

KEIO UNIVERSITY SFC

25TH

ANNIVERSARY



25th Anniversary
KEIO UNIVERSITY SHONAN FUJISAWA CAMPUS

Celebrating SFC's 25th Anniversary

Takeshi Kawazoe | Dean, Faculty of Policy Management

25, 50, 75, 100 years.... each anniversary has its own meaning. The significance of each grows as the years go by, but I feel a special meaning with the 25th Anniversary, a time when those involved in the beginnings of SFC depart, and the first batch of graduates take over as the new core in the society. Leading the world under the banner of education reform is SFC's attribute, and our unceasing quest. That may make it needed for the graduates to come back with the spirit of 1990. Incidentally, Yukichi Fukuzawa's speech of 1896, "Keio's Mission", was made 38 years after the University's establishment. We may likewise need "SFC's Mission" in the years to come.



SFC Embarks on a New Journey

Jun Murai | Dean, Faculty of Environment and Information Studies

SFC was established in 1990 delivering Keio University's message to the future, and this year we are celebrating our 25th anniversary. Opening new and cutting-edge diverse academic fields, SFC has served its mission of designing the future of Japan and the world through the efforts of over 20,000 alumni, current students and faculty and staff members. I would like to extend my sincere appreciation to all those involved with SFC. Projecting further out to the future, SFC embarks on a new journey in 2015.



Vision and Mission of SFC Graduate School of Media and Governance

Yasushi Kiyoki | Dean, Graduate School of Media and Governance

A quarter century since 1990, SFC is in the stage for realizing an important mission to re-create and lead our society to the path of development. Today's social changes, technological innovations and environmental changes are important research directions through international collaboration. The Graduate School of Media and Governance establishes Vision and Mission that will become the new core of graduate school research and education, and try to transmit and develop those Vision and Mission globally. We will proceed with international collaborations for nurturing leaders combined with research and educational activities for achieving a "global system" integrating social rules and technology.



Strive for a Platform to Bring in New Values

Yoshinori Isagai | Executive Director, Keio Research Institute at SFC

SFC stands today at a quarter century. We have arrived at the advent of knowledge by adopting "Identify Problems and Find Solutions" and the interaction of diverse peoples. Keio Research Institute at SFC launched in 1996. Its contribution to the society as a platform of innovation has been promoting the synergy of Industry-Government-Academia. It is our utmost wish to challenge the designing the future of the next generation with all of you here today, with the aspiration that continually changing is never changing. May we ask your continued support as we step forward.



Toward Excellence: Giving Hope and Inspiration for the Future

Hiroko Komatsu | Director, Faculty of Nursing and Medical Care

While we celebrate SFC's 25th Anniversary, we must also face Japan's social change not seen elsewhere: "declining birthrate-aging population-rising death rate". As we all expect to be promised a safe and sound future, compiling, integrating, and generating new knowledge and technology will come into demand. SFC is the base station for this. Since establishment in 2001, the Faculty of Nursing and Medical Care has been nurturing individuals to globally lead a "Care Concept", aiming at the well-being of all people. SFC's 25th Anniversary in 2015 and "Keio's Hundred Years of Nursing Care" in 2018, at each milestone we endeavor in newer compiling, integrating, and generating to achieve "A New Care Concept" that opens doors to hope and inspiration of the future.



My Thoughts for SFC's 25th Anniversary

Toru Takebayashi | Dean, Graduate School of Health Management

As SFC celebrates the 25th Anniversary, the Graduate School of Health Management celebrates the 10th Anniversary. We are entering the second stage of our growth as a graduate school, and launching a degree program in public health which prepares students to handle global health issues, and upgrading of Certified Nurse Specialist courses to provide high-level nursing care. Not only technology and knowledge, but everything is changing rapidly today, making it increasingly difficult to predict where the world is heading. While holding high expectations for SFC for the next 25 years, we at the Graduate School of Health Management are driven to be at the forefront of both research and application in our expertise.



SFC's 25th Anniversary and the Youth of tomorrow

Kazuo Aida |
Headmaster, Keio Shonan Fujisawa Junior and Senior High School

Our school is located at the southwest end of the campus, and serves as the terminal for "Keio Junior and Senior High School-mae" bus line. As the only combined junior and senior high school among co-ed Keio schools, we boast a multi-cultural setting of many returnee students and international faculty members. 30 classes and 60 homeroom teachers provide an ideal learning environment to approximately 1,200 students. Established 2 years after the two faculties at SFC, we will soon be celebrating our own 25th Anniversary, and in 2019, students graduating from Yokohama Elementary School will continue their studies here. It is my hope that in the lush greenery of the campus, talented youth grow to design the future.



