

# Summary of Arts and Cultural Exchange Programs

## 1—Cultural Presentation Abroad

Projects: 34 (121 cities in 66 countries) Grants: 63 (99 cities in 46 countries)

In fiscal 2009, the Japan Foundation organized lectures, demonstrations and workshops abroad, and sent specialists in 16 fields of Japanese culture such as Rakugo (comic storytelling), animation, architecture, calligraphy, and cuisine to take part. The specialists included food writer Fujita Chieko, calligrapher Sisyu, Wagashi confectioner Yamaguchi Masato of Saiundo (see p. 15), Rakugo storyteller Katsura Kaishi and architect Ban Shigeru.

## 2—Invitation Program for Cultural Leaders

38 people invited from 26 countries

Distinguished overseas cultural figures were invited to Japan to engage in research and participate in discussions with their Japanese counterparts. Those invited included Afghan musician Ustad Gulzaman, Hungarian culinary professional Peter Buday and Mohamed Ghouse Bin Nasuruddin, president of the National Arts, Culture and Heritage Academy of Malaysia.

## 3—Cultural Cooperation

Projects: 6 (8 cities in 7 countries) Grants: 10 (17 cities in 10 countries)

We organized programs to offer support for an exhibition and display at the Museum of Archaeology Kaman Kalehoyuk (see p. 15), and provided coaching to athletes of the Lebanese Judo Federation, along with support for human resources development in the digital animation field in Jordan and Syria.

## 4—Cultural Exchange at the Grass-roots Level

Projects: 2 Grants: 118

○ As part of environmental education at an international eco-products exhibition in Jakarta, Indonesia, we ran a workshop to introduce Furoshiki (Japanese wrapping cloth), and the same workshop was also held in Vietnam. We also invited 6 American contemporary art curators to promote exchanges with Japanese counterparts.

○ As part of the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme, we invited young NGO/NPO staff and primary and secondary school educators focused on environmental issues and environmental education (40 people from 14 countries) to participate in a project organized under the theme, "Environment: Symbiosis with Nature and a Sustainable Society."

## 5—Group Tour Program for Secondary School Educators

190 teachers invited from 53 countries

With a view to giving young people around the world a better understanding of Japan and improving the understanding young Japanese people have of other cultures, we invited junior high school and high school teachers from around the globe (190 teachers from 53 countries) to visit schools and cultural facilities in the prefectures of Nagano, Fukui, Saitama (Saitama City), Gifu (Ogaki City), Shizuoka (Fuji City) and Nara (Nara City).

## 6—Kaiko Takeshi Memorial Asian Writers Lecture Series

Started in fiscal 1990 with an endowment from the family of the late Kaiko Takeshi, this lecture program for Asian writers marked its 19th

year in fiscal 2009. This year we invited up-and-coming Thai writer Uthis Haemamool to present lectures in Tokyo, Fukuoka, Osaka and Hakodate (see p. 15).

## 7—International Exhibitions

We represented Japan at the 53rd Venice Biennale Art Exhibition (commissioner of the Japanese pavilion: Minamishima Hiroshi; artist: Yanagi Miwa).

## 8—Exhibitions Abroad

Exhibition: 7 (9 cities in 7 countries) Grants: 50

In cooperation with museums in Japan and abroad, we held a number of exhibitions.

● "TWIST and SHOUT: Contemporary Art from Japan" (see p. 12); "WA: The Spirit of Harmony and Japanese Design Today" (Hungary, Germany and Poland); "Flickers: new media art from Japan" (Vietnam); "Voyage: View of the World by Japanese Photographer" (France); and "Kami, Silence-Action: Japanese Contemporary Art on Paper" (Germany).

○ Touring exhibitions [18 themes, 98 exhibitions (97 cities in 57 countries)]

Working with host museums, we also organized touring exhibitions around the world, showcasing a wide range of Japanese culture ranging from traditional to contemporary. They included "Counter-Photography: Japan's Artists Today," "Hidden Japan," "Scenes of Childhood: Sixty Years of Postwar Japan," and "Winter Garden: The Exploration of the Micropop Imagination in Contemporary Japanese Art."

## 9—Exhibitions in Japan

Aiming to introduce world-class art that is little known in Japan, we worked with the Aichi Prefecture Museum of Art to organize the exhibition, "Avant-Garde China: Twenty Years of Chinese Contemporary Art" We also invited 6 Chinese artists to Japan for the exhibition.

## 10—Information Exchange in Visual Arts

Projects to facilitate interaction: four (10 countries)

○ The Fifth Asian Museum Curators' Conference was held in Singapore and Malaysia to build a network of museums in Asia.

○ Invitation of pop culture researcher from Australia to Japan  
Invitation of young people engaged in creative fields: 21 people (13 countries)

Under the JENESYS Programme, we invited artists, designers and other individuals engaged in creative fields to produce artistic works and develop networks.

## 11—Overseas Performances

Projects: 26 (93 cities in 63 countries) Grants: 98

We organized a variety of overseas performances.

● Bunraku performance in Russia, touring musical performances in the Caucasus and Middle Asia, Sawa Tomoe concerts in Korea, the Kita-ryu (school) Oshima Noh Theatre performance in Finland and Sweden, Okinawa folksong concert tour in India, and Kushida Akira animation song concert in Central America.

