

# Visual Presentations of the Planning of Fuji Newtopia, A Multi-Functional City at the Foot of Mt. Fuji

Shigeru KOJIMA

## Abstract

In recent years, there has been an increasing interest in the idea of a multi-functional city among local towns and cities in Japan. Behind this are mounting criticisms of Tokyo which prevents people from having a quality life and of local cities which fail to attract young people. A multi-functional city provides people with a place not merely to work or live but also to learn and play, and Fuji Newtopia aims to be one such city.

The purpose of this paper is twofold: First, to explain basic concepts of Fuji Newtopia, namely, N (=Network), E (=Ecology), and W (=World), and 5 Gs (Good Job, Good Living, Good School, Good Time, and Good Management); second, to present image illustrations of the planned community.

## Introduction

As many critics point out, although Japan is an economic superpower, people are not enjoying its fruit. Many of them are working overtime and living in small houses.

The government recently declared that Japan should change its national goal from an economic pursuit to people's life of quality. But nobody knows what is a quality of life all about.

In Tokyo, it is not uncommon that salaried workers spend more than two hours commuting from home to office. No wonder they have little time for their family or play. On the other hand, local cities fail to attract young people, because they cannot provide opportunities for good job or good time.

In recent years, some local cities have started to create a multi-functional city where people can work, live, learn, and play. However, they still continue to place a top priority on industry, thus sacrificing other functions.

Fuji Newtopia is a planned multi-functional city which will be built at the foot of Mt. Fuji. It distinguishes itself from other multi-functional cities in that at least theoretically it places a quality of life on the top of priority. This paper describes its two basic concepts, namely, N (=Network), E (=Ecology)

, and W (= World), and 5 Gs (Good Job, Good Living, Good School, Good Time, and Good Management); second, to present image illustrations of the planned community.

## Two Concepts of Fuji Newtopia

### (a) NEW

NEW of the Newtopia stands for Network, Ecology, and World respectively. The community make full use of network, computer or human, to make itself move.

Fuji Newtopia is also concerned heavily with ecology. The community will require all the enterprises to protect the environment and will not let in the companies which are not ecologically-minded. It is also possible for the community to have an international conference on ecological issues.

By world we mean the community commits itself to the global community. The university encourages international students and scholars to come and study together.

### (b) 5 Gs

Fuji Newtopia aims to be a place where people can work, live, learn, and play. But what is important here is that a job is a good job or a school is a good school. In other words, the community aims to provide residents with good jobs, good learning, good living, and good time. To make it clear, we came up with the concept of 5 Gs which stands for the following:

#### ① Good Job

Good job means a job which pays high salary, uses creativity, and helps people realize themselves.

#### ② Good Living

Good living means that people can have their own comfortable houses whose environment is excellent. Also, people can have a choice to change their residence depending on their life stage.

③ Good School

Good school is part and parcel of good living, because the family will not want to move to a place where there is no good school. A good school educates students so that they can find and develop their own potentials.

④ Good Time

Good time derives from the phrase, "I have a good time". We have a good time when we play sports, enjoy with friends and family, and pursue our own interests or hobbies.

