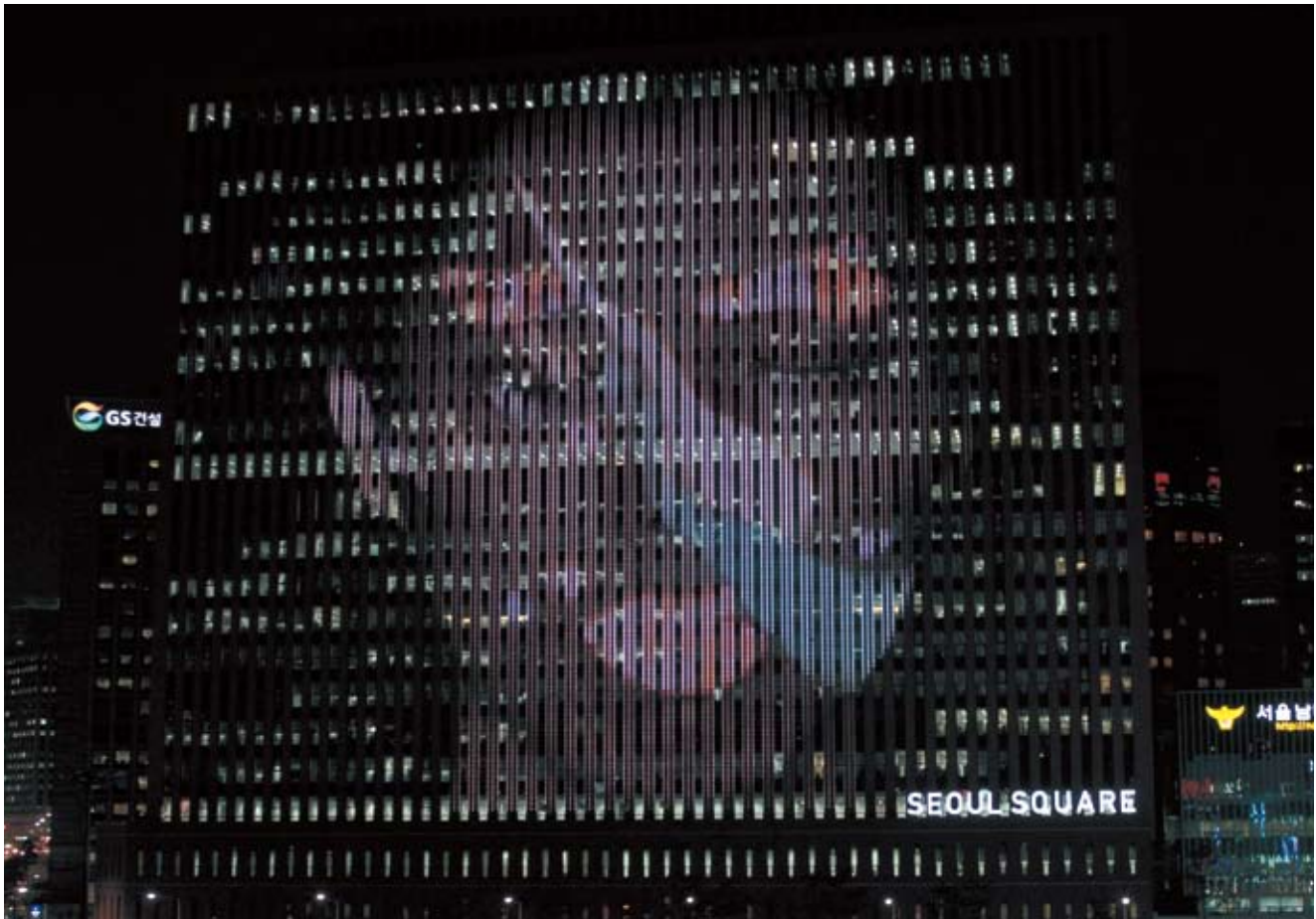


Approaches to Countries/Regions and Activities by Overseas Offices

We formulate program policies in consideration of the government's diplomatic activities and changes in international affairs. We have 22 offices in 21 countries that run various programs designed to meet local situations and needs.



