

Interview with Executives at King SkyFront No.6

Yuzo Toda

Director FUJIFILM Holdings Corporation

Director Senior Vice President FUJIFILM Corporation

The photographic film business will disappear.

There's a limit to the life of this business due to the wave of digitization.

This is unstoppable.

But the technology lives on.

Honing the essence of film technology will enable its application in different fields.

I had a sense of pending crisis.

We needed to move on to a new field and create a new business.

We explored the possibilities.

Films are extremely high precision things

and they are the epitome of chemistry.

Photographic films are products that we're all familiar with, but the chemical processes involved are extremely precise, requiring control at nano-levels.

We thought about how the technology could be used.

Organic synthesis is an example of such technology.

It's technology for synthesizing chemical materials.

Fujifilm has 200 thousand unique chemical materials.

We have many materials for exposing to light or chemicals that bond with proteins.

These can be used in drugs.

Drugs and films may seem unrelated at a glance, but comparing the fundamental or overlapping technologies makes you realize they are compatible in a lot of ways.

Tonomachi of Kawasaki is in an extremely geographically advantageous location.

The prefectural governor also said it should be turned into a point of contact with the outside world, like Dejima.

This is just a phase.

So you cannot become conceited about simply having created something here.

It has to be turned into a showcase for the whole world to see.

Here in King SkyFront, with its accessibility and attention from all over the world, is where we want to promote Japan's technological power.

Information from all over the world is gathered and disseminated from here, and it will become a new focal point for trailblazing initiatives.

It will be a modern-day version of Dejima.

This place is a gateway to the world with its proximity to a port and airport.

We'll regret it if we don't jump on this opportunity.

We will evaluate our own technology.

Not someone else.

We have the best understanding of our own value.

When we realize this, we can pass it onto the next generation as "seeds."

That's our obligation and responsibility.

For example, if we just focused on cameras, it would be difficult to turn it into an asset that can be inherited by the next generation.

But when you think of our work as being the building of trust for our products, you realize the true meaning of making cameras and the ideology behind them.

When we looked at the essence of films, we realized that our ideals were completely different from what they used to be.

When this happens, it makes you wonder if you're on the right track.

What's important in industry-academia-government collaboration for creating higher-level products is to become thoroughly involved with one another, instead of simply mixing different fields.

That allows fusion of the respective functions, creating a melting pot that leads to the birth of something new.

But achieving this kind of fusion requires the investment of a huge effort.

My personal feeling toward this project is a sense of mission that the world must change.

What do we have to leave for the next generation?

How should Japan contribute to the world?

We can't just think of ourselves.

We don't need to win other people's appraisal, but I want to feel like I've accomplished something at the end of the day.

A simple gathering of people will not create a melting pot allowing you to achieve great results.

To turn Tonomachi into a melting pot, what's required is proper management.

The power to manage the entire Tonomachi area.

I think what's very important is administration.

That's what's needed for every researcher to strive to achieve a goal that's bigger than what they can achieve alone.

What's the concept behind what people will do in Tonomachi?

Perhaps what's extremely important is the concept of passing on the seeds of innovation to the next generation.