

Tokyo  
Vision  
for Arts  
and  
Culture

Tokyo Metropolitan Government

TOKYO  
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FOR  
ARTS  
AND  
CULTURE

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# TOKYO VISION FOR ARTS AND CULTURE

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Roppongi Art Night 2014  
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## Culture and the Future of Tokyo

Tokyo Vision for Arts and Culture

Tokyo is a city steeped in history and filled with diverse culture. Foreign tourists are surprised to discover that modern and traditional culture coexist here. With the aim of strongly developing Tokyo's distinct culture and values into the "Tokyo brand" and promoting the brand domestically and abroad, and establishing Tokyo as a truly culturally mature city, we have formulated a new cultural vision composed of eight strategies.

With a history spanning over 400 years from the establishment of the Edo Shogunate, behind the culture of Tokyo lays the traditional Japanese spirit. Driving the modernisation and westernisation of Japan, Tokyo imported the most advanced forms of arts and culture through exchange with countries around the world, further developing them into forms all its own. As a result, Tokyo has become a city of culture that is diverse and complex.

Today, Tokyo attracts global attention as a source for new trends in creative industries such as *anime* and *manga*, fashion and design. While these cultural and creative products, standouts on the global market, are extremely contemporary and cosmopolitan in nature, the traditions and culture developed by Japan and Edo (Tokyo) over the course of history are still deeply rooted at the core.

In 2020, Tokyo will host the Olympic and Paralympic Games. In order to return to the original principles of the father of the modern Olympic Games, Baron Pierre de Coubertin, and fuse sports with culture and education, we will advance preparations for an arts festival of unprecedented scale and content. It

will be an event that welcomes the world and can only take place in Tokyo – where tradition meets modernity and East meets West.

Arts and culture are indispensable for the future of urban development. In recent years, arts and cultural programmes implemented in fields such as education, welfare, community revitalisation, and cultural tourism have produced significant results all over the world, and the scale and social impact of these programmes are attracting a great deal of attention. We will strengthen cooperation with major overseas cultural agencies and organisations engaging in such advanced initiatives, proactively develop international arts and cultural exchanges in a variety of areas, including artist-in-residence programmes and art by those with disabilities, and promote city diplomacy in the field of culture.

Japan will soon become an ultra-aging society, one without precedent anywhere in the world, and its population will begin to decline. This is an issue that many nations will eventually face. We must face this reality head-on, and build a completely new kind of mature society. The creativity and innovative spirit inherent to arts and culture will become an important key to this transformation.

Taking the opportunity presented by the Games, we will collaborate with cities all over the world. By opening up the future starting with culture, we will make Tokyo the best city in the world, a city filled with inspiration and dynamism; and pass this legacy on to the next generation. This is central to Tokyo's cultural vision.

# Tokyo: A Diverse and Profound Cultural City

Tokyo Vision for Arts and Culture

## Diversity of culture cultivated through history

Tokyo is a city full of diverse cultures. In recent years, Tokyo has become known as a trendsetter for new cultures, including the latest fashion, design, and *anime*. However, international tourists who visit Tokyo with such impressions may be surprised to see next to new cultures the wealth of ancient shrines and temples, and many traditional arts and culture, including *noh* and *kabuki*, and *rakugo*, as well as traditional craftwork and festivals.

While Tokyo accounts for over half of the sales of the software and information industries in Japan, it also has a concentration of cultural institutions for the traditional performing arts, such as Kabuki-za and the National Noh Theatre.

Tokyo's concentration of various cultural elements is also manifested in the city's composition. There are many culturally distinct towns such as Harajuku, Akihabara, and Asakusa, each displaying a unique dynamism.

Tokyo's culture is often described as a comparison of contrasting elements such as "the coexistence of the traditional and the modern." However, this does not say it all. Indeed, the unique Japanese sensibilities displayed in areas in the global limelight such as fashion, design and pop culture, have actually been cultivated against the backdrop of tradition. Tradition and the modern in Tokyo thus have a spatio-temporal continuity.

Since time immemorial, Japan has suffered from numerous natural disasters such as earthquakes and flooding, and each time the Japanese people have strived diligently to reconstruct their lives. The natural bounty of the ocean, mountains, rivers, and land has been harvested through the respectful approach to nature taken by the Japanese and their persistent efforts to live. This history gave birth to the spirituality of "*Michi wo kiwameru* (mastering the way)" and ritual performances praying for good harvests.

Moreover, within this distinct climate of the country, while taking in outside cultures of both the east and west from time to time, Japan created, matured and developed own traditional culture. The spirituality of

accepting various things, having respect for nature and all creation, and seeking integration and harmony within diversity lies in the source of Japan's creative culture.

## Cultural bonds among citizens

The culture of Tokyo carries on the cultural traditions that flourished in the Kansai region, such as Kyoto and Osaka, from the medieval era through early-modern times. Temple architecture, kana literature, picture scrolls, tea ceremonies, and *noh* plays are some of the best known examples. Edo, the former name for Tokyo, was a city of *samurai* warriors but it maintained peace for a long period of time, a distinct culture of the merchants thrived—particularly famous are kabuki theatre and *ukiyo-e* prints. It is a culture to be called exceptional in the sense that it blossomed from the lives of commoners to become a globally-recognised sophisticated culture.

A large part of the development of culture in the Edo period was supported by the extensive bonds among ordinary citizens. Apart from political systems, cultural bonds play a major role in the shaping of society that is called the "Bonds of Civility\*1." They are one of the reasons for the courtesy, sincerity and delicate sensibilities of the Japanese. It is probably connected to *omotenashi*, the Japanese spirit of showing sincere hospitality to visitors.

During the Edo period, citizens with shared interests in areas such as *haiku* and other forms of Japanese poetry, tea ceremonies, and flower arrangement formed numerous groups where they were able to hone their aesthetic sensibilities. Their shared interests also led to interactions that transcended social status.

*Ukiyo-e* prints and *kabuki* were born out of the lives of commoners, in other words, the popular culture of the Edo period. Because of this, there was a robust market, which enhanced the quality of the culture. In the beginning, they were not considered as high art, but developed over time in response to local customer demands for more sophisticated techniques and content, leading to the birth of globally remarkable art forms.

The technical prowess of artisans and the discerning eyes of consumers during those years live



on today. Tokyo boasts the largest number of artisans and craftsman in the traditional arts in Japan. It has led to the birth of high-quality industrial goods and design.

## Brisk "creator equals consumer" culture

Tokyo's history is one in which each citizen is both an artist and art appreciator/consumer.

Since the Emperor Meiji moved the capital to Tokyo from Kyoto, which had been the residence of emperors for over a thousand years, the population of people learning flower arrangement and tea ceremonies increased significantly. These creative activities of the citizens continue to flourish today. For example, the presence of *haiku* columns in major Japanese newspapers reveals many readers are also *haiku* poets. There are many children learning to play piano, violin, ballet, or Japanese calligraphy from early childhood. There are active movements for citizens to display their creative works. It could be said that *manga* and *anime*, now the focus of great attention, were born out of the everyday lives of the populace. Large-scale exhibition and fairs of self-published fanzines are held in Tokyo, providing a platform for interaction among people sharing the same interest and also helping to raise the next generation of writers and artists. Thanks to the presence of this huge cultural foundation, new works of art are emerging one after another.

## Tokyo: A city presenting the new power and possibilities of culture

Tokyo is a city that presents many proposals for culture. No single centre or norm overwhelms

the others. As it is called "techno-animism," it shows an interest and affection towards many things, from nature and animals to machinery and technology. The generosity and freedom in the culture are the main characteristics of Tokyo.

Enjoying traditional culture and accepting other countries' cultures flourish within this flexible Tokyo. For example, traditional events continued since the Edo period, such as the Sumida River fireworks display, a traditional atmosphere appears with people in the streets dressed in *yukata* (a casual *kimono*) and carrying paper fans. Traditional festivals are held throughout the year in all parts of Tokyo, and the *Bon* festival dances revitalise the local communities. Tokyo's diverse and sophisticated food culture, rated highly by Michelin, is the fruit of acceptance, research, and modification of food from around the world.

