



## Overseas Network

We help people worldwide learn about Japan

Through its 19 overseas offices located in 18 countries around the globe, the Japan Foundation is engaged in a wide range of program activities tailored to local needs. The following section provides detailed “real life” examples of Foundation activities in our three group areas—Arts and Cultural Exchange, Japanese-Language Education Overseas, and Japanese Studies and Intellectual Exchange. Each Foundation office serves its region in many unique ways, seeking to strengthen local links and social ties for greater mutual understanding.



## The Japan Cultural Institute in Rome

- Organized exhibitions, performances, and lectures
- Operated a library and responded to inquiries for information on Japanese culture
- Supported Japanese-language cultural programs
- Offered Japanese courses



Children's origami workshop at the *Notte Bianca*

In 2004 the Japan Cultural Institute in Rome continued to operate its own library and offer Japanese-language courses. It organized exhibitions on subjects ranging from modern art to calligraphy, and arranged performances of traditional Japanese music, jazz, and contemporary music, among other genres. It also presented lectures on the history of Japanese-Italian relations and traditional and contemporary Japanese

theater. The Institute also took part in the *Notte Bianca* (White Night), a series of cultural events, as part of its efforts to foster awareness of Japanese culture. The Institute also enhanced support for events in other parts of the country. For example, the “Kabuki Demonstration” program organized by Japan Foundation headquarters went on tour to Ravenna, which lies in the Emilia-Romagna region.

## The Japan Cultural Institute in Cologne

- Promoted cultural and artistic exchanges through exhibitions, performances, and movie screenings
- Offered Japanese courses and provided support to Japanese-language teachers in Germany
- Organized lectures and symposiums
- Operated a library
- Supported production of Japanese teaching materials and related projects



Honoring Godzilla's 50th birthday

The Japan Cultural Institute in Cologne focused on the needs of a new generation as it sought to foster positive views of Japan among young people. In the area of Japanese-language teaching, the Institute systematized its program administration. This reflects the passage of a year following the first offering of courses on a half-term basis. The Institute also co-sponsored more events with cultural organizations in Cologne and international exchange associations in

Japan, in an effort to streamline publicity and resources. This strategy proved successful, resulting in large numbers of visitors not only to Cologne but also to other states and even neighboring countries. The Institute also worked on forging partnerships with the Japanese-German Center of Berlin and the Goethe-Institut, and commenced preparations for the Year of Deutschland in Japan and the Japan-EU Year of People-to-People Exchanges in 2005.

## The Japan Cultural Institute in Paris

- Organized the exhibition of “Petite Nature?”
- Presented “Jazz in Japan 5,” a five-night jazz extravaganza
- Presented a performance of Awaji puppet theater (co-sponsored by Hyogo Prefecture’s representative office in Paris)
- Organized an exhibition of Imari ware
- Organized a lecture by Keiichiro Hirano, Special Advisor for Cultural Exchange
- Hosted a symposium entitled “Cultural Exchanges Between the European Union and Japan: The Uniqueness and Diversities of Cultures”



Imari ware exhibition (©Clément-Olivier Meylan)

The Japan Cultural Institute in Paris celebrated its seventh anniversary during the year. In operating its programs, it has always given first priority to thematic unity and careful planning. For example, its fascinating exhibition of Imari ware, which ran from

autumn 2004 through the following spring, showed how Imari ware inspired the birth of Meissen and Sevres porcelain, complete with actual specimens of ceramics. This extremely popular show attracted an audience of 18,400 visitors and won enthusiastic praise.