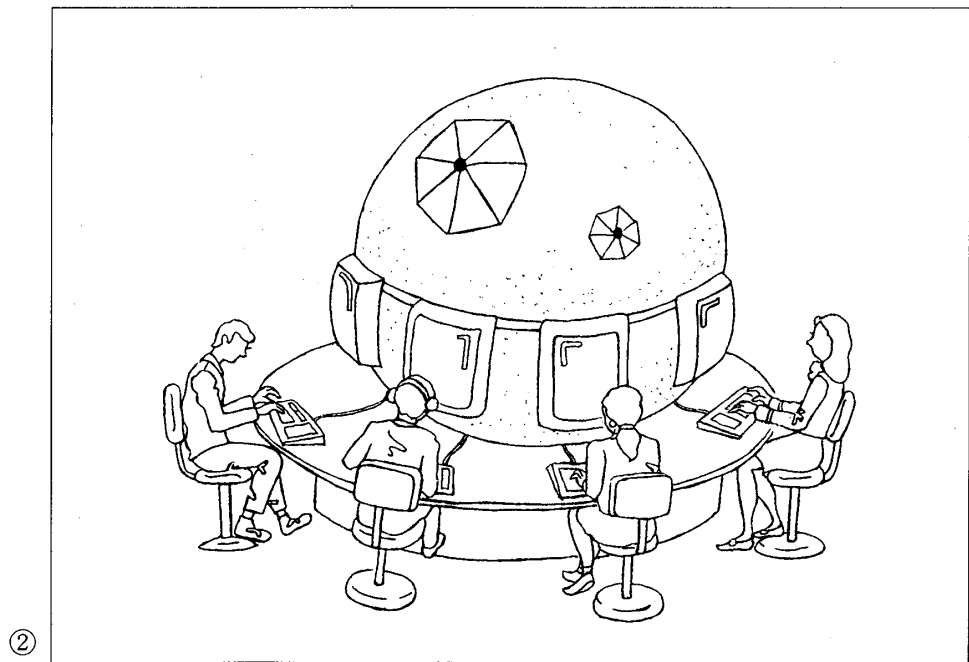
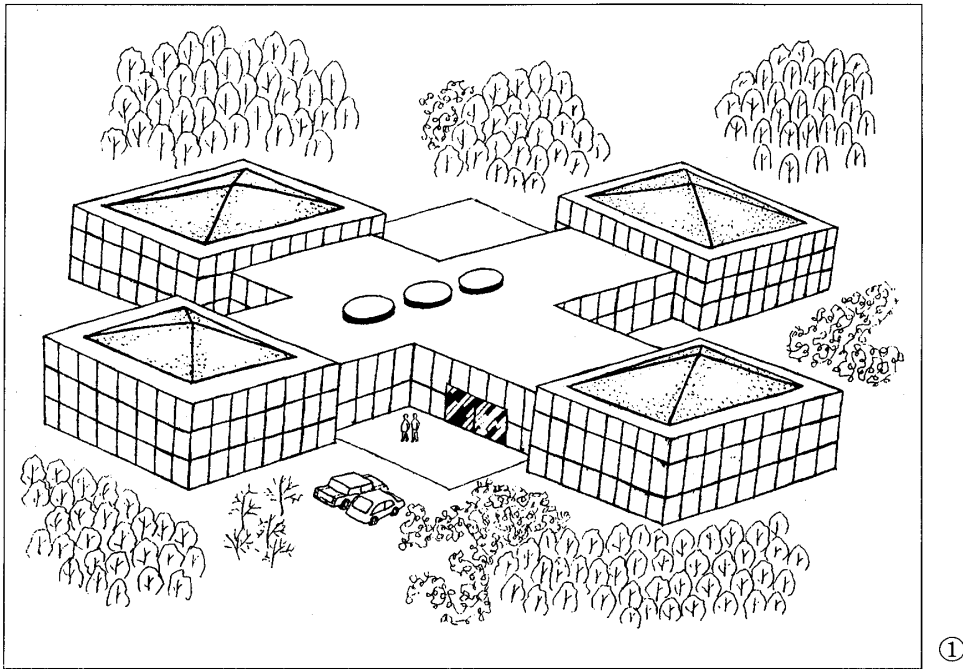
⑤ Good Management

Good management is necessary for the residents to feel attached to the community. Better management there is, more good neighbors and friendly people.

Image Illustrations

The following are some of the image illustrations of Fuji Newtopia which I drew based on the concepts described above. Each illustration represents one of 5 Gs-good job, good living, good school, good time, and good management. Although they are not real, I am sure the image illustrations help the reader to sufficiently visualize the new community.

