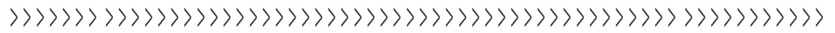


Collaboration Design for Region Revival |



Let's join the session!



The following questions are based on the contents of the session. Watch the session and answer each question.

[1] Vibrancy is clearly becoming lost in local regions. What can we do to revive these regions?

- We find attractive things in the regions, promote them outside the region, and bring more tourists there.
- We recognize the values of the regions and create new business based on them.

[2] Why did the Echigo-Tsumari Art Field succeed in reviving this region?

- The locals invited outside experts such as an art director and artists, and created contemporary works of art in collaboration with them. They began to hold an art festival every year, which has continued to attract more and more people.
- The locals recognized the values of the region and created wonderful contemporary works of art with foreign artists. Therefore, they were able to attract a lot of people from outside the region.

[3] What is distinctive about the cafe inside NOHBUTAI Snow-land Agrarian Culture Center, Matsudai?

- The cafe is one of the works of art there, and has an eerie, modern atmosphere. In addition, it serves local food.
- The locals run the cafe themselves and prepare locally produced food in a Japanese combo style. They all enjoy their work.

[4] Why did “Wolf Children Ame and Yuki” become the spokesperson for the region’s DNA?

- The region was used as the setting of the anime film. A lot of people recognized the values of the region through the film, and came to visit the region.
- The film expressed precisely the beauty of the region, and a lot of people outside the region were attracted there.

[5] What is the outcome of the reinterpretation of the region’s DNA?

- The locals came to love their region more and communicate more with each other. Therefore, they will be able to create new things.
- The communication between the locals will be more active, and will give them the power to revive their region.
- Their awareness of region’s DNA has strengthened the unity of the residents, and the number of local activities increase.
- The values of the region have become well-known outside the region, and a lot of people outside the region will learn of the values and go there to visit.

