

Audio-Visual Exchange

In audio-visual projects, the Japan Foundation introduces Japanese culture mostly through TV programs and movies. These image media have popular and artistic aspects and are effective measures for showing images of Japan to a large number of people overseas in an easy to understand manner.

1. TV Program Exchange Promotion Projects

The Foundation introduces Japanese society and culture to the general public overseas by providing Japanese TV programs (dramas, documentaries, educational programs, etc.) as well as dramas and cultural films to TV broadcasting stations overseas.

- **Iraq: *Oshin* (96 episodes)**
- **El Salvador: 2 programs including 13 episodes of *Project X: Innovators***
- **Ghana: *The Sensitive Samurai* (12 episodes)**

2. Revision for Foreign Language Versions of TV Programs

The Foundation selects TV programs produced by NHK and commercial broadcasting stations that are suitable for introducing the Japanese social culture to foreign countries, and produces international versions of those programs jointly with the Japan Media Communication Center (JAMCO).

- **Drama: *Sea Monkeys: The Maritime Security Officer's Story* Parts 1 and 2 (English version)**
- **Documentary: *An Engineer All His Life: Koichi Tanaka, Winner of the Nobel Prize in Chemistry* (English)**

3. International Conferences

The Foundation holds international symposiums, jointly with JAMCO, to discuss the ideal of future broadcasting business.

- **“13th JAMCO Online International Symposium: Japanese TV Dramas That Go Beyond Japan: Their Transnational Significance and Influence”**

The Foundation held a symposium in which four persons from the TV broadcasting industry gave lectures and three persons commented on the lectures using the website.

4. Augmenting the Film Library

The Foundation collects excellent drama and cultural films with subtitles or dubbing in foreign languages in the film library at the headquarters, and purchased and shipped them to diplomatic establishments and film libraries of the Foundation offices in foreign countries.

The Foundation library purchased recent outstanding 35mm prints with English subtitles and 16mm prints of recent outstanding films released the previous year with subtitles in many languages and 35mm prints of the same titles with Russian subtitles were purchased and shipped to overseas film libraries.

5. Film Production Support Program (Film and TV Program Production Support)

The Foundation grants programs for part of the expense for productions of films, TV programs and other audio-visual materials on Japan by Japanese and foreign organizations to promote understanding of Japan in foreign countries.

- ***Japanese Women, the Smooth Revolution* (Les TV Makers, France)**
- ***Hibakusha: At the End of the World* (Group Gendai Films Co., Ltd.)**

6. Showing Japanese Films Overseas

<Examples of FY2003>

- **“Japan-ASEAN Exchange Year 2003: Japanese film festivals” (September to December)**

Films co-produced by Japan and members of ASEAN were screened in Indonesia, the Philippines and Vietnam.

- **“Japanese Animation Film Festival” in Central America (August to December)**

Four Japanese animation films were screened with Spanish subtitles in Nicaragua, Mexico, Guatemala and Cuba.

- **“ATG Retrospective” (October to February)**

Films released by the Art Theatre Guild were screened at the Vienna International Film Festival and later in several venues in Germany including the Japan Cultural Institute in Cologne.



Japan-ASEAN Exchange Year Film Festival, Manila, Philippines

7. Grant Programs for Film Festivals in Japan

<Examples of FY2003>

- Focus on Asia – Fukuoka International Film Festival
- Festival del Cinema Italiano 2003 in Tokyo

8. Japan Foundation Film Festival

<Examples of FY2003>

- “Ozu International Symposium 2003 celebrating the 100th anniversary of the birth of Yasujiro Ozu”

A symposium was held to celebrate the 100th anniversary of the birth of Yasujiro Ozu. Film critics and directors from Japan and overseas attended this symposium and films directed by Ozu were screened to pay homage to him.

