

Cultural Strategy

Develop creative industries and generate innovation through the fusion of advancing technologies and the arts and culture

Potential of arts and culture in Tokyo

- Tokyo, underpinned by the spirit of traditional *monozukuri* (craftsmanship), is leading a variety of technological innovations, from robotics for industrial production to those for coexist with humans in everyday life, such as nursing care robots and humanoid robots.
 - With its pop culture, such as *anime*, games, design, fashion and films, highly rated globally, Tokyo has established itself as the city where advanced creative industries are clustered and evolving within.
 - In recent years, Tokyo is gaining global attention in the field of media art*¹ which involves new forms of expressions through combination of advancing technology and art.
- *1 The Basic Act for the Promotion of Culture and the Arts defines media art as art that utilises movies, comics and animation as well as computers and other electronic devices, etc.

Policy direction

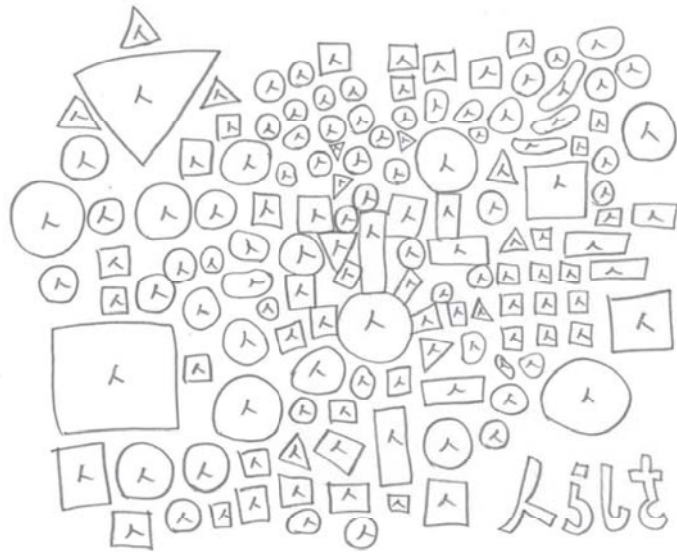
- New means of expression are being created that utilise advancing technologies and unmanned aerial vehicle(drone). Merge advancing technologies that Tokyo possesses with arts and culture for new creation and artistic expressions.
- Facilitate environmental improvement for enhancing the growth of the creative industry.
- Develop a system for creation, appreciation, and experience by utilising advancing technologies.



Message from

Artist
Professor, Department of Intermedia Art, Faculty of Fine Arts,
Tokyo University of the Arts
Committee member, Tokyo Arts and Culture Committee

Katsuhiko Hibino

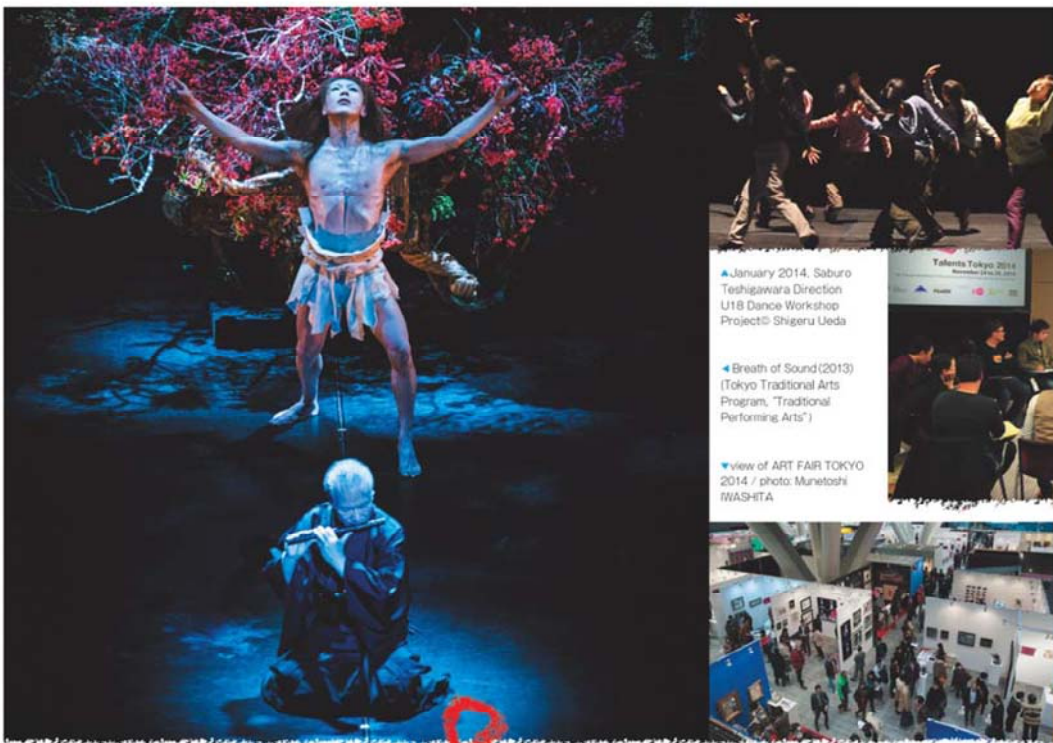


Message from

Metalwork Artist
President, Tokyo University of the Arts
Committee member, Tokyo Arts and Culture Committee

Ryohei Miyata





▲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



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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.



