

## UNIVERSITY of CREATIVITY TOKYO Campus opens

A “port of creativity” where people of all generations and specializations map out new societies

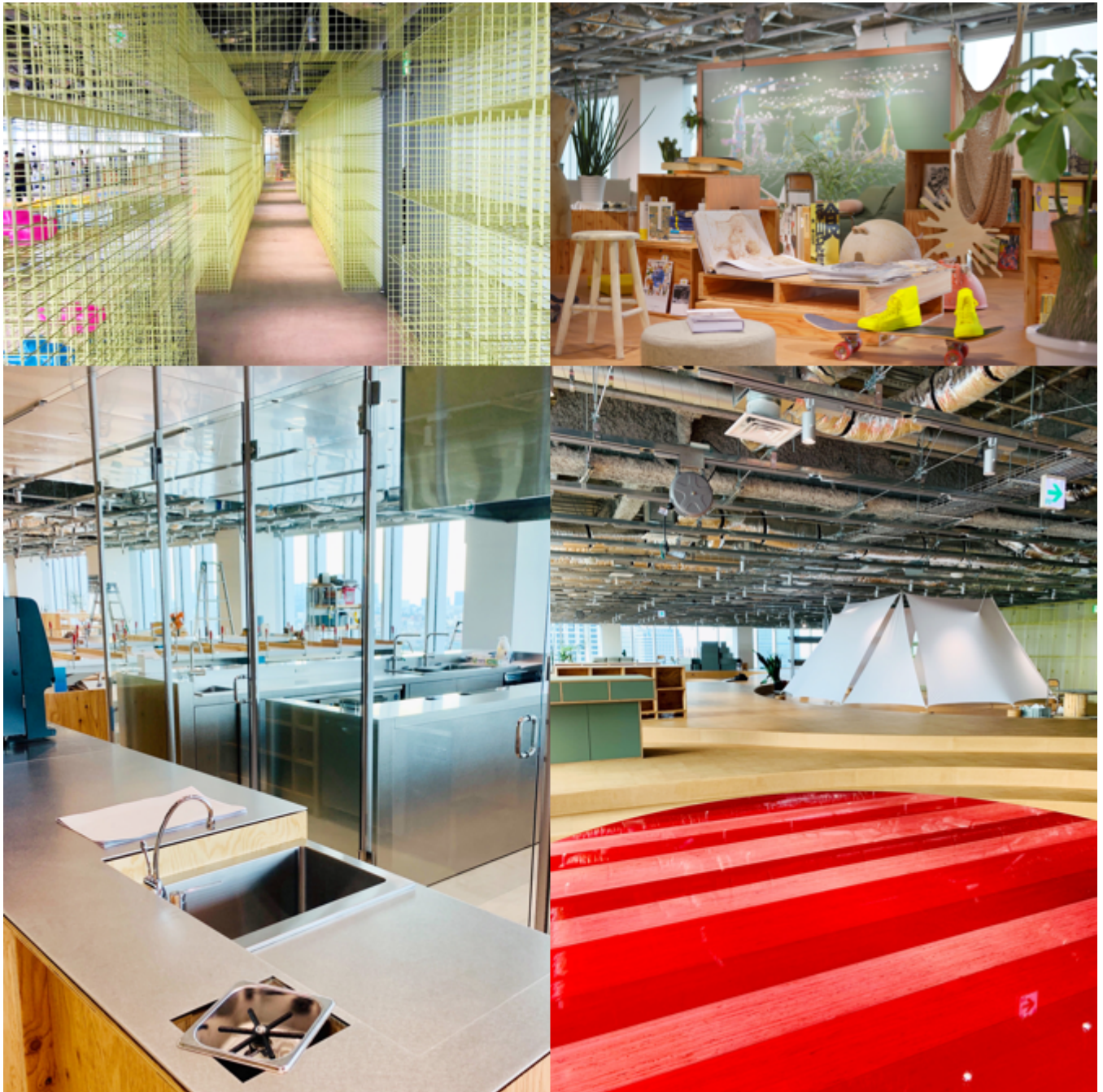
Launch of a school specialized in creativity

Tokyo—September 15, 2020—Hakuhodo Inc., Japan’s second largest advertising company, is pleased to announce the official opening of UNIVERSITY of CREATIVITY (UoC) TOKYO Campus. UoC is a lifelong learning platform open to people of all ages and specializations. It aims to explore, experiment, and cultivate human creativity to reshape the future. Sign-up and session bookings are now being accepted through the official website (<https://uoc.world>).