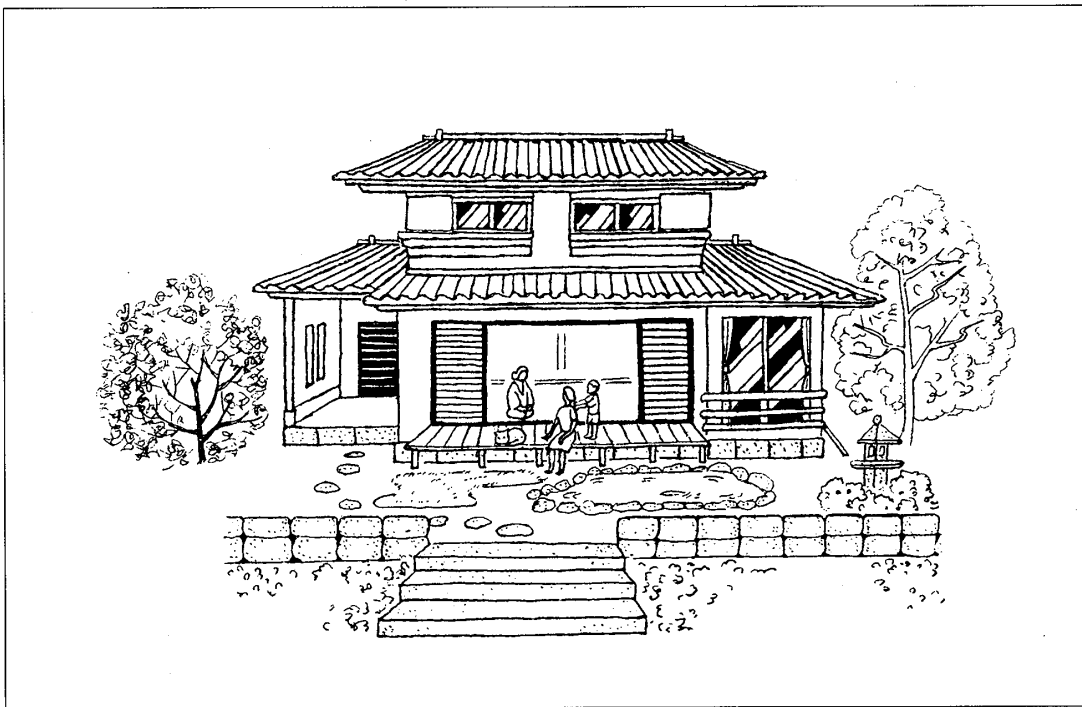
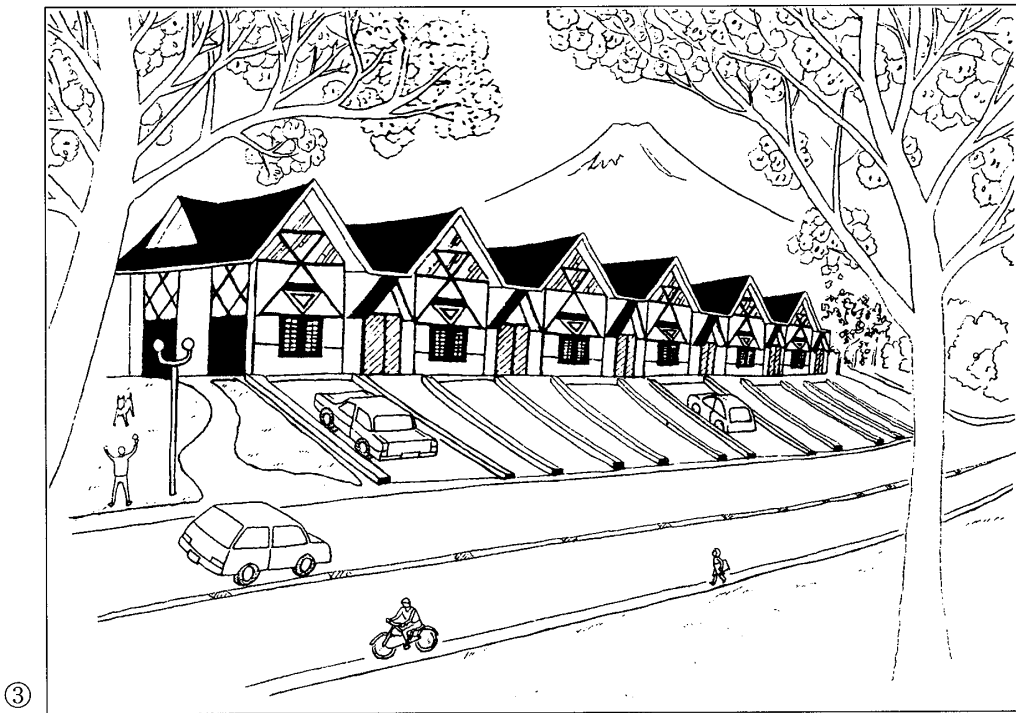
Image Illustrations



