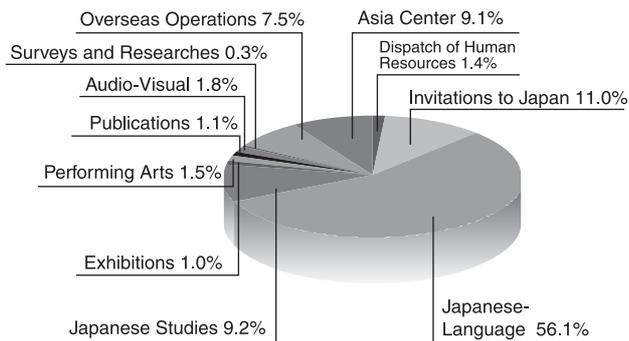


# Outline of Programs by Region

## East Asia

### Abstract



Total amount of operations: 977 million yen

The operation expenses in East Asia for 2003 totaled 977 million yen, out of which 568 million yen were spent for programs in China and 357 million yen for programs in Korea. When seen by field, Japanese-Language and Japanese Studies occupy 65.3% of the total expenditure.

For Korea, the Foundation prioritized (1) bilateral and collaborative projects, (2) projects promoting overall, in-depth understanding of the Japanese culture and (3) projects addressing issues common to Korea and Japan. Among the major projects carried out in 2003 was the “Japanese Culture Lecture Series,” which explored how Japanese graphic design and robot technologies had benefited industry and society. The series toured several cities following its opening presentation in Seoul. Another large-scale event was a film festival presented in cooperation with Cinematheque Pusan, which has begun to take root in the region as the place to experience Japanese films. In 2003 the Foundation also supported the “Japan-Korea Journalists Workshop”, “Japan-Korea Joint Production of Performing Arts”, “Japan-China-Korea NPO Workshops” and various other projects co-organized by members of countries involved. Domestically, the Foundation held an exhibition of Korean artist Lee Bul in Tokyo and Okayama.

In China, the Foundation held the final meeting of the “Japan-China Researchers Forum on Asia in the 21<sup>st</sup> Century.” This forum was carried out in a span of three

years, and its results are reported in *Structuring the Relationship Between Japan and China* (ed. Kazuko Mori and Zhang Yun Ling, Iwanami Shoten Publishing Co., 2004). The Foundation also organized a photograph exhibition entitled “Capturing the Beauty of Japan”, conducted a seminar on Japanese films, and made numerous other efforts to introduce traditional and contemporary Japanese culture in regions outside of the capital city. On the occasion of its 10<sup>th</sup> anniversary, the Japan Foundation, Beijing hosted a gathering for former Japan Foundation fellows currently residing in China. The Beijing Center for Japanese Studies, which the Foundation has long supported, was relocated to a new facility, constructed with the gratis financial cooperation of the Japanese government. The institute’s new library held a workshop entitled “Orderly Arrangement and Utilization of Japanese Document Resources” and was met with enthusiastic participation by library-related personnel from across China.

## ■ Report by overseas offices

### Korea

The Japan Foundation, Seoul

#### 1. General

Korea started the year 2003 with the inauguration of the Roh Moo-hyun administration. Elections of December 2002 and the new administration, led by a president 22 years younger than his predecessor, appeared at first to symbolize the rapid growth of political awareness in Korean civil society. Soon after inauguration, however, the administration was criticized as being an “amateur government,” and the support ratings of President Roh plummeted, exposing the complexity and unpredictability of the Korean public’s political involvement. While 2002 was marked by the success of the FIFA World Cup, both as a co-host and as the first Asian country to send its national team to the semi-finals, the year 2003, in contrast, saw a long economic slump, frequent labor disputes, political discord involving the US military base issue, and exposures of illegal political funding. In March 2004, Korea faced an emergency parliamentary session to impeach the president.

