



Cultural Strategy

Strengthen Tokyo's message as a city of arts and culture by raising the allure of its diverse cultural centres

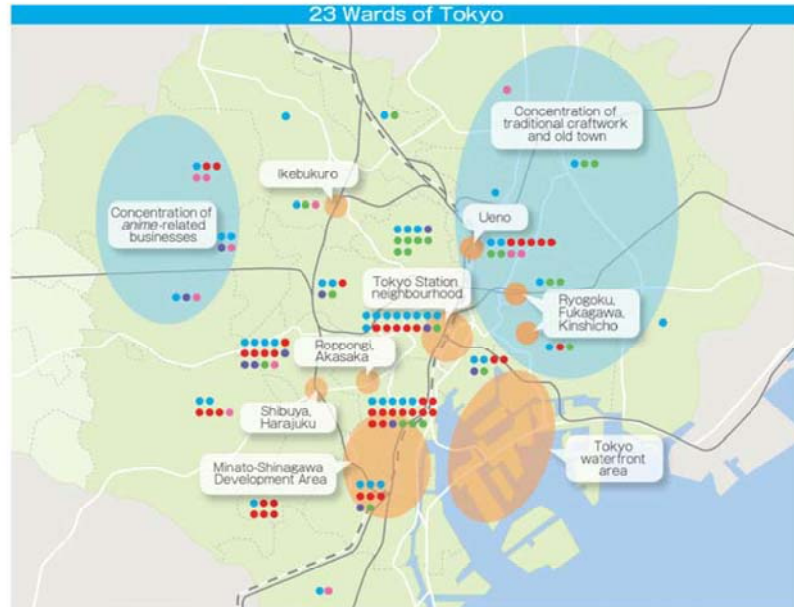
Potential of arts and culture in Tokyo

- Numerous diverse cultural institutions are concentrated in Ueno, Roppongi, Ikebukuro, areas around Tokyo Station, and Shibuya, such as museums, art galleries, performance halls, cinemas, and other venues.
- Akihabara is famous for *anime*, video games, and other forms of pop culture. Harajuku is known for generating *kawaii**1 style and other global fashion trends. Kagurazaka retains the aura of Edo, pre-modern Tokyo. These are just a few of the many areas full of unique cultural resources.
- Tama region will undertake urban development, and has the potential to become a platform for arts and culture due to its high concentration of higher education institutions related to arts and culture.

*1 The quality of cuteness in the context of Japanese culture.

Policy direction

- Invigorate community development with unique arts and cultural resources through partnerships between the Tokyo Metropolitan Government, the national government, NPO, and arts and cultural organisation, among others.
 - ▶ Ueno represents the core of Japan's foremost educational and cultural institutions that hosts "Ueno Bunka no Mori" project.
 - ▶ Cultural resources are rising as a part of urban renewal in Ikebukuro, Shibuya-Harajuku, Roppongi, Akasaka, and areas around Tokyo Station. Major development projects are underway in the Minato-Shinagawa redevelopment area. In Tokyo's waterfront area, arts and culture will form an integral part of the cityscape as the legacy of the Tokyo 2020 Olympic and Paralympic Games.
- ▶ Tradition and the modern come together in Ryogoku, Fukagawa, Kinshicho, with the Edo-Tokyo Museum and the Museum of Contemporary Art Tokyo at its core.
- ▶ In Tama and the islands, numerous types of local performing arts and other manifestations of traditional culture thrive. Tama area is also the home of many art universities.
- **Raise global awareness of cultural centres as the core element of the branding strategy for the Tokyo metropolitan area by bolstering public communication overseas through relationships with international media.**
- Promote the conservation of historical scenery and architecture where the cityscape, history, and culture blend together.