## The Japan Foundation, Seoul

- Presented a speech by animator Koji Yamamura, together with a screening of his movies
- Organized a Japanese product design exhibition
- Provided support to the Graduate School of International Studies at Seoul National University



Koji Yamamura giving a talk

The Japan Foundation, Seoul organized a wide range of events designed to strengthen Japanese-Korean friendship. These activities included an exhibition showcasing graphic designers from the two countries and another exhibition featuring *ukiyo-e*, a talk by director Koji Yamamura and screenings of Japanese movies, a pantomime show by Koyo Yamamoto, and other events highlighting aspects of Japanese culture that especially appeal to young people. The Foundation

also organized training seminars to help secondary school teachers refine their proficiency in Japanese instruction. Additionally, in January 2005 the Foundation ushered in the Japan-Korea Friendship Year with the exhibition “Japanese Design Today 100” and the Korea-Japan Road Club Festival. The festival, which attracted a turnout of more than 10,000, provided a dazzling display of Korean and Japanese youth culture.

## The Japan Foundation, Beijing

- Presented an exhibition of Japanese artistic treasures at the National Museum of China
- Presented the “Japan Fans 2004” Japanese pop show
- Sponsored a Japanese speech contest at Guizhou University’s Japanese cultural festival
- Offered special lectures under the East Asian Culture program



Japan Fans 2004

It was a year in which one could not help but be struck anew by the level of enthusiasm for things Japanese in China. An exhibition of Japanese artistic treasures at the National Museum of China in Beijing, for example, attracted over 34,000 visitors, and the number of people signing up for the Japanese-Language Proficiency Test reached some 100,000, the highest figure ever. The Japan Foundation, Beijing for

its part increased staff as part of a series of steps to better enable itself to bring its programs to all regions of this vast country.

## The Japan Foundation, Jakarta

- Sponsored a four-nation *go* friendship tournament
- Presented a one-day Japan studies seminar
- Presented a concert by the Japanese a capella group INSPi
- Organized a tour by the Kazenoko theatrical company
- Produced a Japanese textbook for technical high schools



Kazenoko theatrical company on tour

In the aftermath of terrorist incidents, the Japan Foundation, Jakarta responded to concerns about large gatherings and regretfully canceled its high school Japanese speech contest. However, it successfully presented a concert by the Japanese a capella group INSPi; and it arranged a highly successful tour by the Kazenoko theatrical company,

seeking to help the children of East and West Timor through the healing power of culture.

## The Japan Foundation, Bangkok

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- Presented the SOI Music Festival
- Presented the show “Tsugaru Shamisen vs. Boy Thai”
- Organized the Japanese Film Festival 2004
- Aired Japanese-language courses on TV
- Hosted a seminar commemorating the Center’s 30th anniversary



Tsugaru Shamisen vs. Boy Thai

In the field of Japanese-language education, the number of Thais studying Japanese reached 55,000 (which placed the country eighth in the world in a 2003 survey), and about 8,000 people took the 2004 Japanese-Language Proficiency Test (third in the world outside Japan). This dramatic increase in learners was in part due to the nine training courses for Japanese-language instructors provided over the

past 10 years, in which a total of 163 secondary school teachers took part.

## The Japan Foundation, Kuala Lumpur

- Supported Japanese-language education at the secondary level
- Sponsored performances and workshops on contemporary dance and drama and *kyogen*
- Organized a Japanese Film Festival
- Presented the traveling exhibition “Painting for Joy: New Japanese Painting in the 1990s”



Contemporary dance show by “redined colors” group

In 2004 the Malaysian Ministry of Education committed itself to a policy of expanding Japanese-language education at the secondary level. In preparation for the debut of Japanese classes in regular schools, therefore, the Japan Foundation in Kuala Lumpur provided across-the-board support in compiling a new syllabus, producing language textbooks, and training instructors. In the field of

performing arts, meanwhile, the Foundation teamed up with Malaysian artists on certain projects. There was a contemporary dance show, along with a lecture-demonstration on *kyogen* and a workshop for stage technicians. A Japanese film festival and a traveling exhibition also drew large crowds with the glimpse they offered of the diversity of Japanese culture and society.