In an increasingly globalised world, along with the generation of new bonds between people through culture, the mode of culture fostered by Tokyo, which creates new things while taking in diverse value, would appear to have an even more important meaning. Tokyo has a major role to serve as a city that can present the new power of culture.

\*1 Ikegami, Eiko. 2005. *Bonds of Civility: Aesthetic Networks and the Political Origins of Japanese Culture*. Cambridge: Cambridge University Press

# The Nature and Principles of the Tokyo Vision for Arts and Culture

## The Nature of the Vision

- Serves as the basic guideline for the Tokyo Metropolitan Government promotion of the arts and culture
- Takes on the role of leading and guiding the cultural programmes\*1 for the Tokyo 2020 Olympic and Paralympic Games
- Sets the global strategy for promoting Tokyo's cultural policies to the world

## The Principles of the Vision

**Convey the diversity of Tokyo's distinctive arts and culture**

Tokyo has grown while not only maintaining a culture backed by the spirit and mentality of the Japanese from the very distant past, but, since the establishment of the Edo Shogunate, by also taking in the diverse forms of arts and culture brought about by the coming and going of people. Accordingly, Tokyo is a city that blends tradition with the modern, and where east meets west. It is a unique cultural city with a rich diversity and depth. Tokyo's distinctive cultural value, which embodies this uniqueness and diversity, will be strongly promoted both in Japan and abroad as the Tokyo brand.

**Position the arts and culture as the pillar of Tokyo's further growth**

Tokyo has many areas full of latent power including communities with traditional culture rooted in the lives of the residents and places where diverse, highly individualistic cultural institutions are found. For Tokyo to continue growing, we aim to make it the most dynamic and mature cultural city in the world by positioning the arts and culture as an important urban tool, and seeking to enhance both cultural richness and economic revitalisation.



**Create tangible and intangible cultural legacies\*2 by seizing the opportunity presented by the Tokyo 2020 Games**

The Tokyo 2020 Games present a huge opportunity to dramatically advance the promotion of the arts and culture in Tokyo and make Tokyo a strikingly unique, world-class cultural city. Thus, by holding original, diverse and attractive cultural programmes during the Tokyo 2020 Games, we will create dynamic tangible and intangible legacies such as "people," "schemes," and "platforms," and pass them on to the next generations.

\*1 In the Olympic Charter of the International Olympic Committee (IOC) the cultural programme is defined as "a programme of cultural events which must cover at least the entire period during which the Olympic Village is open."

\*2 The International Olympic Committee (IOC) defines legacy as a "long-term, positive effect." Just as the Games serve as an occasion to promote the construction of institutions and roads, in the realm of the arts and culture, the implementation of cultural programmes lead to fostering the next generation and the creation of various mechanisms.



**Promote interaction between people and the creative activities of artists from around the world on the Tokyo stage**

Artists today are actively addressing social issues and undertaking efforts to generate solutions from the perspective of the arts and culture. The power of arts and culture also has the potential to solve social issues such as welfare, education, and community development. For all kinds of people in the world, including children and disabled people, to interact with each other in Tokyo through the arts and culture, and for artists from around the world to come to Tokyo to conduct creative activities, will foster mutual understanding that transcends national borders and a sense of global solidarity, and the realisation of world peace.

**Spread initiatives taken to transform Tokyo through the power of the arts and culture throughout Japan, and create a new Japan that is driven by culture by rallying everyone's strengths**

Tokyo can enhance its value and continue to develop as an attractive city by restructuring its arts and cultural resources and manifesting new possibilities. We must use the arts and culture to create a new Japan that will draw the attention of the world by not only undertaking these initiatives within Tokyo but spreading them across the country, and accelerating cultural exchanges within Japan. To this end, we will promote the building and reinforcement of collaboration between all people and organisations, including the Tokyo Metropolitan Government itself, the national government, other local authorities, artists and organisations for the arts and culture, NPO, universities, corporations such as developers, the residents of Tokyo, and visitors to the city, and emphasise the fact that we all play an indispensable role in realising this vision.

# Tokyo Vision for Arts and Culture: Cultural Strategies and Major Projects

Tokyo Vision for Arts and Culture

## 8 Cultural Strategies

## Directions of the Policies

### Cultural Strategy 1

Seek out the uniqueness and diversity of Tokyo, where tradition and the modern coexist and fuse.

- Let the world know more about the attractive arts and culture of Tokyo, where tradition and the modern coexist and fuse.
- Pass down to successive generations the traditional culture of Tokyo, a source of Tokyo's uniqueness, and promote its preservation.

### Cultural Strategy 2

Strengthen Tokyo's message as a city of arts and culture by raising the allure of its diverse cultural centres.

- Have the arts and culture serve as an urban tool in each area that has distinct cultural features and enhance each area's attractiveness as a cultural centre.

### Cultural Strategy 3

Build a social foundation that enables everyone to enjoy the arts and culture.

- Promote schemes that will enable all children, young people, and disabled people to enjoy the arts and culture, and create urban richness as a mature city.
- Build an environment where all people including children, the elderly, the disabled, and foreign

### Cultural Strategy 4

Discover and foster diverse talent, centering on young emerging artists in Japan and overseas, and provide them with new creation and business opportunities.

- From a global perspective, discover and foster new talent and human resources who will create Tokyo's cultural dynamism and drive the world.
- Make Tokyo an attractive destination by actively welcoming talented artists, designers, and others from Japan and the world, and providing them with

### Cultural Strategy 5

Promote exchanges in the arts and culture based on city diplomacy, and enhance international competitiveness.

- Organise festivals and other events that have strong international appeal, and strengthen Tokyo's function as the hub of the arts and culture market in Asia to firmly maintain its status as a stronghold of arts and culture. This will enhance Tokyo's value as a city and its international competitiveness.

### Cultural Strategy 6

Leverage the power of the arts and culture to address social and urban challenges in areas such as education, welfare and community development.

- Leverage the power of the arts and culture to solve issues in areas including education, welfare, and community development.

### Cultural Strategy 7

Develop creative industries and generate innovation through the fusion of advancing technologies and the arts and culture.

- Pursue the possibilities of the creation, circulation, appreciation and experience of new arts and culture utilising innovative technologies that power the age.

### Cultural Strategy 8

Realise the best cultural programme ever and draw out Tokyo's power by using Tokyo's arts and culture.

- On the occasion of the Tokyo 2020 Olympic and Paralympic Games, use the entire city to implement advanced and unprecedented cultural programmes that symbolise Tokyo's unique dynamism, and promote Tokyo's attractions to the world.

succession, and further development.

- Rethink the value of tradition in our ever-changing modern society and shine a new light on its latent potential.

- Highlight the features of each of the centres, and enhance and promote the attractiveness of Tokyo as a whole to direct the attention of the peoples of the world to Tokyo's attractive arts and culture.

residents, can easily come in touch with the arts and culture at cultural institutions.

- Enable all residents of Tokyo to participate in creative activities, and have the proactive and voluntary activities of citizens lead to a rich future society.

places to pursue their activities. This will enhance Tokyo's capabilities and further potential as a city of culture.

- Enable the innovative expressions of talented artists and support their business development.

- Develop networks with major overseas cultural institutions and organisations, pursue the continued promotion of intercultural understanding, and promote city diplomacy with regard to culture.

- Build partnerships with various organisations, including NPO and private companies, to proactively support pioneering and experimental efforts that will solve issues facing society.

- Develop a highly liberal environment that encourages innovation by promoting new match up between talented and diverse creative human resources and global corporations, and facilitating the development of creative industries that drive Tokyo's economic growth.

- Link the initiatives for the Tokyo 2020 Games to the creation of tangible and intangible legacies of the Olympic and Paralympic Games, and pass them on to the next generation, thereby making Tokyo a world-class cultural city.