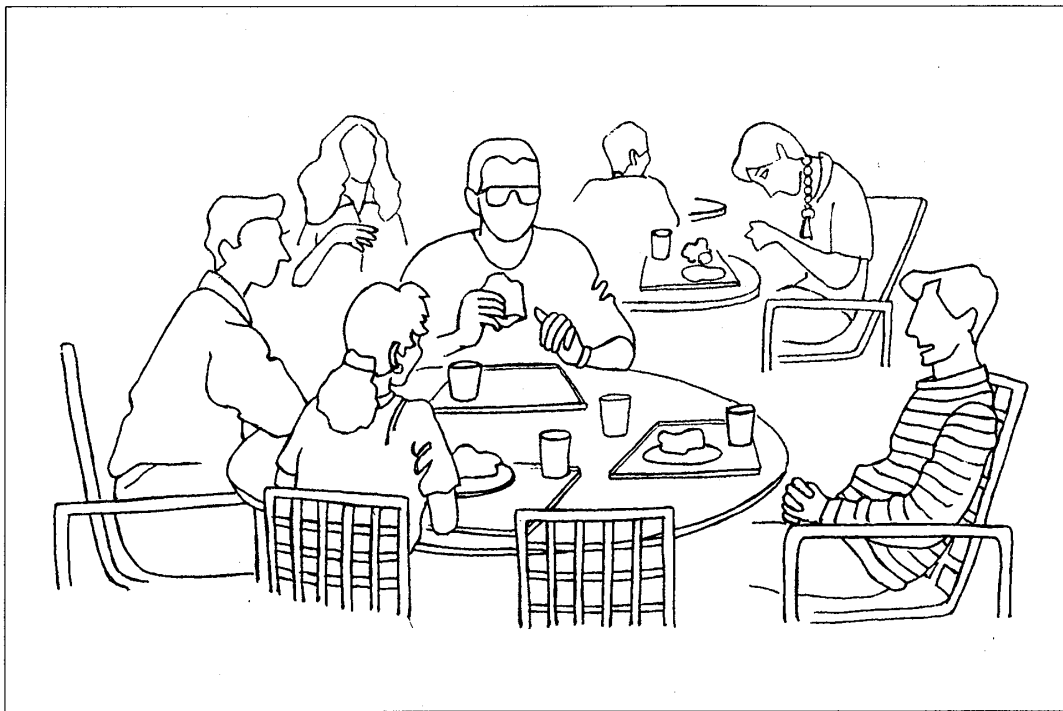
【Good Job】 The illustration ① is a research center called "research forest" because it is located in the middle of a forest. The research forest accommodates many high-tech laboratories and offices, some of which are affiliated with universities while others with corporations.

The illustration ② shows a scene in which researchers are working on computers. Note that the computers are a new model and quite different from the contemporary ones.

Visual Presentations of the Planning of Fuji Newtopia,  
A Multi-Functional City at the Foot of Mt.Fuji