“We are ALL born Creative” is UoC’s core philosophy. In the age of AI, big data and IoT, UoC believes that it is necessary to redefine creativity as humankind’s greatest untapped capital. Through cross-disciplinary research of diverse creativities, UoC seeks to address the social issues of today and uncover new dynamics of human emotion.

UoC TOKYO Campus, located above Akasaka station, is branched into areas that activate creativity, such as: “Mandala,” where discussions take place beyond the borders of humanities, arts, and sciences; “History of Human Creativity,” a research project on humankind’s creativities over its 300,000-year history; “Forest,” where one can dive through thousands of books on creativity; and “Tomorrow Kitchen,” where gastronomy workshops will be held to stimulate the five senses. Anyone is free to join UoC’s TOKYO Campus by signing up for membership and booking relevant sessions.





Ten creative fields will be explored in depth by experts, designers and cultural leaders, including Creativity with AI, Creativity for Sustainability and Creativity for Post-Corona Society. UoC's unique three-layered system (Bodaiju) combines learning, research and social action holistically, to transcend public-private-academic sectors. Cross-disciplinary dialogue for social sculptures will be produced (Mandala); diverse specialists will further deepen research and designs (Ferment); and then prototypes will be socially implemented with local communities and corporations (Play).





Currently, in all corners of the globe, new innovations, new lifestyles, new ways of working, new stories and new community developments are emerging to shape the post-COVID-19 world.

We hope UNIVERSITY of CREATIVITY will become a port of human curiosity and playfulness that will serve as a driver for future social growth.

#### ■ UNIVERSITY of CREATIVITY (UoC) TOKYO Campus

Opening hours (tentative): Monday–Friday, 10:00–17:00

Location: 23rd Fl., Akasaka Biz Tower, 5-3-1 Akasaka, Minato-ku, Tokyo 107-6301, Japan

Operating company: Hakuhodo Inc.

Architectural design: Schemata Architects

Inquiries: [info@uoc.world](mailto:info@uoc.world)

Website: <https://uoc.world>

#### ■ Regarding COVID-19 Measures at UNIVERSITY of CREATIVITY (UoC) TOKYO Campus

All necessary precautions will be taken to ensure the health and safety of all UoC TOKYO Campus visitors.

## ■ UNIVERSITY of CREATIVITY (UoC) Founder Kentaro Ichiki



Kentaro is the Founder and Editor-in-Chief of the social sculpture lab “WHERE ART and SCIENCE FALL IN LOVE,” where he seeks disruptive innovation by colliding arts, music, movie, gastronomy, architecture, city planning and programming.

As a Creative Director, Kentaro is known as a champion of innovation and brand design both nationally and internationally. His portfolio ranges from companies in the automobile, communication, games, tech, urban development, cosmetics, food and beverages, education, services industries and governments.

Promotion of industry-academia collaboration with the Graduate School of Frontier Sciences of The University of Tokyo. Leader of the project “Tokyo River Story” to redesign riverside culture. Creative Director of “Tobitate! Study Abroad Initiative” by Japan’s Ministry of Education, Culture, Sports, Science, and Technology. Representative of “F3 | Fermentation Future Forum,” platform to discuss future food and culture making.

Kentaro served as a juror at Clio Awards, SPIKES ASIA, ADFEST and Cannes Lions International Festival of Creativity. Selected as a Young Global Leader by the World Economic Forum in 2014. Nidan black belt holder from the Japan Karate Federation. Holds an MFA from Tokyo National University of Fine Arts and Music (Inter-media Art).

### ■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world’s third largest advertising agency according to *Advertising Age*’s “Agency Report 2020.”

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhodo is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

*Sei-katsu-sha* insight is the foundation for Hakuhodo’s thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Renowned for its creativity, Hakuhodo has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions’ 50th anniversary in 2003.

To learn more, visit: [www.hakuhodo-global.com](http://www.hakuhodo-global.com)

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