Under such political circumstances, a foreign onlooker noticed the



“Yes Yoko Ono” Exhibition

stability of the Korean civil society, which in the past was known to react dramatically to political shake-ups. In today's Korea, IT has infiltrated every aspect of society, and opportunities to come in contact with foreign cultures through exhibitions and cultural events held in major cities have increased significantly. Public opinion is diversifying in various spheres, including the issue of unification with North Korea, which hitherto has been considered as a national consensus.

In the past few years, Korean pop culture has propagated throughout Asia, providing the Korean administration the confidence to remove the long observed ban on Japanese culture. Not only does this clearly indicate the maturity and openness of the Korean society, but it foreshadows even further greater developments in the Japan-Korea relationship in the future.

## 2. Cultural Exchange with Japan

In 2003, the 2002 FIFA World Cup and the Year of Japan-ROK National Exchange came to an end, putting things "back to normal" in terms of cultural exchange with Japan. Significantly, in this year, the Korean administration resumed its movement to lift the ban on Japanese culture, which had been interrupted by the appearance of a controversial Japanese history textbook in 2001 and of the Japanese government officials' visits to the Yasukuni Shrine.

The intimacy and openness of the exchanges between Japan and Korea today can largely be attributed to the diversification of the Korean society. As people's interest in Japan became diverse and deeper, information on individual subjects such as "lifestyle," "food" and "fashion" were imported in larger quantities. At the same time, in Japan, there has been a boom of things Korean, triggered by the popularity of several Korean films and pop stars. Interest in Japan among the Koreans is more subdued, yet it is steadily spreading.

When President Roh Moo-hyun visited Japan in June 2003, he stated in a Korea-Japan joint communiqué that "Korea shall expand the admission of Japanese popular culture in order to activate cultural exchange." The 4<sup>th</sup> movement to lift the ban was announced in September and December, to be executed in January 2004. In the same communiqué, it was also announced that the year 2005, marking the 40<sup>th</sup> anniversary of the normalization of Japan-Korea diplomatic relations, should be designated as the "Japan-Korea Friendship Year 2005." Exchanges between the two countries will be promoted at all levels throughout this year.



"Ikko Tanaka's Posters" Exhibition

## 3. Activities of the Japan Foundation, Seoul

### <Activity policies>

The Japan Foundation, Seoul, in its second year after its official opening in 2002, placed priority in building networks with institutes and individuals in fields most relevant to the Foundation's activities. Emphasis was also laid on publicity, in order to increase the number of qualified applications to its programs. In order to maintain the momentum from "Year of Japan-ROK National Exchange 2002", the Center fully utilized its grant programs to support projects in the fields where dialogue between Japan and Korea is most desirable.

### <Examples of FY2003>

#### ● "Yes Yoko Ono" Exhibition (June to September 2003, Seoul)

The large-scale retrospective exhibition introducing 40 years of artistic activities by Yoko Ono drew a large audience and attracted much press coverage. The number of visitors reached 62,200, exceeding that of the Picasso Exhibition sponsored by the Samsung Art Museum. Its reviews appeared in fine arts magazines, newspapers, and on TV, and its turnout was remarked as being exceptionally successful for a contemporary art exhibition. The exhibition was shown in Tokyo from April to June 2004.

#### ● "Retrospective of Japanese Films" (March 2003, Seoul)

This event was co-organized by the Japan Foundation, the National Museum of Modern Art, Tokyo and the Korean Film Material Institute, as an exchange project with the "Korean Films: The Glorious 1960s" retrospective (held from November to December 2002 in Tokyo). The retrospective presented fifteen works by fifteen Japanese filmmakers who were active in the 1950s, the so-called golden age of Japanese films. Jointly held was a forum inviting specialists on Japanese film. The number of visitors reached 4,631, exceeding the average attendance of Japanese



"Retrospective of Japanese Films" Exhibition



film showings in Seoul.

