



view of ART FAIR TOKYO 2014 / photo: Munetoshi IWASHITA



Creative process at an artist-in-residence

Cultural Strategy

Discover and foster diverse talent, centering on young emerging artists in Japan and overseas, and provide them with new creation and business opportunities

Potential of arts and culture in Tokyo

- The urban attractiveness of Tokyo that colour everyday life are supported by the activities of a variety of creators. Wide variety of creative activities contribute to the charms of Tokyo, such as streets lined with both historical building and innovative architecture, traditions and craftsmanship dating back to the Edo period and design, exhibitions and concerts.
- Free thinking of artists and creators particularly in pop culture field is attracting a lot of attention from around the world.
- Educational institutions specialised in the arts are concentrated in Tokyo with some of the largest numbers of students in the world aspiring to become creators who will lead the future of art and design.

Policy direction

- **Take in and support the overseas advancement of gifted emerging talent, in the genres of art, music, performance and media art, through initiatives such as the establishment of new face award, scholarship and artist-in-residence exchanges.**
- **Provide business opportunities and develop scheme for supporting new creations including the development of human resources for arts management* 1 staff and technical staff who support the arts and culture.**
- Establish creative hubs and exhibitions with global appeal, led by the Museum of Contemporary Art Tokyo.

* 1 Planning, producing and securing funds for public performances, exhibitions, etc. and other activities necessary to connect the creators and the recipients of the arts and culture.



Message from

Television & Radio Writers
Playwright
Committee member, Tokyo Arts and Culture Committee

Kundo Koyama

Tokyo is not only for the citizens.

Great things from all over Japan are gathered in Tokyo, and disseminate them to the rest of Japan and the world. Tokyo is acting like a showroom which represents the country, Japan, so to speak. The Culture and Arts gathered is dressed in the city, Tokyo, and produce something new. Many people come here to see the fresh impressions created in the moment. If you come to Tokyo, you will meet many exciting people. It is the reason people all over the world would be interested.

The appeal of the encounters or mixing also owes it to the other regions of Japan that we should never forget. We are going to take a big leap by its overwhelming intensity and innovative cultural value towards 2020.



Message from

Artist
Committee member, Tokyo Arts and Culture Committee

Hiroshi Sugimoto

The history of contemporary Tokyo begins with the establishment of the Tokugawa Shogunate in Edo, a small isolated village behind the Edo bay in 1603. Why did the shogun Ieyasu decide to build the capital in Edo? Since Kamakura and Odawara had already been established as a medieval city in the period, he would have been able to keep cost to a minimum if he had chosen either one or the other. I think, it is because Ieyasu had a grand vision for the city development to develop the fertile Kanto Plain with the aim of creating a capital city of Japan. By going through various trials over 400 years such as the great fires of Edo, the Hoei eruption of Mount Fuji, the Great Kanto Earthquake and the wars, the city now called Tokyo is about to take yet another step forward as one of the world's leading cities.