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Report on Ishinomaki 2.0

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Ishinomaki 2.0



Ishinomaki 2.0 created the organization with the idea that wanted to make the better city after Great East Japan Earthquake and Big Tsunami because Ishinomaki city was the one of the hardest city hit by the great disasters in 2011. The concept of organization is to build city that can become a new city, instead of rebuilding the city back to how it was before great disasters in 2011.

This group of people has been created the business in short term and long term business running. Ishinomaki 2.0 consists of members with diverse backgrounds and has more than 4,000 members which complying of variety kind of businesses such as food and beverage, IT, packaging design, books and coffee shops, NPO workers, architects from Tokyo, city planning researchers, creative producers, web directors and university students. The organization sets to create new ways of communication by discovering the great assets the city of Ishiomaki innately owns with the new talents connected by Ishiomaki.

Why Ishinomaki 2.0?



Ishinomaki 2.0 is a community-based redevelopment program started in Ishinomaki, Miyagi Prefecture, Japan after the 2011 Great East Japan Earthquake and Tsunami. Ishinomaki 2.0 is the concept of interaction by using new trend of communication since it was established.

Ishinomaki 2.0 created the organization by cooperating local people and local government to create the city together. Moreover, organization also cooperates with the people who have dream to create the city together. Ishinomaki 2.0 is a very open organization. The aiming is to create a system where everyone becomes the hero of creating new Ishinomaki by involving talents from and outside of Ishiniomaki. This idea becomes the model of a “version up” city to create Japan in the next “version”.

As the same of other cities in Japan, Ishinomaki has been facing with the population decreasing. Young people are moving from Ishinomaki to the bigger town or city for the better education and finding opportunities for job. They do not return to home town. Nowadays, over 35% of inhabitants in Ishinomaki are over 65 years old.

Let's make the most interesting town on earth.



After the severe disaster in 2011, Ishinomaki 2.0 is playing a role to coordinate people universities, experts, and governors flat and create a prototype which could be applied to the world. Missions of organization compost of 5 issues are:

1. Ishinomaki 2.0 Opens. This idea is beyond the positions and ties, and communication platform both inside the city and outside the city.

2. Ishinomaki 2.0 Grow. This idea is really welcome unique people matching and making city is attractive to empower young people.

3. Ishinomaki 2.0 Connect. The organization has willing to connect the town with people, both inside and the outside. Young and skilled people who are connected to various helpful networks. Creating business for the new generation.
4. Ishinomaki 2.0 Think. The organization think about the important thing is to make equal opportunity to people who want to challenge and cherish the good sense even if it is minority more than the answer decided by majority vote in the city.
5. Ishinomaki 2.0 Create. Creativity is more important than mass production. This concept can meet the needs by DIY along together with make creative things.

These projects, along with many others, represent in their activities, a progressive approach to disaster – one that doesn't limit its aspirations to mere rebuilding, but asks how disaster can be a catalyst for completely new visions of the organization.

Ways to run organization

There are several activities and projects running by Ishinomaki 2.0 , some of show cases during the excursion are follows;

1. Free people in Ishinomakit, this topic was created by these points follow:
 - 1.1 Organization collects the voice of people who are living in Ishinomaki and make the presentation in several types such as magazine, YouTube channel, telling the story how much they are happy or proud about the city and living here. ISHIOMAKI VOICE is a collection of the real voice of the Ishinomaki people, published in the form of a free magazine. It serves to introduce Ishinomaki through the eye of Ishiniomaki locals, such as the culture and history of Ishinomaki and what kind of future people of Ishinomaki envisions.
 - 1.2 Organization created the project call joining project that everyone can join and get involve. For example is “ Stand up Week”



1. The example of Stand up Week is “KAWABIRAKI MATSURI is the largest festival in Ishinomaki that is held early August annually. Ishiomaki 2.0 curated a series of events that continued through a week before the festival and during the festival including outdoor theater, city planning symposium, solar energy cafe, Bergium cafe, Ishinomaki 2.0 Information Center, music live. The IRORI has been used as the showing station of Stand up Week's products.

2. Ishinomaki Laboratory was created by architects and product designers who wish to provide a place where Ishinomaki locals can find the hint to stand on their feet again, and place for “making things” that will continue to thrive even after the city's rebuilding process is over. They are also produce and sale original furnitures and bags and offer workshops to provide experience of making things and using DIY concept.



Organization opened IRORI which is running like shared space or shared office combining with café.

IRORI is an open business cafe where anyone can use while serving as the Information Center of the Ishinomaki 2.0 and sharing the space with the Ishinomaki Lab. Equipped with free Wi-Fi and free electricity supply, the cost fresh brewed coffee served for 300 JPY with free refills for the whole day. If users book in advance, they can ask for electronic appliances supply.



Sings show of benefit of this shared office

The city residents and foreigner guests can take parts of this shared office and working. According to statistic of IRORI , there are 1,500 guests/month come and join the sharing office and in the meantime they are also enjoying the refillable coffee and shopping local products and creative items that show in the café.



Bookshelf and local products that show and sale in IRORI café



IRORI : Area of sharing the space for people

Other projects and programs under the organization which relevant activities from member can be shown in this excursion is Ishinomaki 2.0 Real Estate.

Ishinomaki 2.0 – Real Estate

Ishinomaki 2.0 real estate market is giving the spotlight on its uniqueness with idea and design. Even with some shortcomings of the property, it can transform into an interesting place and also can renovate the place. In downtown Ishinomaki, there has been a widespread movement to reuse vacant properties by converting them into open-air, open-plan shops, offices and facilities to create a deeper sense of community. The example of real – estate are:



1. Local bookshop



Local bookshop for everyone who wants to read borrows and buys books from the shop

2. Local games store



Games store for people who live in Ishinomaki to play as games station, this picture show one of the famous game store in Ishinomaki

3. Sharing houses: Desperate to breathe new life into Ishinomaki, Ishinomaki 2.0 took a new approach for young people. The concept of sharing houses is for residents who have their own housing unit but their want to share living room or living space with other.

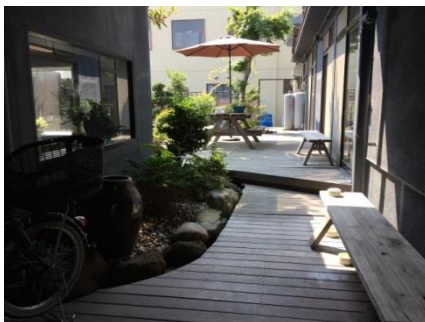


Sharing houses in Ishinomaki

The concept has created because of lack of land to build the whole house so when land developer found the place that exist and show capacity to be created as the living places. They take this opportunity as a main reason to build the sharing house.

Sharing houses is the very interesting for young people who are starting build their own family and they will share the common area.

4. Restaurant and Super market ,Café



The local restaurant runs by local people. It is the famous restaurant using local materials and products. The owner of this restaurant is one of the Ishinomaki 2.0's members.

The newest local super market was operated for resident of the city. The super market has food and beverage and also restaurant inside. This will be the center of people who live in Ishinomaki use for shopping and find their supplies.



The oldest bar and café in Ishinomaki, this is one of Ishinomaki member.

