ideas and products that are born from corporate websites, its acting as a monitoring survey in the citizens of the prefecture, something through which children can also take part.
- ⇒ Cooperation between Industry • Education (academia) • Government • Prefectural residents

■ Production concepts ▪ images

Aiming to create aesthetic works that sway the heart through the fusion of art and technology

Not only is the piece beautiful, but by incorporating art into everyday life, we will work from a perspective that has never existed in Japan, the idea that "lifestyle itself is beautiful."

『ubugoe by sound of ikebana』

The first cries of a new-born child are represented with popping colours, expressed in an image that's like the Japanese art form of arranged flowers, ikebana. The vibration of the sound is transmitted through paint and similar materials, the way the vibrations affect the paint is then captures by a camera, proposing a new form of commemorating a child's birth.

『Dyson Air Multiplier』

Focusing on the phenomenon with hand dryers where the surrounding air is caught in a sheet of wind, we proceeded with research and development to see if such a feature could used for other products; the result of this has led to the birth of a fan with a brand new type of design.

ubugoe by
sound of ikebana



Dyson Air Multiplier

Current status

- Supplementary budget for February 2022
Art and Technology Village development project costs [tangible] (400 million yen)
- Supplementary budget for June 2022
Art and Technology Village promotional project costs [intangible] (4 million yen)

Developing an open innovation base that creates new industrial value through the fusion of art and technology on the ground leased free of charge by Maxell within the site of its head office (in Oyamazaki Town, Kyoto Prefecture).

Direction of initiatives

Develop human resources who go beyond the boundaries of the company to engage in product development, etc. with an artistic mindset.

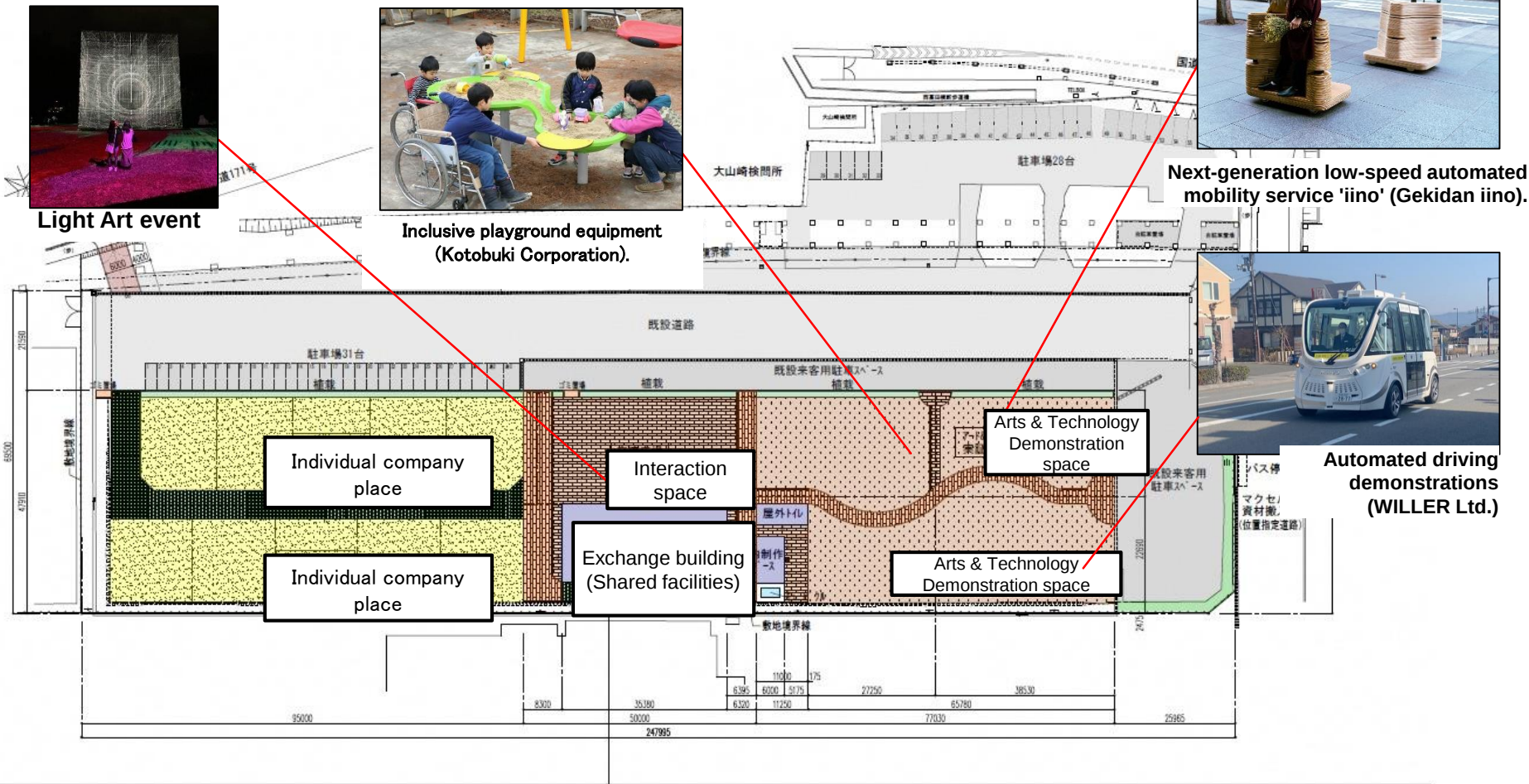
Companies from different industries and sectors work together to encourage the development of products and technologies that appeal to the sensitivities.