## 10 Key Projects

### Implement a large-scale festival of the arts and convey this to the world

Establish a comprehensive urban art festival that brings together art from various genres including traditional performing arts, theatre, and the fine arts. Although it will mainly be held at several cultural institutions, performances will also be held at small theatres and public spaces, with all of Tokyo becoming its stage. This will be a festival that goes beyond the borders of art genres.

Pass down and convey traditional culture by enabling children and international tourists to experience genuine traditional arts.

Implement experiential programmes, covering a broad range of traditional culture such as noh theatre, Japanese music, rakugo, and the tea ceremony, targeting primary and junior high school students in cooperation with schools throughout Tokyo, and also carry out programmes that will enable international tourists to appreciate and experience Japanese culture in a short period of time.

Enhance the attractiveness of diverse arts and cultural centres.

Enhance the attractiveness of areas including Ueno, Ikebukuro, Shibuya, Roppongi, areas around Tokyo Station, redevelopment areas of Minato and Shinagawa wards, waterfront areas, Ryogoku/Fukagawa, Tama area, and the islands, and promote them to the world.

Implement a large-scale education programme that enables all children and young people to get involved with arts and culture.

Create platforms, such as at metropolitan cultural institutions, children centres and community centres, where children and young people can hold exchanges with artists from various fields and experience a broad range of arts and culture.

Promote the networking of arts and cultural institutions in the Tokyo Metropolitan Area.

Introduce a common admissions system for the arts and cultural institutions in Ueno. Propose the implementation of common events to gather more visitors at night.

Implement initiatives, such as support for art by disabled artists and promotion of activities to encourage art appreciation and participation by disabled people, for recognition of Tokyo as a city that is barrier-free with regard to culture.

Along with establishing a space to exhibit art brut at the Museum of Contemporary Art Tokyo, support the activities of NPO and other organisations that encourage creative activities as well as appreciation and participation in the arts by disabled people.

Proactively take in and support the overseas advancement of gifted, emerging talent through initiatives such as the establishment of a new face award, which would serve as the gateway to success for young artists.

Establish a new face award and others that will support the international activities of emerging young artists and provide support for their advancement overseas through systems such as scholarships. Cultivate talent on an ongoing hub.

Boost intercity exchange by positioning the arts and culture as a cornerstone of city diplomacy.

Expand exchanges with European and US cities in areas including contemporary art and the performing arts, and also promote exchanges with the cities of Asia such as cultural exchange between museums.

Leverage the power of the arts and culture to support areas in the Tohoku region that were affected by the 2011 earthquake and tsunami and support community development efforts across Japan.

Roll out initiatives taken by artists, NPO and others to revitalise communities throughout Japan.

Implement leading projects internationally and nationally, which will serve as a guide for cultural programmes implemented from the Rio 2016 Games.

Implement projects such as the "Tokyo Caravan (tentative)" with the participation of artists from a broad spectrum of fields, and large-scale art programmes by disabled artists, introduce and promote Japanese culture at the Rio 2016 Games, and build a scheme for "artist-in-residence".



Public presentations by children on their experience with the traditional performing arts under the guidance of top artists (2013) (Tokyo Traditional Arts Program "Traditional Performing Arts for Kids")

## Cultural Strategy

Seek out the uniqueness and diversity of Tokyo, where tradition and the modern coexist and fuse

### Potential of arts and culture in Tokyo

- Tokyo's arts and culture are underpinned by the uniqueness and diversity brought about by the coexistence and fusion of tradition and the modern, and cultures reflecting the past, present and future influencing one another and enhancing their respective values.
- In Tokyo, there is a solid foundation for everyone to enjoy and receive a wide variety of art, ranging from traditional performing arts like *noh* and *kabuki* to classical music and pop cultures.
- In such fields as fashion, design and architecture, Tokyo continues to have a fresh impact on the world as the source of new trends that have been cultivated and created under the influence of tradition.



The Japanese Classical Dance "Orchestra" (Kyo 2) (Tokyo)  
© Katsumi Kiyama (Photo copyright of Tokyo Banka Kaikan)

### Policy direction

- Stage large-scale art festivals assembling the full spectrum of arts, including traditional performing arts, theatre, dance, music and contemporary art that represent the diverse and profound arts and culture of Tokyo.
- Promote collaboration between artists and Tokyo's strengths of technological competence and design, harmonise arts and culture, and produce new pieces of work and artistic expressions.
- In order to understand the significance of traditions in the modern period and create new cultures for the following generation, properly convey and pass on the value of traditional cultures to children by offering them programmes where they can experience *noh*, Japanese music, *rakugo* and *sado* (tea ceremonies) in cooperation with schools.
- Reinforce efforts that enable international tourists to experience and appreciate the quintessence of traditional cultures, such as *noh*, traditional dance, *sado*, *kado*, the folk performing art of *kagura* and the *kiyari* (lumber-carriers' chant), which have been cultivated in the country's long history and still run deeply throughout Tokyo's arts and culture.
- Enhance overseas PR activities by forming ties with international broadcasters and building relationships with overseas media, and promote the attractiveness of Tokyo's arts and culture around the world.

## Message from

Honorary Chairman, Shiseido Co., Ltd  
Director, Tokyo Metropolitan Museum of Photography  
Committee Chairman, Tokyo Arts and Culture Committee

## Yoshiharu Fukuhara



Based on a series of discussion among the committee who are representatives from all quarters, the foundation to realise the Tokyo Vision for Arts and Culture was finally laid. However, our final goal is not just to deliver the vision.

Towards 2020, we must be careful not to deliver projects as if to hold a clearance sale of the Japanese culture with the aim of showing it to the world. The original objective of cultural projects has got to be for uniting people from all over the world and creating opportunities to think about the global understanding and peace.

Considering the Tokyo 2020 Olympic and Paralympic Games as a chance of a lifetime, it should be the opportunity people from all over the world will not only see the various aspects of the Japanese culture, but also be interested in acting as a bearer of a new movement based on the Japanese culture afterwards.



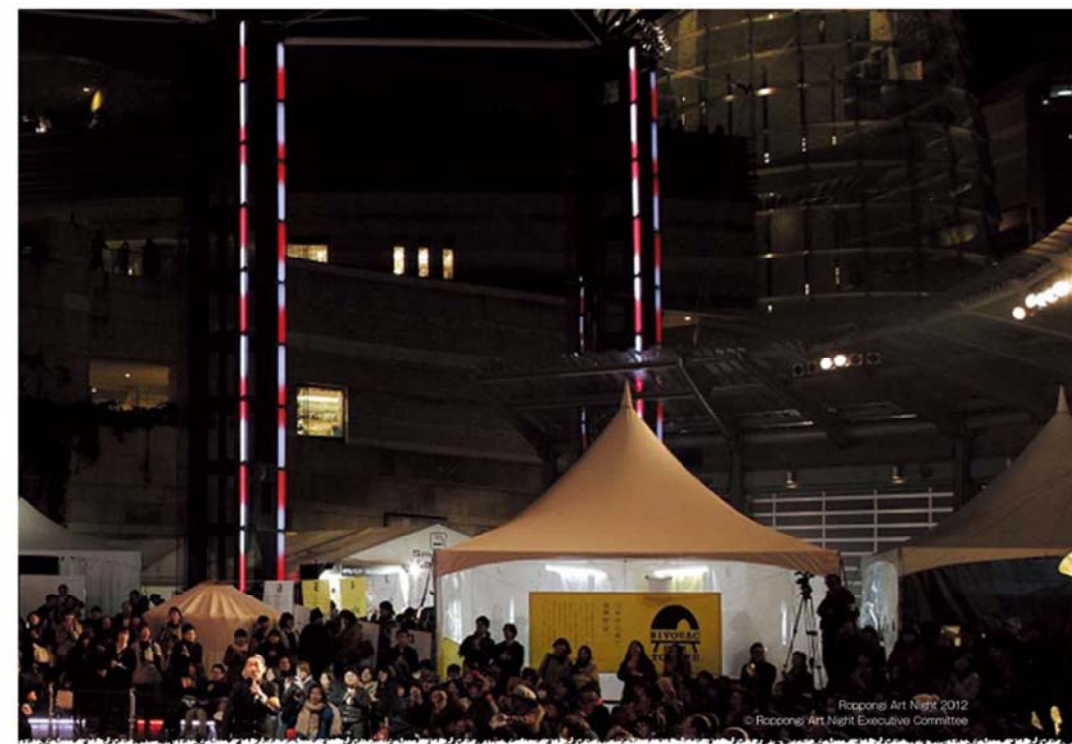
## Cultural Strategy

Strengthen Tokyo's message as a city of arts and culture by raising the allure of its diverse cultural centres

