



view of ART FAIR TOKYO 2014 photo: Munetoshi WASHITA



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.



Roccione Art Night 2009
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Cultural Strategy

Promote exchanges in the arts and culture based on city diplomacy, and enhance international competitiveness

Potential of arts and culture in Tokyo

- Tokyo is one of the world's most prominent international cities, welcoming over 6.8 million people from overseas each year. In this cultural city, countless concerts by major orchestras, both Japanese and foreign, and world-class art exhibitions are held on a daily basis.
- The Royal Picture Gallery Mauritshuis (Maurice House) Exhibition held in commemoration of the post-renovation opening of the Tokyo Metropolitan Art Museum drew 758,266 visitors, next only to the world record of 789,241 visitors to the Uffizi Gallery of Italy. Tokyo, whose citizens take great interest in arts and culture, shows high potential of art consumption and generates cultural value as a hub in Asia.



Hama-rikyu Gardens, Nodate, Outdoor Tea Ceremony in English
(Tokyo Traditional Arts Program, "Tokyo Grand Tea Ceremony 2014")

Policy direction

- **Implement comprehensive world-class art festivals that bring together art from various genres including traditional performing arts, theatres, music and contemporary arts.**
- **Boost intercity exchange by positioning the arts and culture such as contemporary arts, theatres, cinemas and art brut as a cornerstone of city diplomacy.**
- **Strengthen international relationships with cultural organisations and institutions, and proactively promote cooperation with them for further global dissemination.**



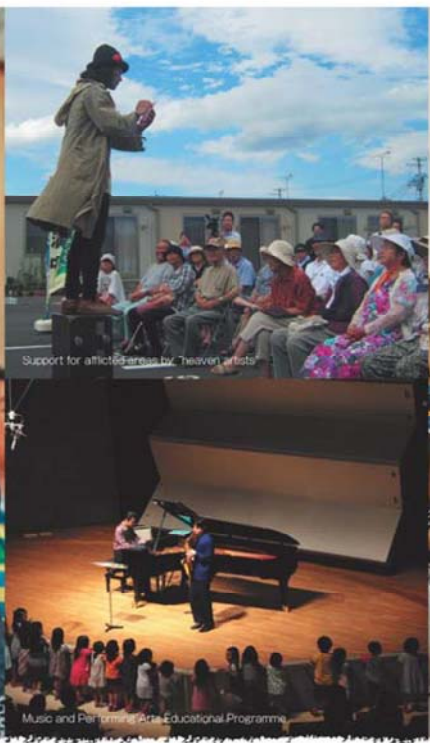
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Message from

Pianist
Committee member, Tokyo Arts and Culture Committee

Ikuyo Nakamichi

A society all the people
can live their lives vibrantly.
It is the society Tokyo should seek to create.
What is needed to achieve?
What is truly important?
The Cultural Vision has a great potential
to achieve these goals.



Cultural Strategy

Leverage the power of the arts and culture to address social and urban challenges in areas such as education, welfare and community development

Potential of arts and culture in Tokyo

- Tokyo is faced with acute urban challenges, one being the world's first ever super-aging society, with declining birth rate and decreasing population. The arts and culture is expected to present new approaches toward resolving these issues.
- In recent years, arts and culture has proposed unique solutions to social challenges, including major achievements in such areas as education, welfare, medical services and community development. It is beginning to spread as regional arts and cultural activities, and NPO-led grassroots activities.
- Following the Great East Japan Earthquake, the nation has witnessed the importance of bonds among people and psychological care generated by arts and culture.

Policy direction

- Promote pioneering activities and efforts for solving problems in local community development.
- Support private sector's activities to involve children, elderly and international residents in arts and culture.
- Encourage public exchanges through arts and culture in local communities, including disaster-hit areas from the Great East Japan Earthquake.
- Promote exchanges between pioneers playing active roles in fields other than arts and culture, such as developers of internet-based communication software, and artists and the arts and cultural organisations, thereby seeking to solve a variety of social issues.



Message from

Noh Actor
Chairman, Japan Council of Performers Rights &
Performing Arts Organisations
Committee member, Tokyo Arts and Culture Committee

Man Nomura

Tokyo Vision for Arts and Culture is a revolutionary report that brings up the necessity of laying a foundation to create a city of the arts and culture in full bloom.

The vision presents many opportunities for children to engage with the arts and culture. These experiences will help to accelerate children's spiritual growth and be a core of the richness of our lives that lead to the attachment to the culture of our country and the profound understanding.

The Tokyo 2020 Olympic and Paralympic Games will not only act as sports festivals, but also be the opportunities for people from abroad to see, listen and experience the Japanese culture. Tokyo will be positioned as an international cultural city that presents its cultural wonders to the rest of the world. It will also be a turning point that each of us will engage, enjoy and deepen the understanding towards our own culture.

I am willing to cooperate to realize this vision as one of the Japanese traditional performers.



Message from

4th Head Master of the Hanayagi Style
Committee member, Tokyo Arts and Culture Committee

Jusuke Hanayagi IV

I believe that Tokyo is overtaking New York in terms of the arts. The arts have merged with those of Europe to give rise to even newer arts.

The city offers countless opportunities to enjoy arts anywhere and at any time such as music, play, performing arts, painting, sculpture, opera, ballet, and musicals. On top of that, the unique performing arts categorised as the traditional performing arts have been performed over the centuries, and are also embraced by the people of today. There are unprecedented numbers of genres from Gagaku, Noh, Bunraku, Kabuki, Japanese traditional dance to Hogaku. It is thought that now is the time to think about introducing and disseminating further these components of Japan's unique culture to the world.