

**3. More extensive collaborations with the marina, local companies and organizations, and the local government for an outlet park more fully rooted in the local community**

The park was established as Japan’s first full-fledged outlet mall and over the course of 20 years since its opening grew with the support of the community amid as the substantially changing times. Even though the park will be completely transformed with this full-scale reconstruction, it intends to further develop and deepen relationships with the community through comprehensive, continuing initiatives with local organizations.

**(1) Facility designed to serve as space for community exchanges and conveying the appeal of the Yokohama Bayside Marina area**

**i. Reinforcement of comprehensive initiatives with Yokohama Bayside Marina Co., Ltd. covering both tangibles and intangibles**

There will be a boat dealership on the site and a boat owners salon to further strengthen marina amenities. Marine recreation will be promoted as well through participatory events with cabin cruisers and boats.



**ii. Establishment of Bayside Lounge, a multipurpose space facing the ocean**

A multipurpose space facing the ocean will be established on the third floor of C Block to serve as a space for local activities and promotions in collaboration with the NPO Aozora Factory. It will also be open for use as a space for the activities of people in the local community.



## **(2) Enhanced initiatives with partners to further promote the Yokohama Kanazawa area**

By enhancing partnerships with local companies, organizations, government agencies, universities and citizens, the park will contribute to solutions to local issues.



### **LINKAI 横浜金沢**

LINKAI Yokohama Kanazawa is Yokohama's largest industrial park and has numerous companies in the manufacturing, transport and wholesaling industries in particular.

Meetings and other gatherings will be held in Bayside Lounge.



### **Yokohama Bayside Marina Development Association**

The association aims to create an urban resort at the marina, which is one of Japan's largest.

The park will contribute to the district's development as its representative commercial facility.



### **Yokohama Kanazawa Seaside Area Management Association**

The association aims to raise the living-related value of Kanagawa Seaside Town through collaboration between local residents and universities, corporations and other entities.

The park plans to co-sponsor various events and support the research of students at Yokohama City University.



### **NPO Aozora Factory**

The partnership aims to promote the appeal of LINKAI Yokohama Kanazawa and create further value; activities will take place through collaborations between industry, academia and government.

The plan for the park is to host workshops, meetings and other events.

### **(3) Collaborations with artists with connections to Kanagawa Prefecture**

#### **◇ Collaborative project featuring the artwork of Ryohei Yanagihara**

Ryohei Yanagihara based his activities in Yokohama and produced many works of art on the theme of the ocean, ships and ports; he also is known for designing Uncle Torys advertisements and illustrating children’s books. Yanagihara had a deep connection to Yokohama, and plans call for using his works in park signage and maps to produce a distinct sense of Yokohama.



Example of his work, entitled *Daremo inai umi* (“Deserted Sea”)

#### **◇ Artwork by deaf artist Marina Sugimoto**

Marina Sugimoto is an illustrator and the proprietor of Nan-na Kobo in Yuigahama, Kamakura, and her name comes from the word “marina.” The park plans to display her three-dimensional illustrations in C Block.



Example of her work, entitled *Miura Koajiro Bay*