Our Mission is to Lead the Way

Jiro Kokuryo | SFC Vice-President

Over the 25 years, SFC has defined a brand-new culture that seeks out and fosters infinite new possibilities. Researchers and students from diverse fields have crossed borders to develop methodologies and organizational cultures that pave way to solutions never before reached. Society has gradually come to recognize this academic disposition, and today high school students and other examinees are starting to set their sights to SFC. It is my earnest wish that SFC continues to give people hope as "a place to go for answers".



10:30 – 12:00	25th Anniversary Commemorative Ceremony (Theta Bldg.)
12:20 – 12:45	Miraisozojuku SBC (Institute for Designing the Future – Student Build Campus) Ridgepole-raising Ceremony (East Colony)
13:00 –	Mochi (rice cake) Pounding (in front of bronze statue of Keio founder Yukichi Fukuzawa)
13:00 – 14:00	Garden Reception (in front of Student Build Campus Pavilion) ※ Special event for guests
13:00 – 16:00	Local Sports Festival (Arena, etc. inside the Gymnasium)
13:00 – 14:00	Health Care Symposium (Omega Bldg. Room 11) Let's move our bodies! – Fujisawa Plus Ten Program –
14:30 – 15:30	Anniversary Symposium "SFC Entrepreneurs" (Omega Bldg. Room 11)
	Homecoming Day Event (Omega Bldg. Room 11)
16:00 – 17:00	"Now, 15 years after graduation, the SFC 7th Graduating Class discusses what lies ahead for Japan over the next 15 years"
17:30 – 19:30	Homecoming Party (Student Cafeteria) ※ For members only
About 19:00	SFC 25th Anniversary Commemorative Fireworks (around Gulliver Pond)
Photo Exhibition: Looking back at SFC's 25 Years through Photographs (Lobby of Theta Bldg.)	

SFC 25th Anniversary Logo



The official logo of SFC's 25 Anniversary was selected through public advertisement and was designed by SFC alumni Kohei Tsuji. The blue color in the background symbolizes SFC's nature and the circle, triangle and square stand for the strength of creating future. Not being afraid of failing, being ambitious to face new challenges, combining different fields of research to create new values - these are the characteristics of SFC as part of Keio University. These characteristics are expressed by Keio University's red and navy blue as well as yellow as it is used for Keio's logo, two crossing fountain pens. Furthermore, for the "25" the font "futura" was used, which is Latin and means "future". This logo was made imagining SFC's activities and its future successes resulting from its proactive spirit.

Kohei TSUJI (Faculty of Policy Management–Class of 2011, Graduate School of Media and Governance–Class of 2013)

12:20-12:45 at East Colony | MAP 28

Miraisozojuku SBC (Institute for Designing the Future – Student Build Campus) Ridgepole-raising Ceremony

The "Miraisozojuku - Student Build Campus plan" describes the concept of students, faculty members and staff joining forces to plan and become involved in building a residential education and research facility with their own hands in the East Colony of SFC. Student Build Campus is a challenging yet characteristic project for SFC and is an expression of SFC's efforts to build a "Studentmade Campus of the Future".

Please come and join us for the ceremony of ridgepole-raising, a memorable moment, in which we pray for the development and success of Miraisozojuku. The ceremony will be accompanied by a Taiko-drum performance by children of the Endo Area, Shinto rituals as well as Mochimaki (tradition of tossing rice cakes in order to bring good luck).

※ Please use the wooden steps at the north of Alpha Bldg. to get to the East Colony.

13:00- In front of bronze statue of Keio founder Yukichi Fukuzawa | MAP 27

Mochi (rice cake) Pounding

The local community of Endo will pound Japanese rice cakes. In the occasion of the 25th Anniversary please enjoy freshly pounded mochi.

Lobby of Theta Bldg. | MAP 9

Photo Exhibition

Looking back at SFC's 25 Years through Photographs

Take a look back at 25 years of SFC.



The banner and SNS illustrations for SFC's 25th Anniversary were designed by SFC alumni Haruka Aramaki.

The design is supposed to express SFC's atmosphere as if you can almost hear happy voices of people enjoying themselves shouting "yeah!", "whoohooo!" and "wow!".