## The Japan Foundation, Sydney

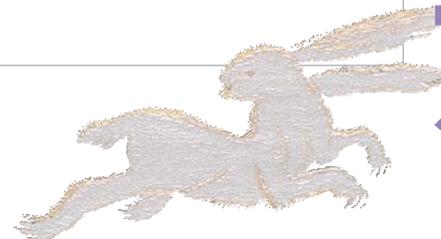
- Moved to new offices
- Launched a new newsletter *Omusubi*
- Organized the Australian National Japanese-Language Speech Contest
- Launched the “Wonderbus Japan” project
- Presented the “Production IG Anime” Exhibition
- Screened the premier of the movie *Innocence*



The “Wonderbus Japan” project

The Japan Foundation, Sydney moved to a more convenient location downtown, which move resulted in a considerable increase in library use, turnout at events, and number of memberships. Steps were taken, meanwhile, to bolster revenues by seeking the backing of firms in the private sector through the presentation of various events and the launch of a new newsletter. The number of companies and Japanese

government agencies supporting the “Wonderbus Japan” project, which brings Japanese culture to different parts of Australia, rose to nine and the number supporting the Japanese-Language Speech Contest rose to eight.



## The Japan Foundation, Toronto

- Marked the 75th anniversary of Japan-Canada relations with a series of events
- Presented the photo exhibition “Prince Takamado’s Visual Legacy”
- Supported and administered Japanese-language programs in various parts of Canada
- Sponsored and supported Japanese studies conferences
- Organized a reception with a Japanese director at the Toronto International Film Festival



Film festival reception with director Hirokazu Koreeda

In honor of the 75th anniversary of diplomatic relations between Japan and Canada, the Japan Foundation, Toronto drew on programs to organize a series of events and programs relating to Japanese culture: the photo exhibition “Prince Takamado’s Visual Legacy,” lectures and movie screenings; financial support for conferences; and the distribution of small grants. Princess Takamado toured Canada in June 2004, and her visit left a lasting positive impact on the friendship between the two

nations. There was a continued rise, meanwhile, in the number of Canadians studying Japanese, fueled by the growing fascination among young people with *anime*, *manga*, and the whole range of Japanese pop culture; the Center responded by expanding its support for Japanese-language teaching.

## The Japan Foundation, São Paulo

- Presented a lecture on dance performances
- Presented a concert of Japanese music
- Presented lectures in the fields of Japanese studies and intellectual exchange, supported the activities of the Associação Brasileira de Estudos Japoneses, and organized the South American Fellowship Conference
- Supported Japanese-language education



“Zakuro Bonsai,” part of a Japanese concert series

The Japan Foundation, São Paulo built on ties formed through art fellowships in the past to present a program of dance performances, a key area of cultural exchange between Brazil and Japan. This program, which combined film, stage performance, and symposium discussion, received excellent reviews, together with a special program highlighting points of contact between Brazilian and Japanese culture. The Foundation also presented a series of lectures designed to enhance

understanding of Japanese culture and for the first time ever, it also offered an intensive Japanese training program for selected Japanese majors from universities throughout Brazil. Finally, in the field of Japanese studies and intellectual exchange, it laid the foundations for a network of South American fellows with the Second South American Fellowship Conference in Buenos Aires.

## The Japan Foundation, Manila

- Presented the Japanese Film Festival
- Showcased traditional and contemporary Japanese music
- Supported Japanese-language teachers
- Organized events for The Philippines-Japan Friendship Celebration
- Published the English language newsletter *JF Manila News*



“Making Ensemble,” a joint concert with *Tsugaru shamisen* players Hiroshi and Masahiro Nitta

As part of its mission to enhance awareness of Japanese culture in the Philippines, the Japan Foundation, Manila presented a biannual Japanese Film Festival and English language performances of *rakugo* (comic storytelling), both aimed at young people. In the performing arts field, the Foundation brought over outstanding musicians from Japan to appear on stage with their local counterparts, thereby fostering greater interaction between artists from the two countries. With a

Japan-Philippines Economic Partnership Agreement anticipated, the Foundation also presented a series of programs focusing on Japanese-language learning needs in the areas of information technology and nursing and home care. Finally, it provided support to Japanese-language teachers with the possibility of offering classes on site.

