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## BOSAI culture: Local, diverse, and global.

NHK World JAPAN translated “HOW TO CRAFT SAFETY” into five languages in 2017 and 2018. The information has spread across the globe through broadcasts, social media, and on-site events. Illustrated instruction manuals are accessible on their website free of charge. The concept of making use of readily available things has been accepted and adapted by people in many countries to meet their own conditions and needs. BOSAI’s wisdom has been localized, diversified, and globalized.



Fig. 10 “HOW TO CRAFT SAFETY” water purifying system by a resident of Lombok Island, Indonesia



Fig. 11 Tableware made from banana leaf in Thailand (by courtesy of Hirokazu Nagata)

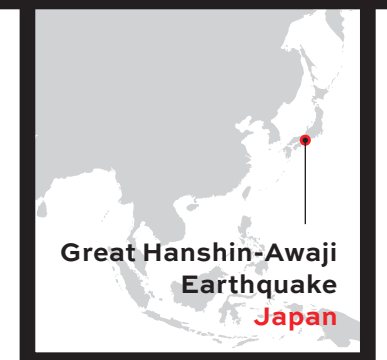


Fig. 12 Event of listeners of NHK World Japan in Bangkok, Thailand

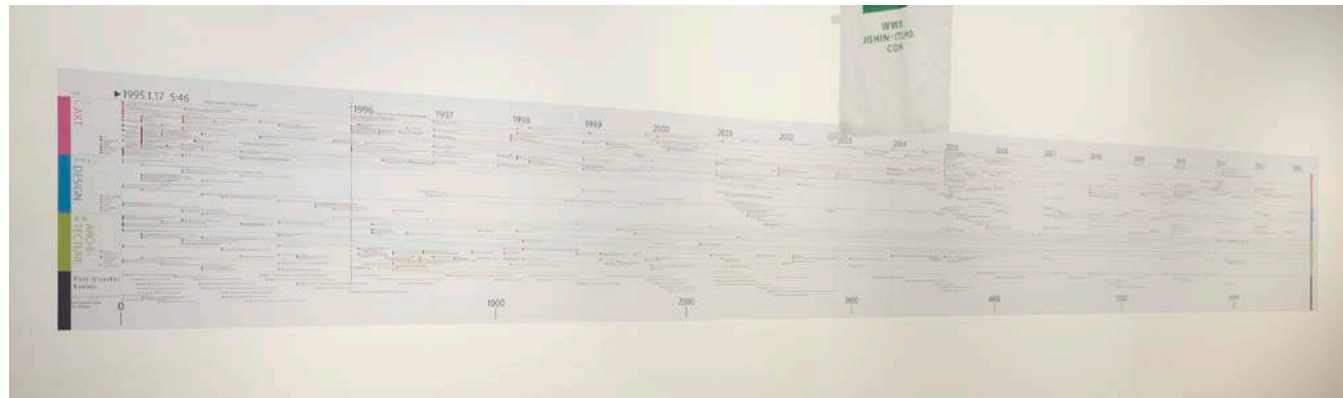
# The 2011 Great East Japan Earthquake is not over yet, neither is the 1995 Great Hanshin-Awaji Earthquake.

### The Great Hanshin-Awaji Earthquake + Creative Timeline Mapping Project

**SPREAD Design Group**  
Design and  
Creative Center Kobe  
+ 36 volunteers



# The Great Hanshin-Awaji Earthquake + Creative Timeline Mapping Project



## SPREAD Design Group / Design and Creative Center Kobe + 36 volunteers

SPREAD is a creative unit created by Hirokazu Kobayashi and Haruna Yamada. One of their works, “Life Stripe,” visualizes daily life as a band of colors by assigning a color to everyday activities and adjusting the width based on the time spent on them; the work received critical acclaim and has been shown internationally. Other major projects include the 10th anniversary graphics for the National Art Center, Tokyo; the “Tsubame-Sanjo Factory Festival,” a tour of metalwork factories in Niigata usually closed to the public, and “HARU stuck-on design,” large-scale decorative tape for interior design. Awards include a Red Dot Design Award for Communication Design (Germany), an iF Design Award for Packaging (Germany), and a D&AD award (United Kingdom).

Kobe City became a member of UNESCO’s Creative Cities Network in 2008, and Design and Creative Center Kobe (KIITO) was established as a creativity hub in August 2012. It aims to serve as a hub for designers, to incorporate innovative designs into people’s daily lives to enrich them, and to connect people, not only in Kobe but also around the world.

## 1

### Studying past disasters to prepare for future disasters

After the Great East Japan Earthquake in March 2011, Hirokazu Kobayashi and Haruna Yamada of design firm SPREAD asked the question: “What can creative professionals do for the post-quake recovery?” This question eventually led to the launch of the Great Hanshin-Awaji Earthquake + Creative Timeline Mapping Project (TM Project).

The TM Project maps recovery support for the 1995 Great Hanshin-Awaji Earthquake in the fields of art, design, and architecture. It provides information on what was necessary and what was missing at important points of the recovery process, suggesting ways forward after the March 2011 disasters. The TM Project shows how certain relief activities began immediately after the disaster, and how some continue to the present, decades after the disaster. The path to recovery and reconstruction is long, and some activities need to take place regularly—five, ten, twenty years after the disaster. Immediately after a disaster there are often many fundraising events and, about ten years after, there is a shift towards educational programs for the younger generation and others who did not experience the disaster first hand. The project shows how art, design, and architecture can be integral parts of disaster relief, evolving as the needs of the affected areas change. The TM Project went live in November 2011, and is still online today at <http://tm19950117.jp/>. The timeline in the exhibition showed data up to 2013.

