

# Tokyo Cultural Strategy 2030

Dynamism through arts and culture

[Summary]

## What is Tokyo Cultural Strategy 2030

- ◆ A long-term plan for FY2022 to FY2030, depicting the ideal state for Tokyo in the 2040s while laying out the direction that Tokyo's cultural policy should take and the key areas upon which to focus.
- ◆ The timing for establishment of this policy has been selected to due to the completion of the Tokyo 2020 and other large societal changes, including the effects of the spread of COVID-19, the shift toward a sustainable and inclusive society, and ongoing digitalization.
- ◆ The establishment of this policy will include discussions with the Tokyo Council for the Arts and collaboration with the overall plan for the Tokyo Metropolitan Government, as "Future Tokyo : Tokyo's Long-Term Strategy."

## Direction for Tokyo Cultural Strategy 2030

For the legacy of these cultural programs and the knowledge and experience gained from the pandemic to be further developed into a legacy for the city, the following direction has been determined for the Cultural Strategy.

Enhance the use of new methods, such as public art and the internet, to create ways that everyone anywhere can casually enjoy arts and culture.

Expand upon the new ways to enjoy art that have emerged due to the pandemic, such as citizens themselves creating and releasing their art using new technology.

Establish a base for arts and culture to serve as an art hub both domestically and internationally and form networks.

Taking the pandemic into account, establish ways for artists and cultural organizations to more robustly continue their activities.

## Tokyo for the 2040s (Desired Future Image)

### Dynamism through arts and culture

- ◆ An environment has been created in which everyone has access to arts and culture, allowing artists to grow
- ◆ Positive feedback loop expands Tokyo's art scene
- ◆ Tokyo becomes a hub for arts and culture, while the lives of its citizens become richer

## Strategy for 2030 in Order to Realize the Future Image

### Strategy 1

1

### Contribute to the realization of people's well-being

Create an environment in which everyone has access to arts and culture, contributing to people's happiness.

- ✿ Make arts and culture easier to approach and create an environment in which everyone can encounter and participate in arts and culture.
- ✿ Provide further opportunities for children and young people to appreciate high-quality art



### Strategy 2

2

### Inspire people

Bring people happiness and other powerful emotions through arts and culture, allowing them to discover new values

- ✿ Provide opportunities for them to enjoy art independently, such by creating and releasing their own art.
- ✿ Promote new opportunities to view and participate in art, such as the digital technology
- ✿ Push the use of art in the business space
- ✿ Unfold advanced and diverse arts, culture, and entertainment to appeal to tourists



### Strategy 3

3

### Enhance hub functions of arts and culture

Foster creativity that fascinates the world, centered on the art scene both in Japan and abroad

- ✿ Create a new base for information gathering and exchange by those involved with arts and culture to spread Tokyo's arts and culture to the world
- ✿ Expand a large network between metropolitan cultural facilities and regional facilities, playing a pivotal role in joint production, exchange of human resources, and information.
- ✿ Foster talented artists and support them gaining an reputation abroad



### Strategy 4

4

### Build a sustainable ecosystem for art sector

Create varied ways for artists and cultural organizations to continue the activities

- ✿ Increase creative workers' managerial abilities by and provide support from management perspectives
- ✿ Further artists' growth via grants and other programs
- ✿ Establish a platform for the city and artists to be able to exchange opinions
- ✿ Encourage artists to contribute to society



# Accelerated Projects to Achieve the Strategy

## Strategy

1

### Project 1 Regional Activation Project

- Making arts and culture easier to approach and enhance the creation of places where everyone can enjoy them casually
- Build a new system that connects arts and culture—including entertainment—with the local community and contributes to the promotion of each region



### Project 2 Creative Well-being Tokyo Project

- Realize a rich lifestyle and inclusive society through the power of arts and culture
- Deploy access programs, offering increased accessibility as well as targeting such groups as the elderly, those with disabilities, foreigners, and young children



Source: Dulwich Picture Gallery (UK)  
By permission of Dulwich Picture Gallery

Hold the first comprehensive international conference in Asia

### Project 3 Kids and Youth Project

- Increase opportunities for children and young people to encounter high-quality art
- Deploy new projects that allow children and young people to casually interact with arts and culture in a variety of fields

## Strategy

3

### Project 7 Art Hub Project

- Create a hub that brings together varied cultural resources and connects them to the world to lead the growth of Tokyo
- Establish the Tokyo Art Hub as the core of this strategy

### Project 8 International Cultural Exchange Project

- Implement projects to spread the appeal of Tokyo and encourage expansion into the international arena
- Create opportunities for the young artists of Tokyo to be active worldwide
- Develop festivals and projects will be developed with an awareness of inbound tourism

Venice Biennale (2019) International Art Exhibition Japanese Pavilion



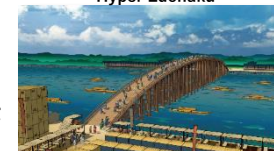
## Strategy

2

### Project 4 Smart Culture Project

- Digitalize the 370,000 art pieces owned by the Tokyo Metropolitan Government
- Create a model for sustainable activities including the use of digital technology
- Promote collaborations with private companies including startups

Edo-Tokyo Museum  
Hyper Edohaku



### Project 5 Life With Art Project

- Bring arts and culture closer to all citizens and provide greater opportunities to encounter real art
- Allow for the casual incorporation of art into everyday life, which lead further financial support for artists



### Project 6 Art and Entertainment Project

- Support arts and culture creation across diverse genres including the concerts and entertainment
- Collaborate with municipalities and private companies to promote creative projects that a large number of people can enjoy
- Bring in tourists from Japan and around the world, enhancing the brand of Tokyo

## Strategy4

### Project 9 Artist Step-up Project

- Support new and young artists depend on the nature of their activities and their stage of development
- Increase the number of established artists, supporting the growth of artists capable of acting on the global stage

### Project 10 Fostering & Supporting HR and Enhanced Creative Environment Project

- Implement a systematic human resources, transecting organizations
- education of coordinators who can link together artists with citizens and corporate activities
- Work with the art universities and other organizations gathered in Tokyo
- increase pro-bono volunteer work using experience and skills earned in corporate work
- Reduce costs related to the rehearsal halls and studios etc.