Haruka ARAMAKI
(Faculty of Environment and Information Studies, Class of 2012,
Graduate School of Media and Governance, Class of 2014)
<http://harukaaramaki.tumblr.com/>

14:30-15:30 in Omega Bldg. Room 11 | MAP 

Commemorative Symposium "SFC Entrepreneurs"

SFC aims to develop students into revolutionary leaders who can identify and create solutions to problems in society. SFC Alumni, who embody entrepreneurial spirit and are always the first to become active, talk about SFC and the future of today's society.

Coordinator



Jiro Kokuryo

Vice-President of Keio University, Professor of Faculty of Policy Management

Professor Jiro Kokuryo, Vice-President of Keio University, is concurrently a professor at the Faculty of Policy Management. He joined Keio in 1993 as an associate professor at the Graduate School of Business Administration, where he was appointed professor in 2000. He served as Executive Director of the Keio Research Institute at SFC (2005-2009) and Dean of the Faculty of Policy Management (2009-2013), before being appointed Vice-President for International Collaboration and Education in 2013.

Vice-President Kokuryo graduated from the University of Tokyo in 1982 and acquired a Doctor of Business Administration (1992) from Harvard Business School while an employee of Nippon Telegraph and Telephone Corporation (1982-1993). His major publications in Japanese include "Open Architecture Strategy," Diamond Inc. (1999), and "Business Strategy in an Onymous Economy," Nikkei Publishing Inc. (2013).

Speakers' Profiles



Daisuke YANASAWA

Faculty of Environment and Information Studies, Class of 1996
CEO of KAYAC Inc.

In 1998 Daisuke Yanazawa founded KAYAC Inc. together with a friend he knew since University days. As Kamakura's only company whose stock is listed on the stock exchange, KAYAC Inc. is spreading their original contents over websites, smartphone applications and social game market from their Kamakura office. Based on the philosophy of being a "Fun Corporation", KAYAC Inc. is always challenging itself to create a new style of business with a unique human resource management system (On-a-Roll Salary System, Smile Points Salary System, All-together Human Resource Department Plan) and working style (On-the-Move Office).



Eriko YAMAGUCHI

Faculty of Policy Management, Class of 2004
Chief Design Officer of MOTHERHOUSE

After an internship at an international organization in Washington, Eriko Yamaguchi entered the Master's Program of the Development Studies at the Graduate School of BRAC University in Bangladesh. After she lived in Bangladesh for two years she moved back to Japan and founded MOTHERHOUSE, driven by the strong wish to create a brand which connects developing countries with the rest of the world. Currently bags and miscellaneous fashion goods, which are designed and produced in Bangladesh and Nepal, are sold in over twenty shops in Tokyo and other cities. She was nominated as Young Global Leader (YGL) in 2008.



Kazuhide SEKIYAMA

Faculty of Environment and Information Studies, Class of 2005
Graduate School of Media and Governance, Class of 2007
Board member and Representative Executive Officer of Spiber Inc.

In 2002 Kazuhide Sekiyama chose Keio University's Institute for Advanced Bioscience in Tsuruoka Town, Yamagata Prefecture as base for his research and started his research regarding human-made spider silk in September 2004. To realize his research project he entered graduate school. While still being enrolled as Ph.D. student he founded Spiber Inc. in September 2007 together with a friend he knew since his university days. His company aims to industrialize its product as world-first of his kind in cooperation with industrial, academic and governmental institutions.

16:00-17:00 in Omega Bldg. Room 11 | MAP **2**

Homecoming Day Event

"Now, 15 years after their graduation, the SFC 7th Graduating Class discusses what lies ahead for Japan over the next 15 years"

Members of SFC's 7th Graduating Class (Class of 2000) join SFC faculty members and current students to talk about what lies ahead for SFC and Japan over the upcoming 15 years of SFC.

★ Everyone is welcome!

Speakers

Takeshi Kawazoe Dean/Professor, Faculty of Policy Management

Jun Murai Dean/Professor, Faculty of Environment and Information Studies

Heizo Takenaka Professor, Faculty of Policy Management

Masaru Tomita Professor, Faculty of Environment and Information Studies

And 6 other young faculty members

Around 19:00- Gulliver Pond (Kamoike) | MAP **19**

SFC 25th Anniversary Commemorative Fireworks

Enjoy watching fireworks illuminating the night sky at SFC's 25th Anniversary.



14:45-15:05 in Theta Bldg. | MAP **9**

Aki Matsuri Event Youichi KITAYAMA

(Member of the group "The Gospellers") gives a mini live concert.