- **“Ikko Tanaka’s Posters” Exhibition (August to September 2003, Seoul)**

Fifty-two posters designed by Ikko Tanaka opened a series of exhibitions and events introducing the graphic designs of post-war Japan. “Sankei Kanze Noh” and “Japanese Dance,” along with original typography, were among the major works exhibited. As related projects, a lecture by Professor Hiroshi Kashiwagi of Musashino Art University and a design book exhibition were held to provide an in-depth view of Japanese graphic design. Since poster exhibitions were not common in Korea, this show attracted a huge amount of attention, and the number of visitors reached 3,607.

- **International Academic Conference “Clarification of Japanese Studies Research Methods” (July 2003, Seoul)**

In the first international academic conference held by the “Japanese Studies Association of Korea,” or the joint organization of leading groups in Japanese studies in Korea, around 400 scholars from Japan and Korea participated to discuss new directions for Japanese studies. Newspapers and other media gave the conference extensive coverage, describing it as “the first comprehensive academic event held with a systematic approach to Japanese studies.”

## China

The Japan Foundation, Beijing

### 1. General

Soon after the new administration of President Hu Jin Tao and Premier Wen Jia Bao was inaugurated at the National People’s Congress in March 2003, China faced severe challenges imposed by the outbreak of SARS. Following Guangzhou and Hong Kong, human contraction of SARS was reported in Beijing. During the period from late April to early May, the sense of emergency was such in that the streets of the capital city were nearly empty during the day. The adverse affects of SARS on China’s economy was much feared; however, the booming economy recovered by late 2003. It has since continued to grow rapidly, especially in the coastal regions.

China has been taking a realistic approach in diplomacy, with economic development as its priority. Its strategy has begun shifting to multilateral diplomacy, as shown by the country’s recent

approach to Southeast Asia and India. China’s presence in the international community is growing steadily, and President Hu was invited to the G8 Summit held in France. In February 2004, China played an important role as a host of the six-nation talks on North Korea.

Japan-China relations were unstable during this year, however, with sensitive issues surfacing throughout the year. Although 2003 marked the 25<sup>th</sup> anniversary of the Treaty of Peace and Friendship between the two countries, compared to the “Japan year” and “China year” events held in 2002 in commemoration of the 30<sup>th</sup> anniversary of normalization of Japan-China relations, there was a visible lack of enthusiasm.

In Chinese cities, there is a growing population of those who can afford to spend more on education, entertainment and leisure. The number of middle-class families, who enjoy vacations and buy family cars, is increasing. On the other hand, the income disparities between coastal cities and farming villages are becoming a serious problem.

### 2. Cultural Exchange with Japan

In the first half of 2003, all scheduled events were cancelled due to SARS. In autumn, however, a concentrated number of events were presented successively. In particular from September to November, performances introducing the first-class art of Japan were held one after another, such as *Tenpyo no Iraka* by the Zenshin-za in Beijing and Yangzhou and *Swan Lake* by the Matsuyama Ballet in Beijing and Shanghai (both recipients of overseas performance grants by the Japan Foundation). Ura Senke (tea ceremony) school, Ikenobo (flower arrangement) school, the Japan Music Information Center and other private groups who reside in China and conduct activities to popularize Japanese culture steadily continue their activities. Cultural exchange projects tend to be affected by political incidents, but the main issue for the future is how to direct these achievements to continuous mutual understanding.

### 3. Activities of the Japan Foundation, Beijing

#### <Activity policies>

- Support for intellectual exchange with scholars and young leaders in China

The Foundation supports intellectual exchange between Japan and China and among Asian nations. In addition to researchers of



Lecture on Japanese movies

Japanese studies, the Foundation aims to reach out to those engaged in European and American studies, as well as international relations, which are increasingly popular subjects in China. The Foundation also aims to expand the network of researchers, businessmen, NPO members and others who may become leaders in the future.

