

LONDON SURVEY

How Cultural and Creative Industries are developed, London style

The publication is a report of our Field Survey of London from a cultural perspective from 2014 to 2015. We have carefully studied the cultural industries and creative industries of London. In this report, we interviewed nine British intellectuals living in London about the appeals and strengths of London in order to clarify the cultural strengths of the city. By knowing them, it gives us tips that can be used by Japan to reinforce our strengths and formulate strategies.

The strengths and appeal of London according to the nine intellectuals

—Tips that can be used by Japan—

1. The development of Creative Industries is based on a long history of craftsmanship and pioneer spirit.
2. London boasts a culture that is rich in history as well as magnificent levels of creativity, both of which are unique to London.
3. World class universities nurture highly motivated and work-ready students.
4. Creative Industries that have a ripple effect. Cinema-related industries being particularly noteworthy.
5. London —where small businesses and new ideas are nurtured.
6. An open city where anyone can enjoy the benefits of Creative Industries.
7. The infrastructure of London that can move artists one step further.
8. London constitutes one of the world's top three art markets.

How Cultural and Creative Industries are developed, Tokyo Style.

—Six ideas for considering the future of Tokyo—

1. Being aware of culture from the perspectives of both “history and tradition” as well as “present and future”
2. How to discover and develop young talents
3. Making cultural industries in which the public can easily participate
4. Establishment of art infrastructure (environment)
5. Branding “the strengths of Japan”
6. Compiling statistics on Cultural and Creative Industries

