

Summary of Arts and Cultural Exchange Programs

1—Cultural Presentations Abroad

Projects: 28 (106 cities in 60 countries) Grants: 56 (86 cities in 41 countries)

In fiscal 2010, the Japan Foundation sent specialists in 13 fields of Japanese culture, such as cuisine, robots, anime, Ukiyo-e (woodblock printing), and architecture, around the world to hold lectures, demonstrations, and workshops. The specialists included Shibata Takanori, inventor of the therapeutic robot “PARO” (see p.15), anime critic Hikawa Ryusuke, animated film director Yoshiura Yasuhiro, Kawamura Koji, head chef of the traditional Japanese restaurant Tsubajin in Kanazawa (see p.15), Rakugo storyteller Sanshotei Charaku, paper-cutting performer Hayashiya Imamaru, and architect Nishizawa Ryue.

2—Invitation Program for Cultural Leaders

26 people invited from 22 countries

Distinguished overseas cultural figures were invited to Japan to engage in research and participate in discussions with their Japanese counterparts. Those invited included Dominican musician Chichi Peralta, Mongolian actress and director of the State Academic Drama Theatre Suvd Namsrai, Iraqi photographer Fuad Shaker, and managing director of the Thai Public Broadcasting Service Thepchai Yong.

3—Cultural Cooperation

Dispatches: 8 (13 cities in 8 countries) Invitations: 1 (1 country) Grants: 12 (17 cities in 13 countries)

We dispatched and invited specialists in many different fields to support cultural activities abroad by taking advantage of Japan’s knowledge and expertise. Cooperation included helping Russia preserve historical buildings constructed by Japan when it administered South Sakhalin; sending Yamashita Yasuhiro and Inoue Kosei, both Olympic gold medalists, to coach Israeli and Palestinian judo athletes; and providing Polish curators with training programs on traditional Japanese crafts.

4—Cultural Exchange at the Grassroots Level

Projects: 7 Grants: 48 (28 countries)

- We held workshops in three U.S. cities and one Mexican city where we introduced Furoshiki, a reusable Japanese wrapping cloth, from the perspective of environmental education and let the participants try using it.
- To promote a better understanding of Japan among young people abroad, we invited 63 middle and high school teachers from 12 countries in Asia, the Middle East, Africa, and other regions. They visited schools and cultural facilities, and met people involved in education.
- We organized the Japan-Korea Blastbeat Project, an international social education program in which Japanese and Korean university students set up a mock music company to organize a music event from scratch and donate its proceeds to NPOs and other groups of their choice.
- As part of the Japan-East Asia Network of Exchange for Students and Youths (JENESYS) Programme, we invited future leaders mainly

from ASEAN countries. In the following programs, they held lively discussions on major common issues in East Asia and learned how Japan was dealing with them.

- ① “Education for Sustainable Development (ESD)” program with 24 participants from 15 countries
- ② “Community Design” program with 25 participants from 15 countries

5—International Exhibitions

We represented Japan at the 12th International Architecture Exhibition, Venice Biennale (commissioner of the Japanese pavilion: Kitayama Koh; architects: Tsukamoto Yoshiharu, Nishizawa Ryue), and at the 14th Asian Art Biennale Bangladesh 2010 (commissioner: Hayashi Sumi; artist: Nawa Kohei). We also sent an artist (Chim ↑ Pom) and a curator (Hasegawa Yuko) to the 29th Sao Paulo Art Biennale.

6—Exhibitions Abroad

Exhibitions: 9 original exhibitions (13 cities in 8 countries) 93 traveling exhibitions (90 cities in 48 countries) Grants: 59 exhibitions abroad (34 countries) 7 artistic exchanges at the grassroots level (6 countries)

We held a number of exhibitions in cooperation with museums abroad:

- “Manga Realities: Exploring the Art of Japanese Comics Today” (Korea) (see p.12); “Les arts décoratifs japonais face à la modernité 1900-1930” (France) (see p.12); Yamaguchi Akira Solo Exhibition “Singa-planet” (Singapore); “Voyage: Views of the World by Japanese Photographers” (Portugal and Mexico); and “WA: The Spirit of Harmony and Japanese Design Today” (France and Korea)
- Japan Foundation traveling exhibitions [21 themes, 93 exhibitions (90 cities in 48 countries)]

Working with host museums, we organized Japan Foundation traveling exhibitions around the world showcasing a wide range of Japanese culture, including traditional crafts, Japanese dolls, mascot characters, product designs, photographs, and contemporary art. The exhibitions included “JAPAN: Kingdom of Characters,” “Struggling Cities: From Japanese Urban Projects in the 1960s,” “Handcrafted Form: Traditions and Techniques,” “The Spirit of *Budo*: The History of Japan’s Martial Arts,” “Gazing at the Contemporary World: Japanese Photography from the 1970s to the Present,” and “Winter Garden: The Exploration of the Micropop Imagination in Contemporary Japanese Art.”