Youichi KITAYAMA

Faculty of Environment and Information Studies, Class of 1998

Kitayama was born on February 24th, 1974. Since December 21st, 1994, he is a member of the music group "The Gospellers", which made their breakthrough with the single hit number "Promise". After their debut, The Gospellers had numerous hit singles like "Eien towa ni", "Hitori", "Hishikuzu no machi", "Mimoza" and more. They celebrated their 20th stage anniversary in 2014. Besides their music career as a group, members of The Gospellers also engage in other widespread activities like writing songs for other artists, working as producers and starting through as solo artist. They are known as pioneers for Japanese vocal groups and released songs all over Asia. Since 2012 Youichi Kitayama is working as special guest lecturer at the Faculty of Environment and Information Studies.

Official Website:

Gostudio <http://www.5studio.net/> **GosTV** <http://www.gospellers.tv/index.html>

13:00-14:00 (Registration starts at 12:40) at Omega Bldg. Room 11 | MAP 2

Health Care Symposium

"Let's move our bodies! – Fujisawa Plus Ten Program – "

The more people in Fujisawa City start working out, the healthier they will be. We introduce you to a new program (Plus Ten Workout), focusing on Fujisawa City, Keio University and Fujisawa Hoken Iryo Zaidan. Please come and join us!



What to bring/what to wear: Writing tools, sports clothing and drinks

Lecturer Yoshinobu SAITO

Profile: Ph.D in Health Management (2014)
Researcher, Keio University Sports Medicine Research Center

Local Sports Festival

13:00-14:00 (Registration starts at 12:40) at Arena inside of Gymnasium | MAP 14

The Evolution of "Tag"?!

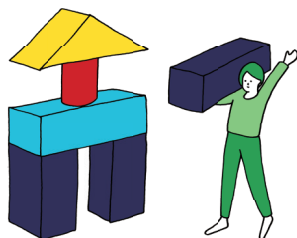
Trial lesson of the tag game as a sport at SFC
(Capacity: up to 50 people)

No matter your age or gender or if you are active in sports or not, the tag game is for everyone, which is what makes it appealing. The rules are very simple, but you have to use your brain to win the game. Take the chance and join us together with your family!



What to bring/what to wear: Sports clothing, indoor sports shoes and drinks

Instructor Profile: Keisuke OHSAKI
Graduate School of Media and Governance, Class of 2013
Keisuke Ohsaki is a manager of astore club. He also is the current vice-president of Yamanashi Pref. Tag Sports Federation.



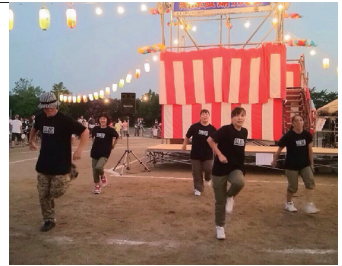
14:30-16:00

(Registration starts at 14:10) at Fitness room in Arena inside of Gymnasium | MAP 14

Mama Dance Program!

Looking good and having fun dancing!
(Capacity: up to 25 people)

As soon as someone takes a trial lesson and merges himself into the beat most people react like "It is so much fun!" or "I want to dance more!" and start taking lessons regularly. We would like you to experience that dancing means working out while having fun, so please come to our dance session. Let's sweat together and have fun!



What to bring/what to wear: Sports clothing, indoor sports shoes, towel, drinks

Instructor Profile: Ryusuke KAGAYA (stage name: LAG)

Faculty of Environment and Information Studies, Class of 2014

After graduation Ryusuke Kagaya started his career as a professional dancer, loves to perform and besides working as a dance instructor and choreographer, he focuses on the expansion of dance activities in cooperation with Fujisawa City.

14:30-16:00 (Registration starts at 14:10) at Arena inside of Gymnasium | MAP 14

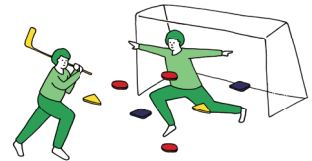
Special Olympics

"Make your heart barrier-free!" – Let's do sports together!

– Floor hockey for people with or without disability – (Capacity: up to 40 people)

Students of the SFC Tokairin Lab and the Special Olympics Organization Kanagawa Pref. organize a floor hockey game!

With the cooperation of SFC Tokairin Lab and the Special Olympics Organization Kanagawa Pref. university students join in the fun of floor hockey!