### Potential of arts and culture in Tokyo

- Numerous diverse cultural institutions are concentrated in Ueno, Roppongi, Ikebukuro, areas around Tokyo Station, and Shibuya, such as museums, art galleries, performance halls, cinemas, and other venues.
- Akihabara is famous for *anime*, video games, and other forms of pop culture. Harajuku is known for generating *kawaii*\*1 style and other global fashion trends. Kagurazaka retains the aura of Edo, pre-modern Tokyo. These are just a few of the many areas full of unique cultural resources.
- Tama region will undertake urban development, and has the potential to become a platform for arts and culture due to its high concentration of higher education institutions related to arts and culture.

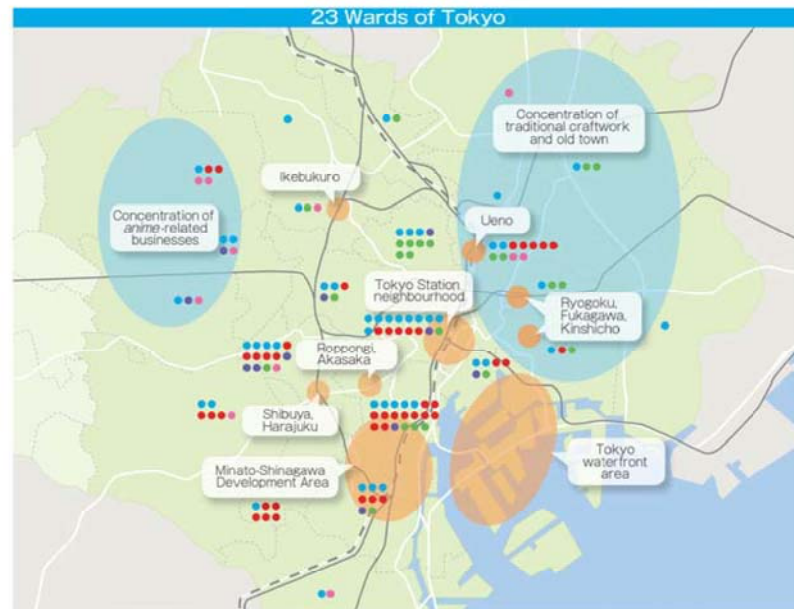
\*1 The quality of cuteness in the context of Japanese culture.



Roppongi Art Night 2012  
© Roppongi Art Night Executive Committee

### Policy direction

- Invigorate community development with unique arts and cultural resources through partnerships between the Tokyo Metropolitan Government, the national government, NPO, and arts and cultural organisation, among others.
- ▶ Ueno represents the core of Japan's foremost educational and cultural institutions that hosts "Ueno Bunka no Mori" project.
- ▶ Cultural resources are rising as a part of urban renewal in Ikebukuro, Shibuya-Harajuku, Roppongi, Akasaka, and areas around Tokyo Station. Major development projects are underway in the Minato-Shinagawa redevelopment area. In Tokyo's waterfront area, arts and culture will form an integral part of the cityscape as the legacy of the Tokyo 2020 Olympic and Paralympic Games.
- ▶ Tradition and the modern come together in Ryogoku, Fukagawa, Kinshicho, with the Edo-Tokyo Museum and the Museum of Contemporary Art Tokyo at its core.
- ▶ In Tama and the islands, numerous types of local performing arts and other manifestations of traditional culture thrive. Tama area is also the home of many art universities.
- **Raise global awareness of cultural centres as the core element of the branding strategy for the Tokyo metropolitan area by bolstering public communication overseas through relationships with international media.**
- Promote the conservation of historical scenery and architecture where the cityscape, history, and culture blend together.



● Performance Halls  
(Seating capacity: 1,000 or more)  
(Source: Public halls were identified through the use of Directory of Public Theatres and Halls in Japan, published by The Association of Public Theatres and Halls in Japan (public interest foundation). Privately owned halls were identified through Musical Performance Yearbook 2014, published by the Japan Federation of Musicians (public interest foundation), and Theatrical Performance Yearbook 2014, published by the Japan Theatrical Actors Association (public interest association)).

● Museums  
(Source: Member museums of the Japanese Council of Art Museums\*)  
\* Organisation established with the purpose of enabling museums nationwide to communicate and collaborate with each other, regardless of their ownership (national, public or private). (371 member museums as of May 22, 2014)

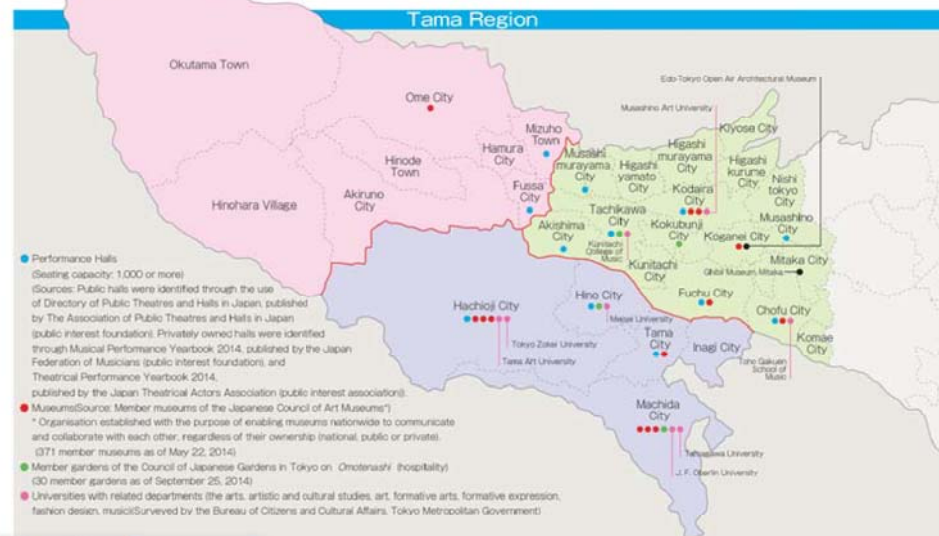
● Noh Theatres  
(Source: Nohgaku Performer's Association (as of March 2015))  
● Member gardens of the Council of Japanese Gardens in Tokyo on Omotenashi (hospitality) (30 member gardens as of September 25, 2014)  
● Universities with related departments (the arts, artistic and cultural studies, art, formative arts, formative expression, fashion design, music)  
(Surveyed by the Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government)

\* There are many more museums, theatres and other cultural resources in addition to the ones shown above.



Festival of Tokyo 1.4  
"Festival Fukushima"  
Nishikubo Nishikubo Park  
Photo: Ryosuke Kikuchi

Many forms of local performing arts and other manifestations of traditional culture thrive in all the municipalities of the Tama Region, where several universities specialising in the arts find their homes.