○ Through the Performing Arts Japan (PAJ) program, we also provided a total of 26 grants to performing arts activities in the



Left: Thai writer Uthis Haemamool  
Middle: the "TWIST and SHOUT" exhibition catalog  
Right: "the Winter Garden" exhibition catalog

United States and Europe to introduce Japanese performing arts to local audiences overseas.

### 12—Invited Performances in Japan

We organized a Balkan Chamber Orchestra concert led by notable Japanese conductor Yanagisawa Toshio to perform in Japan. The orchestra consists of musicians from Kosovo, Serbia and Macedonia.

### 13—International Performing Arts Co-production

Projects: 2 (4 cities in 2 countries)

○ Together with Japanese contemporary dance company Pappa TARAHUMARA and the Kelola Foundation for Indonesian Arts and Culture, we organized a collaborative performing arts project called *Garibaba's Strange World* in Indonesia.

○ In Bangkok and Chiang Mai, in Thailand, we and "Festival/Tokyo" co-hosted the performance of *Koukashita*, a Japan-Thailand contemporary dance collaboration choreographed by Japanese choreographer Ide Shigehiro.

### 14—Information Exchange in Performing Arts

Projects: 8

We worked continuously to facilitate information exchange among performing arts groups, presenters, festival organizers and theaters. Key initiatives included co-hosting the Tokyo Performing Arts Market 2010 and operation of bilingual Japanese-English website *Performing Arts Network Japan* (<http://www.performingarts.jp/>), which provides updates on performing arts in Japan.

### 15—Support Program for Translation and Publication on Japan

Grants: 76 (24 countries)

Through our grant program, we supported 76 publications of translated Japanese-language texts on subjects relating to humanities, social sciences, and arts, as well as support for books on Japanese culture written in foreign languages.

### 16—Book Fair Support Program

Participation in international book fairs abroad: 16 (16 cities in 16 countries)

To introduce Japanese publications and promote better understanding of Japan, we, together with Publishers Association for Cultural Exchange, Japan, participated in various book fairs such as:

- The 8th Bangkok International Book Fair (the theme was Japan)
- The 11th Moscow International Book Fair—"Non/Fiction"

### 17—Promotion of TV Broadcasting Abroad

Provision of Japanese TV programs: 35 (33 countries)

We provided support to overseas television stations to facilitate the broadcast of Japanese television programs, including *Wonder Sugaku Land* and *Waza-ari Nippon*, which were aired on an El Salvador TV station.

### 18—Support Program for Film and Visual Media Production

Grants: 9 (8 countries)

To facilitate a better understanding of Japan overseas, we provided financial support for the production of films and television programs that took included Japan in their subject matter, including a Cuban

documentary film on Japanese immigrants to Cuba and their children.

### 19—Film Festivals Abroad

Projects for film festival/screening: 57 (52 countries)

Grants for screening for Japanese films: 57 (26 countries)

In cooperation with Japanese embassies and consulates, local cultural organizations, and other partners, we screened Japanese films and co-sponsored film festivals around the world. They included:

- Japanese Film Festival—"Eiga Sai 2009"—in the Philippines
- Japanese film festival in Myanmar (among a variety of exchange programs to commemorate the 2009 Japan-Mekong Exchange Year)
- A Touring film festival in Vietnam

We also provided grants to facilitate the screening of Japanese films abroad.

### 20—Film Festivals in Japan

With the aim of introducing Japanese audiences to foreign films that would otherwise not likely to be screened in Japanese theaters, we organized screenings of films from a number of countries. In memory of Yasmin Ahmad, a renowned Malaysian film director who passed away suddenly in the summer of 2009, we as a co-organizer screened some of her work at the Tokyo International Film Festival. We also co-organized the New Asian Currents section of the Yamagata International Documentary Film Festival.

### 21—Information Exchange in Film, TV and Publication

We issued a quarterly newsletter entitled *Japanese Book News* (No. 60-63) for overseas publishers and translators, and a catalog providing basic information on Japanese films called *New Cinema from Japan*. The latter was published in cooperation with UNI JAPAN. We also recognized young Korean writers and translators dealing with Japanese themes with the Japan Foundation BORANABI Award for authors/translators.

### 22—Support for the International MANGA Award and the Anime Ambassador Project

We invited to Japan 4 Gold and Silver prize winners of the International MANGA Award (organized by the International MANGA Award Executive Committee) to honor artists who contribute to the promotion of manga overseas. We also cooperated in overseas screening events for Japanese DVDs subtitled in local languages, held as part of the Anime Ambassador Doraemon project (43 screenings in 27 locations).

### 23—China Center

In fiscal 2009, we invited 35 Chinese high school students under the Long-Term Program for Chinese High School Students. We also newly established the Centers for "Face-to-Face Exchanges" in Xining city (Qinghai province), Lianyungang city (Jiangsu province) and Harbin city (Heilongjiang province). Traffic on our "Heart to Heart" website, promoting cultural exchanges between young people in Japan and China, has also steadily increased.

Left: *Performing Arts Network Japan* website  
Middle: *Japanese Book News*  
Right: *New Cinema from Japan* and two books about Japanese films and the Japanese film industry