Work by Manabe Daito in "Seoul Square Media Canvas" organized as part of "The New Era: Japan-Korea Collaboration for the Future"

Fiscal 2010 Activity Summary by Country/Region

In fiscal 2010, we involved in a number of activities with a special focus, including a program for strategic and intensive dissemination of cultural information in Korea, the Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Programme, which encourages cultural exchange in the Asia-Pacific region, and large-scale anniversary commemorative events, such as the "400th Anniversary of Japan-Mexico Relations," and "Japan Year 2010 in Turkey."

■ Strategic, Intensive Dissemination of Cultural Information Program in Major Cities

The objective of this program is to introduce the values and appeal of Japanese people and modern Japanese society by offering various events in major cities of diplomatic importance in collaboration with local culture and arts organizations, thereby improving and deepening the understanding of Japan. In fiscal 2010, we held a series of cultural events entitled "The New Era: Japan-Korea Collaboration for the Future" in Korea (see p. 15, p. 35).

■ Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Programme

This program was launched in 2007 in an attempt to lay a firm foundation for Asian solidarity through large-scale youth exchange with East Asia Summit countries (Association of Southeast Asian Nations member countries, China, Korea, India, Australia, and New

Zealand) and other Asia-Pacific countries over a period of five years. The Japan Foundation is playing a role in this program. In fiscal 2010, we invited Japanese-language teachers and learners, as well as young intellectuals, practitioners, artists, designers and other talent to Japan with the aim of nurturing the region's future leaders in various fields.

■ Cooperation in Large-Scale Anniversary Commemorative Events

From 2009 to 2010, the "400th Anniversary of Japan-Mexico Relations" took place, and in 2010, "Japan Year 2010 in Turkey" was held. For these events, numerous cultural exchange activities were organized by the private and public sectors. The Japan Foundation was actively involved in these events in order to promote Japanese culture.

Asia | The Japan Foundation, Seoul

“The New Era: Japan-Korea Collaboration for the Future” in Korea

Working with the Embassy of Japan in Korea, the Japan Foundation, Seoul, hosted “The New Era: Japan-Korea Collaboration for the Future” as a series of cultural events consisting of exhibitions, performing arts programs, movies, youth education programs, and symposiums in Seoul and five other Korean cities in February and March 2011. The program aimed at establishing a new relationship between the two countries through cultural exchanges.

The focus of the program was collaboration among people and organizations in the two countries and mutual efforts to overcome common issues, such as the relationships between tradition and modernity, and cultural diversity and environmental conservation, and harmony between nature and science technology. Each event was held in cooperation with specialists and organizations from both countries. Conducting a number of events over a short period of time provided a great opportunity to work and communicate with local people.

■ We organized a wide range of exhibitions on visual art, such as “Manga Realities: Exploring the Art of Japanese Comics Today,” “WA: The Spirit of Harmony and Japanese Design Today,” and “Seoul Square Media Canvas J-K Collaboration.”



Concert by Ticobo, a group of performers playing percussive instruments made from waste

In the field of performing arts, we hosted the first joint program in Korea on traditional music, the “Japan-Korea Traditional Performing Arts Festival,” a stage performance of a play about a Korean family in Japan entitled *Yakiniku Dragon*, and a concert tour of Ticobo, a group of artists playing percussive instruments made from waste. The “Ware Ware! Korea Japan Film Festival” featuring various movies on Japan and Korea offered new perspectives on relations between the two countries.

Furthermore, we held events to show various aspects of culture. Through a new type of educational project called the Japan-Korea Blastbeat Project, college students from Japan and Korea worked together to host music events. In a publication exchange symposium, publications and translations of Japanese and Korean novels in the respective countries were discussed.

On March 11, 2011, Japan was hit by the Great East Japan Earthquake. Korean people extended their heartfelt sympathy and support to the victims of the disaster at these events. Their actions made us feel that we are moving closer towards our goal of strengthening mutual ties.

