

Press Release

March 13, 2009

HAMA Boom Boom! Project
Carbon Free Consulting Corporation
Mori Building Co., Ltd.

Honey Project on Roof of Kitanaka Brick in Yokohama

Bee keeping incorporating art and design kicks off

Marking the 150th anniversary of the opening of Yokohama port this year, the HAMA Boom Boom! Project (Ortho Urban Environment Research Institute), Carbon Free Consulting Corporation, and the Mori Building Co., Ltd., will hold a bee keeping project on the roof of Kitanaka Brick, a historical building owned by Mori Building.

The purpose of the project is to heighten environmental awareness by giving people a chance to feel the connection between Yokohama's urban environment and the ecosystem through bee keeping. Another aim of the project is local consumption of the Yokohama-made honey as part of community revitalization efforts in the city. The project coordinators hope that the honey will be used in the menu items of restaurants and sweets shops mainly in Yokohama.

At present, approximately 30,000 bees in three colonies are being kept on the roof of Kitanaka Brick. Bee keepers will be able to collect honey once the flowers begin blooming and the bees can gather the nectar.

Incorporation of art and design will contribute to the “Creative City Yokohama” vision

Kids in the local children's art class Dui decorated the hives and the area around the hives. Planters designed by gardening company Protoleaf Inc. are also being used in the project. By incorporating elements of art and design into bee keeping, the organizers are hoping to make the project into an activity that demonstrates the “Creative City Yokohama” vision of Yokohama as a city with a spark for creating appealing urban spaces that combine art and culture with promotion of the economy.



Hives and the surrounding area decorated by local children's art class Dui.



Bees keep on the roof of Kitanaka Brick.

Project Overview:

HAMA Boom Boom!-ADMC Honey Bee Project

Organizers: HAMA Boom Boom! Project (Ortho Urban Environmento Research Institute)
Carbon Free Consulting Corporation
Mori Building Co., Ltd.

Location: 5-57-2 Kitanaka-dori, Naka-ku, Yokohama, Kanagawa

Website: <http://www.hbb-admc.com/>

Timeframe: February–June 2009

Partners: Dui Art Lab and Children's Molding Class
(<http://duilab.com/>)
Protoleaf Inc. Gardening and Lifestyle Division
(<http://www.protoleaf.com/garden>)

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