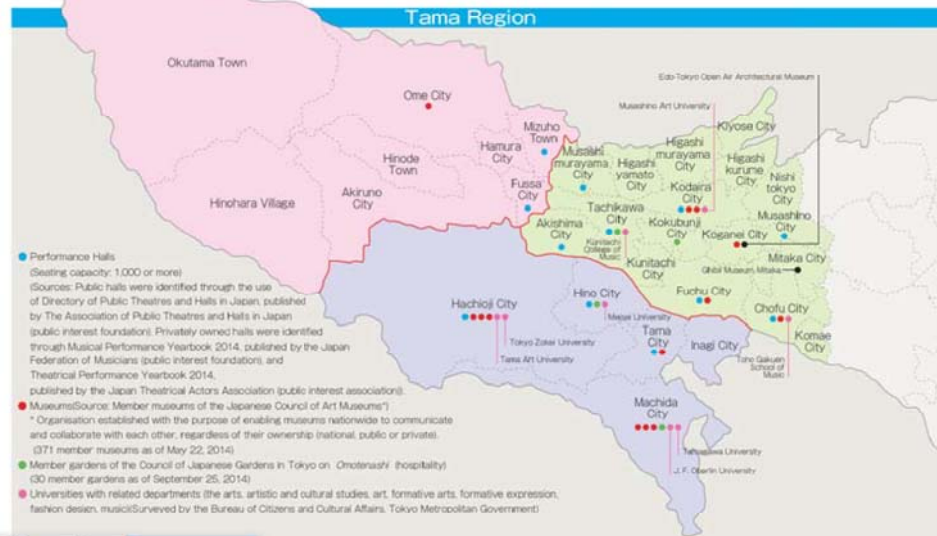
- Performance Halls
(Seating capacity: 1,000 or more)
(Source: Public halls were identified through the use of Directory of Public Theatres and Halls in Japan, published by The Association of Public Theatres and Halls in Japan (public interest foundation). Privately owned halls were identified through Musical Performance Yearbook 2014, published by the Japan Federation of Musicians (public interest foundation), and Theatrical Performance Yearbook 2014, published by the Japan Theatrical Actors Association (public interest association)).
- Museums
(Source: Member museums of the Japanese Council of Art Museums*)
* Organisation established with the purpose of enabling museums nationwide to communicate and collaborate with each other, regardless of their ownership (national, public or private). (371 member museums as of May 22, 2014)
- Noh Theatres
(Source: Nohgaku Performer's Association (as of March 2015))
- Member gardens of the Council of Japanese Gardens in Tokyo on Omotenashi (hospitality) (30 member gardens as of September 25, 2014)
- Universities with related departments (the arts, artistic and cultural studies, art, formative arts, formative expression, fashion design, music)
(Surveyed by the Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government)

* There are many more museums, theatres and other cultural resources in addition to the ones shown above.



Festival/Tokyo 1.4
Festival Fukushima
Fukuburo Nishiguchi Park
Photo: Ryojuku Kikuchi

Many forms of local performing arts and other manifestations of traditional culture thrive in all the municipalities of the Tama Region, where several universities specialising in the arts find their homes.



Northern Tama

Tachikawa City	Shishimai (lion dance)
Musashino City	Hayashi (traditional musical accompaniment)
Mitaka City	Hayashi, Dangomaki (scatter dumping ritual) at the Yakushi-den, Nozaki Hachiman Shrine
Fuchu City	Taiko-ko (buddhist drum folkways in Musashifuchu), Musashifuchu no Kurayami Matsuri (festival of the dark In Musashifuchu), Soban Nembutsu (prayer to the Amitabha Buddha accompanied by a small gong), Hayashi
Akishima City	Hajima Hiyoji Jinja no Sakaki Matsuri (sacred tree branch festival at Hiyoji Shrine in Hajima), Nakagami no Shishimai, Hayashi
Chofu City	Hayashi
Koganei City	Itayatsuriningyo (string puppetry) of the Edo Era, Hayashi, Noutai (Noh chanting), Mochi-tsuki (rice cake making ritual in Sekincho)
Kodaira City	Hayashi
Higashimurayama City	Gagaku (court music and the Dance of Urayasu), Hayashi
Kunitachi City	Shishimai
Komae City	Hayashi
Higashiyama City	Hayashi
Kiyose City	Fusegi (a ritual to prevent epidemic and evil in Shitajuku), Hinohara Matsuri (fire festival in Nakazato), Hayashi, Kiyotojishi (Kyoto lion dance)
Higashikurume City	Shishimai, Hayashi
Musashimurayama City	Soban Nembutsu (prayer to the Amitabha Buddha accompanied by a small gong), Hayashi, Shishimai, Fujiko (Mt. Fuji worship pilgrimage) in Yatsu-sengen Shrine
Nishitokyo City	Hayashi

Southern Tama

Hachioji City	Hachioji Kurumaningyo (Hachioji Puppetry), Shishimai, Ryutoma (dragon's head dance), Kiyari (work song), Kamiange no Seenokami (traveller's guardian deity of Kamiange)
Machida City	Shishimai, Hayashi
Hino City	Hayashi
Inagi City	Edo no Sato Kagura (sacred Shinto music and dance), Momura no Hebiyori Gyoji (a ritual to prevent epidemic using thatch-made-snake), Shishimai