## Northern Tama

<b>Tachikawa City</b>	Shishimai (lion dance)
<b>Musashino City</b>	Hayashi (traditional musical accompaniment)
<b>Mitaka City</b>	Hayashi, Dangomaki (scatter dumpling ritual) at the Yakushi-den, Nozaki Hachiman Shrine
<b>Fuchu City</b>	Taiko-ko (buddhist drum folkways in Musashifuchu), Musashifuchu no Kurayami Matsuri (festival of the dark Musashifuchu), Soban Nembutsu (prayer to the Amida Buddha accompanied by a small gong), Hayashi
<b>Akishima City</b>	Hajima Hiyoji Jinja no Sakaki Matsuri Sacred tree branch festival at Hiyoji Shrine in Hajima, Nakagami no Shishimai, Hayashi
<b>Chofu City</b>	Hayashi
<b>Koganei City</b>	Itayatsuriningyo (string puppetry) of the Edo Era, Hayashi, Noutai (Noh chanting), Mochi-tsuki (rice cake making ritual in Sekincho)
<b>Kodaira City</b>	Hayashi
<b>Higashimurayama City</b>	Gagaku (court music and the Dance of Urayasu), Hayashi
<b>Kunitachi City</b>	Shishimai
<b>Komae City</b>	Hayashi
<b>Higashiyamato City</b>	Hayashi
<b>Kiyose City</b>	Fusegi (a ritual to prevent epidemic and evil in Shitajuku), Hinohara Matsuri (fire festival in Nakazato), Hayashi, Kiyotojishi (Kyoto lion dance)
<b>Higashikurume City</b>	Shishimai, Hayashi
<b>Musashimurayama City</b>	Soban Nembutsu (prayer to the Amida Buddha accompanied by a small gong), Hayashi, Shishimai, Fujiko (Mt. Fuji worship pilgrimage) in Yatsusengen Shrine
<b>Nishitokyo City</b>	Hayashi

## Southern Tama

<b>Hachioji City</b>	Hachioji Kurumaningyo (Hachioji Puppetry), Shishimai, Ryutoma (dragon's head dance), Kiyari (work song), Kamlange no Seenokami (traveller's guardian deity of Kamlange)
<b>Machida City</b>	Shishimai, Hayashi
<b>Hino City</b>	Hayashi
<b>Inagi City</b>	Edo no Sato Kagura (sacred Shinto music and dance), Momura no Hebiyori Gyoji (a ritual to prevent epidemic using thatch-made-snake), Shishimai

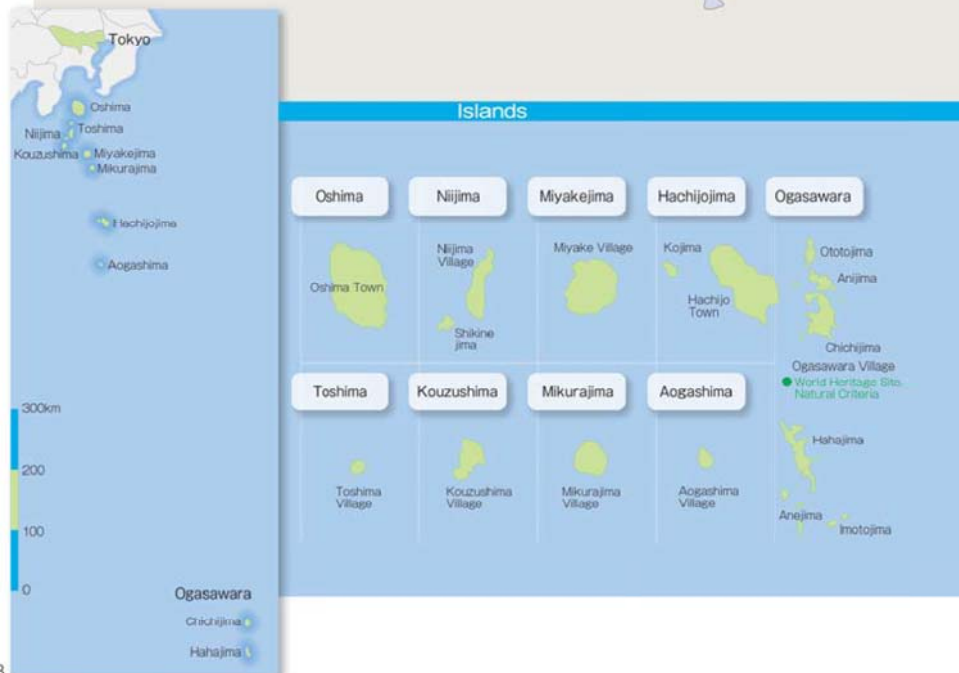
## Western Tama

<b>Ome City</b>	Torokashiwa Jinja no Sairoi Gyoji (A series of Shinto ritual events in Torokashiwa Shrine), Musashimake Jinja no Daikagura (sacred Shinto music and dance at Musashimake Shrine), Sawai no Shishimai, Shishimai
<b>Fussa City</b>	Hayashi, handcraft skills for the Mikinokuchi (Shinto Ornament)
<b>Hamura City</b>	Hayashi
<b>Akiruno City</b>	Akkawa Kabuki, Sugao Kabuki, Shishimai, Hayashi, Kagura (sacred Shinto music and dance), Boutsukai (cudgel-playing of Nishitokura)
<b>Mizuho Town</b>	Shishimai, Hayashi
<b>Hinode Town</b>	Shimohira no Houou no Mai (dance of the phoenix in Shimohira), Soban Nembutsu (prayer to the Amida Buddha accompanied by a small gong), Shishimai, Hayashi
<b>Hinohara Village</b>	Hinoharamura no Oto Shinji (Shinto ritual of the sacred meal at Hinoharakasuga Shrine), Hinoharamura no Shikisamba (Noh prelude of Hinohara Village), Ozawa Shikisamba (Noh prelude of Ozawa), Sasano Shikisamba (Noh prelude of Sasano), Kashiwagi no Jinai Kagura (sacred Shinto music and dance of Kashiwagi), Kazuma no Daikagura (sacred Shinto music and dance of Kazuma), Fujikura no Shishimai, Kazuma no Shishimai, zuma no Shishimai
<b>Okutama Town</b>	Kashima Odori (Kashima dance of Oguchi), Oguchi no Kyodo Goino (series of local folk performing arts of Oguchi), Kotozura no Shishimai, Kan-niwa no Kagura (sacred Shinto music and dance of Kan-niwa), Shishimai

## The Islands

<b>Oshima Town</b>	Okada Hachiman Jinja no Shogatsuai (New Year's festival at Okada Hachiman Shrine), Yoshiya Jinja no Shogatsuai (New Year's festival at Yoshiya Shrine), Kagura (sacred Shinto music and dance)
<b>Toshima Village</b>	Toshima Hachiman Jinja no Yabusame (archery ritual at Toshima Hachiman Shrine)
<b>Nijima Village</b>	Folk performing arts of Nijima, Odori (grand dance of Nijima), Nijima no Kagura (sacred Shinto music and dance of Nijima), Shishi Kiyari (lion dance performed to traditional work songs)
<b>Kouzushima Village</b>	Katsuo Tsuri Gyoji (bonito fishing ritual on Kouzu Island)
<b>Miyake Village</b>	Rituals in Miyake Island, Miyakemura no Yominchara (A folk ritual for housewarming of Tsubota area), Toga Jinja no Meguri Mikoshi (divine palanquin parade of Toga Shrine), Gosai Jinja no Shinji (Shinto ritual held at Gosai Shrine), Oshaku Jinja no Shinji (a series of Shinto ritual at Oshaku Shrine), folklore songs and dance of Miyake Island
<b>Mikurajima Village</b>	folklore song and dance of Mikura Island
<b>Hachijo Town</b>	Folk performing arts and songs of Hachijo Island, Kashitate no Baodori (a dance in place of Kashitate), Kashitate no Teodori (a dance with hand movement of Kashitate)
<b>Aogashima Village</b>	Aogashima no Shimadori (folk dance of Aogashima)
<b>Ogasawara Village</b>	Ogasawara no Nanryo Odori (a folk dance from the South), Ogasawara no Minyo (folk songs of Ogasawara)

\* Intangible folk cultural properties list were compiled from the Comprehensive Catalogue of Tokyo Metropolitan Cultural Properties (December 2014), and it include properties designated by national, metropolitan, and municipal authorities.  
\* Hayashi, shishimai, and other properties designated from the municipal intangible folk cultural properties are collectively designated in one category.