Europe | The Japan Cultural Institute in Paris
(Maison de la culture du Japon à Paris)

Taking Advantage of a Convenient Location and Hall Facilities in Conducting Activities to Introduce Japanese Culture

In addition to organizing exhibitions and lectures, we set up an exhibition booth at JAPAN EXPO, which welcomes 160,000 visitors every year.

■ In the fall of 2010, we held a major exhibition titled “Les Arts Décoratifs Japonais Face à la Modernité 1900-1930” (Contemporary Japanese Crafts 1900-1930: A Struggle Between Tradition and Renovation). Seventy-four pieces of fine works produced between 1900 and 1930, including ceramics, textiles, lacquer ware, and metalwork, were displayed. The exhibition was valuable in that a large number of artworks from the Meiji, Taisho, and Showa periods were displayed overseas. As part of the Angoulême International Comics Festival, we invited the author of *The Rose of Versailles*, Ikeda Riyoko, for a talk session. Many young people turned up to her talk.

In the main hall of the institute, the Japanese contemporary dance company Noism performed *Nina*. All shows were sold out, and enthusiastic audiences gave them a curtain call after each performance. We also organized concerts by the unique duo of Shamisen player Agatsuma Hiromitsu and pianist Shionoya Satoru, as well as contemporary dance performances by Umeda Hiroaki.



“Les Arts Décoratifs Japonais Face à la Modernité 1900-1930” held at the Japan Cultural Institute in Paris Photo: C.O. Meylan

Fiscal 2010 was a year that we actively set up film projects, and of the eight screenings we organized, films by Oguri Kohei and Shimazu Yasujiro, featured for the first time in France, were especially well-received. Moreover, we hosted a lecture on *The Tale of Genji* by Imanishi Yuichiro, director of the National Institute of Japanese Literature, a lecture by a winner of the Shibusawa-Claudel Prize, and a talk session by Yumemakura Baku, the author of bestselling novel *Onmyoji*.

■ Our activities go beyond the institute. We set up a booth at the 11th JAPAN EXPO, an annual convention on Japanese popular culture attended by more than 160,000 visitors each year. We endeavor to promote Japanese-language learning, mainly by introducing the Japanese-language learning website launched by the Japan Foundation.

■ We held a unique symposium entitled “If Shinkansen and TGV Do Not Exist.” Representatives of the Japan Railway Company and Société Nationale des Chemins de Fer (French National Railway Company) discussed the commonalities and differences in railway technology development between the two countries.

Introducing Japanese Culture from Multiple Perspectives



Lecture by Sejima Kazuyo

We held high-profile events to introduce the ever-changing continuity of Japanese culture from various perspectives.

Amid the popularity of Japanese traditional performing arts, a lecture by Kabuki actor Nakamura Shibajaku attracted a large audience. An evening talk by Sejima Kazuyo, the first female director of the Architecture Biennale in Venice in 2010, captivated the full attention of a packed audience. Other events to add colors were a live concert by Shamisen and piano duo AGA-SHIO, a performance by jazz ensemble Salle Gaveau, a retrospective on Japanese film director Masumura Yasuzo, and an exhibition titled "Japan: Kingdom of Characters," among others.

For Japanese-language learners, we opened a morning introductory course and short-term courses to learn the language and culture based on certain themes. In addition, we held some ten sessions of "Wai-wai Shaberiamo," free-talk meetings for Italians to practice Japanese with Japanese volunteers. The Japanese Language Proficiency Test saw a new venue added in Venice, and 711 examinees nationwide took the newly revised test.

Introducing Japanese Book Design in the Center of Publishing, Leipzig



Visitors looking at books of excellent design

Among the many activities and events we organized in fiscal 2010, the "Contemporary Japanese Book Design Exhibition" in Leipzig enjoyed a particularly good reputation.