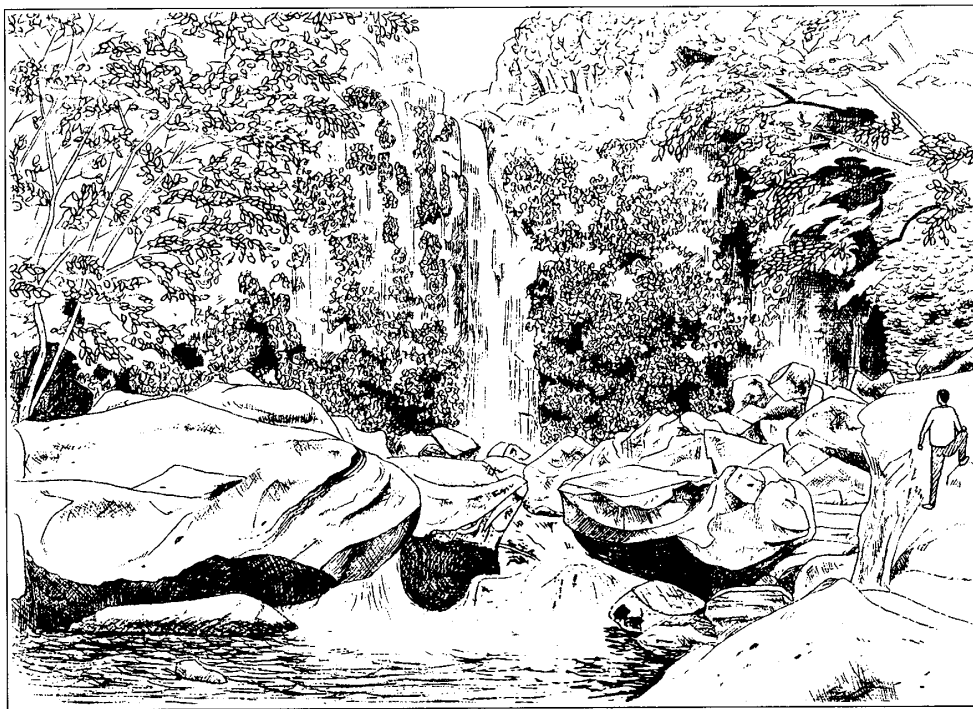
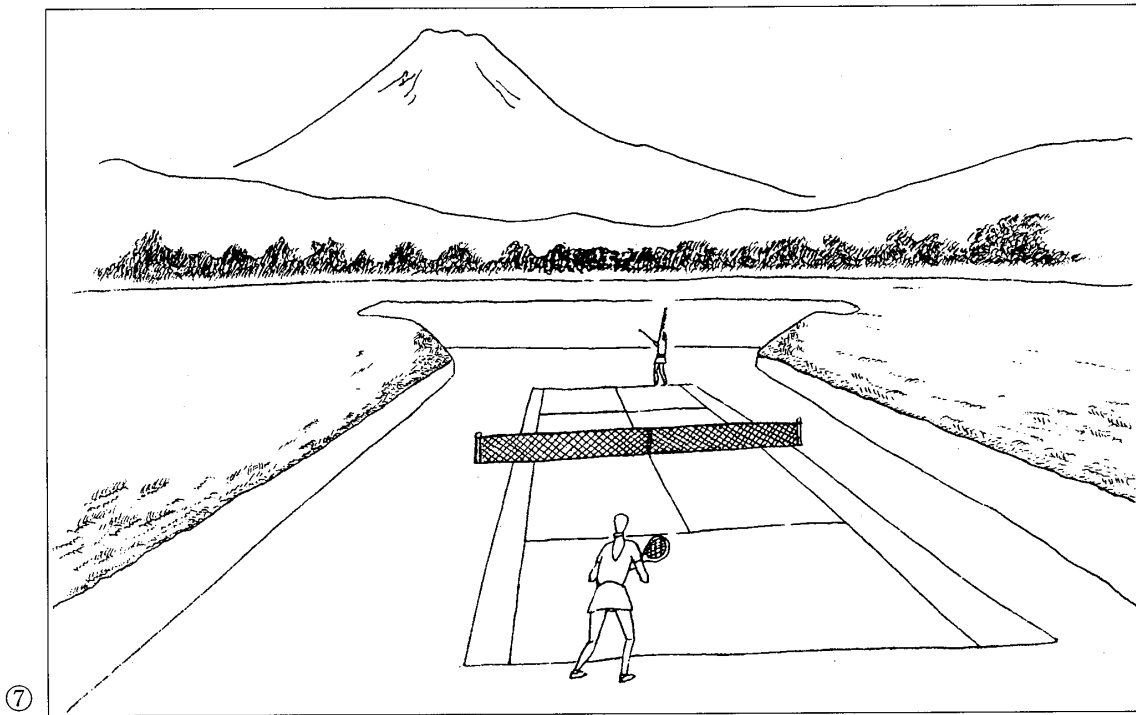


【Good Living】 The illustration ③ shows a new type of wooden houses which aim at students or elderly people. On the other hand, the illustration ④ describes an independent wooden house where family members are having a good time in the garden.

