

科学研究費助成事業 研究成果報告書

平成 27 年 6 月 12 日現在

機関番号：32802

研究種目：基盤研究(C)

研究期間：2012～2014

課題番号：24520926

研究課題名(和文) 沖縄に於ける音楽と地域の文化的・経済的活性化：一文化人類学的研究

研究課題名(英文) Music and Local Cultural and Economic Revitalization in Okinawa-City: A Cultural Anthropological Investigation

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交付決定額(研究期間全体)：(直接経費) 4,000,000円

研究成果の概要(和文)：本研究は、嘉手納米軍基地の隣にある沖縄市に於ける文化的・経済的活性化に於いての音楽の動員について検証した。文書の研究や参与観察とインタビューを使用する民族学的フィールドワークを用いて、基本的な例を三つ調べた：1980年代から続いているピースフルラブロックフェスティバル、2007年に開館されたコザミュージックタウンと2012年から始まったライブハウスサーキットという事業。本研究は、文化資源としての沖縄市の音楽的文化遺産を利用するこれらのイベント・事業に沖縄市が重要な支援を行ってきたことと同時に地元の音楽的文化資源が沖縄市の活性化に重要な役割を果たしてきたことを示している。

研究成果の概要(英文)：This research investigated the uses of music in local economic and cultural revitalization in Okinawa City, which is located next to the American military air base at Kadena. Archival research and ethnographic fieldwork, including both participant observation and interviews, were combined to investigate three key examples. These were the Peaceful Love Rock Festival, begun in the 1980s, the Koza Music Town building opened in 2007, and the Live House Circuit events from 2012. The research shows that Okinawa City has provided essential support for these music-related events and facilities, which draw on Okinawa City's post-war music heritage as cultural resource. The research thus shows that local music heritage has been central to Okinawa City's revitalization efforts.

研究分野：cultural anthropology

キーワード：Okinawa music revitalization cultural economic cultural anthropology

1 . 研究開始当初の背景

Okinawa City (formerly, Koza) grew up during the postwar period in intimate association with the U.S. military air base at Kadena. While before WWII there were a mere 9,000 or so people in the area, by 1969 there were some 66,764 people in Koza (Shinyashiki 1971: 786) and close to 300,000 in the larger Chūbu central district, making this the fastest growing area in postwar Okinawa following the Naha capital district (Tazato 1983). Koza's economic development was based largely on service and consumption businesses, including those that offered music entertainment, oriented towards U.S. servicemen. With America's expanded involvement in the Vietnam War in 1964, a "Vietnam Boom" began in Koza (see Roberson 2011). However, after Okinawa's reversion to Japan, Koza/Okinawa City has struggled economically due to a combination of influences, including the end of the Vietnam War based boom, the weakening of the U.S. dollar, the expansion of on-base facilities (see Gillem 2007), the development of alternative entertainment and shopping options in nearby coastal Mihama (see Ginoza 2010) and increased ease of access to the Naha area.

2 . 研究の目的

This research investigated the successes achieved and obstacles encountered in mobilizing music to contribute to cultural and economic revitalization in Okinawa City. Since the end of the Vietnam War and Okinawa's reversion to Japan, Okinawa City has

promoted a number of music based events and endeavors in attempts to re-energize the local community. The research was designed to focus on the (a) key events, (b) central institutions, and (c) primary local participants involved in the mobilization of music for local development in central Okinawa.

3 . 研究の方法

The research combined archival research, primarily conducted at the Okinawa Prefectural Library in Naha, and ethnographic fieldwork conducted in Okinawa City. Fieldwork involved both participant-observation of key events and facilities involved in Okinawa City's attempts to mobilize music in local revitalization efforts, and in-depth interviews conducted with key individuals, including Okinawa City representatives, event organizers and event participants (particularly participating musicians).

4 . 研究成果

In this research, it was discovered that, in addition to other efforts such as the transformation of BC (Business Center) Street into the open-mall Chuo Park Avenue in 1985, Okinawa City has attempted to respond to post-Vietnam, post-reversion changes by mobilizing music and other forms of cultural performance to economically and culturally revitalize the local area. This research primarily focused on three of these: The Peaceful Love Rock Festival, the Koza Music Town facility, and the Live House Circuit. In addition, research was conducted about other music events that have contributed to local revitalization in Okinawa City such as

the Okinawa International Asia Music Festival, the Kanaderu Park events held once every three months along Chuo Park Avenue, and the Terurin-sai commemorative open-air, day-long concert also held on Chuo Park Avenue.