The city is the great center of publishing and known as the seat of international book fairs. The Japanese Bunkobon (paperback) format is said to have originated from the Reclam paperback library in Leipzig. Held at the Museum of the Printing Arts, the exhibition consisted of more than 100 books in eight fields, including Literature, Guides, and Manga/Pop Culture. Despite the rain, 200 guests visited the museum for the opening ceremony. Although book design tend to be avoided as a design exhibition theme in foreign countries because of the language barrier, Japan's sophisticated book design and fine printing techniques were highly admired at the exhibition. A calligraphy demonstration and letterpress printing workshop attracted a great deal of attention. The exhibition drew many visitors who were not simply Japanophiles. We will continue to introduce Japanese culture from new perspectives to give people with only a passing interest in Japan a better chance to appreciate the culture.

Holding Various Events in Multiple Locations including Shanghai Expo



Performance by JAY'ED at J-Pop in China 2011

We carried out many events not only in Beijing and Shanghai, but also in local cities.

In Shanghai we held two exhibitions—one on anime characters and the other on architecture—and organized a Japanese traditional music performance and documentary film screenings. In Beijing and Qingdao we had Katayama Kyoichi, the author of *Socrates in Love*, give lectures, and a joint concert by Japanese musicians amin, Kawaguchi Kyogo, and Kizuki Minami took place in Nanjing. In response to the relaxation of Japan's visa rules for individual Chinese tourists in July 2010, we presented a series of lectures on prefectures in Japan to promote the understanding of distinctive local cultures. People enjoyed lectures and demonstrations by representatives steeped in the local charms of own prefecture.

In China more than 280,000 people applied for the Japanese Language Proficiency Test that was renewed in July 2010. Intensive training courses for Japanese-language teachers in high schools and universities were offered in Beijing, Shanghai, and Guiyang, and more than 330 educators participated in the courses.

Appreciating the Significance of Cultural Exchange through Dramatic Readings



Indonesian actors reading plays by Japanese playwrights

In hopes of helping to find solutions for issues in Indonesian society, we provided an opportunity to review the power and significance of culture through the dramatic readings by Japanese and Indonesian playwrights.

In November 2010, the "Indonesia Dramatic Reading Festival" was held at the Japan Foundation Jakarta Hall under the theme of reexamining Indonesian realism plays. Joned Suryatmoko participated in the "Asia Playwrights Conference" in December 2009 and was deeply impressed by the role and function of the conference. He took charge of the 2010 festival in Jakarta and Yogyakarta, and called for leading Indonesian playwrights to take part. Two works by Japanese playwrights, namely *the Attic* by Sakate Yoji and *Heart of Almond Jelly* by Chong Wishing, *Doctor Resurrection* by Filipino writer Layeta Prizon Bucoy, and three other works were read in Indonesian for the first time. Three new and classic Indonesian plays were also performed. Sakate Yoji was invited to a public discussion with Indonesians involved in the theater industry.

Asia | The Japan Foundation, Bangkok

Film Festival Audience Reaches 5,000 and Other Cultural Events in Neighboring Countries



Discussion on the "Kurosawa Centennial Film Festival"

We organized a variety of cultural and art events and activities.

- The "Akira Kurosawa Centennial Retrospective" event screened 25 films from the work of director Kurosawa Akira, drawing an audience of 5,000 people and widespread media attention. Through other events such as the "Contemporary Japanese Crafts Exhibition," contemporary theater performances, and the Bangkok International Typography Symposium, we tried to convey the stylish, cutting-edge image of Japan. We also engaged in activities in regions where exchanges had previously scarce, holding a series of performances that featured traditional Japanese musical instruments, screenings of Japanese films, and Origami events in the northeastern and southern regions of Thailand. Furthermore, the art of Ikebana was introduced in the neighboring countries of Laos and Cambodia, and in Myanmar we staged a pantomime which drew laughter from over 1,500 spectators.
- We developed and published a new series of textbooks on Japanese language for middle and high school students entitled *Koharu to Issho ni Hiragana Wa-i* (Let's learn Hiragana with Koharu).
- At the fourth annual conference of the Japanese Studies Network of Thailand, manuscript submissions, presentations, and attendees all reached a record high. We also held a seminar on "JIMOTOGAKU," the study of local communities.