7—Information Exchange in Visual Arts

Projects to facilitate interaction: 5 (16 countries)

- The 6th Asian Museum Curators’ Conference, held in India to build a network of museums in Asia.
- Invitation of Middle Eastern and American curators to Japan (see p.12).
- Assistance for The Museum of Modern Art in publishing a sourcebook on postwar Japanese art.
- As projects related to the Japan-China-Korea Cultural Exchange Forum, we organized the international symposium “The Mission of Biennials/Triennials: An East Asian Perspective” and an exhibition of contemporary art works by Xijing Men, a team of three artists from



Left: The 12th Venice Biennale International Architecture Exhibition catalog
Middle: “Manga Realities” exhibition catalog
Right: “Singa-planet” Yamaguchi Akira Solo Exhibition catalog

Japan, China, and Korea, at the Aichi Triennale 2010.

Invitation of young people engaged in creative fields: 19 people (13 countries)

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

8—Overseas Performances

Projects: 20 (68 cities in 36 countries)

We organized a variety of overseas performances:

- Noh and Kyogen performances in Spain and Portugal; "AGA-SHIO + Music & Rhythms" concerts in the Democratic Republic of the Congo and South Africa; "TRANS-CRIOLLA" concerts in Argentina, Uruguay, and Chile (see p. 13); J-POP concerts (Kato Kazuki) in Korea; jazz concerts (Unit Asia) in Egypt, Turkey, and India; Butoh performances (Dairakudakan Temputenshiki) in Brazil; Butoh performances in Russia and China (see p. 13); Japanese traditional music concerts in Cambodia, Laos, Vietnam, and Myanmar; and Tsugaru Shamisen and Japanese traditional folk song concerts in the Russian Far East.

Grants (for Japanese groups and individuals): 124

Through the Grant Program for Overseas Performances, we provided grants for Japanese performing artists to perform overseas.

Performing Arts Japan (PAJ): 23 (North America: 13; Europe: 10)

Through PAJ, a grant program for American and European arts and cultural groups that introduce outstanding Japanese performing arts to local audiences, we supported 23 performances and coproduction projects.

9—International Performing Arts Coproduction

Projects: 3 (4 cities in 5 countries)

We organized three international performing arts coproduction projects, including *Japan-Turkey Contemporary Music Collaboration: Sound Migration*, and *Yakiniku Dragon*, a Japan-Korea contemporary play coproduction.

10—Information Exchange in Performing Arts

Projects: 10

We worked continuously to facilitate information exchange among performing arts groups, presenters, festival organizers, and theaters. Key initiatives included co-hosting Performing Arts Meeting in Yokohama 2011 and operating the bilingual Japanese-English website *Performing Arts Network Japan* (<http://www.performingarts.jp/>).

11—Support Program for Translations and Publications on Japan

Grants: 57 (25 countries)

Through our grant program we supported 57 publications of translated Japanese language texts on subjects relating to the humanities, social sciences, and arts as well as books on Japanese culture written in foreign languages.

12—Book Fair Support Program

Participation in international book fairs abroad: 14 (14 cities in 14 countries)

To introduce Japanese publications and promote a better

understanding of Japan, we, together with the Publishers Association for Cultural Exchange, Japan, participated in various book fairs:

- The 21st Abu Dhabi International Book Fair
- The 12th Moscow International Fair of Intellectual Literature non/fiction

13—Promotion of TV Broadcasting Abroad

Provision of Japanese TV programs: 26 (23 countries)

We provided support to overseas television stations to facilitate the broadcast of Japanese television programs, including *Yattemiyou Nandemo Jikken* (Let's Try Science Experiments) and *Umizaru*, which were aired by the Sri Lanka Rupavahini Corporation.

14—Support Program for Audiovisual Production

Grants for film and visual media production: 9 (7 countries)

To facilitate a better understanding of Japan overseas, we provided financial support for the production of films and television programs featuring Japan, including a Croatian documentary film depicting the everyday life of a Croatian who loved writing Haiku.

15—Film Festivals Abroad

Projects for film festivals/screenings: 84 (55 countries)

Grants for screening of Japanese films: 46 (25 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:

- "The 100th Anniversary Film Festival of Akira Kurosawa's Birth" in Korea, the Philippines, Indonesia, Thailand, and Malaysia
- "Hiroshima: Japanese Film Festival 2010" in Egypt, featuring films related to the atomic bombing

We also provided grants for projects organized by other groups to facilitate the screening of Japanese films abroad.

16—Information Exchange in Film, TV and Publication

We issued a quarterly newsletter entitled *Japanese Book News* (No. 64-67) for overseas publishers and translators, and a catalog called *New Cinema from Japan*. The latter was published in cooperation with UNI JAPAN.

17—Support for the International MANGA Award and the Anime Ambassador Project

Grants: 76 (24 countries)

We invited to Japan four gold and silver prize winners of the international MANGA Award (organized by the International MANGA Award Executive Committee), which honors artists who contribute to promoting manga overseas. We also cooperated in overseas screening events for Japanese DVDs subtitled in local languages that were held as part of the Anime Ambassador Doraemon project (46 screenings in 18 cities in 15 countries).

18—China Center

In fiscal 2010, we invited 38 Chinese high school students under the Long-Term Program for Chinese High School Students. We also opened new Centers for Face-to-Face Exchanges in Chongqing and Guangzhou (Guangdong Province). Also, the *Heart to Heart Community Site* promotes cultural exchanges between Japanese and Chinese youth.

Left: *Performing Arts Network Japan* website
Middle: *Japanese Book News* newsletter
Right: *New Cinema from Japan* catalog

