

# Maebashi Creative City :

## International Competition for Urban Space Design

### From Gunma Prefectural Office to Maebashi Station

Promoting Gunma as a World-Class Creative City



#### Application Period

Beginning of Application : October 24, 2024  
Application Deadline : November 22, 2024

#### Guidelines for Application

Please check the official website  
(<https://creative-city.pref.gunma.jp/>)



#### Organizer

Gunma  
Prefecture



#### Prize

- Top Prize Winner:  
25 million yen (1 proposer)
- First-stage Screening Passers:  
1 million yen (4 proposers)

※ The Top prize includes 1 million yen awarded for passing the first screening.

#### Eligibility for Participation

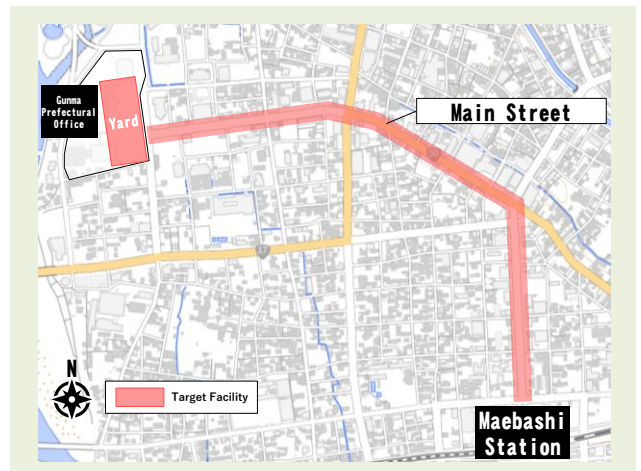
##### Individuals or groups

※ At least one person must hold the required qualifications. Please refer to the application guidelines for details.

#### Target Facility

- ◆ The main street connecting Gunma Prefectural Office to Maebashi Station (approx. 1.5 km)
- ◆ Front yard of Gunma Prefectural Office

Area Map



#### Schedule

- |  |                      |
|--|----------------------|
| Application Deadline                       | ▶ November 22, 2024  |
| First-stage Proposal Deadline              | ▶ December 13, 2024  |
| First-stage Screening Results Announcement | ▶ Late December 2024 |
| Final Screening Results Announcement       | ▶ Late March 2025    |

## introduction

Maebashi, the capital city of Japan's Gunma prefecture, lies just 100 kilometers northwest of Tokyo at the base of Mount Akagi. The four seasons come in full force here, with muggy, hot summers and dry, cold winds in winter. Over the past decade, Maebashi has been working to reinvent itself as a budding art destination, drawing in creatives from around the world. By becoming a creative, design-centered city that prioritizes green spaces, slow-living, and overall well-being, Maebashi strives to solidify its brand identity as a "creative slow city."

Despite revitalization efforts, foot traffic remains sparse, as most people prefer using cars to move around downtown, spending most of their time in the suburbs. This contributes to ongoing issues like traffic congestion at major intersections and poor pedestrian infrastructure.

Gunma aims to take inspiration from the walkability, mixed-use zoning, and creativity-infused urban landscape of Portland, Oregon along with the accessibility to green spaces and the sense of openness found in Melbourne, Australia. By reimagining the street experience, Gunma hopes to transform the main street into a space that interacts with the surrounding city in new ways while becoming a community gathering point. While new mobility solutions, such as autonomous public transportation, are being introduced to address these challenges, there is still an urgent need to transform Maebashi's downtown traffic flow.

To realize a walkable, design-first downtown, Gunma prefecture invites local and international designers, architects, urbanists, and landscape architects to lead the redesigning of Maebashi into a global creative hub. This competition aims to collect innovative proposals for a forward-thinking, inspired "transit mall" design that is pedestrian-oriented while contributing to the city's art-focused revival movement.

## Competition theme

**"Design an innovative, creative downtown that prioritizes sustainable urban infrastructure."**

### Proposal Content

**1. Road space design from Gunma Prefectural Office to Maebashi Station.**

**2. Space design for the Front Yard of Gunma Prefectural Office.**

#### [Required Items]

- Design concept showing the fundamental approach.
- Realization process for project implementation.
- Panoramic views and sketches of road spaces, Front Yard, etc. to visualize design ideas.

(and more)

### Requirements

(For further details, please refer to the guidelines for application.)

- Proposals should utilize Maebashi City's unique regional resources, such as its culture and history, while addressing various challenges with a distinct local approach.
- Proposals should aim to create a walkable road space that prioritizes public transportation and pedestrians, where diverse individuals can gather, relax, and engage in activities. (and more)

### Related Plans

- Maebashi Vision "Mebuku."  
(<https://www.city.maebashi.gunma.jp/soshiki/seisaku/seisakuuishi/gyomu/7/2990.html>)
- "Maebashi City Urban Design," etc.  
(<https://www.city.maebashi.gunma.jp/soshiki/toshikeikakubu/shigai/chiseibi/gyomu/kanminrenkeimatidukuri/21179.html>)