Asia | The Japan Foundation, Kuala Lumpur

Enlisting the Cooperation of Japanese Expatriates in Language Programs



Seminar on Japanese language instruction

It has been over 20 years since our center in Malaysia was established. We continue promoting cultural exchange and encouraging the interest and understanding of Japan.

- Covering a wide range of activities from traditional to contemporary culture and lifestyles, we organized events not only in city center, but also the country areas. The Wadaiko (Japanese drum) performance attracted over 2,800 people, far exceeding the seating capacity. The Shamisen concert by the Yoshida Brothers sold out and attracted much media attention. Young creators participated in our invitation program in Japan, and their works were also exhibited in Malaysia for the general public.
- The recent increase of Japanese retirees living in Malaysia prompted us to launch a course for expatriates on teaching Japanese, encouraging communication and enlarging the circle of Japanese language education specialists. Furthermore, we established support programs and strengthened our language courses to augment the increase in Japanese-language education in middle schools.
- We sought to reinforce networks among researchers, and seminars on economic cooperation in Northeast Asia and its impact on ASEAN were held with a Japanese expert at three venues with over 500 participants.

Asia | The Japan Foundation, Manila

Innovative enTree Educational Material for Japanese Language in High Schools



Japanese language education event: 2011 NIHONGO FIESTA

We began a program to promote Japanese language education following the introduction of foreign language education in high schools by the Philippine Department of Education in 2009.

- Our Japanese language educational material, *enTree—Halina! Be a NIHONGOJIN!* has been designed to motivate interest in different languages and cultures, and to improve the communication and problem-solving skills of high school students. Through the study of Japanese, Filipino students can communicate with fellow Japanese language students in other parts of the world, encouraging the understanding of other cultures and enabling them to rediscover the splendid qualities of the Philippine culture through a comparison of similarities and differences with other countries. Edward Tan, a teacher at F. Torres High School in Manila, commented that children could learn acceptance of cultural differences through this educational aid, and that he would use and adapt this material to meet his classroom needs. We hope the study of Japanese will spread to high schools throughout the Philippines in the near future.

Asia | The Japan Foundation, New Delhi

Stimulating Interest in Japanese Culture through Contemporary Arts



Performance by dancer Tanaka Min

With the popularity of dance in India, we began a dance exchange program. Although the latest trends from Europe and the Americas are readily available, there have been few opportunities to learn about contemporary Japanese culture, thus the project was a great success.

- In January 2011, a performance by pianist Takahashi Aki and dancer Tanaka Min was held in collaboration with the National School of Drama (NSD). With Tanaka having danced for the NSD in the past, over 200 eager students and fans crowded into the hall seating only 100 people. People told us it was an unparalleled performance and expressed their newfound interest in contemporary dance. A later stage performance at the Japan Foundation, New Delhi also attracted a wide audience that included devotees of the performing arts and foreign residents in New Delhi. Many people learned of the Japan Foundation and became interested in contemporary Japanese dance. We were gratified that the event promoted public awareness of Japanese culture.

The Fourteenth Japanese Film Festival Draws a Record Audience of 14,000



Panel discussion at the Japanese Film Festival

This year, the Japan Foundation, Sydney continued to expand cross-cultural programs encompassing a diverse range of interests and audiences.

■ The 14th annual Japanese Film Festival was held in six cities (Sydney, Melbourne, Canberra, Perth, Brisbane, and Hobart) and drew record audiences of 14,000. In Sydney and Melbourne alone, 36 films were screened with a total audience of 12,000. Among the noteworthy films shown in Sydney, *About Her Brother* and *Confessions* were highlights. The festival featured special guests Sato Tadao, a film critic, Japan Foundation Award winner, and president of the Japan Academy of Moving Images, Abe Tsutomu, director of *Kyoto Story*, and Shiotani Naoyoshi, director of *Tokyo Marble Chocolate*. Furthermore, various programs were held to complement the festival, including a student forum and anime event. The event's popularity has grown immediately over time, as has the number of collaborating sponsors and groups, 25 in total this year. Besides our popular Japanese Film Festival, we were also involved in the major Australian anime events "SMASH!" and "ANIMANIA," to where several thousands of young Australian anime fans flocked too. The rise in new subscribers to our newsletter after these events is an indication that our appeal to younger generations has been successful.

