

Release of a Portal site “Doors to Arts of Japan”

Offers access to the video series with over 1.8 million total views

On January 10, the Japan Foundation (JF) unveiled a new portal website, “Doors to Arts of Japan.” Designed as a door to various aspects of Japanese arts and culture, Doors to Arts of Japan is a central portal for the JF-produced videos related to the arts, including promotional videos for JF’s ongoing “Traveling Exhibitions Program”, which is part of JF’s activities to introduce Japanese arts and culture to the world.

JF uploads videos to YouTube in multiple languages to showcase Japanese arts and culture to a wide audience in Japan and abroad. The 14 series of over 70 videos already uploaded to YouTube have over 1.8 million views in total. By collecting and hosting the explanatory information for the videos and links to the videos and to playlists on a single website, JF will provide an easily-accessible platform for those with an interest in Japanese art.



From “The Superlative Artistry of Japan”



From “Japanese Yokai”



From “MANGA Culture in Japan”

Portal website URL: www.daj.jpjpf.go.jp/en/

The portal features videos in three categories: “Arts & Culture,” which is a series based on the themes of the various Travelling Exhibitions of the Japan Foundation’s collections; “Museums,” which allows viewers to explore art museums around Japan through their collections, interviews, and archival videos; and “Artists,” which brings you into the studios and lets you hear the real voices of artists working in Japan and abroad.

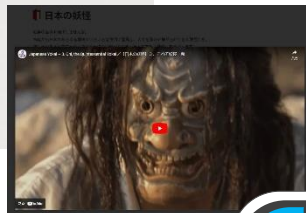
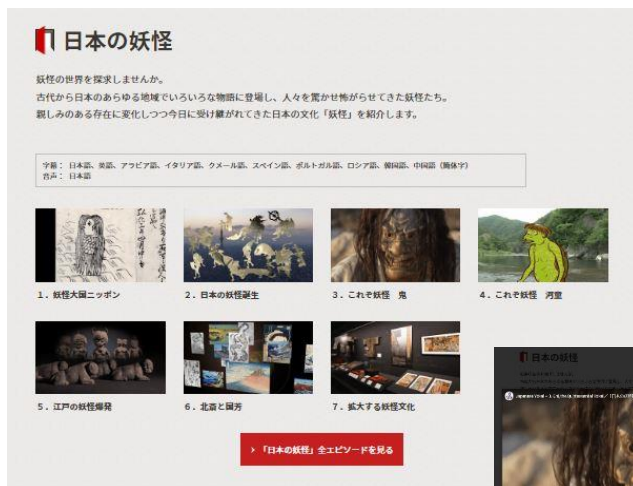
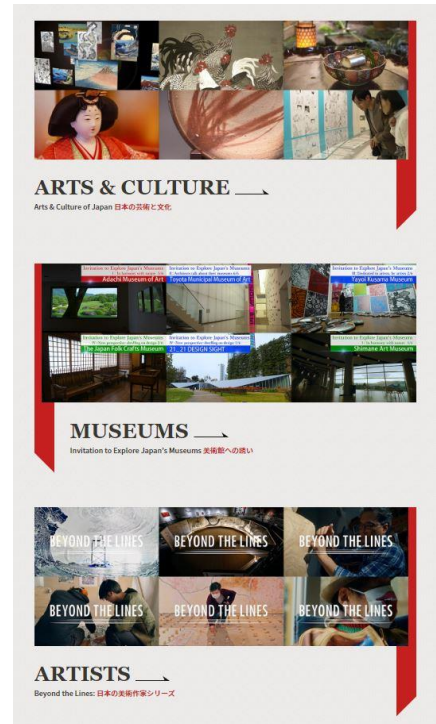
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All videos have English subtitles or audio narrations, and many also have subtitles in other languages.

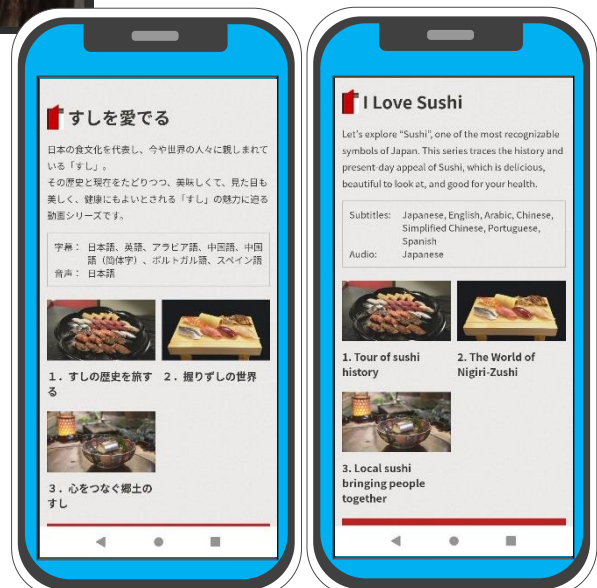
Layout of the portal website

Home page



The page for each category has a list of videos. To watch a video, click on the thumbnail.

There are also links to YouTube playlists.
The site is available in Japanese and English.
A mobile version of the website will be displayed when accessed on a smartphone.



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