The annual Peaceful Love Rock Festival was begun in 1983. This outdoor music festival, held over two days at the Okinawa City Outdoor Stage, will mark its 33rd anniversary in 2015, making it the longest continuously held outdoor rock festival in Japan. The festival began receiving local governmental support from the Wider Central Regional Municipal Area Association (*Chūbu Kōiki Shichōsonken Kyōgikai*). This association remained the main sponsor of the event until 1993. On 22 October 1987, the Japanese Ministry of the Interior, as part of its First Regional Development Awards, awarded a Chairman's Award to The Peaceful Love Rock Festival co-organizers, the Central Area Association and Project Core. Although since 1993 produced by the independent Sound Package, the festival continues to receive financial and other support from Okinawa City in its efforts to promote tourism to the area. Furthermore, the festival continues to be both a "branding" event for the area and for local musicians, younger musicians vying to appear on its stage. Archival research was conducted at the Okinawa Prefectural Library on festival history. Ethnographic interviews were conducted with past and present festival organizers, local government representatives and

musicians on festival history, organization, and cultural and economic significance.

The Koza Music Town building was opened to the public on 27 July 2007. Constructed at a cost of approximately ¥7,100,000,000, this building was intended to be the cornerstone of the revitalization of the Naka-no-machi area. Plans for this project go back to formation in 1997 of the so-called Shimada Round-table, chaired by Haruo Shimada. This group was charged with making recommendations regarding how to support the economic revitalization of the 27 cities and towns in Okinawa burdened with hosting American military bases and facilities. Koza Music Town makes use of Okinawa City's popular music history and resources, especially the near-by music clubs located along Koza Gate Street. The Koza Music Town building includes the Oto-ichiba music hall as well as recording and other facilities. Located at the corner of the central Goya intersection along Route 330, Koza Music Town has indeed become an iconic marker and a central performance facility.

Finally, the Live House Circuit is an Okinawa City supported effort to make use of the popular music live houses that dot the central areas of the city, primarily from the Chuo Park Avenue district, to Koza Gate Street and into the Naka-no-machi area. On 22 August 2012, the Koza Live House Owners' Association was formed in order to make

better and more coordinated use of the live house clubs in the city. With financial support from Okinawa City, these efforts have thus far included sponsoring free live music performances at local clubs on weekday nights and tie-ups with local restaurants. Unlike the larger events and projects described above, this is a much more grass-roots effort by local club owners and musicians that nonetheless draws on the music heritage and cultural resources in Koza/Okinawa City.

This research thus shows that these and other events, activities and projects in Okinawa City have over the past thirty-odd years born witness to continuing attempts to mobilize Koza/Okinawa City's popular/rock musical heritage in local cultural and economic revitalization efforts. While economic connections remain with the neighboring American military air base at Kadena, these have weakened since the 1970s. Okinawa City does not enjoy a coastal location which would have allowed post-reversion development as a beach resort area. Okinawa City is in the unique, and uniquely complicated, position of being at once Okinawa's second largest urban area, closely associated with Kadena Air Base and yet lacking a natural setting attractive to tourists visiting Okinawa from elsewhere. Thus, as this research shows, Okinawa City has, with perhaps mixed results, drawn on its unique music heritage as the home of Okinawan Rock music (and, more broadly of a "champurū" cultural

heritage including Okinawan min'yo folk music).

Military base towns like Okinawa City face complicated economic and socio-cultural conditions. The research conducted thus shows how the Peaceful Love Rock Festival, the Koza Music Town and the Live House Circuit, as well as other events and projects, are products and producers of a music heritage born from Okinawa City's relationships with the American military air base at Kadena and mobilized in support of local economic and cultural revitalization. The research has been reported on at a number of international conferences and will form the bases of a book that the principle investigator is hoping to complete.

5 . 主な発表論文等

(研究代表者、研究分担者及び連携研究者には下線)

[雑誌論文] (計 0 件)

[学会発表] (計 2 件)

Peaceful Love Rock Festival: Music, Military Bases and Local Renewal in Central Okinawa, Hawaii International Conference on Arts & Humanities,

2014.1.31, Honolulu, Hawaii, USA

Military Towns and Festival Places : The Peaceful Love Rock Festival of Okinawa City, Okinawa,

2014 Annual Conference of the East Asian Anthropological Association,

2014.11.15,

Yeungnam University, Daegu, South Korea

[図書] (計 0 件)

[産業財産権]

出願状況 (計 0 件)

名称 :

発明者 :

権利者 :

種類 :

番号：
出願年月日：
国内外の別：

取得状況（計 0 件）

名称：
発明者：
権利者：
種類：
番号：
出願年月日：
取得年月日：
国内外の別：

〔その他〕
ホームページ等
なし

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