## Message from

Songwriter  
Producer  
Committee member, Tokyo Arts and Culture Committee

Yasushi Akimoto

### Tokyo is alive

I was born and raised in Tokyo, but it doesn't mean that I know everything about the city. Tokyo I know is that there are 13.39 million citizens with each stories as well as 126.97 million citizens of Japan have their own stories of Tokyo. The culture consists of these stories interwoven with one another like a tapestry. And the tinge of colour wasn't created in a day, but over a long period of time that has become the appeal of Tokyo.

Furthermore, a "new Tokyo" is being brought in Tokyo both from other cities of Japan and the world, and the city changes on a daily basis.

Promoting the arts and culture in Tokyo, I would like to put together "the Tokyo everyone knows" with the input of as many people as possible, and to think about the things that must change and that must not.

Tokyo is alive. What do you know about Tokyo?



## Message from

Art Director  
Committee member, Tokyo Arts and Culture Committee

Katsumi Asaba





## Cultural Strategy 3

Build a social foundation  
that enables everyone to enjoy  
the arts and culture

### Potential of arts and culture in Tokyo

- Japan boasts vast cultural foundation, with many children learning piano, violin, ballet and *Shodo* calligraphy from early ages, and Tokyo citizens actively presenting works they create.
- Public museums, community centres and other public institutions are used for citizens' cultural activities in different parts of Tokyo. There are also many corporations support culture, and they are contributing to the promotion of arts and culture by establishing art galleries, museums, theatres and music halls.
- A variety of organisations are involved in the promotion of arts and culture, and there are numerous opportunities for citizens to enjoy rich everyday lives full of cultural inspirations, with easy access to various forms of arts and culture, ranging from traditional to contemporary.



Art appreciation programme for the visually impaired  
(Museum of Contemporary Art Tokyo, 2014, photo: Yuzuke Nakajima)

### Policy direction

- Establish educational programmes that enable all children and young people to get proactively involved in the arts and culture at schools, after-school classes and community centres, including exchanges with artists from various fields.
- Enhance the attractiveness of cultural institutions and promote the networking of arts and cultural institutions in the Tokyo Metropolitan area, including the introduction of common admission tickets using IC cards, extension of opening hours, multilingualisation, Wi-Fi, digital archives, and barrier-free access.
- Become the most advanced barrier-free city in the world in terms of culture. Developing a creative environment to support disabled artists to express and participate in artistic activities.
- Promote the consolidation and multilingualisation of information on exhibitions and performances to be held in Tokyo, including establishing a website where people can gather and browse information about arts and culture in Tokyo.



## Message from

Chief Director, Centre For Arts Policy & Management,  
Mitsubishi UFJ Research and Consulting Co., Ltd.  
Committee member, Tokyo Arts and Culture Committee

Yoshiyuki Oshita

I believe that the Tokyo Vision for Arts and Culture has three objectives and significance.

The first objective is to increase the appeal of the arts and culture in Tokyo even more, and the second is to take a leading role in the cultural programmes for the Tokyo 2020 Olympic and Paralympic Games. The third objective is to set a future vision in order to be a mature metropolis in the arts and culture and to disseminate it to the rest of the world.

Considering the second and third significance, the Tokyo Cultural Vision won't remain a vision of cultural measures in a narrow sense, but a vision and a message of creating the future together with the rest of Japan and the world. I do hope that the vision will be valued highly and considered as a turning point of our time when the future generation look back the past.



## Message from

Principal Conductor, Opéra de Lyon  
Music Director, Tokyo Metropolitan Symphony Orchestra  
Committee member, Tokyo Arts and Culture Committee

Kazushi Ono

To the citizens of Tokyo,

A cultural project disseminated from Japan to the world will be carried out in connection with the Tokyo 2020 Olympic and Paralympic Games.

The cultural project will be the opportunity to show the daily cultural activities of the citizens of Tokyo and the level of maturity of Tokyo's culture to the people all over the world. There is no other country like Japan where so many people submit *tanka*, thirty-one syllabled verse or waka poems to newspaper columns. It is a country where hundreds of schools have a brass band club or an orchestra, win gold, silver or other prizes every year, and many people regardless of disabilities or from abroad pass a high school equivalence exam and are given further opportunities afterwards.

They are only a small part of the examples. Tokyo, where dreams are attainable by the opportunities and efforts, is about to attract attention from all over the world.

I believe that the Tokyo Vision for Arts and Culture will be achieved by the involvement of all these people. I cannot help only hoping that more people will take an interest, but also the people of all over the world will recognise the diverse culture of Tokyo and the real picture of the recovery assistance in the areas stricken by the Great East Japan Earthquake.



view of ART FAIR TOKYO 2014 / photo: Munetoshi WASHITA

## Cultural Strategy

Discover and foster diverse talent, centering on young emerging artists in Japan and overseas, and provide them with new creation and business opportunities

### Potential of arts and culture in Tokyo

- The urban attractiveness of Tokyo that colour everyday life are supported by the activities of a variety of creators. Wide variety of creative activities contribute to the charms of Tokyo, such as streets lined with both historical building and innovative architecture, traditions and craftsmanship dating back to the Edo period and design, exhibitions and concerts.
- Free thinking of artists and creators particularly in pop culture field is attracting a lot of attention from around the world.
- Educational institutions specialised in the arts are concentrated in Tokyo with some of the largest numbers of students in the world aspiring to become creators who will lead the future of art and design.



Creative process at an artist-in-residence

### Policy direction

- Take in and support the overseas advancement of gifted emerging talent, in the genres of art, music, performance and media art, through initiatives such as the establishment of new face award, scholarship and artist-in-residence exchanges.
- Establish creative hubs and exhibitions with global appeal, led by the Museum of Contemporary Art Tokyo.
- Provide business opportunities and develop scheme for supporting new creations including the development of human resources for arts management\*<sup>1</sup> staff and technical staff who support the arts and culture.

\* 1 Planning, producing and securing funds for public performances, exhibitions, etc. and other activities necessary to connect the creators and the recipients of the arts and culture.



## Message from

Television & Radio Writers  
Playwright  
Committee member, Tokyo Arts and Culture Committee

Kundo Koyama

Tokyo is not only for the citizens.

Great things from all over Japan are gathered in Tokyo, and disseminate them to the rest of Japan and the world. Tokyo is acting like a showroom which represents the country, Japan, so to speak. The Culture and Arts gathered is dressed in the city, Tokyo, and produce something new. Many people come here to see the fresh impressions created in the moment. If you come to Tokyo, you will meet many exciting people. It is the reason people all over the world would be interested.

The appeal of the encounters or mixing also owes it to the other regions of Japan that we should never forget. We are going to take a big leap by its overwhelming intensity and innovative cultural value towards 2020.



## Message from

Artist  
Committee member, Tokyo Arts and Culture Committee

Hiroshi Sugimoto

The history of contemporary Tokyo begins with the establishment of the Tokugawa Shogunate in Edo, a small isolated village behind the Edo bay in 1603. Why did the shogun Ieyasu decide to build the capital in Edo? Since Kamakura and Odawara had already been established as a medieval city in the period, he would have been able to keep cost to a minimum if he had chosen either one or the other. I think, it is because Ieyasu had a grand vision for the city development to develop the fertile Kanto Plain with the aim of creating a capital city of Japan. By going through various trials over 400 years such as the great fires of Edo, the Hoei eruption of Mount Fuji, the Great Kanto Earthquake and the wars, the city now called Tokyo is about to take yet another step forward as one of the world's leading cities.



Roppongi Art Night 2009  
© Roppongi Art Night Executive Committee

## Cultural Strategy

Promote exchanges in the arts and culture based on city diplomacy, and enhance international competitiveness

### Potential of arts and culture in Tokyo

- Tokyo is one of the world's most prominent international cities, welcoming over 6.8 million people from overseas each year. In this cultural city, countless concerts by major orchestras, both Japanese and foreign, and world-class art exhibitions are held on a daily basis.
- The Royal Picture Gallery Mauritshuis (Maurice House) Exhibition held in commemoration of the post-renovation opening of the Tokyo Metropolitan Art Museum drew 758,266 visitors, next only to the world record of 789,241 visitors to the Uffizi Gallery of Italy. Tokyo, whose citizens take great interest in arts and culture, shows high potential of art consumption and generates cultural value as a hub in Asia.



