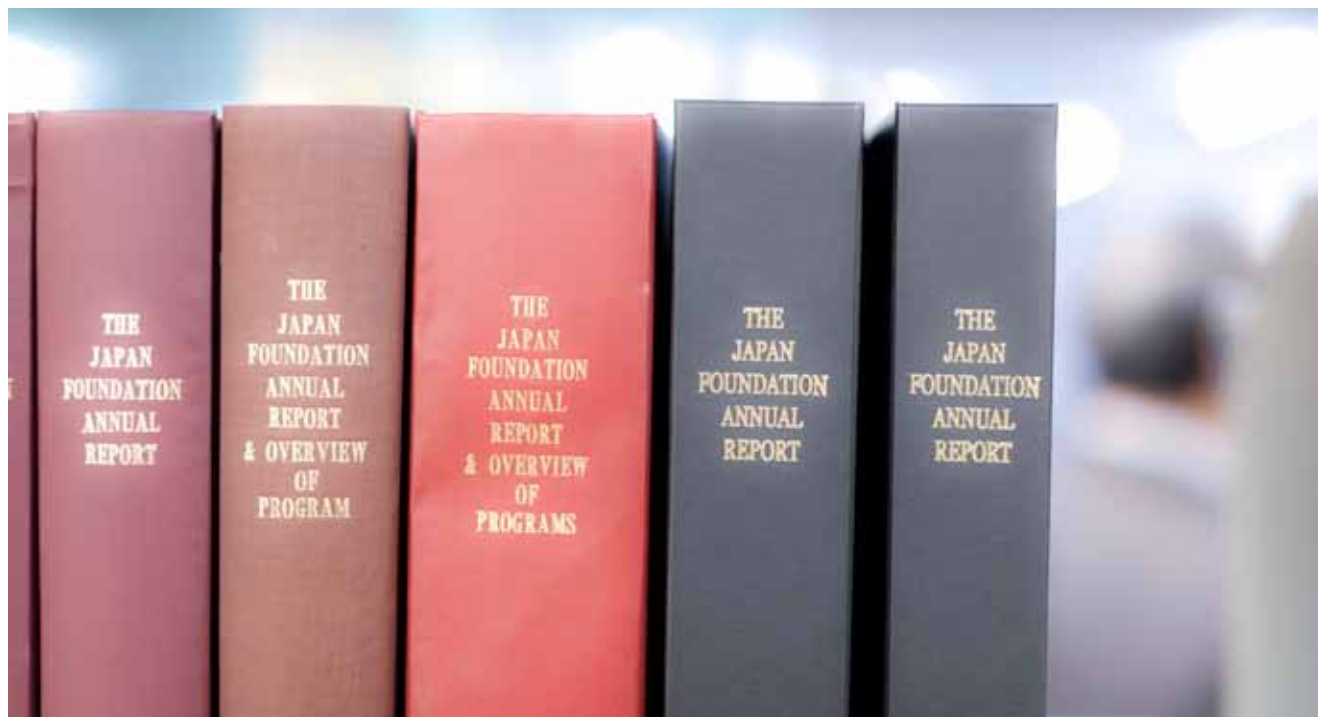


Information Service and Cooperation with Other Organizations in Japan

In addition to implementing programs in three major fields, the Japan Foundation provides information on cultural exchange activities in Japan and abroad, engages in collaborative projects with the private sector, and works with universities to conduct research on international exchange.



JFIC Library

Photo: Kenichi Aikawa

Information Center

English Version of the *Wochi Kochi* Web Magazine Now Open Symposiums Held to Discuss How the World Has Changed after the Disaster

The Japan Foundation Information Center (JFIC) provides information on international cultural exchange activities through public and media relations, the web magazine *Wochi Kochi* (Near and Far), its annual report, website, blog, twitter, and e-mail newsletters. We also implement collaboration programs with organizations in Japan, operate the Japan Foundation Awards and the Japan Foundation Prizes for Global Citizenship (see p. 8), and manage the JFIC space comprised of the JFIC Library and the Event Space. Moreover, we welcome and offer tours of the facilities to students.

Wochi Kochi features a monthly cover story on various topics on international cultural exchange. Some of the stories in fiscal 2011 included "Bringing People Together with Nihongo," "After 3.11," "Japanese Pop Culture Now," "Literature That Transcends Time and Space," "Thinking of Korea," and "Hokusai in Germany." Articles by specialists who took part in our activities and by our own staff members were also carried on the magazine. The English version of *Wochi Kochi* is now available online.