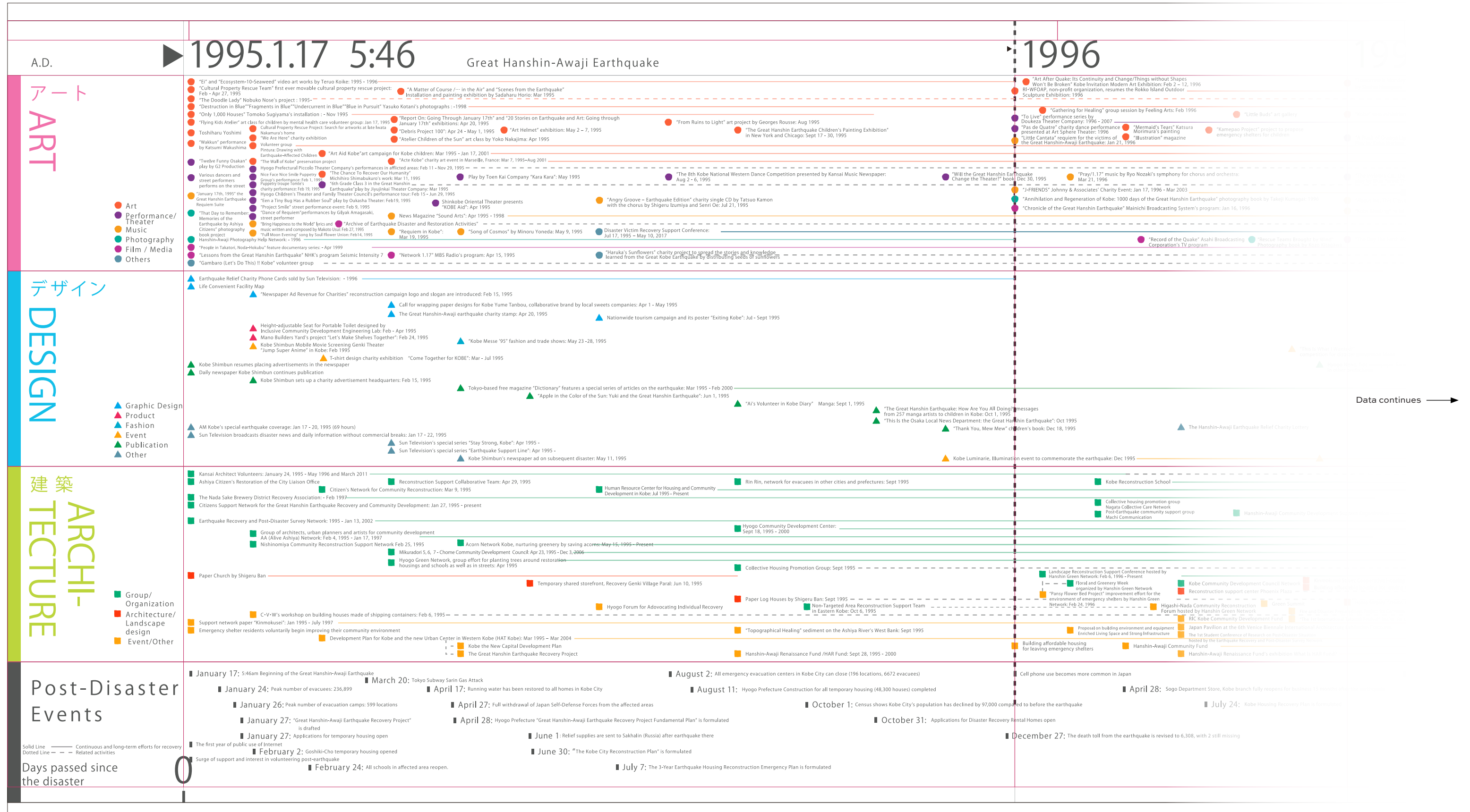


Fig. 13–14 Exhibition held at Design and Creative Center Kobe in 2013

Fig. 15 Exhibition held in Tokyo in 2013



# Detail of Creative Timeline Mapping Project



## 2

### A timeline presents the past and the future at a glance

The timeline format of the TM Project is based on an earlier work by SPREAD, “Life Stripe.” Life Stripe records people’s behavioral patterns in 24-hour blocks by classifying activity into one of 21 categories, each represented by a different color. Life Stripe is meant to enhance people’s self-awareness by showing behavioral patterns over a day. SPREAD applied this concept to the TM Project, enabling viewers to visualize what took place in response to the Great Hanshin-Awaji Earthquake, and apply what was learned to future disasters.



Fig. 16 Life Stripe created by SPREAD



Fig. 17 First draft of timeline

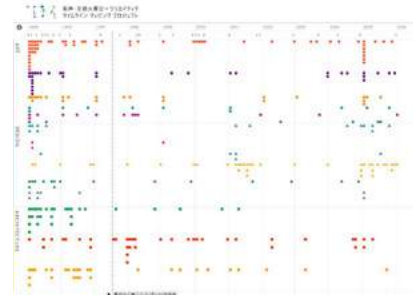


Fig. 18 Final timeline

## 3

### Efforts for the future also preserve memories of the past

More than two decades have passed since the Great Hanshin-Awaji Earthquake, and there have been few opportunities to look back on the earthquake outside of its anniversary on January 17. The TM Project serves not only as guideline for future post-quake activities, but also as a reminder for disaster survivors to hand down the lessons learned from the earthquake to future generations.



Fig. 19 Kickoff meeting for the TM Project.



Fig. 20 The two members of SPREAD residing in Tokyo (center) frequently went to Kobe to join meetings with volunteers.



Fig. 21 Interviewing key people who had been involved in support activities after the disaster was an important component.

# One cause of flooding was an overuse of water resources.

### Climate School Project

#### DAKILA