## The Japan Foundation, New Delhi

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- Launched a Web site and provided public relations
- Presented the Foundation's first film festival in northeast India
- Sponsored a *kabuki* lecture-demonstration and other cultural events
- Participated in the India-Triennale, and presented a performance of contemporary South Asian drama
- Took part in Japan Cultural Month in Delhi



Exhibition showcasing Joji Hashiguchi's workshop

The Japan Foundation, New Delhi launched a Web site designed to raise the awareness of its activities bringing Japanese film festivals to two cities in the northeastern state of Assam for the first time. It also organized an exhibition that provided a glimpse into the workshop of photographer Joji Hashiguchi, and arranged a *kabuki* lecture-demonstration by a troupe under Kanjiro Nakamura. In November, it took part in and assisted Japan Cultural Month in Delhi organized by the Japanese

Embassy. In addition, the Foundation inaugurated several new projects in the field of Japanese studies and intellectual exchange, supporting growing interest in Japanese study influenced by the expansion of India's IT industry.

## The Japan Foundation, New York

- Revised its newsletter and Web site
- Launched two new independent programs, and implemented joint programs with other groups
- Assisted in events marking the 150th anniversary of Japan-U.S. relations
- Oversaw administration of the AAC and PAJ secretariat



Amon Miyamoto and Professor John Dower in discussion

The Japan Foundation, New York enhanced its publicity resources with a comprehensive upgrade of its newsletter and Web site. It also launched two new independent programs, one in the field of Japanese contemporary literature, the other involving a tour of U.S.-based experts on Japanese culture in Central and South America. Moreover, the Foundation was an enthusiastic participant in events marking the 150th anniversary of Japan-U.S. diplomatic relations, contributing to cultural

exchanges in regional centers through its backing of a traveling film festival and Performing Arts Japan (PAJ). Additionally, the Foundation cosponsored the musical *Pacific Overtures* with the City University of New York, and arranged a much-talked-about public discussion between Amon Miyamoto, who directed the performance, and MIT professor John Dower.

## The Japan Foundation, Los Angeles

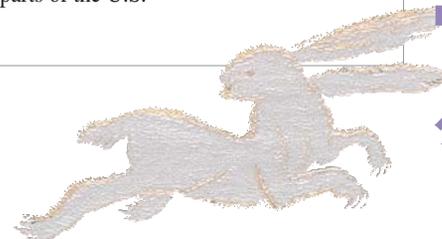
- Promoted and supported Japanese language education
- Operated the Nihongo Library
- Administered the Japanese-Language Proficiency Test
- Promoted and supported Japanese cultural and artistic programs in 13 western states of the U.S.A.
- Published the magazine *Breeze Wahoo!*



First National Symposium on Japanese Language Education

When the decision was made in 2004 to add Japanese to the list of subjects in the prestigious Advanced Placement (AP) program in the U.S., the Japan Foundation, Los Angeles immediately took action. It agreed to subsidize half the associated development costs, and assisted in designing the AP curriculum and compiling examination questions. The Foundation also organized the First National Symposium on Japanese-Language Education in the U.S., inviting

representatives from Japanese teacher's associations throughout the country. The goal of this gathering was to establish the groundwork for adoption of Japanese as an AP subject by building a network of teachers and improving the Japanese teaching environment in all states. The Foundation also sent out a Japanese education advocacy kit with a special AP program booklet to major organizations in all parts of the U.S.



