

# 21st Century Museum of Contemporary Art, Kanazawa

PRESS RELEASE

2021.4.8



## **Kodomochounaikai: playing, learning, connecting through design**

2021.4.3 (Sat) -  
2022.3.21 (Mon)

### **Bringing festival fun to town through design! Kodomochounaikai makes local connections across the generations**

Exhibition Title	Kodomochounaikai: playing, learning, connecting through design
Period	Saturday, April 3, 2021 – Monday, March 21, 2022
Closed	Mondays (except May 3, August 9, September 20, November 1, November 22, January 3, January 10, March 21), May 6, August 10, September 21, November 24, December 29 – January 1, January 4, January 11
Hours	10:00-18:00(until 20:00 on Fridays and Saturdays)
Venue	21st Century Museum of Contemporary Art, Kanazawa, Design Gallery
Admission	Free
Inquiries	21st Century Museum of Contemporary Art, Kanazawa Tel: +81-(0)76-220-2800
Organized by	21st Century Museum of Contemporary Art, Kanazawa [Kanazawa Art Promotion and Development Foundation]

Media Contact

#### **21st Century Museum of Contemporary Art, Kanazawa**

Exhibition Curator: TAKAHASHI Ritsuko  
Public Relations Office: SAITO Chie, ISHIKAWA Satoko, OCHIAI Hiroaki  
1-2-1 Hirosaka, Kanazawa, Ishikawa Prefecture, Japan 920-8509  
Tel: +81-(0)76-220-2814 Fax: +81-(0)76-220-2802  
<https://www.kanazawa21.jp> E-mail: [press@kanazawa21.jp](mailto:press@kanazawa21.jp)



## About the Exhibition

The Kodomochounaikai Secretariat, established in 2014 by architect SHIKICHI Kaori, is an organization that assembles and runs workshop programs to cultivate the intelligence and sensitivity that enable children to identify issues and solve problems creatively, through design. The Kodomochounaikai Secretariat provides supervision and support for the activities of children's design teams called "Kodomochounaikai." The design activities of these "Kodomochounaikai" ultimately coalesce in the form of a "festival" that connects them to the local community. The children who design the festival get to engage with many other children and families, and local residents enjoying the festival, and interact with the many friendly adults providing support and overseeing their activities. Kodomochounaikai program festivals become places for children to experience a successful realization of ideas, and be part of society. As well as providing an overview of Kodomochounaikai activities since 2014, in a Kanazawa edition of the program, visitors to this exhibition will have the chance to experience the process of design education with children and local residents, and explore the possibilities of design, in the lead-up to a Kodomochounaikai "festival" in Kanazawa.



Photo: HIRANO Mayumi

## Three features of the Exhibition

### 1. Kodomochounaikai archive

Wall displays introducing the activities of Kodomochounaikai since the program's inception in 2014. At Kodomochounaikai, to make the festival a shared project for all, a different theme is set each year and that theme approached from fashion, architectural, and other design angles.

### 2. "Let's create together! Forest of design in Kanazawa" open workshop

The glass walls of the design gallery will be employed to stunning effect in workshops open to all Museum visitors. The first of these workshops, in April, will be "Forest of design in Kanazawa." What kind of trees will grow from the abstract "seeds" planted on the glass walls? Participants will work together to come up with a vision for a "design forest" to serve as the base for Kanazawa Kodomochounaikai activities.

### 3. Ongoing Kanazawa version of Kodomochounaikai

A Kanazawa version of Kodomochounaikai will unfold with the help of local Kanazawa creatives. The plan is for children to take the lead in what happens over the space of a year, kicking off in June with the first children's meeting to consider what we can do with design, and come up with a theme everyone can share.

## Schedule

2021	April 3 (Sat) and 4 (Sun)	Opening workshop(14:00-16:00)
	May	Recruit team
	June	First children's meeting (incorporating self-introduction workshop)
	August	Summer holiday program
	October/December	Design workshops
2022	January	Children's meeting on festival
	February 27 (Sun)	Festival

## About Kodomo chounaikai

Children form a design team called a "Kodomo chounaikai" (literally, "children's community association"), and take part in a program of workshops that involve playing and learning together to create, through a series of design challenges, a festival to invigorate the local area and its residents. Other activities include designing platforms to give children exposure to social issues, and for conversation/collaboration with a diverse range of people.



Photo: HIRANO Mayumi

## Profile

### SHIKICHI Kaori, Director, The Kodomo chounaikai Secretariat

Itojuku children's architectural school tutor. Scheduled to take part as an atelierista in the "Shibuya Ward Parenting Neuvola" local parenting support project run by the private sector Machino Research Institute. Born 1973. Obtained a Master's degree from Japan Women's University. Following employment at Toyo Ito & Associates, established her own architectural practice. Realizing that her experience in design education at university and vocational school was very much part of her own parenting, she turned her attention to the compatibility of design education and infant/children's education, and came up with the Kodomo chounaikai concept, in which children form teams and take part in workshops to "play with design, and learn with design." Working with like-minded associates, her aim is to develop programs that mobilize children's imagination, creative abilities and power of being to make local communities stronger. Winner, 11th Kids Design Award, "Carving Out Children's Creativity and Future" category; JIA Golden Cubes Award, organizational category special prize 2016/2017, 2019/2020.



**Images for  
Publicity**

Images 1–10 are available to the press from the Museum's Public Relations Office (press@kanazawa21.jp) based agreement to the following conditions.

<Conditions of Use>

Photos must be reproduced with the credit and caption given.

Please refrain from cropping. During layout, please avoid laying type (caption or other) over the photo.

Please send proofs to the public relations office to verify information.

Please send a publication (paper), URL, DVD or CD to the museum for our archives, afterwards.



5~10.  
Photo: HIRANO Mayumi