Western Tama

Ome City	Torokashiwa Jinja no Sairo Gyoji (A series of Shinto ritual events in Torokashiwa Shrine), Musashimake Jinja no Daikagura (sacred Shinto music and dance at Musashimake Shrine), Sawai no Shishimai, Shishimai
Fussa City	Hayashi, handcraft skills for the Mikinokuchi (Shinto Ornament)
Hamura City	Hayashi
Akiruno City	Akkawa Kabuki, Sugao Kabuki, Shishimai, Hayashi, Kagura (sacred Shinto music and dance), Boutsukai (cudgel-playing of Nishitokura)
Mizuho Town	Shishimai, Hayashi
Hinode Town	Shimohira no Houou no Mai (dance of the phoenix in Shimohira), Soban Nembutsu (prayer to the Amitabha Buddha accompanied by a small gong), Shishimai, Hayashi
Hinohara Village	Hinoharamura no Oto Shinji (Shinto ritual of the sacred meal at Hinoharakasuga Shrine), Hinoharamura no Shikisamba (Noh prelude of Hinohara Village), Ozawa Shikisamba (Noh prelude of Ozawa), Sasano Shikisamba (Noh prelude of Sasano), Kashiwagi no Jinda Kagura (sacred Shinto music and dance of Kashiwagi), Kazuma no Daikagura (sacred Shinto music and dance of Kazuma), Fujikura no Shishimai, Kazuma no Shishimai, zuma no Shishimai
Okutama Town	Kashima Odori (Kashima dance of Oguchi), Oguchi no Kyoto Goino (series of local folk performing arts of Oguchi), Kotozura no Shishimai, Kan-riwa no Kagura (sacred Shinto music and dance of Kan-riwa), Shishimai

The Islands

Oshima Town	Okada Hachiman Jinja no Shogatsuai (New Year's festival at Okada Hachiman Shrine), Yoshiya Jinja no Shogatsuai (New Year's festival at Yoshiya Shrine), Kagura (sacred Shinto music and dance)
Toshima Village	Toshima Hachiman Jinja no Yabusame (archery ritual at Toshima Hachiman Shrine)
Nijima Village	Folk performing arts of Nijima, Odori (grand dance of Nijima), Nijima no Kagura (sacred Shinto music and dance of Nijima), Shishi Kiyari (lion dance performed to traditional work songs)
Kouzushima Village	Katsuo Tsuru Gyoyji (bonito fishing ritual on Kouzu Island)
Miyake Village	Rituals in Miyake Island, Miyakemura no Yominchara (A folk ritual for housewarming of Taubota area), Toga Jinja no Meguri Mikoshi (divine palanquin parade of Toga Shrine), Gosai Jinja no Shinji (Shinto ritual held at Gosai Shrine), Oshaku Jinja no Shinji (a series of Shinto ritual at Oshaku Shrine), folklore songs and dance of Miyake Island
Mikurajima Village	folklore song and dance of Mikura Island
Hachijo Town	Folk performing arts and songs of Hachijo Island, Kashitate no Baodori (a dance in place of Kashitate), Kashitate no Teodori (a dance with hand movement of Kashitate)
Aogashima Village	Aogashima no Shimadori (folk dance of Aogashima)
Ogasawara Village	Ogasawara no Nanryo Odori (a folk dance from the South), Ogasawara no Minyo (folk songs of Ogasawara)

* Intangible folk cultural properties list were compiled from the Comprehensive Catalogue of Tokyo Metropolitan Cultural Properties (December 2014), and it include properties designated by national, metropolitan, and municipal authorities.
 * Hayashi, shishimai, and other properties designated from the municipal intangible folk cultural properties are collectively designated in one category.



Message from

Songwriter
Producer
Committee member, Tokyo Arts and Culture Committee

Yasushi Akimoto

Tokyo is alive

I was born and raised in Tokyo, but it doesn't mean that I know everything about the city. Tokyo I know is that there are 13.39 million citizens with each stories as well as 126.97 million citizens of Japan have their own stories of Tokyo. The culture consists of these stories interwoven with one another like a tapestry. And the tinge of colour wasn't created in a day, but over a long period of time that has become the appeal of Tokyo.

Furthermore, a "new Tokyo" is being brought in Tokyo both from other cities of Japan and the world, and the city changes on a daily basis.

Promoting the arts and culture in Tokyo, I would like to put together "the Tokyo everyone knows" with the input of as many people as possible, and to think about the things that must change and that must not.

Tokyo is alive. What do you know about Tokyo?



Message from

Art Director
Committee member, Tokyo Arts and Culture Committee

Katsumi Asaba





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.