



Art appreciation programme for the visually impaired
(Museum of Contemporary Art Tokyo, 2014, photo: Yusuke Nakajima)

Cultural Strategy

Build a social foundation
that enables everyone to enjoy
the arts and culture

Potential of arts and culture in Tokyo

- Japan boast vast cultural foundation, with many children learning piano, violin, ballet and *Shodo* calligraphy from early ages, and Tokyo citizens actively presenting works they create.
- Public museums, community centres and other public institutions are used for citizens' cultural activities in different parts of Tokyo. There are also many corporations support culture, and they are contributing to the promotion of arts and culture by establishing art galleries, museums, theatres and music halls.
- A variety of organisations are involved in the promotion of arts and culture, and there are numerous opportunities for citizens to enjoy rich everyday lives full of cultural inspirations, with easy access to various forms of arts and culture, ranging from traditional to contemporary.

Policy direction

- Establish educational programmes that enable all children and young people to get proactively involved in the arts and culture at schools, after-school classes and community centres, including exchanges with artists from various fields.
- Enhance the attractiveness of cultural institutions and promote the networking of arts and cultural institutions in the Tokyo Metropolitan area, including the introduction of common admission tickets using IC cards, extension of opening hours, multilingualisation, Wi-Fi, digital archives, and barrier-free access.
- Become the most advanced barrier-free city in the world in terms of culture. Developing a creative environment to support disabled artists to express and participate in artistic activities.
- Promote the consolidation and multilingualisation of information on exhibitions and performances to be held in Tokyo, including establishing a website where people can gather and browse information about arts and culture in Tokyo.



Message from

Chief Director, Centre For Arts Policy & Management,
Mitsubishi UFJ Research and Consulting Co., Ltd.
Committee member, Tokyo Arts and Culture Committee

Yoshiyuki Oshita

I believe that the Tokyo Vision for Arts and Culture has three objectives and significance.
The first objective is to increase the appeal of the arts and culture in Tokyo even more, and the second is to take a leading role in the cultural programmes for the Tokyo 2020 Olympic and Paralympic Games. The third objective is to set a future vision in order to be a mature metropolis in the arts and culture and to disseminate it to the rest of the world.
Considering the second and third significance, the Tokyo Cultural Vision won't remain a vision of cultural measures in a narrow sense, but a vision and a message of creating the future together with the rest of Japan and the world. I do hope that the vision will be valued highly and considered as a turning point of our time when the future generation look back the past.



Message from

Principal Conductor, Opéra de Lyon
Music Director, Tokyo Metropolitan Symphony Orchestra
Committee member, Tokyo Arts and Culture Committee

Kazushi Ono

To the citizens of Tokyo,
A cultural project disseminated from Japan to the world will be carried out in connection with the Tokyo 2020 Olympic and Paralympic Games.
The cultural project will be the opportunity to show the daily cultural activities of the citizens of Tokyo and the level of maturity of Tokyo's culture to the people all over the world. There is no other country like Japan where so many people submit *tanka*, thirty-one syllabled verse or waka poems to newspaper columns. It is a country where hundreds of schools have a brass band club or an orchestra, win gold, silver or other prizes every year, and many people regardless of disabilities or from abroad pass a high school equivalence exam and are given further opportunities afterwards.
They are only a small part of the examples. Tokyo, where dreams are attainable by the opportunities and efforts, is about to attract attention from all over the world.
I believe that the Tokyo Vision for Arts and Culture will be achieved by the involvement of all these people. I cannot help only hoping that more people will take an interest, but also the people of all over the world will recognise the diverse culture of Tokyo and the real picture of the recovery assistance in the areas stricken by the Great East Japan Earthquake.