

PRESS RELEASE

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International Symposium

Values Without Borders

-“Cultural Diplomacy” Starts At Home -

The recent focus on “soft power” and “cultural diplomacy” symbolises the increasing importance of culture in diplomacy. ‘Manga’ and ‘anime’, food, fashion, and design transcend borders, and are enjoyed and appreciated globally. Culture functions as an essential tool for promoting understanding of and burnishing the image of its home country.

In reality, cultural diplomacy in the twenty-first century is being conducted by a wide variety of actors, including corporations, NPOs, and individuals. How do they see the value of culture, and how do they use it in the field of diplomacy? How should cultural diplomacy fit with domestic cultural policy? Who should be engaged in cultural diplomacy, and how (and why) should they go about it?

The Japan Foundation invites **Professor John Holden**, of leading British think tank Demos, where he was Head of Culture from 2000 to 2008, to give a lecture and share his insights into these questions. The lecture will be held in Tokyo in collaboration with the British Council and the Association for Corporate Support of the Arts.

Values Without Borders -“Cultural Diplomacy” Starts At Home –

- Programme:**
- Lecture by Professor John Holden, City University, UK
 - Comments by Professor Sumiko Kumakura, Tokyo University of the Arts
Professor Yasushi Watanabe, Keio University
- Date and time:** Thursday 11 March 2010 18:00 ~ 20:30 (Doors Open at 17:30)
- Venue:** International House of Japan (I-House: 4-minute walk from Azabu-juban Station)
<http://www.i-house.or.jp/jp/ihj/access.html>
- Admission:** Free (150 Maximum Capacity)
- Registration:** Registration is required. Please reserve your seat via website or by e-mail by Monday 8 March 2010.
- Visit <https://ssl.form-mailer.jp/fms/aec0e3588686> and fill in the form; or
 - Send an email to oca@jpf.go.jp stating your name, affiliation, and contact information.
- Presented by:** The Japan Foundation, the British Council and the Kigyo Mecenat Kyogikai
(the Association for Corporate Support of the Arts)
- Languages:** Japanese and English (Simultaneous Translation Provided)

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Profile of the Lecturer

Professor John Holden (City University, UK)

John Holden was Head of Culture at the London-based independent think tank Demos until September 2008. He has Masters Degrees in law and art history and his main professional interest is in the development of people and organisations in the cultural sector. He has been involved in numerous major projects across the sector, from libraries to music to heritage, and has worked with many organisations both large and small. He was a principal organiser of the influential Valuing Culture conference in June 2003, and has developed a theme of work around the topic of cultural value. He has spoken at many conferences in the UK, and also in Finland, the U.S., Australia and New Zealand. John is a member of the Management Committee of the Clore Leadership Programme and a Fellow of the Royal Society of Arts (UK).



Profiles of Commentators

Sumiko Kumakura (Tokyo University of the Arts)

Sumiko Kumakura studied at the Universite Paris X and earned a Bachelor of Arts in French Literature and Aesthetics and Science of Arts from Keio University and a Masters Degree in Philosophy from the Graduate School of Keio University. She was a director at Kigyo Mecenat Kyogikai (the Association for Corporate Support of the Arts) from 1992 to 2002. She is actively involved in the research and development of support for the arts by corporations and foundations and community-based art projects. She has held her present post since 2002. She is presently working in areas such as Cultural Policy and Arts Management.

Yasushi Watanabe (Keio University)

Yasushi Watanabe earned a PhD from Harvard University. After a post-doctoral research at Cambridge, Oxford, and Harvard Universities, he has held his present post since 2006. He is presently working on such subjects as Cultural Policy, Cultural Diplomacy, and American Studies. His books include "After America: Trajectories of the Bostonians and the Politics of Culture," which won a Suntory Prize for Social Science and Humanities and a Hiroshi Shimizu Award of the Japanese Association for American Studies and "The American Family: Across the Class Divide" and "American Center" (Japanese).

About the Japan Foundation

www.jpff.go.jp

The Japan Foundation, established in 1972, aims to promote international cultural exchange through the implementation of comprehensive programs as an independent administrative institution under the Ministry of Foreign Affairs. With its global network consisting of the Tokyo headquarters, a Kyoto office, two domestic Japanese-language institutes and 22 overseas offices in 20 countries, the Foundation operates programmes often in partnership with other organisations, focusing mainly on three areas: Arts and Cultural Exchange, Japanese-Language Education Overseas, and Japanese Studies and Intellectual Exchange.

About the British Council

www.britishcouncil.or.jp

The British Council is the UK's public organisation for educational opportunities and cultural relations. Established by the UK government in 1934, the Council operates in over 100 countries worldwide. We build trust, engagement and opportunities, reaching over 128 million people worldwide each year. In Japan, the Council has centres in Tokyo and Osaka and runs English courses, provides information on studying in the UK and introduces the latest of contemporary UK in the fields of Arts, Science and education.

About the Kigyo Mecenat Kyogikai (the Association for Corporate Support of the Arts) www.mecenat.or.jp

Kigyo Mecenat Kyogikai (KMK: Association for Corporate Support of the Arts, Japan) was founded by private corporations as Japan's first non-profit association devoted to promoting corporate support of the arts in 1990. The promotion of positive support of the arts by Japan's leading corporations is the challenge facing KMK. KMK continues to undertake the arduous task of building an infrastructure for cultural support. To achieve this mission, KMK conducts research, surveys, seminars and other programs to promote partnerships between businesses and the arts and provides information and statistical data related to corporate support of the arts.