Hama-rikyu Gardens, Nodate, Outdoor Tea Ceremony in English  
(Tokyo Traditional Arts Program, "Tokyo Grand Tea Ceremony 2014")

### Policy direction

- **Implement comprehensive world-class art festivals that bring together art from various genres including traditional performing arts, theatres, music and contemporary arts.**
- **Boost intercity exchange by positioning the arts and culture such as contemporary arts, theatres, cinemas and art brut as a cornerstone of city diplomacy.**
- **Strengthen international relationships with cultural organisations and institutions, and proactively promote cooperation with them for further global dissemination.**



## Message from

Pianist  
Committee member, Tokyo Arts and Culture Committee

Ikuyo Nakamichi

A society all the people  
can live their lives vibrantly.  
It is the society Tokyo should seek to create.  
What is needed to achieve?  
What is truly important?  
The Cultural Vision has a great potential  
to achieve these goals.



## Cultural Strategy

Leverage the power of the arts and culture to address social and urban challenges in areas such as education, welfare and community development

### Potential of arts and culture in Tokyo

- Tokyo is faced with acute urban challenges, one being the world's first ever super-aging society, with declining birth rate and decreasing population. The arts and culture is expected to present new approaches toward resolving these issues.
- Following the Great East Japan Earthquake, the nation has witnessed the importance of bonds among people and psychological care generated by arts and culture.
- In recent years, arts and culture has proposed unique solutions to social challenges, including major achievements in such areas as education, welfare, medical services and community development. It is beginning to spread as regional arts and cultural activities, and NPO-led grassroots activities.



### Policy direction

- Promote pioneering activities and efforts for solving problems in local community development.
- Encourage public exchanges through arts and culture in local communities, including disaster-hit areas from the Great East Japan Earthquake.
- Support private sector's activities to involve children, elderly and international residents in arts and culture.
- Promote exchanges between pioneers playing active roles in fields other than arts and culture, such as developers of internet-based communication software, and artists and the arts and cultural organisations, thereby seeking to solve a variety of social issues.



## Message from

Noh Actor  
Chairman, Japan Council of Performers Rights &  
Performing Arts Organisations  
Committee member, Tokyo Arts and Culture Committee

Man Nomura

Tokyo Vision for Arts and Culture is a revolutionary report that brings up the necessity of laying a foundation to create a city of the arts and culture in full bloom.

The vision presents many opportunities for children to engage with the arts and culture. These experiences will help to accelerate children's spiritual growth and be a core of the richness of our lives that lead to the attachment to the culture of our country and the profound understanding.

The Tokyo 2020 Olympic and Paralympic Games will not only act as sports festivals, but also be the opportunities for people from abroad to see, listen and experience the Japanese culture. Tokyo will be positioned as an international cultural city that presents its cultural wonders to the rest of the world. It will also be a turning point that each of us will engage, enjoy and deepen the understanding towards our own culture.

I am willing to cooperate to realize this vision as one of the Japanese traditional performers.



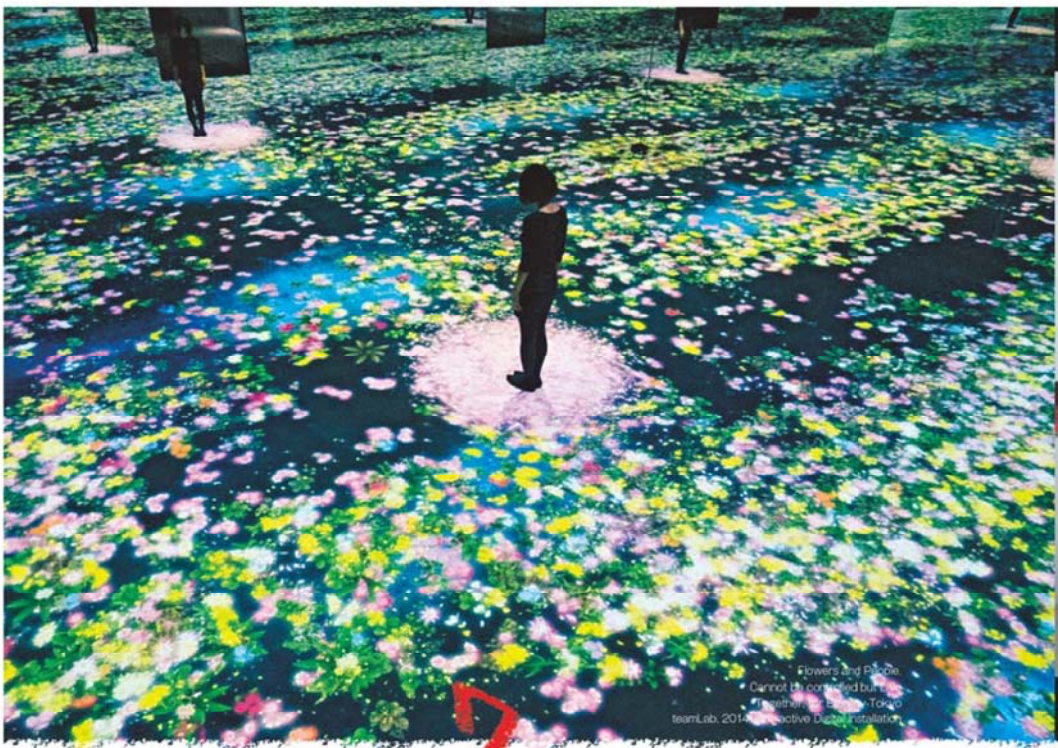
## Message from

4th Head Master of the Hanayagi Style  
Committee member, Tokyo Arts and Culture Committee

Jusuke Hanayagi IV

I believe that Tokyo is overtaking New York in terms of the arts. The arts have merged with those of Europe to give rise to even newer arts.

The city offers countless opportunities to enjoy arts anywhere and at any time such as music, play, performing arts, painting, sculpture, opera, ballet, and musicals. On top of that, the unique performing arts categorised as the traditional performing arts have been performed over the centuries, and are also embraced by the people of today. There are unprecedented numbers of genres from Gagaku, Noh, Bunraku, Kabuki, Japanese traditional dance to Hogaku. It is thought that now is the time to think about introducing and disseminating further these components of Japan's unique culture to the world.



## Cultural Strategy

Develop creative industries and generate innovation through the fusion of advancing technologies and the arts and culture

### Potential of arts and culture in Tokyo

- Tokyo, underpinned by the spirit of traditional *monozukuri* (craftsmanship), is leading a variety of technological innovations, from robotics for industrial production to those for coexist with humans in everyday life, such as nursing care robots and humanoid robots.
- With its pop culture, such as *anime*, games, design, fashion and films, highly rated globally, Tokyo has established itself as the city where advanced creative industries are clustered and evolving within.
- In recent years, Tokyo is gaining global attention in the field of media art\*<sup>1</sup> which involves new forms of expressions through combination of advancing technology and art.

\* 1 The Basic Act for the Promotion of Culture and the Arts defines media art as art that utilises movies, comics and animation as well as computers and other electronic devices, etc.