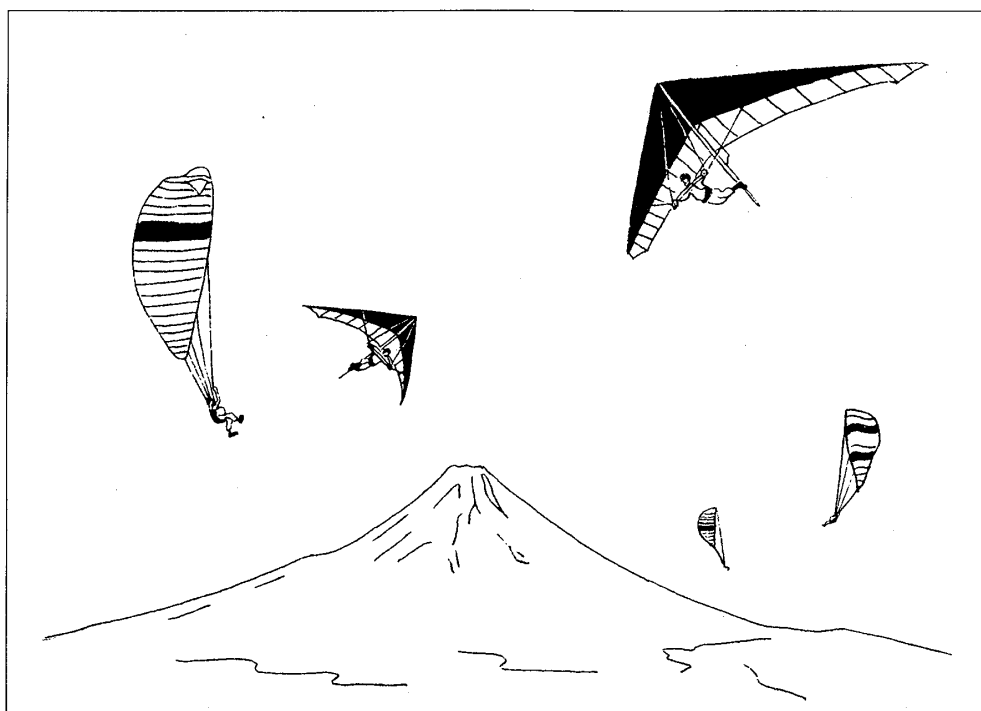


**【Good School】** The illustration ⑤ shows a dining room scene where international students and Japanese students are chatting over meals. The illustration ⑥ describes a small class or seminar scene in which Japanese students and international students are studying together.

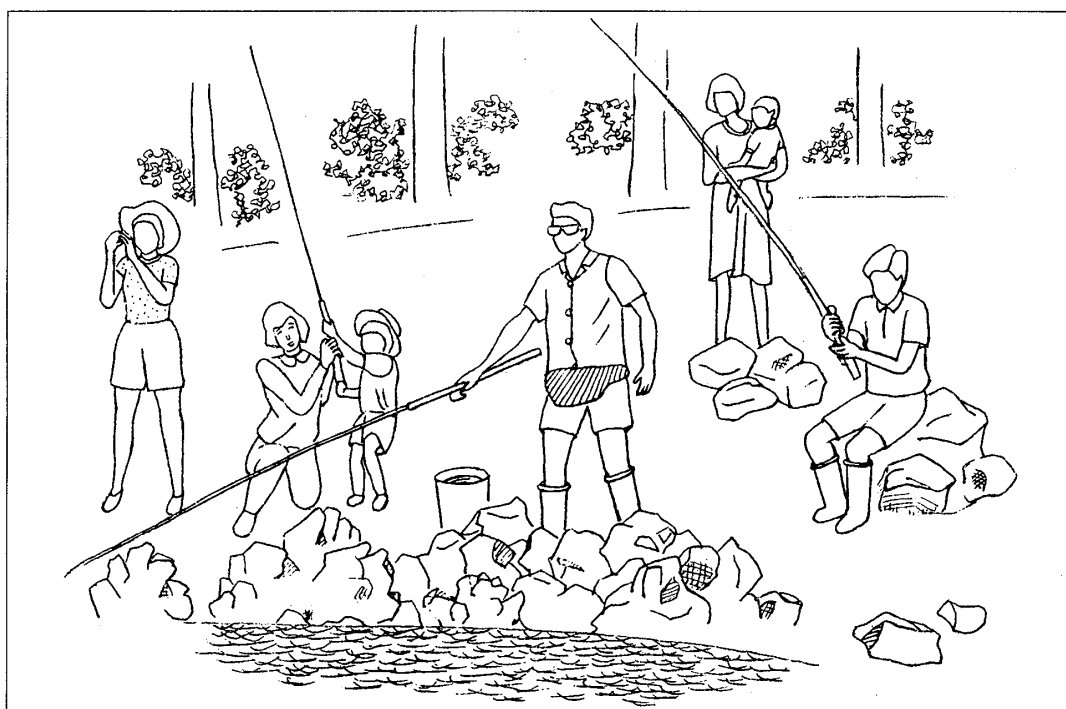
Visual Presentations of the Planning of Fuji Newtopia,  
A Multi-Functional City at the Foot of Mt.Fuji



【Good Time】 The illustrations ⑦⑧⑨ and ⑩ represent a pastime for people. Some are playing tennis , while others watching the waterfall. Still, some are enjoying hanggliding,while others enjoying fishing.