Diverse Programs on Traditional Culture, the Arts, and Food...



Cinema Kabuki shown at a Vancouver movie theater

Our activities covered a wide range of cultural topics of public interest.

■ We subsidized local film festivals in Vancouver and other cities and organized many events that included the screenings of Japanese films in 11 cities, Cinema Kabuki's Vancouver premiere, a five-city tour by a classical music ensemble, contemporary Japanese photography and Tenugui (traditional washcloths) exhibitions, and a series of talks on literature by prominent Japanese and Canadian authors. We also introduced Japanese traditional and pop culture through our library.

■ Our language activities included support for the Canadian Association for Japanese Language Education and speech contests in Japanese, and administering the Japanese Language Proficiency Test in three cities. We also collaborated with a Japanese-language specialist dispatched to Alberta Education to conduct training programs for teachers and to disseminate information, research, and to promote Japanese-language programs.

■ In Japanese Studies and Intellectual Exchange, our support included the Japan Studies Association of Canada, the Canada-Japan-Korea Social Policy Research Symposium, a symposium on conditions in Japan immediately after the earthquake disaster, and the launch of the Japan Futures Initiative at the University of Waterloo.

Anime Fans and Cosplayers from Japan and Vietnam Come Together



Japanese and Vietnamese cosplayers at Active Expo 2010

More than half the population of Vietnam is under 30 years of age. With this special circumstance in mind, we engaged in a wide range of activities with an emphasis on the introduction of pop culture.

■ We invited YuRi, the World Cosplay Summit champion, to Vietnam's anime and manga event "Active Expo 2010" to become the first Japanese to judge their cosplay contest, and YuRi entertained fans with an authentic Japanese-style cosplay performance. Japanese and Vietnamese cosplayers also danced together in perfect synchronization despite the lack of rehearsal time. It was a great success with a crowd of more than 2,000. At the "Japanese Animation Film Festival," for which over 1,000 people lined up for tickets on the first day, eight films were shown, including *Colorful* by Hara Keiichi and *Spirited Away* by Miyazaki Hayao. As a link-in event we held a talk and mini live show by popular voice actress Saiga Mitsuki, who is also well-known overseas. Her show featured songs and a talk on the rewards of being a voice actress.

Promoting the Understanding of Japanese Culture and Fostering Bilateral Ties



Nara Yoshitomo Exhibition, Asia Society Museum Photo: Elsa Ruiz

We provided financial support, organized training programs, and dispatched personnel for programs intended to further the understanding of Japan's rich and diverse culture and to strengthen relations between Japan and the United States.

■ At the Japan-NYC event (organized by Carnegie Hall) we supported the Nara Yoshitomo art exhibition and a film festival featuring Japanese actresses. We supported an exhibition at the Museum of the City of New York saluting the 150th anniversary of the first official Japanese delegation to visit the United States in 1860. We also organized a program in which Japanese artists based in the United States visited cities in Middle and South America, sending four groups to a total of 13 cities in nine countries.

■ Besides giving grants to U.S.-Japan collaborative projects dealing with global issues, such as climate change and immigration issues, we held a program which enabled the next generation of Japan specialists to travel to Japan, and a program for graduate schools in international affairs and journalism to participate in a study tour of Japan. We also supported grassroots projects to promote a more nuanced and balanced understanding of Japan.

The Americas | The Japan Foundation, Los Angeles

Organizing Joint Programs with the Japanese Business Community



Lecture by Rick Wartzman of the Drucker Institute

We engaged in a diverse range of projects, including nationwide Japanese language education programs, and organized many joint activities with the Japan Business Association of Southern California (JBA).

■ In a joint event commemorating JBA's 50th year, a recital by composer and pianist Kako Takashi was held. The theme of the event—communicating our feelings of gratitude to the local community—was perfectly expressed through his beautiful melodies.

