

## Information Services and Cooperation with Other Organizations in Japan

In addition to implementing programs in the three priority areas, the Japan Foundation carries out other activities, including provision of information on cultural exchange activities in Japan and abroad, engaging in collaborative projects with the private sector, and working with universities to carry out research on international exchange.



JFIC Library

### Information Center

#### Providing Access to Cultural Exchange Information

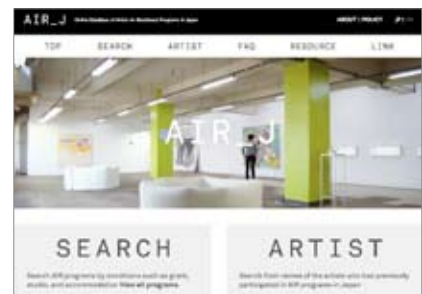
The Japan Foundation Information Center (JFIC) provides information on international cultural exchange activities by conducting public and media relations; communicating related information through a variety of channels, such as *Wochi Kochi* magazine, the annual report, website, blog, e-mail newsletters and other mediums (see p.40); implementing collaborative programs with other organizations in Japan; managing the Japan Foundation Supporters Club; operating the Japan Foundation Awards and the Japan Foundation Prizes for Global Citizenship (see p.8); managing the operation of the JFIC space which consists of the Library and Event Space; welcoming tours and visits; and conducting any other necessary activities.

During fiscal 2009, we published five issues (No.28 to 32) of our bimonthly magazine *Wochi Kochi* (Near and Far), the only periodical in Japan specializing in international cultural exchange (Japanese language only), and featured the following cover stories such as “Danube Europe Encompass Diversity”, “Kabuki Encounters the World,” and “Is Japan Introverted? Finding Active Japanese around the World.” Although the print-based magazine was discontinued in December 2009 with the publication of issue No.32, *Wochi Kochi* has re-launched as a web-based magazine.

The Japan Foundation Supporters Club offered various international cultural exchange events for its members. Major events during fiscal 2009 included a talk and music performance by two Mongolian artists Udbal (folksong singer) and Yilana (Matouqin guitar player); and a lecture by Ogura Kizo, a researcher, on the comparison between Japanese and Korean festivals. The Club also published several issues of the JF Supporters Club Newsletter and the JF



Left: *Wochi Kochi* magazine No. 32, the last edition in a paper-based format



Right: The top page of the redesigned AIR\_J website <http://air-j.info/>

Supporters Club E-mail Magazine to its members. Acceptance of new members of the JF Supporters Club was discontinued as of fiscal 2009.

Our website on artist-in-residence programs in Japan underwent a significant remodeling and made a fresh start as the AIR\_J website. The renewed site now allows viewers to easily retrieve detailed and most current information using the search function.

At the JFIC Library, a special exhibition “Do you know about ‘crêpe-paper books’?” was held in February and March 2010. Crêpe-paper books are beautifully illustrated books of multi-colored woodblock prints featuring Japanese folk tales and life scenes on thin, wrinkled paper, which were published from the Meiji Era (1868-1912) to the early Showa Era (1925-1989). Visitors to the exhibition were mesmerized by the distinct flavor of the old-style books.

## Offering Youth Development Programs and Working Closer with the Private Sector

Furoshiki is the name for traditional Japanese wrapping cloths, which are attracting renewed attention today because of their eco-friendliness. The Office for Project Development and Corporate Partnership held an international Furoshiki design contest for students in 10 countries (Korea, China, Indonesia, Thailand, Philippines, Malaysia, Mexico, Brazil, Russia, and Vietnam). Three award-winning designs were turned into “JF Original Furoshiki” products. In addition, the Office has produced the Japan Foundation’s original Katagami Series (tote bags and postcard/pen/document folder sets), inspired by Katagami traditional paper stencils. These attractive products have been enjoying popularity both in Japan and overseas.

The Office has also been working with overseas units of Japanese corporations to promote international cultural exchange activities.

Left: Poster of JF Original Furoshiki

Right: Poster of Katagami Series products

Original furoshiki and Katagami Series goods are available for purchase at the JFIC Shop.



In fiscal 2009, we surveyed Japanese firms’ corporate social responsibility activities in China (the second round) and Vietnam and also published a report in English of the survey conducted in the previous year in Thailand.

## Holding Seminars and Symposiums to Share Research Results

The Joint Research Institute for International Peace and Culture, located at the Majima Memorial Archives on the campus of Aoyama Gakuin University, is operated under a collaborative partnership between the Japan Foundation and the University.

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

- (1) Research theories and policies on international exchange
- (2) Education concerning 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 fiscal 2009, 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—Good Practices*; a symposium report, *Culture and Society: Examining the Social Impact of Cultural Initiatives*; and a journal, *Peace and Culture* Vol. 2, No.1.

For more details about the Institute, please visit <http://www.jripec-aoyama.jp/>

## Active Collaboration with Various Partners to Introduce Japanese Culture

Working together with a wide range of partners in the Kansai region, the Kyoto Office offers various programs to introduce Japanese culture to international students and researchers.

Such programs include hands-on events such as wagashi confectionary-making, Sake brewery visits, and tour to brocade mills, as well as events with bilingual commentary such as performances of Noh and Kyogen and screening of Japanese films. The Kyoto Office also organizes lectures, seminars, and gathering of the JF fellows to meet and talk with local citizens interested in international cultural exchange activities.



Above: Performance of *Tachiubai* (Stealing the Sword) by Shigeyama Sengoro at “An Evening of Noh and Kyogen”

Right: *Kayoi Komachi* (Komachi and the Suitor) by Kongo Hisanori  
Photos by Takahashi Akio