## The Japan Foundation, Mexico

## Overseas Network

- Presented a festival of silent Japanese films at the National Cinematheque
- Participated in the Morelia International Music Festival
- Brought *Project X* to Mexican TV
- Exhibited at the Guadalajara International Book Fair
- Organized a seminar for teachers of Japanese



Origami demonstration

The Japan Foundation, Mexico spent the year making preparations for several major cultural events in 2005, including the International Cervantino Festival to which Japan was invited, and the Japan-Mexico Cultural Summit. It also participated in cultural events

in some of Mexico's regional centers, and presented *origami* demonstrations in the state of Chiapas, where it had seldom been active before. Finally, it enhanced Web site resources as well as newsletter and publicity materials.

## The Japan Foundation, London

- Presented a series of talks on contemporary Japanese performing arts
- Organized a Japanese Film Festival
- Conducted a follow-up survey on Japanese studies fellows
- Formulated a set of support policies for Japanese-language education at the elementary level
- Sponsored a speech contest at the secondary level



Talk on contemporary Japanese performing arts (February 2005)

To ensure continued enhancement of Japanese studies, the Japan Foundation, London began taking steps to rebuild its network of past fellowship participants. In accord with the British government's decision to strengthen language instruction at the elementary

level, the Foundation also worked on development of innovative techniques for Japanese-language instruction, based on a survey of Japanese-language teaching at the elementary level carried out the year before. Those techniques were applied on a trial basis at pilot schools.

## The Japan Foundation, Budapest

- Presented a show by the Ondekoza drummers
- Arranged a traveling exhibition of Japanese kites and tops
- Organized a Japanese Film Festival
- Presented the Japanese-Language Education Seminar for Central and Eastern Europe
- Hosted a fellows conference, including talks by fellowship participants



Ondekoza drummers in performance

The Japan Foundation, Budapest organized or supported several events in Hungarian cities other than Budapest, including a festival of contemporary Japanese films in Szeged and an exhibition of Japanese dolls in Keszthely. January 2005 marked the

beginning of the Japan-EU Year of People-to-People Exchanges, including a long list of events showcasing Japanese culture. These primarily focused on 10 new member-states that joined the EU in 2004.

## The Japan Foundation, Cairo

- Organized Japanese cultural events
- Worked on building a Japanese-language education network in the Middle East
- Hosted the first session of the Japan-Arab Policy Researchers' Dialogue
- Launched a promotional magazine in Arabic
- Arranged a Japan tour by Iraqi musician Naseer Shamma



Performance of Japanese drumming by the Osaka Dadada-Dan Tenko

The Japan Foundation, Cairo offered a wide range of Japanese cultural events, including a performance of Japanese drumming, a week of Japanese movies, and a demonstration of Okinawan dancing. In addition, an eagerly anticipated Japan-Arab Policy Researchers'

Dialogue was presented, reflecting special emphasis on the Middle East since 2002. This reflected efforts to replace outmoded stereotypes of Japan with greater understanding of contemporary Japanese culture in Arab nations, particularly among young people.