■ The report of our Survey of Philanthropic Activities by Japanese Companies in the United States of America, conducted in eight cities over a period of two years, was issued in May 2010. A gathering to mark its publication was held in November in Los Angeles. Rick Wartzman, executive director of the Drucker Institute of Claremont Graduate University, delivered a lecture which stressed the importance of philanthropic activities as a business management strategy. The writings of Peter F. Drucker have attracted recent interest in Japan through a best-selling book, thus the lecture was of great interest to the businessmen who attended.

The Americas | The Japan Foundation, Sao Paulo

Kyoto Cuisine Inspiring Wonder and Delight



Demonstration on the preparation of Kyoto cuisine

Brazil has many Japanese restaurants with sushi and other Japanese cuisine having gained popularity in recent years. Capitalizing on this popularity, events featuring Japanese food were organized in fiscal 2010.

■ We invited two chefs from famous established restaurants in Kyoto to participate in events on genuine Kyoto cuisine in Brasilia and Sao Paulo. In Brasilia, dishes were prepared using Brazilian food ingredients and sampled by Brazilian government officials, food critics, and writers. They were impressed not only by the taste, but also by the way each dish was created as a work of art, and agreed that it was completely different from the Japanese cuisine of their own experience.

In Sao Paulo, lectures and demonstrations were conducted for the general public on how to prepare vegetables for Japanese dishes and the importance of Dashi (fish stock) as a flavoring in Japanese cooking. The audience was greatly impressed by the way the season, temperature, and condition of the food ingredients are considered in preparing each dish, and enjoyed the spirit of Japanese hospitality firsthand.

The Americas | The Japan Foundation, Mexico

Kabuki Performances Commemorate 400 Years of Relations



Kabuki performance *Sagimusume*

To commemorate the 400th anniversary of bilateral relations, we held Kabuki stage events in Monterrey and Mexico City.

■ The Kabuki performance was the first ever to be held in Monterrey and the first in 22 years in Mexico City. The 19 member troupe included Nagauta (Shamisen music) singers, Shamisen and other musical instruments (Narimono) players, in addition to actors Nakamura Kyozo, Nakamura Matanosuke, and Ichikawa Kinosuke. They performed the plays *Sagimusume* (Heron Maiden) and *Shakkyo* (Stone Bridge), and the audience enjoyed the essence of Kabuki which at times was serene and elegant, and at others, passionate and vigorous. For those in the audience with no knowledge of Kabuki, humorous explanations and demonstrations were given on its history, music, stylized gestures of the Onnagata (a male actor who plays a female role), and the costumes and makeup of the prominent players. The lecture included situations in which the audience was invited to cry together with Onnagata Nakamura Kyozo and to "Mie wo Kiru" (cut a pose) with Nakamura Matanosuke, creating a surely unforgettable experience for the audience.

Europe | The Japan Foundation, London

In-depth Activities Befitting the Stronghold of Dramatic Art



Drama reading of a Japanese play with actors from the U.K.

We engaged in joint activities with partner institutions in the U.K., in addition to self-organized events, towards our goal to promote Japanese culture.

■ Our arts and cultural events are always presenting us with challenges. We cover a wide range of subjects, such as art, theater and film, and try to strike a balance between traditional and contemporary arts and culture and the individuality of the artists so that our programs can appeal to the U.K. public, with its diverse cultural background. With the U.K.'s rich dramatic tradition, many drama aficionados are knowledgeable about Japanese theater, and the lecture on contemporary theater introducing Japanese playwrights and plays from the 1980s and later by prominent critic Senda Akihiko was a great success. We also invited Sakate Yoji and Nagatsuka Keishi, both playwrights and directors, to present a talk show and drama readings with a U.K. cast. The different styles of the playwrights sparked a lively discussion. We also subsidized events such as a puppet play tour of the folk tale *Urashima Taro* and an exhibition of 65 atomic bomb survivors' portraits.

