



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")



The Japanese Classical Dance & Orchestra Vol.2 "Bolero" © Katsumi Kajiyama, Photo courtesy of Tokyo Bunka Kaikan

## 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.

### 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.
- 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.
- 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.



## 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.