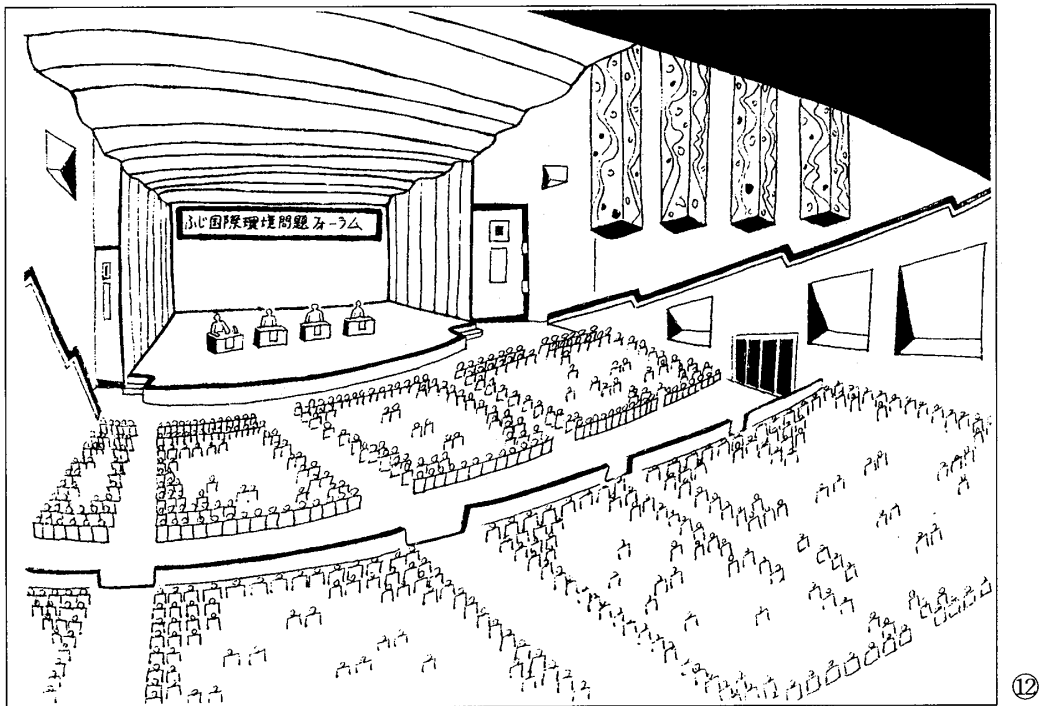
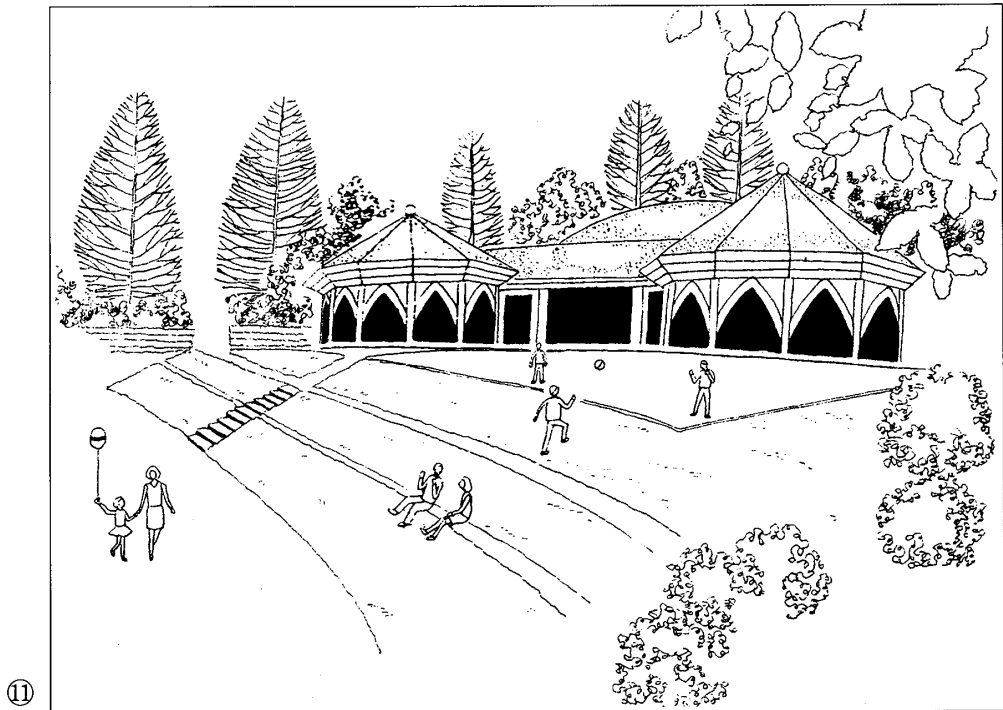
9