The JFIC organized various events including the international symposium of global network project "Pioneer the Future with Power of Culture – Spirit of Tohoku, Voices from Asia" (co-host: Asahi Arts Festival <AAF> Executive Committee), the symposium "How Information on the Disaster was Conveyed: the Media and its Challenges in Japan, an Intercultural Society" (co-host: The Archives of the World Languages), and seminars for young artists entitled "Air! Air! Air! Improve Yourself Overseas" and "Cultural Meeting Point" for cultural attaches of foreign



Above: Seminar for young artists "Air! Air! Air!"

Left: Exhibition of the photo magazine *NIPPON* founded by Younosuke Natori, Ihee Kimura and Ken Domon, leading photojournalists of the 1930s and 40s, and graphic designers Ayao Yamana and Takashi Kono

embassies in Tokyo about the cultural environment post-3.11.

The JFIC Library holds a collection of the programs implemented by the Japan Foundation, publications on international cultural exchange and cultural policies, and books and DVDs introducing Japan in foreign languages, and provides circulation and reference services. Every month a different mini-event to introduce the library's valuable collection is held. In 2011, the special exhibition "Graphic Works in Early Showa Period – NATORI Younosuke, KIMURA Ihee and DOMON Ken" and the talk session "Nippon Kobo and Kokusai Bunka Shinkokai" were held from May to June.

Exposing Young People Overseas to Japan through Design

The Office for Project Development and Corporate Partnership develops products for the Japan Foundation, devised through youth exchange programs using design as the medium and carried out in collaboration with companies. The International Furoshiki Design Contest for Students has been held over the years, and in fiscal 2011, Furoshiki contests were held to commemorate the 150th Anniversary of Friendship between Japan and Germany (2011) and the 60th anniversary of diplomatic relations between Israel and Japan (2012). A Furoshiki contest was also held to strengthen cultural ties between Japan and Poland. The design theme of the entries was "a fusion of your country and Japan." The two best designs were turned into commercial products.

A package design forum and workshop for Japanese and Korean students was held with full support of the Japan and Korea Package Design Associations. The event aimed to advertise the "Exchanging Packaging Design of Japanese/Korean Students" to be held in 2012, and to raise students' interest in the event.

Also, to demonstrate the gratitude of the Japanese people for the sincere support received from all over the world after the devastating earthquake in 2011, and to express the nation's will to recover after the disaster, the Japan Foundation and the Asia Pacific Tourism Exchange Center (APTEC) jointly produced and showed the film



Left: Poster for "Furoshiki Design Contest for Japanese and Israeli Students"

Right: Package design forum and workshop for students held in Japan and Korea

Remembrance of Tohoku Earthquake – Our Gratitude for Bonds of Friendship of the World at various overseas locations. Symposiums on disaster recovery and restoration efforts and lectures on tourism in the Tohoku region were also held.

Among other ongoing programs were promotion of international cultural exchange through corporate social responsibility (CSR) activities of Japanese firms overseas. In fiscal 2011, a survey of the CSR activities of Japanese firms in Malaysia was conducted.

Joint Research Institute for International Peace and Culture

Studying, Analyzing and Evaluating International Exchange Methods

The Joint Research Institute for International Peace and Culture is operated in partnership between the Japan Foundation and Aoyama Gakuin University with the aim to expand international exchange through conducting academic research, analyzing and evaluating international exchange activities, developing methods for international exchange, and feeding back the research results to society. In fiscal 2011, the institute held symposiums on themes like "the role of culture in fostering peace," lectures on "coexistence of cultures and international exchange," and published the research bulletin *Peace and Culture*, Vol.4.



International symposium "Reflecting Conflicts through Cultural Initiatives: Perspectives from Southeast Asia," held in July 2011 at the Bangkok Arts and Culture Center

Kyoto Office

Collaborating with Bearers of Japanese Culture in the Kansai Region

The Kyoto Office develops a network with various partners in the Kansai region to introduce Japanese culture to students and researchers from abroad.

To this end the office holds hands-on events such as making Japanese sweets, visiting sake breweries, and touring brocade mills, as well as events with bilingual commentary, including performances of Noh and Kyogen and screenings of Japanese movies. "An Evening of Noh and Kyogen" started in 1974 and marked its 38th anniversary in 2011. The event attracted an enthusiastic audience of 420 people. The Kyoto Office also organizes lectures, seminars, and gatherings of scholars and researchers invited under the Japanese Studies Fellowship Program to provide them with opportunities to meet and talk with local citizens interested in international cultural exchange.

Seminars for fiscal 2011 included a lecture on "Disaster and Literature: The Great Kanto Earthquake" by Alex Bates from the United States.



Left: Noh *Yuki* (Snow) by Hisanori Kongo

Photos: Akio Takahashi

Right: Kyogen *Kamabara* (Unsuccessful Suicide with a Sickle) by Sengoro Shigeyama