- Training researchers of Japanese studies and building an information network

Another important project conducted by the Foundation is training the researchers of Japanese studies who are fluent in Japanese and who specialize in various fields of humanity and social sciences. The Beijing Center for Japanese Studies (see p.55) moved to a new facility constructed through Japanese ODA funding in September 2003 and is expected to have improved functions for transmitting information in Japanese studies to all corners of China through its library, etc. The Center of Japanese Studies at Nankai University, which the Foundation has been supporting as one of the base institutes for Japanese studies, was raised to the status of an Institute in April 2003 and is expected to contribute further to the development of Japanese studies.

- Meeting diversified needs in Japanese-Language

Japanese-Language advisors dispatched by the Foundation help strengthen the support for Japanese-Language education in secondary schools by holding workshops in Beijing. They also work to build the network of the Japanese-Language education in universities and other higher education institutes. The Foundation also provides assistance to young Japanese-Language teachers who are working in secondary schools in the northeast region.

- Introduction of “real” Japan

In 2003, the Foundation held film screenings, lectures and a photo exhibition with an aim to appeal to the younger generation.

- Project development in major local cities

With an objective to expand its programs beyond Beijing, the Foundation has dispatched presenters or Japanese culture to major local cities, held touring exhibitions and proactively promoted its projects in collaboration with the Japanese Consulate.

#### <Examples of FY2003>

- **Lecture and showing of Japanese films (November 19 – 20, 2003, Center of International Cultural Exchange in China, Beijing)**

In 2003, the Foundation co-hosted with the Center of International Cultural Exchange in China a lecture on Japanese films by Professor Inuhiko Yomota of Meiji Gakuin University. Two films, *Kids Return* and *Shiko Funjatta*, were shown before the lecture.

Over 200 people attended, most of which were people in the film industry and students of the Japanese-Language. The in-depth questions asked at the Q&A session revealed the audience’s strong interest in Japanese films and animations. Local magazines, such as *Films Today* and *TV Today*, carried special articles on this event. Many commented that it was a good opportunity to deepen the understanding of Japanese films, since there had been no similar opportunities in the past. This event toured to Shanghai, Shenyang and Ulan Bator.

- **Photograph exhibition “Capturing the Beauty of Japan” (December 12 – 21, 2003, exhibition hall of the Shan Xi Provincial Library, Xi’an)**

The Foundation held a photograph exhibition titled “Capturing the Beauty of Japan” in Xi’an, jointly with the Center of International Cultural Exchange of China and the Center of Japan-China Cultural Exchange of Shan Xi Province. Since the exhibition was held in an easily accessible library in the academic district of the city, it received a huge response with as many as 13,500 visitors. The incident at the Xi Bei University that had occurred prior to the opening of the exhibition created some apprehension at first. Nevertheless, the exhibition ended successfully, owing to the PR efforts by the co-hosts and to the organizational scheme. This exhibition also toured to Chang Chun (November 3 – 10, Chang Chun International Conference Center) and He Fei (November 25 – December 3, He Fei Ya Ming Art Museum).

- **Seminars for Japanese-Language teachers in secondary schools (February 4 – 6, 2004, Wuhan Foreign Language Institute / Wuhan, February 11 – 13, the Japan Foundation, Beijing)**

The Japanese-Language advisors dispatched by the Foundation and the Course Teaching Material Institute of China co-hosted a seminar for Japanese-Language teachers in junior and senior high schools. The seminar was held for the first time in the southern district of China, thanks to the cooperation of the Wuhan Foreign Language Institute. At Wuhan, 25 secondary-school Japanese-Language teachers attended from two directly governed cities and eight provinces in the Hua Dong, Hua Zhong and Hua Nan regions, and they all displayed a great deal of enthusiasm. At the seminar in Beijing, 41 Japanese-Language teachers from Hua Dong region attended. Both seminars indicated the Center’s support programs for Japanese-Language in the secondary school level have taken root in the course of five years since the dispatch of the first Japanese-Language advisor.



Touring exhibition “Capturing the beauty of Japan”



Seminar for Japanese-Language teachers in secondary schools