### Policy direction

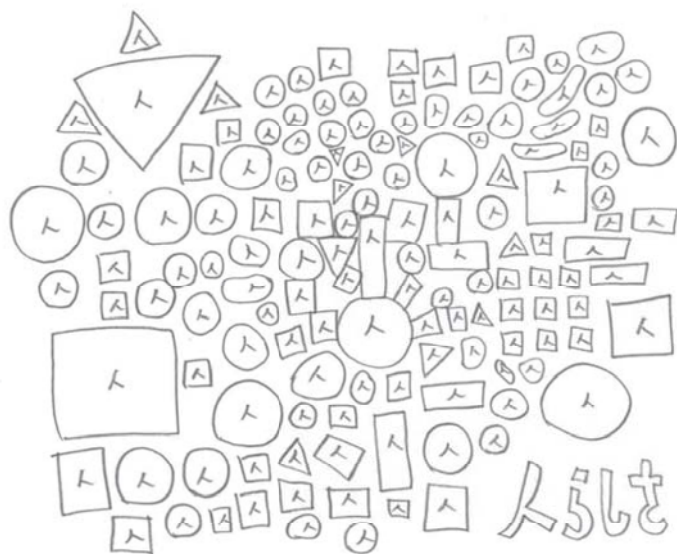
- New means of expression are being created that utilise advancing technologies and unmanned aerial vehicle(drone). Merge advancing technologies that Tokyo possesses with arts and culture for new creation and artistic expressions.
- Facilitate environmental improvement for enhancing the growth of the creative industry.
- Develop a system for creation, appreciation, and experience by utilising advancing technologies.



## Message from

Artist  
Professor, Department of Intermedia Art, Faculty of Fine Arts,  
Tokyo University of the Arts  
Committee member, Tokyo Arts and Culture Committee

Katsuhiko Hibino



## Message from

Metalwork Artist  
President, Tokyo University of the Arts  
Committee member, Tokyo Arts and Culture Committee

Ryohei Miyata





## Cultural Strategy 8

Realise the best cultural programme ever and draw out Tokyo's power by using Tokyo's arts and culture

### Potential of arts and culture in Tokyo

- Tokyo Metropolitan Government established the Tokyo Arts and Culture Committee in 2006 for the purposes of enhancing various cultural projects. In April 2008, the Tokyo Culture Creation Project was founded to promote diverse cultural projects to increase the international recognition for its cultural presence.
- Tokyo Metropolitan Government also developed projects run by the Tokyo Metropolitan Art Museum, the Tokyo Metropolitan Theatre and the Tokyo Metropolitan Teien Art Museum in tandem with large-scale renovation of the museums. In November 2012, the Arts Council Tokyo was established with the aim of supporting the arts and cultural activities in the private sector, steadily developing the infrastructure to propel cultural programmes for the Tokyo 2020 Olympic and Paralympic Games.



### Policy direction

- Implement leading projects within Japan and abroad, which will serve as a guide for cultural programmes from the Rio 2016 Games.
  - ▶ Launch Tokyo Caravan (tentative) with participation of a wide variety of artists from traditional performing arts, theatres, music, films and street performances.
  - ▶ Launch art programmes for all participants, regardless of disabilities, experience arts programmes and communicate each other.
  - ▶ Promote artist-in-residence in collaboration with local authorities, private sectors and NPO by utilising vacant shops and old houses.
- By bringing together global talents from different fields and by collaborations, coproductions such as operas written by composers from the major continents is planned to recite. Developing original cultural programmes to be present and appeal Tokyo's uniqueness to the world.
- Seize the occasions of the Tokyo 2020 Games, leave legacies of tangible and intangible and pass on for the future.



## Message from

Chairperson, Mori Art Museum  
Committee Member, Tokyo Arts and Culture Committee

Yoshiko Mori

A comprehensive ranking of "the 2014 Global Power City Index" puts Tokyo in fourth place after London, New York and Paris, citing a lack of cultural interaction. Obviously, we need to accentuate culture in order to increase our competitive edge and appeal toward the Tokyo 2020 Olympic and Paralympic Games and beyond.

In attending to the daily operations of the Mori Art Museum, I've become keenly aware of three key issues: we must reject preconceived ideas; we must motivate the entire city to create an open and free atmosphere; and we must generate concrete programmes and venues tailored to creative activities. Once we achieve these points, Tokyo will become a city disseminating new art and culture worldwide.

Given Tokyo's dynamic confluence of tradition and innovation, with so many special cultural resources, we surely have the potential to be a cultural leader. But in order to bring out that full potential, we must all of us embrace such cultural activities in our daily lives.



## Message from

Director of Center for Arts and Culture, NLI Research Institute  
Committee member, Tokyo Arts and Culture Committee

Mitsuhiro Yoshimoto

### Create the future by fostering the field of the Arts and Culture

The diversified impact of the Arts and Culture is more needed than any other time.

The Arts and Culture gives us a new way of looking and diverse set of values, and at the same time, it addresses all issues the contemporary Japanese society is facing and brings innovative solutions.

Both in Japan and abroad, there are many reports such as children who showed the improvement in grades with the aid of arts education, an elderly lady who was able to lift up arm again by participating dance workshops, and a small village, which was suffering from the severe depopulation and aging population, was brought a positive outcome of increasing the population through artist's residency. As these reports show, the creativity tied with the Arts has become a crucial element not only in the social issues but also the creative industry and economy.

The investment in the Arts and Culture, whose original aim was for its support and conservation, is now changing the society and pioneering future. It is the herald of the new era.

## Toward the Realisation of the Tokyo Vision for Arts and Culture

### Building a Structure to Engage the public through Solid Partnerships with Various Players

#### Building a scheme to create arts and culture with many Tokyo citizens

Create stages where all Tokyo citizens can easily create and display their works, as well as a climate in which citizens can exchange views locally and on the Internet.

#### Cooperation with national and local governments, corporations, educational institutions, artists, arts and cultural organisations, etc.

In Tokyo, *mecenat*\*1 and NPO are actively undertaking arts and cultural activities. At cultural bases, urban development is being promoted incorporating arts and cultural functions. We will cooperate with these various players toward the realisation of the Tokyo Cultural Vision.

#### Cooperation with the Tokyo Organising Committee of the Olympic and Paralympic Games

As the host city, Tokyo will promote specific initiatives to realise the Tokyo Cultural Vision by incorporating the basic concepts of "Personal Bests for All People," "Diversity and Harmony," and "Succession to the Future" of the Tokyo 2020 Vision formulated by the organising Committee.

#### Showcasing the attractiveness of Japanese culture from Tokyo with nation-wide cooperation and mutual exchanges between Tokyo and regional cultures

Tokyo, Japan's capital city, takes on the function of gathering and sending out distinctive, diverse regional cultures across the nation. In cooperation with other prefectural governments, the Tokyo Metropolitan Government will turn Tokyo into a platform to showcase Japanese cultures to the entire world and also promote joint production of diverse forms of arts and culture of Tokyo and distinctive regional cultural projects.

\*1 Mecenat: Corporations' support for arts and culture provided as part of their social contributions instead of the immediate effects of sales promotion and advertising.



Shibuya Art Factory Project, "Fab Starters guide"

Roppongi Art Night 2014

### Development of the Operational Structure to Realise the Greatest Olympic and Paralympic Games in History

#### Strengthen the structure and function of the Arts Council Tokyo, as the leading role of arts and cultural policies and measures.

For the first time in Japan, the Tokyo Metropolitan Government established an Arts Council, which also exists in many other countries as organisations to support arts and cultural activities. We will further strengthen the structure and function of the Arts Council Tokyo as an entity that can take the leading role in Tokyo's arts and cultural policies and measures.

#### Formulation of new operation policies for metropolitan cultural institutions in view of the Tokyo 2020 Olympic and Paralympic Games

In Tokyo, there are seven Tokyo metropolitan cultural institutions ranging from traditional art, contemporary art, theatrical performance, photography, to music. All of these places are leading establishments in their genres in Japan. In order to realise the Tokyo Cultural Vision, these institutions will be utilised fully to achieve world-class excellence.

#### Launching of the Tokyo Arts Fund

Launch the Tokyo Arts Fund as a fiscal measure to help realise the Tokyo Cultural Vision.

### Showcase Internationally the Power of Arts and Culture as Tokyo's Brand Value

We will extensively showcase internationally the uniqueness and diversity of Tokyo's arts and culture, which features the coexistence and fusion of traditional and contemporary cultures as the key component of the branding strategy.



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Address: 2-8-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-8001 Japan  
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