<Planned construction site>



Train	JR Tokaido Main Line (Kyoto Line) Yamazaki Station Kyoto-Yamazaki (14 minutes), Shin-Osaka-Yamazaki (21 minutes), 25 minutes walk from Yamazaki Station
	Hankyu Kyoto Line Oyamazaki Station Umeda-Takatsuki-shi-Oyamazaki (30 minutes by limited express + rapid train), 20 minutes on foot from Oyamazaki station
Plane	Osaka Monorail Main Line + Hankyu Kyoto Line Osaka (Itami) Airport-Minami-Ibaraki (23 minutes), Hankyu Minami-Ibaraki-Oyamazaki (Semi Express 19 minutes), 20 minutes walk from Oyamazaki Station
Car	About 3 minutes after exiting the Oyamazaki IC (Meishin Expressway, Keiji Bypass)

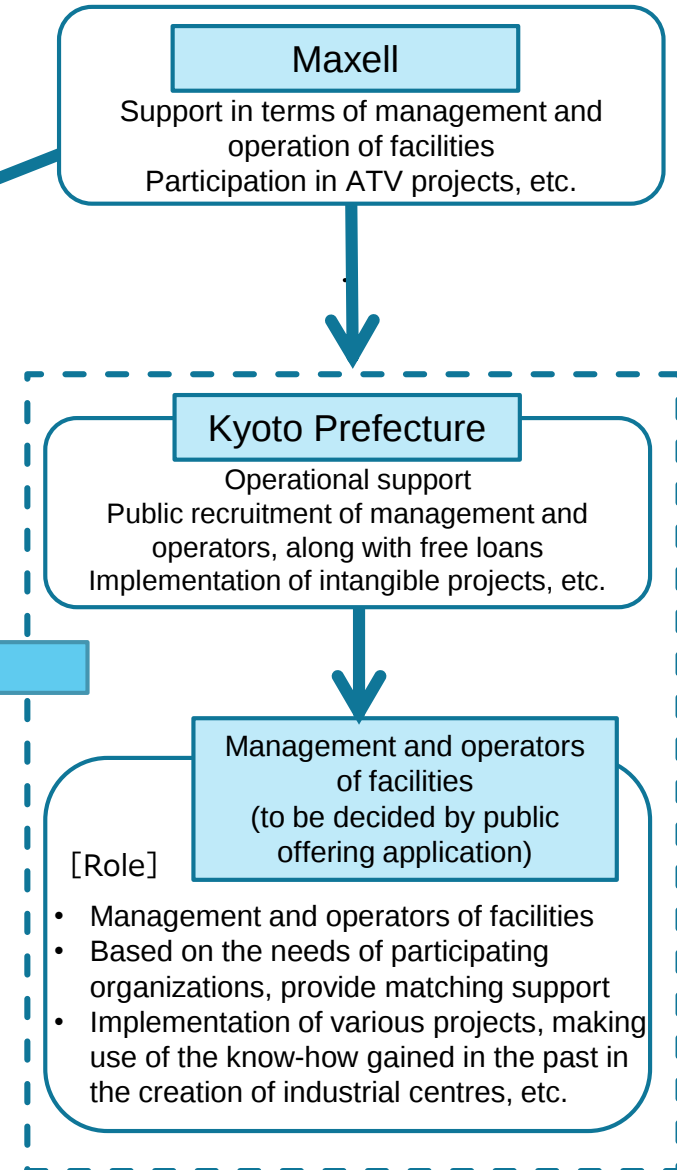
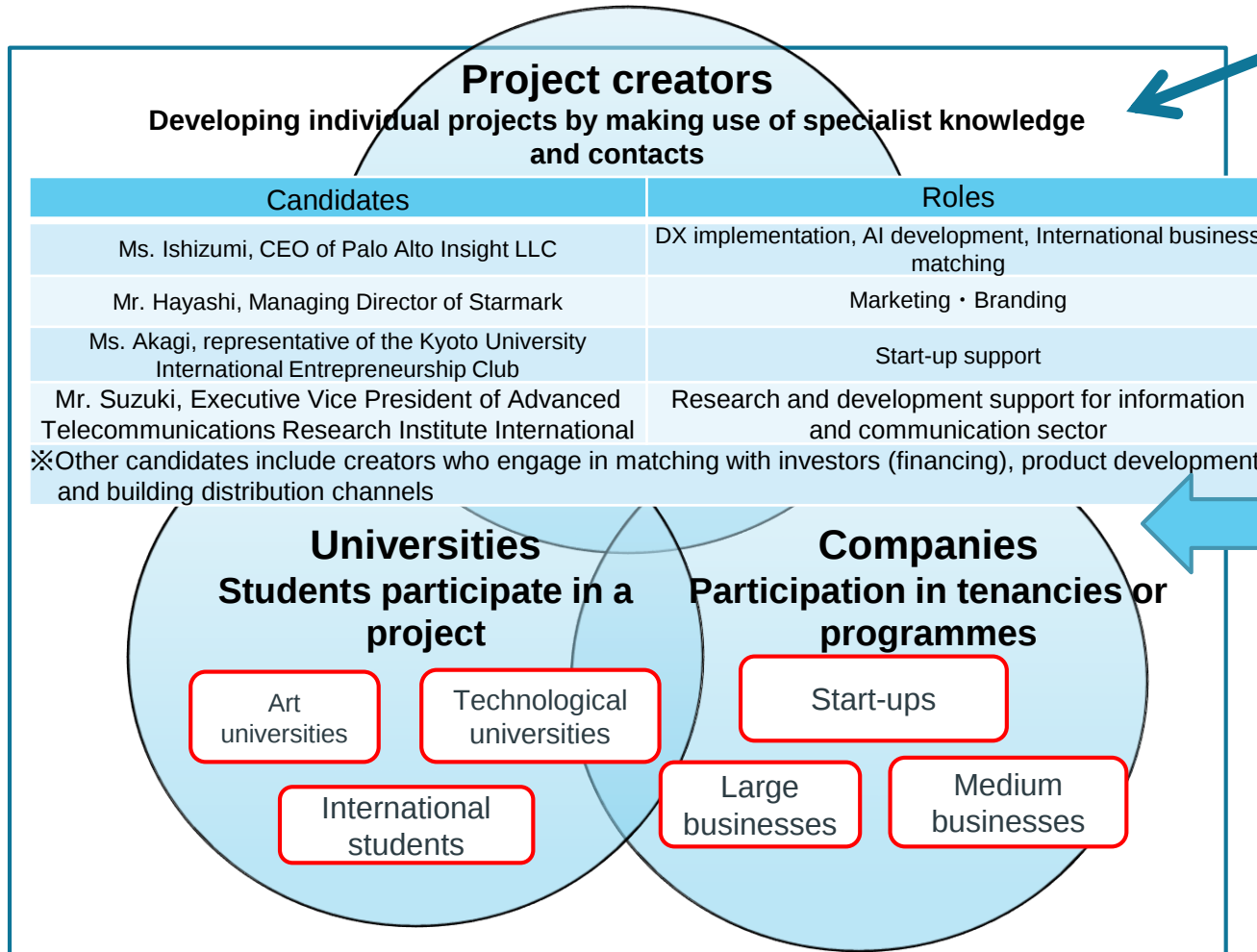
Art & Technology Village Image of maintenance and utilisation (tentative)



Art & Technology Village management system (draft)

Seek advice
from experts as
necessary

Mr. Tanaka Tatsuro - Senior Advisor, Citigroup Global Markets Japan Inc.
Mr. Hattori Shigehiko - former CEO, Shimadzu Corporation
Mr. Saito Shigeru - CEO, TOSE CO., LTD.



Form a team of various members from above, and develop individual projects that combine art and technology.