



▲January 2014, Saburo Teshigawara Direction U18 Dance Workshop Project© Shigeru Ueda

◀Breath of Sound (2013) (Tokyo Traditional Arts Program, "Traditional Performing Arts")

▼view of ART FAIR TOKYO 2014 / photo: Munetoshi IWASHITA



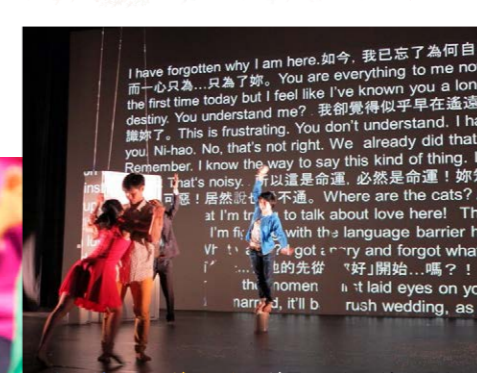
▲A lecture at "Talents Tokyo 2014," a human resource development project for the film industry(Photo courtesy of the Talents Tokyo Executive Committee)



▲Practicing Kyogen (Noh comic play; 2009) (Tokyo Traditional Arts Program, "Traditional Performing Arts for Kids")



▲2009 recital performance at ParthenonTama Performance Kids Tokyo, "Parthenon Débutante Outdoor Performance" © Syoko Kashima



▲Asian Performing Arts Festival 2014, Creation through International Collaboration



▲Practicing Nohgaku Hayashi (the Kotsuzumi, a small hand drum; 2013) (Tokyo Traditional Arts Program, "Traditional Performing Arts for Kids")



▲Yebisu International Festival for Art & Alternative Visions 2015, "See You on the Planet", YAMAGUCHI Noriko, KEITAI GIRL, 2015 Photo: Takaaki Arai, Photo courtesy of Tokyo Metropolitan Museum of Photography

# Cultural Strategy 8

## Realise the best cultural programme ever and draw out Tokyo's power by using Tokyo's arts and culture

### Potential of arts and culture in Tokyo

- Tokyo Metropolitan Government established the Tokyo Arts and Culture Committee in 2006 for the purposes of enhancing various cultural projects. In April 2008, the Tokyo Culture Creation Project was founded to promote diverse cultural projects to increase the international recognition for its cultural presence.
- Tokyo Metropolitan Government also developed projects run by the Tokyo Metropolitan Art Museum, the Tokyo Metropolitan Theatre and the Tokyo Metropolitan Teien Art Museum in tandem with large-scale renovation of the museums. In November 2012, the Arts Council Tokyo was established with the aim of supporting the arts and cultural activities in the private sector, steadily developing the infrastructure to propel cultural programmes for the Tokyo 2020 Olympic and Paralympic Games.

### Policy direction

- **Implement leading projects within Japan and abroad, which will serve as a guide for cultural programmes from the Rio 2016 Games.**
  - ▶ Launch Tokyo Caravan(tentative) with participation of a wide variety of artists from traditional performing arts, theatres, music, films and street performances.
  - ▶ Launch art programmes for all participants, regardless of disabilities, experience arts programmes and communicate each other.
  - ▶ Promote artist-in-residence in collaboration with local authorities, private sectors and NPO by utilising vacant shops and old houses.
- **By bringing together global talents from different fields and by collaborations, coproductions such as operas written by composers from the major continents is planned to recite. Developing original cultural programmes to be present and appeal Tokyo's uniqueness to the world.**
- **Seize the occasions of the Tokyo 2020 Games, leave legacies of tangible and intangible and pass on for the future.**



## Message from

Chairperson, Mori Art Museum  
Committee Member, Tokyo Arts and Culture Committee

### Yoshiko Mori

A comprehensive ranking of "the 2014 Global Power City Index" puts Tokyo in fourth place after London, New York and Paris, citing a lack of cultural interaction. Obviously, we need to accentuate culture in order to increase our competitive edge and appeal toward the Tokyo 2020 Olympic and Paralympic Games and beyond.

In attending to the daily operations of the Mori Art Museum, I've become keenly aware of three key issues: we must reject preconceived ideas; we must motivate the entire city to create an open and free atmosphere; and we must generate concrete programmes and venues tailored to creative activities. Once we achieve these points, Tokyo will become a city disseminating new art and culture worldwide.

Given Tokyo's dynamic confluence of tradition and innovation, with so many special cultural resources, we surely have the potential to be a cultural leader. But in order to bring out that full potential, we must all of us embrace such cultural activities in our daily lives.



## Message from

Director of Center for Arts and Culture, NLI Research Institute  
Committee member, Tokyo Arts and Culture Committee

### Mitsuhiro Yoshimoto

### Create the future by fostering the field of the Arts and Culture

The diversified impact of the Arts and Culture is more needed than any other time.

The Arts and Culture gives us a new way of looking and diverse set of values, and at the same time, it addresses all issues the contemporary Japanese society is facing and brings innovative solutions.

Both in Japan and abroad, there are many reports such as children who showed the improvement in grades with the aid of arts education, an elderly lady who was able to lift up arm again by participating dance workshops, and a small village, which was suffering from the sever depopulation and aging population, was brought a positive outcome of increasing the population through artist's residency. As these reports show, the creativity tied with the Arts has become a crucial element not only in the social issues but also the creative industry and economy.

The investment in the Arts and Culture, whose original aim was for its support and conservation, is now changing the society and pioneering future. It is the herald of the new era.

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