Tokyo Vision for Arts and Culture: Cultural Strategies and Major Projects

	8 Cultural Strategies	Directions of the Policies
Beyond 2020	Cultural Strategy 1 Seek out the uniqueness and diversity of Tokyo, where tradition and the modern coexist and fuse.	● Let the world know more about the attractive arts and culture of Tokyo, where tradition and the modern coexist and fuse. ● Pass down to successive generations the traditional culture of Tokyo, a source of Tokyo's uniqueness, and promote its preservation, succession, and further development. ● Rethink the value of tradition in our ever-changing modern society and shine a new light on its latent potential.
Beyond 2020	Cultural Strategy 2 Strengthen Tokyo's message as a city of arts and culture by raising the allure of its diverse cultural centres.	● Have the arts and culture serve as an urban tool in each area that has distinct cultural features and enhance each area's attractiveness as a cultural centre. ● Highlight the features of each of the centres, and enhance and promote the attractiveness of Tokyo as a whole to direct the attention of the peoples of the world to Tokyo's attractive arts and culture.
Beyond 2020	Cultural Strategy 3 Build a social foundation that enables everyone to enjoy the arts and culture.	● Promote schemes that will enable all children, young people, and disabled people to enjoy the arts and culture, and create urban richness as a mature city. ● Build an environment where all people including children, the elderly, the disabled, and foreign residents, can easily come in touch with the arts and culture at cultural institutions. ● Enable all residents of Tokyo to participate in creative activities, and have the proactive and voluntary activities of citizens lead to a rich future society.
Beyond 2020	Cultural Strategy 4 Discover and foster diverse talent, centering on young emerging artists in Japan and overseas, and provide them with new creation and business opportunities.	● From a global perspective, discover and foster new talent and human resources who will create Tokyo's cultural dynamism and drive the world. ● Make Tokyo an attractive destination by actively welcoming talented artists, designers, and others from Japan and the world, and providing them with places to pursue their activities. This will enhance Tokyo's capabilities and further potential as a city of culture. ● Enable the innovative expressions of talented artists and support their business development.
Beyond 2020	Cultural Strategy 5 Promote exchanges in the arts and culture based on city diplomacy, and enhance international competitiveness.	● Organise festivals and other events that have strong international appeal, and strengthen Tokyo's function as the hub of the arts and culture market in Asia to firmly maintain its status as a stronghold of arts and culture. This will enhance Tokyo's value as a city and its international competitiveness. ● Develop networks with major overseas cultural institutions and organisations, pursue the continued promotion of intercultural understanding, and promote city diplomacy with regard to culture.
Beyond 2020	Cultural Strategy 6 Leverage the power of the arts and culture to address social and urban challenges in areas such as education, welfare and community development.	● Leverage the power of the arts and culture to solve issues in areas including education, welfare, and community development. ● Build partnerships with various organisations, including NPO and private companies, to proactively support pioneering and experimental efforts that will solve issues facing society.
Beyond 2020	Cultural Strategy 7 Develop creative industries and generate innovation through the fusion of advancing technologies and the arts and culture.	● Pursue the possibilities of the creation, circulation, appreciation and experience of new arts and culture utilising innovative technologies that power the age. ● Develop a highly liberal environment that encourages innovation by promoting new match up between talented and diverse creative human resources and global corporations, and facilitating the development of creative industries that drive Tokyo's economic growth.
Towards 2020	Cultural Strategy 8 Realise the best cultural programme ever and draw out Tokyo's power by using Tokyo's arts and culture.	● On the occasion of the Tokyo 2020 Olympic and Paralympic Games, use the entire city to implement advanced and unprecedented cultural programmes that symbolise Tokyo's unique dynamism, and promote Tokyo's attractions to the world. ● Link the initiatives for the Tokyo 2020 Games to the creation of tangible and intangible legacies of the Olympic and Paralympic Games, and pass them on to the next generation, thereby making Tokyo a world-class cultural city.

10 Key Projects

Implement a large-scale festival of the arts and convey this to the world
Establish a comprehensive urban art festival that brings together art from various genres including traditional performing arts, theatre, and the fine arts. Although it will mainly be held at several cultural institutions, performances will also be held at small theatres and public spaces, with all of Tokyo becoming its stage. This will be a festival that goes beyond the borders of art genres.

Pass down and convey traditional culture by enabling children and international tourists to experience genuine traditional arts
Implement experiential programmes, covering a broad range of traditional culture such as noh theatre, Japanese music, *rakugo*, and the tea ceremony, targeting primary and junior high school students in cooperation with schools throughout Tokyo, and also carry out programmes that will enable international tourists to appreciate and experience Japanese culture in a short period of time.

Enhance the attractiveness of diverse arts and cultural centres
Enhance the attractiveness of areas including Ueno, Ikebukuro, Shibuya, Roppongi, areas around Tokyo Station, redevelopment areas of Minato and Shinagawa wards, waterflont areas, Ryogoku/Fukagawa, Tama area, and the islands, and promote them to the world.

Implement a large-scale education programme that enables all children and young people to get involved with arts and culture
Create platforms, such as at metropolitan cultural institutions, children centres and community centres, where children and young people can hold exchanges with artists from various fields and experience a broad range of arts and culture.

Promote the networking of arts and cultural institutions in the Tokyo Metropolitan Area
Introduce a common admissions system for the arts and cultural institutions in Ueno. Propose the implementation of common events to gather more visitors at night.

Implement initiatives, such as support for art by disabled artists and promotion of activities to encourage art appreciation and participation by disabled people, for recognition of Tokyo as a city that is barrier-free with regard to culture.
Along with establishing a space to exhibit art brut at the Museum of Contemporary Art Tokyo, support the activities of NPO and other organisations that encourage creative activities as well as appreciation and participation in the arts by disabled people.

Proactively take in and support the overseas advancement of gifted, emerging talent through initiatives such as the establishment of a new face award, which would serve as the gateway to success for young artists.
Establish a new face award and others that will support the international activities of emerging young artists and provide support for their advancement overseas through systems such as scholarships. Cultivate talent on an ongoing hub.

Boost intercity exchange by positioning the arts and culture as a cornerstone of city diplomacy
Expand exchanges with European and US cities in areas including contemporary art and the performing arts, and also promote exchanges with the cities of Asia such as cultural exchange between museums.

Leverage the power of the arts and culture to support areas in the Tohoku region that were afflicted by the 2011 earthquake and tsunami and support community development efforts across Japan.
Roll out initiatives taken by artists, NPO and others to revitalises communities throughout Japan.

Implement leading projects internationally and nationally, which will serve as a guide for cultural programmes implemented from the Rio 2016 Games.
Implement projects such as the "Tokyo Caravan (tentative)" with the participation of artists from a broad spectrum of fields, and large-scale art programmes by disabled artists, introduce and promote Japanese culture at the Rio 2016 Games, and build a scheme for "artist-in -residence".