

Information Services and Domestic Networking

Information Center

Providing access to cultural exchange information

The Japan Foundation Information Center (JFIC) provides information on international cultural exchange activities through a variety of channels, including public relations activities (*Wochi Kochi* magazine, annual report, website, blog, email newsletters and others), cooperative programs with other organizations in Japan, the JF Supporters Club, award programs (the Japan Foundation Awards, the Japan Foundation Prizes for Global Citizenship), and the management of the JFIC Library and Event Space. The Information Center also welcomes school excursion and other tour groups.

Our bimonthly magazine *Wochi Kochi* (“Near and Far”) is the only periodical in Japan specializing in international cultural exchange (Japanese only). During fiscal 2008, we published six issues from No. 22 to 27 featuring special anniversary reports on Brazil, Indonesia, and the U.K. as well as issues titled, “Translations that Create Japanese,” “Art Connects the World,” and “NIPPON in the Eyes of Researchers around the World.”

JF Supporters Club organizes numerous events for its members to let them know more about our activities and offers opportunities for international cultural exchange. Events in fiscal 2008 include lectures by distinguished guest speakers, including Samantha S. Sannella, President and CEO of Canadian design organization, the Design Exchange, and a talk and concert by Kanou Yasukazu, a *Shino Fue* player who had performed a concert tour in India sponsored by the Japan Foundation. We also issued the JF Supporters Club Newsletter to Club members in Japanese.

In terms of partnership with other organizations in Japan, major events in fiscal 2008 include the Sendai Creative Forum 2009, co-organized with Sendai City with the aim of promoting international cultural exchange between regional cities. Following the presentation of a case study of the U.K.’s leading international digital arts festival, a lively discussion arose on the subject of how talented and creative individuals can be nurtured within their local communities and how Japanese creative talents can carve out their work in the international arena.

Make a difference locally and globally—The Japan Foundation Prizes for Global Citizenship

With its Prizes for Global Citizenship, the Japan Foundation honors individuals and organizations who conduct outstanding international cultural exchange initiatives, maintain strong local ties, and serve as exemplary models. This award program was started in 1985 as the Prizes for the Promotion of Community-Based Cultural Exchange, and renamed in 2004. To date, 73 prizes were awarded, including a special award from the President of the Japan Foundation.

Prize recipients for fiscal 2008

○ NPO Sapporo Artist-in-Residence (S-AIR)

Established in 1999, in Sapporo City, Hokkaido, S-AIR has invited 57 young artists from 27 countries around the world to work and stay in Sapporo. S-AIR has been conducting artist-in-residence programs with the aim of introducing art from around the world to the local community and establishing a network of Japanese and international artists.



©S-AIR

○ NPO Oizumi International Education and Skills Diffusion Center

In Oizumi, Gunma, the center actively supports local Brazilian children in learning the Japanese language, customs, and culture. It also organizes a cultural festival where local Japanese and Brazilian can understand each other about their own culture.



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○ SUKIYAKI Meets The World Committee

Every year, the Committee organizes the “SUKIYAKI Meets The World Festival” in Nanto City, Toyama, to introduce music from Asia, Africa, and Central and South America. The cultural activities of the Committee have taken root in the local community and have expanded to the world.



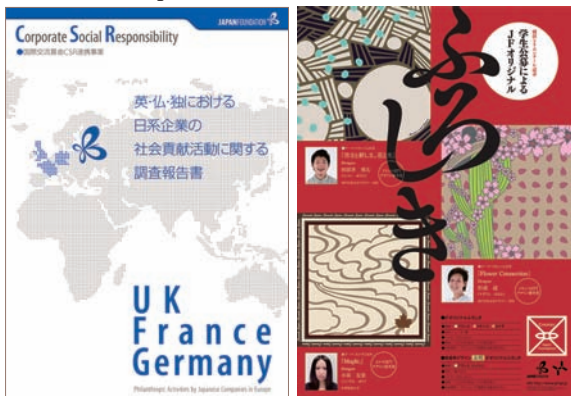
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Office for Project Development and Corporate Partnership

Working more closely with the private sector

The Office for Project Development and Corporate Partnership is working with overseas offices of Japanese corporations committed to international cultural exchange as part of their social responsibility activities. In fiscal 2008, we published reports on our corporate social responsibility surveys conducted last year in Europe (the U.K., France, and Germany), Thailand, India, and Mexico, in Japanese and English (or the local language), and held meetings in those countries to explain the survey results.

The Office is also engaged in the development of original products as part of its PR activities. In fiscal 2008, we introduced “JF Original Furoshiki” (“wrapping cloth”) in commemoration of the Yokohama Triennale 2008. The furoshiki comes in three designs, which were selected from submissions by Japanese students of arts and design. Showcasing the beauty and originality of everyday Japanese products, these commemorative furoshiki cloths were sold in Triennale venues in Yokohama and in museum shops in Tokyo, provided as complimentary gifts to our Japanese and international guests, and provided as prizes for various events and competitions.



Left: The survey report on Japanese corporations' CSR activities in the U.K., France, and Germany (published in August 2008)
Right: JF Original Furoshiki
The both products are available at the JFIC Shop

Joint Research Institute for International Peace and Culture

Contributing to the advancement of intercultural exchange

In April 2008, the Japan Foundation teamed up with Aoyama Gakuin University to establish the Joint Research Institute for International Peace and Culture, located at the Majima Archives on the University's campus.

The mission of the Institute is to contribute to the advancement of international exchange by conducting academic research on international exchange, analyzing and evaluating specific international exchange activities, developing methodologies for international exchange, and using the research outcomes to give back to society. The major activities of the Institute include:

(1) Research on theories and policies on international exchange

- (2) Education on international exchange
- (3) Collection and organization of information related to international exchange
- (4) Publication of research journals
- (5) Interaction with research organizations studying international exchange activities in Japan and abroad

In its first year, the Institute engaged in joint research projects on the themes of “fostering peace through cultural initiatives,” “community revitalization and international exchange,” and “comparative studies on international culture organizations,” and organized related study meetings, symposiums, and a series of lunchtime seminars. The research results were published as a report, *Fostering Peace through Cultural Initiatives (Preliminary Research Report)*, and a journal, *Peace and Culture*. For more details about the Institute, please visit the website at: <http://www.jripec-aoyama.jp> (Japanese only)

Kyoto Office

Promoting collaboration and networking in the Kansai region

Since its foundation, the Kyoto Office has operated as the Japan Foundation's only branch in Japan and has striven to develop an extensive network of the organizations engaged in international exchange activities in the Kansai region.

Specifically, the Kyoto Office offers various event programs, such as *Noh*, *Kyogen*, and other stage performances and the screening of Japanese films, to provide international students and resident foreign nationals with more opportunities to experience Japanese culture. It also organizes lectures, seminars, and meetings by the JF fellows to meet and engage with local citizens interested in international cultural exchange.

Key events in fiscal 2008 include five Fellow Seminars, three film screenings, conducted in the Kansai region, and “An Evening of Noh and Kyogen” in Kyoto Kanze Kaikan, an annual event which has been held since 1973.

The relocation of the office took place on February 23, 2009. At its new office located within the Kyoto International Community House building in Kyoto City's Sakyo-ku, the Kyoto Office has renewed its commitment to promoting international exchange activities through more active and stronger partnerships with local governments and a variety of cultural, arts and academic organizations.



An Evening of Noh and Kyogen