## Expenditures by Nation (leading 20)

FY2000			FY2001		
	Program cost (million of yen)	Percentage of total program cost (%)		Program cost (million of yen)	Percentage of total program cost (%)
U.S.A.	1,640	10.5	U.S.A.	1,574	10.9
China	734	4.7	China	766	5.3
France	648	4.2	South Korea	608	4.2
Russia	563	3.6	U.K.	582	4.0
Indonesia	544	3.5	France	535	3.7
U.K.	461	3.0	Indonesia	494	3.4
South Korea	444	2.8	Malaysia	364	2.5
Thailand	418	2.7	Thailand	360	2.5
Germany	399	2.6	Germany	335	2.3
Malaysia	370	2.4	Brazil	333	2.3
Brazil	359	2.3	Australia	329	2.3
Australia	321	2.1	Russia	288	2.0
India	275	1.8	India	230	1.6
Italy	266	1.7	Italy	225	1.6
Philippines	194	1.2	Egypt	171	1.2
Egypt	181	1.2	Philippines	155	1.1
Canada	177	1.1	Canada	139	1.0
Mexico	142	0.9	Mexico	107	0.7
Netherlands	117	0.8	Uzbekistan	96	0.7
Poland	110	0.7	Viet Nam	93	0.6
FY2002			FY2003		
	Program cost (million of yen)	Percentage of total program cost (%)		Program cost (million of yen)	Percentage of total program cost (%)
U.S.A.	1,420	10.8	U.S.A.	1,152	9.8
China	1,084	8.2	France	678	5.8
South Korea	583	4.4	China	568	4.8
France	548	4.2	Indonesia	401	3.4
Indonesia	417	3.2	Thailand	365	3.1
U.K.	386	2.9	South Korea	357	3.0
Thailand	330	2.5	Australia	326	2.8
Brazil	293	2.2	Russia	302	2.6
Malaysia	285	2.2	Malaysia	300	2.5
Australia	282	2.1	U.K.	265	2.3
India	230	1.8	Italy	234	2.0
Russia	230	1.8	Germany	232	2.0
Germany	228	1.7	Brazil	222	1.9
Italy	200	1.5	India	175	1.5
Mexico	139	1.1	Philippines	156	1.3
Philippines	128	1.0	Canada	123	1.0
Canada	125	1.0	Egypt	119	1.0
Egypt	101	0.8	Viet Nam	81	0.7
Hungary	79	0.6	Hungary	80	0.7
Sri Lanka	75	0.6	Singapore	77	0.7

Notes:  
Fiscal year starts in April and ends in March.  
See p.4 for the Expenditures by nation (leading 20) in FY 2004.

## Awards and Prizes

The Japan Foundation has established several prizes to honor individuals and groups who have made an outstanding contribution in the field of international exchange and still have much more to give. These are the Japan Foundation Award and the Japan Foundation Special Prizes. There were four recipients in 2004:

### ■ The Japan Foundation Award

#### **Ms. Toshiko Akiyoshi**

Jazz Pianist and Jazz Composer (Japan)

Not only does Ms. Toshiko Akiyoshi have a long list of accomplishments to her name as a jazz performer, composer, and bandleader, but she has also used her music as a medium to disseminate a message of peace and cooperation by asking hard questions about the state of humankind today. In 1999 she went on a performing tour of South America with the support of the Japan Foundation. In 2003 she gave a concert at the Lincoln Center in New York to mark the 30th anniversary of her Big Band, and in 2004 she visited Japan with her sextet.



### ■ The Japan Foundation Special Prizes

#### **Special Prize for Arts and Culture**

##### **Mr. James Quandt**

Senior Programmer, Cinematheque Ontario (Canada)

Through screenings of and publications on Japanese movies, Mr. James Quandt has made a significant contribution to advancing research on the Japanese cinema and introducing works to a wider North American audience. In charge of programming at Cinematheque Ontario since 1990, he visited Japan in 1991 at the Japan Foundation's invitation.



#### **Special Prize for Japanese-Language Education**

##### **Professor Yi Dok Bong**

Professor, Faculty of Foreign Studies, Dongduk Women's University (Korea)

Professor Yi Dok Bong, a pioneer of Japanese-language education, has mentored many distinguished scholars and practitioners in the field. Having held such prominent positions as the presidency of the Korea Association of Japanology, he has made a great contribution to molding his country's policies in the field of foreign language education. He has also done much to advance mutual understanding between the Korean and Japanese peoples. Since 2001 he has been a visiting professor at Meikai University.



#### **Special Prize for Japanese Studies**

##### **Professor Kurayoshi Takara**

Professor, Faculty of Law and Letters, University of the Ryukyus (Japan)

Professor Kurayoshi Takara has been a pioneer in the field of research in Okinawan history, placing it within its wider Asian context and building a research network that includes international scholars. His influence extends far beyond academia through writings and lectures that offer valuable insights into the future of Japan. Before assuming his present post, he served as head of the Okinawa Prefectural Museum and director of the Urazoe City.