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

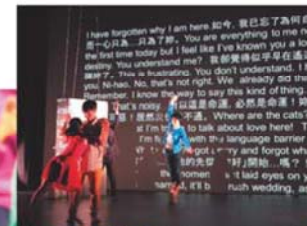


▲Practicing Kyogen (Noh comic play, 2009) (Tokyo Traditional Arts Program, "Traditional Performing Arts for Kids")

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



▲Asian Performing Arts Festival 2014, Creation through International Collaboration



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



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

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.

Toward the Realisation of the Tokyo Vision for Arts and Culture

Building a Structure to Engage the public through Solid Partnerships with Various Players

Building a scheme to create arts and culture with many Tokyo citizens

Create stages where all Tokyo citizens can easily create and display their works, as well as a climate in which citizens can exchange views locally and on the Internet.

Cooperation with national and local governments, corporations, educational institutions, artists, arts and cultural organisations, etc.

In Tokyo, mecenat*1 and NPO are actively undertaking arts and cultural activities. At cultural bases, urban development is being promoted incorporating arts and cultural functions. We will cooperate with these various players toward the realisation of the Tokyo Cultural Vision.

Cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games

As the host city, Tokyo will promote specific initiatives to realise the Tokyo Cultural Vision by incorporating the basic concepts of "Personal Bests for All People," "Diversity and Harmony," and "Succession to the Future" of the Tokyo 2020 Vision formulated by the organising Committee.

Showcasing the attractiveness of Japanese culture from Tokyo with nation-wide cooperation and mutual exchanges between Tokyo and regional cultures

Tokyo, Japan's capital city, takes on the function of gathering and sending out distinctive, diverse regional cultures across the nation. In cooperation with other prefectural governments, the Tokyo Metropolitan Government will turn Tokyo into a platform to showcase Japanese cultures to the entire world and also promote joint production of diverse forms of arts and culture of Tokyo and distinctive regional cultural projects.

*1 Mecenat: Corporations' support for arts and culture provided as part of their social contributions instead of the immediate effects of sales promotion and advertising.



Shibuya Art Factory Project, "Fab Starters guide" Roppongi Art Night 2014

Development of the Operational Structure to Realise the Greatest Olympic and Paralympic Games in History

Strengthen the structure and function of the Arts Council Tokyo, as the leading role of arts and cultural policies and measures.

For the first time in Japan, the Tokyo Metropolitan Government established an Arts Council, which also exists in many other countries as organisations to support arts and cultural activities. We will further strengthen the structure and function of the Arts Council Tokyo as an entity that can take the leading role in Tokyo's arts and cultural policies and measures.

Formulation of new operation policies for metropolitan cultural institutions in view of the Tokyo 2020 Olympic and Paralympic Games

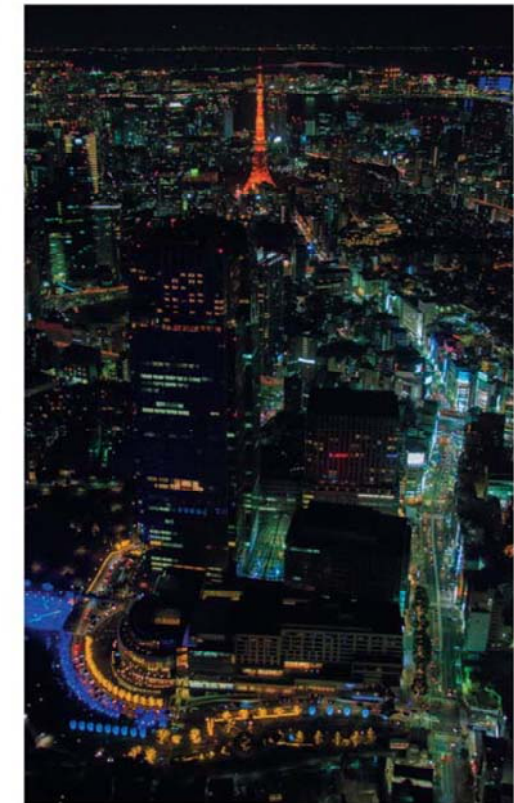
In Tokyo, there are seven Tokyo metropolitan cultural institutions ranging from traditional art, contemporary art, theatrical performance, photography, to music. All of these places are leading establishments in their genres in Japan. In order to realise the Tokyo Cultural Vision, these institutions will be utilised fully to achieve world-class excellence.

Launching of the Tokyo Arts Fund

Launch the Tokyo Arts Fund as a fiscal measure to help realise the Tokyo Cultural Vision.

Showcase Internationally the Power of Arts and Culture as Tokyo's Brand Value

We will extensively showcase internationally the uniqueness and diversity of Tokyo's arts and culture, which features the coexistence and fusion of traditional and contemporary cultures as the key component of the branding strategy.



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Tokyo Vision for Arts and Culture

Printed Material Standards Table Category
Print No. (28)7

Editor and Publisher: Planning and Coordination Section,
Culture Promotion Division, Bureau of Citizens and Cultural Affairs,
Tokyo Metropolitan Government
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Phone: +81-3-5320-7728 Fax: +81-3-5388-1327
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Cooperation: Arts Council Tokyo

Editor and Print: Shikishima Printing co., Ltd.
1959 Matsubasemachi Toyozaki, Uki-shi, Kumamoto 869-0542
Japan
Phone: +81-964-32-7272 Fax: +81-964-32-4411

Design: Edigraphic Corporation
Address: 2F LE PORT Bldg. 1-21-6 Minami-Aoyama,
Minato-ku, Tokyo 107-0062 Japan

