

Rumor Club (Uwasa-bu)



This is an initiative by the city to disseminate Kobe City policies, local trivia, and other information in "rumor" (uwasa) form using the Kobe dialect, thereby making the information more accessible to a wider audience within the city.

City employees established a "Rumor Club" (Uwasa-bu) and conducted a workshop on the utilization of "Kobe rumors."

These "rumors," in the form of speech bubble stickers, have been put up in railway stations, hospitals, and government buildings, as well as on government vehicles.

Good Design Exhibition Kobe 2019



The Good Design Exhibition Kobe 2019, featuring the 2019 winners of the Good Design Award, was held in KIITO.

This Kobe exhibition, which followed the exhibition in Tokyo, featured 34 winners of various Good Design Awards, including the Grand Award, in an effort to inform residents about the latest in good design.

The event delved into the world of good design and how it enriches daily life from multiple perspectives, with Good

Design Award-related panel discussions, workshops, and other activities in addition to the exhibition.

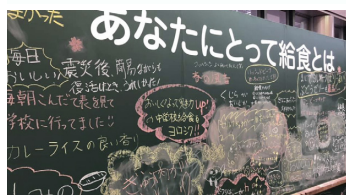
PR for Kobe School Lunches

The city made various efforts to promote Kobe school lunches on the 70th anniversary of its comprehensive school lunch program, which provides a full meal consisting of a main dish, side dishes, and milk.

As part of these efforts, the city gave the school lunch boxes for junior high school lunch a stylish redesign so that the meals would taste even better, and so that the students would feel more fondness towards these meals.

The city also produced a recipe book with hand-selected recipes from 70 years of Kobe school lunches, which is now available for purchase.

In January, the city hosted The Kobe School Lunch Exhibition: 70 Years of Raising Kobe, where participants could try junior high school lunches and partake in dietary education activities used in schools.



Art Project KOBE 2019: TRANS-



An event held in the fall in Kobe, Art Project KOBE 2019: TRANS- was an experiment to "transcend and move beyond" the traditional, through the medium of modern art.

Gregor Schneider, a German who works at the cutting edge of art in the world, and Miwa Yanagi, a Kobe native, served as the artists for the project. Their various works, including art pieces and outdoor theater performances based on local history and culture, were featured on various "stages" across the Shinkaichi, Hyogo Port, and Shin-Nagata areas.

Nogyo Gyogyo Gyogyo Laboratories (Agriculture and Fishery Laboratories)



This project, which started in 2012, helps young people, companies, farmers, and fishermen promote Kobe-produced agriculture and fishery products through collaborative manufacturing and network-building. This year, eight teams from high schools and

universities worked with creators to conduct on-site research and interviews under the banner of Nogyo Gyogyo Gyogyo Laboratories, and made their ideas – including a Kobe-produced sauce and goathouses for environmentally sustainable goats – a reality.

In February 2020, they presented their activity reports, followed by a pop-up market selling their products and a panel discussion about the project.

Overseas Coordination



The LIFE IS CREATIVE Exhibition 2019 (held in October), in addition to highlighting KIITO's efforts, featured progressive initiatives made by Taiwan to handle their own aging population. The exhibition was also accompanied by panel discussions hosted by Taiwanese guests.

KIITO signed an agreement promising exchange and cooperation with co-host Taiwan Design Center, and the same event was

held as a traveling exhibition in Taiwan.

The Disasters+Creative Exhibition was held in Kobe on the 25th anniversary of the Great Hanshin Earthquake. It featured pieces by students from the School of Constructed Environments of the Parsons School of Design in New York, as well as a panel discussion held by guests from the university.