

REPORT FROM JAPAN Turning a Shopping District into a Community Learning Space

“Machizemi”

What's this?

Local shopkeepers become teachers!

They share their expertise and knowledge with local citizens!

Wine seller talks about how to enjoy wine

Futon shop owner talks about sleep mechanisms

- Started in 2002 in Japan
- Usually hosted by a shopping district
- A means of vitalizing the local economy
- Now ongoing in 300+ shopping districts
- Typically held for one month
- Project size depends on the location

How does the library engage?



Downtown:

- Open a mini-library where local citizens can
 - Participate in events
 - Learn from each other
 - Discuss the future of their district

With shop owners:

- Consulting on interesting topic ideas
- Providing background data, relevant history, etc., for each topic
- Introducing books on “how to deliver good presentations”

With local citizens:

- Delve into related books to learn more about topics



Display of related books in the library



Book talk at a shopping counter



Schoolchildren tell of their investigations into local history.



Senior volunteers put on a puppet show.



Library provides local materials.



Local people talk about past, present and future of the shopping districts and the community.

Pictures by Kawasaki City Library

Through “Machizemi,” librarians are

- Making more citizens aware of Machizemi
- Adding value to Machizemi
- Facilitating local communications & networking
- Making citizens & shopkeepers recognize how the library engages in the community
- Learning more about their community's needs
- Becoming aware of their role in the town

Pictures by Chofu City Library

SHOPPING DISTRICT

《Spreading A Wow! Experience》