What to bring/what to wear: Sports clothing, indoor sports shoes and drinks



Campus Map

Student Cafeteria (South wing)

Homecoming Party

Gulliver Pond (Kamoike)

Fireworks

in front of the bronze statue of Keio founder Yukichi Fukuzawa

Mochi Pounding

Ω (Omega) Bldg. Room 11

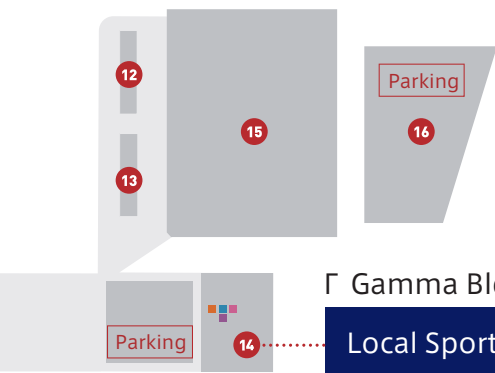
- Health Care Symposium
- Commemorative Symposium
- Homecoming Day Event

SBC Pavilion

Garden Reception



- 1 A (Alpha) Building: Main Building
- 2 Ω (Omega) Building: Main Lecture Hall 1
- 3 M (Mu) Building: Shonan Fujisawa Media Center (Library), Shonan Fujisawa Information Technology Center (ITC)
- 4 κ (Kappa) Building: Classrooms and Research Labs
- 5 ε (Epsilon) Building: Classrooms and Research Labs
- 6 ι (Iota) Building: Classrooms and Research Labs
- 7 ο (Omicron) Building: Classrooms and Research Labs
- 8 λ (Lambda) Building: Classrooms and Research Labs
- 9 θ (Theta) Building: Main Lecture Hall 2
- 10 Δ (Delta) Building: Research Labs
- 11 τ (Tau) Building: Graduate School of Media and Governance Building, Office of Research Development and Sponsored Projects
- 12 Ψ (Psi) Building: Clubhouse
- 13 φ (Phi) Building: Clubhouse
- 14 Γ (Gamma) Building: Gymnasium
- 15 Sports Ground (for University)
- 16 Sports Ground
- 17 Σ (Sigma) Building: Co-op and Cafeteria
 - 1F Faculty and Staff Cafeteria (Faculty Club) "Tablier", Cafeteria "Lady Bird", Keio Co-op Store
 - B1F Student Cafeteria (Co-op Cafeteria)
- 18 Student Lounge (Subway)
- 19 Gulliver Pond (Kamoike)
- 20 Seminar Guesthouses
- 21 ν (Nu) Buildings: Research Labs
- 22 Ζ (Zeta) Building: Research Labs
- 23 Tennis Courts
- 24 Bus Terminal
- 25 North Gate Security Office
- 26 SBC Pavilion
- 27 Bronze statue of Keio founder Yukichi Fukuzawa
- 28 Planned site of Miraisozojuku (Institute for Designing the Future) East Colony



<Facilities/Equipment>

- AED
- Men's Restroom
- Women's Restroom
- Multi-purpose Restroom
- Pay Phone

Γ Gamma Bldg. (Gymnasium)

Local Sports Festival



East Colony

Miraisozojuku SBC

Planned site of Miraisozojuku (Institute for Designing the Future)
Wooden Steps to the Site

Θ (Theta) Bldg.

- Ceremony
- Photo Exhibition

Place to view broadcast of
Commemorative Ceremony at Θ Building:

· Ω(Omega) Bldg (Ω11 / MAP 2)

Food

- Student Cafeteria (Co-op Cafeteria) (Open Hours: 11:30–13:30 / MAP 17)
- Faculty and Staff Cafeteria (Faculty Club) "Tablier" (closing / MAP 17)
- Cafeteria "Lady Bird" (Open Hours: 11:00–18:00 / MAP 17)
- Keio Co-op Store (Open Hours: 11:00–14:00 / MAP 17)
- Student Lounge (Subway) (Open Hours: 11:00–15:45 / MAP 18)

For guests with children

· Nursing Room (ο14 / MAP 7)

Multi-purpose restrooms in areas below are furnished
with baby seats and baby chairs:

- Baby seats and baby chairs (ε Bldg. 1F / MAP 5)
- (θ Bldg. 1F / MAP 9)
- Baby chairs only (τ Bldg. 1F / MAP 11)



"Keio Daigaku
Mae" Bus Stop