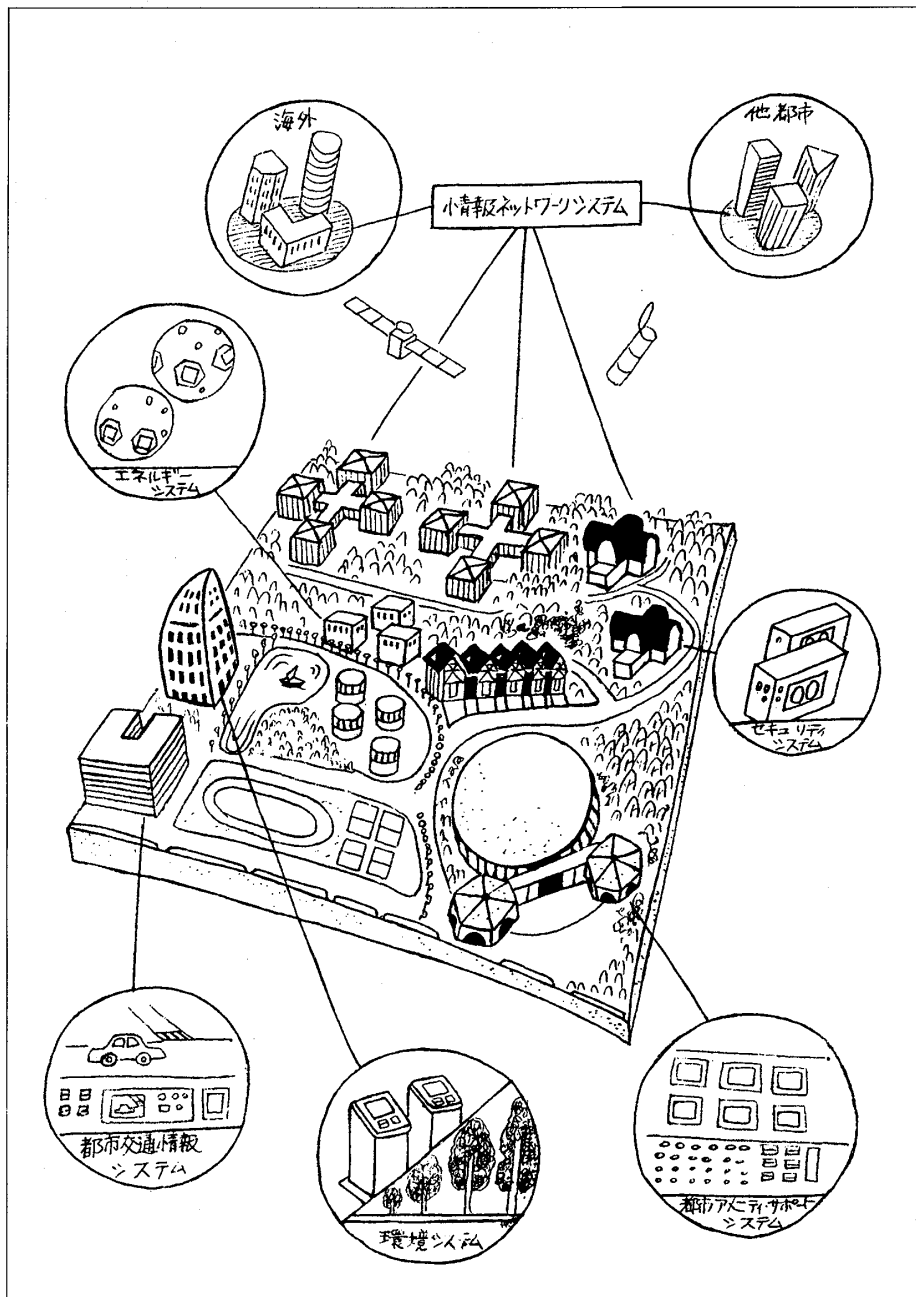
10



Visual Presentations of the Planning of Fuji Newtopia,  
A Multi-Functional City at the Foot of Mt.Fuji



【Good Management】 The illustrations ⑪ and ⑫ show the Fuji Newtopia center which has the information center and the international convention hall. The illustration ⑬ visualizes the entire image of the new community, which is managed through computer networks.



## Reference

George, T. Morgan, Jr. & John. O. King

“The Woodlands.” 1987. Texas: Texas A&M University Press

Shigeru Kojima

“Urban Management in America: an Experiment of the Woodlands, Texas, and its Applicability to Japan’s Multi-Functional City,” (in Japanese)  
Administration and Informatics, Vol. 4, No. 2, 1992.

Hamanako Brain Center (ed.)

Research on Fuji Newtopia, 1992.

## Acknowledgement

I am grateful to the members of the working group of the Fuji Newtopia Plan the discussions with whom stimulated my thinking and helped my writing this paper.