Our First Year Marked by Energetic Bilateral Exchanges



Kongo Hisanori in the Noh play *Show*
Photo: Paco Manzano

The Japan Foundation, Madrid, was established in April of 2010 based on the agreement with the city of Madrid. As a core institution for cultural exchanges between Japan and Spain, we initiated programs in arts and culture and held lectures on Japanese studies.

■ As a major project commemorating our first year, we organized performances of Noh plays of the Kongo School in Madrid, Barcelona, and Lisbon. We also invited Leonard Eto Blendrums (a project combining Wadaiko, tap dancing, and saxophone) to perform at the White Night Festival in Madrid and the Asia Festival in Barcelona. They introduced a new type of music that combines traditional Japanese musical instruments and contemporary music. The events strengthened our relationship with Madrid, Barcelona, and other municipalities, as well as with Casa Asia. We also cooperated with Madrid and Casa Asia in the "Thousand Origami Cranes for Japan" event to support areas affected by the earthquake disaster.

■ In September 2010, we launched training programs by experts in Japanese language instruction and educational counseling, and opened a library with books on Japanese language, manga, and anime.

Poets and Children Match Skills in Haiku and Art



Drawings submitted to the children's drawing contest

Now in our third year, our activities have gained momentum. We organized two highly successful contests, one for Haiku and the other for children's drawings.

■ Russia is a country with a love of poetry, and it is not unusual for people to compose poems as birthday presents. Accordingly, there is widespread interest in Haiku, with many self-styled Haiku poets. The Haiku contest received a total of 3,100 outstanding poems, not only from Russia but from countries of the former Soviet Union, Europe, the Americas, Taiwan, and Japan. Our children's drawing contest, a joint event with the magazine *Fairytale*, also succeeded beyond our expectations. We received a total of 3,366 entries, and again there were many entries from overseas, including Israel, Ukraine, and Belarus. Each drawing expressed warm feelings for Japan and all entries were posted on our website. The event also attracted so much interest among educators that there were many group entries from school and children's art classes. The contest served to showcase the skills of the children and their instructors.

Japan Pop Culture Events Captivate Younger Hungarians



Japan: Kingdom of Characters Exhibition

With a history of friendly relations with Japan, traditional Japanese culture is relatively well-known and popular with the general public in Hungary. In light of this, and with a goal to enhance interest in Japan among the younger generation, we organized events and projects that emphasized the contemporary and pop aspects of Japanese culture.

■ An exhibition that garnered particular interest was the "Japan: Kingdom of Characters," held in cooperation with the Hungary Museum of Trade and Tourism. The multi-media exhibit introduced numerous characters that were popular with the Japanese public from the 1950-60's to the present. It drew crowds of visitors and generated media coverage that exceeded our expectations. In line with the contemporary theme, we invited a journalist to speak about "street fashion" and trends of youth in Tokyo, a topic that captured the interest of fashion-conscious adolescents in Budapest. A unique lecture and slide show on subculture of Japan by photographer and art editor Tsuzuki Kyoichi was co-organized with the Hungarian House of Photography.

Opposing Nuclear Armament and War through Films on Hiroshima



Interview of Tanabe Masaaki by local media

In fiscal year 2010, our film festival "Hiroshima" focused on the city devastated by the atomic bomb. Films served as a medium for many exchange activities.

■ Six films were shown—*Barefoot Gen*, *Children of the Atomic Bomb*, *Yunagi City Sakura Country*, *The Face of Jizo*, *Black Rain* and *Women in the Mirror*. We also invited Tanabe Masaaki, who is an atomic bomb survivor and also filmmaker, for a lecture and film screening, which used CG technology to recreate Hiroshima prior to the dropping of the atomic bomb. The festival was an opportunity to acquaint people with the historical context of the bombing and to describe how it affected the lives of its victims. We believe the festival helped to promote and gain sympathy for Japan's commitment to denuclearization and peace activities.

We also organized the joint music event "Sound Migration" with members from Japan and Turkey, and staged the "Unit Asia Jazz Performance" with members from Japan, Thailand, and Malaysia, which actively introduced creative expressions through collaborations with other Asian countries.