

12. Development of cultural programs

1. Overview

We develop a pioneering cultural program* that allows various entities to collaborate and participate, and disseminate the appeal of the diverse arts and culture of Tokyo to both inside and outside Japan.

In addition, taking full advantage of the accumulation of arts and cultural resources and local characteristics, we promote city development in cooperation with local governments and private organizations, etc. in various areas of Tokyo, improvement of services at metropolitan cultural facilities, and collaborative efforts at museums.

Furthermore, we assist all people to carry out creative arts and cultural activities in Tokyo.

2. Legacy in a nutshell

In anticipation of the Tokyo 2020 Games, by developing various cultural programs throughout Tokyo, the Games will be also successful as a cultural festival.

By disseminating the appeal of the arts and culture of Tokyo to the world and allowing various people to understand it, Tokyo will realize its place as the world's leading arts and cultural city.

Furthermore, taking the Games as an opportunity, artists from all over the world will visit Tokyo, and regardless of nationality, age, gender, or impairment, everyone can create arts and culture and interact with arts on a daily basis, leading to creation of a city overflowing with cultural attractiveness.

Stakeholders	The Tokyo 2020 Organizing Committee, the national government, local governments, private companies, educational institutions, artists, arts and culture organizations, etc.
Type of legacy	Culture & Education
Geographical scope	All over Japan
Timing scope	Long term
Responsible for implementation	The Tokyo Metropolitan Government (TMG)
Source of legacy	Candidature file, Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	3 – Good Health and Well-Being, 9 – Industry, Innovation

	and Infrastructure, 10 – Reduced Inequalities, 17- Partnerships
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3. Development

(1) Why

Prior to the decision to host the Tokyo 2020 Games, TMG has proactively promoted business development such as supporting a wide range of arts and cultural activities and developing human resources through the development of the Tokyo Culture Creation Project and the establishment of the Arts Council Tokyo*.

The cultural programs for the Tokyo 2020 Games must be open to artists and Tokyo residents, and it is necessary to aim for the best program.

In addition, it is necessary to further explore attractiveness and improve transmission capability in areas with high cultural potential so that Tokyo will become the world's leading metropolis even in terms of arts and culture.

(2) When

FY2008	The Tokyo Culture Creation Project started *In 2016, in anticipation of the hosting of the Games, cultural projects in a wide range of fields in cooperation with art organizations, art NPOs, etc. while making the best use of cultural resources such as human resources and facilities gathered in Tokyo were developed
FY2014	The "Tokyo Vision for Arts and Culture" was formulated *Basic guidelines for the future promotion of arts and culture with a view to hosting the Tokyo 2020 Games and the post-Games
FY2015	The "Basic Policies for Cultural Programs Led by TMG" was determined
FY2016	The Tokyo Cultural Program Project towards 2020 was implemented at full scale
FY2017	The development of the "Tokyo Cultural Program*" launched as "Tokyo Tokyo FESTIVAL*"
FY2019	The "Tokyo Tokyo FESTIVAL Special 13" was implemented
FY2020	The "Support Program for Arts and Culture" was implemented

(3) Who

TMG

(4) How

① Development of various cultural programs



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- We promote each project that has been implemented as the "Tokyo Cultural Program" as "Tokyo Tokyo FESTIVAL", so as to strengthen the capability to disseminate and spread to both inside and outside Japan.
- We implement the Tokyo Tokyo FESTIVAL Special 13 featuring projects selected on the basis of their unconventional creativity as the core of "Tokyo Tokyo FESTIVAL".
- Primarily during the Games, we undertake efforts to stir up excitement over the Games by using metropolitan cultural facilities, etc. and provide Games stakeholders with opportunities to experience traditional arts as a way to widely publicize the cultural appeal of Tokyo.
- We develop "Tokyo Caravan", where artists from various fields such as traditional performing arts, theater arts, and music gather together, throughout Japan.
- Tokyo, including the Tama area and the Tokyo islands, and other parts of Japan collaborate and develop cultural programs to improve the appeal of All Japan.
- We carry out the "Summer Festival Opera 2019-20 Japan⇔Tokyo⇔World", international opera project that will be developed in cooperation with theaters all over Japan.
- We hold the "SaLaD Music Festival", a music event where people of all ages including babies can feel and express the joy of music. By delivering the festival at numerous venues in Tokyo, we aim to provide more Tokyo residents with opportunities to enjoy music, including experience-oriented programs such as the AI-based virtual conducting program.

[1] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

- We hold a diverse range of performing arts programs at the "Tokyo Festival", a comprehensive urban art festival that aims to connect with the world through the diverse and profound arts and culture of Tokyo.
- We hold the “Roppongi Art Night”, an art event where a variety of art works are installed across the city of Roppongi to offer out-of-the-ordinary experience.
- We collaborate with welfare facilities throughout Tokyo to develop projects where people with impairments can participate, such as "TURN", a project that creates new expressions through mutual influence resulting from encounters between artists and diverse people including those with impairments.
- We implemented programs that allow tourists to experience Japanese traditional culture and performing arts quickly and easily at tourist sites such as the Asakusa Culture Tourist Information Center where foreign tourists gather.
- In partnerships with NPOs, local shopping areas, private entities, universities, etc., we organize art projects in which artists and the public can collaborate with the aim of generating opportunities for people to enjoy art in local communities. We also promote wide-area networking through the art projects held in the Tama area.
- We host the “Experience Art/Culture 100”, a hands-on participatory program, at metropolitan cultural facilities, by taking advantage of the features of each facility.
- We support creative arts and cultural activities carried out in Tokyo, holding of arts and cultural events where many people can easily participate, etc.
- We organize events in the gardens in Tokyo through collaboration between TMG and the national government, municipalities, private companies, etc.

② Support extended to the arts and culture community

- As an emergency measure aimed at keeping culture alive amid the coronavirus disease 2019 (COVID-19), we extend support to artists, organization, etc. that were forced to suspend their activities due to the pandemic. Specifically, we distributed video contents produced by individual artists and helped organizations conduct online distribution of art performances staged at theaters (“Support Program for Arts and Culture”)

- With the aim of extending strengthened support to arts and cultural activities that were hard hit by the COVID-19 crisis, we provide a package of support as a legacy of the “Support Program for Arts and Culture”, including assisting the creative activities of budding new artists, and offering them opportunities to share their work with the public and develop their skills. Launching a startup subsidy program is one example of our support initiative.
- We present the Tokyo Contemporary Art Award to mid-career modern art artists aspiring to expand their career outside Japan. Award recipients are provided with ongoing support.
- With the aim of extending strengthened support to arts and cultural activities that were hard hit by the COVID-19 crisis, we are building on the legacy of the “Support Program for Arts and Culture” to restructure our existing subsidy programs and develop them into the “Tokyo Arts Fund”.
- Focusing on young emerging artists, we discover and cultivate diverse practitioners from both inside and outside Japan and provide opportunities for creating new arts and culture.

③ **Dissemination of the appeal of arts and culture of Tokyo to the world**

- We promote projects that take advantage of the characteristics of arts and cultural resources and attractive resources in each area such as Ueno, Ikebukuro, and Roppongi, and support the transmission of local arts and cultural resources.
- In addition to holding festivals to transmit traditional culture and performing arts utilizing local arts and cultural resources in the Tama area, we support efforts of private organizations to transmit local performing arts.
- We preserve historical buildings, including the famous bridges over Sumida River and pump station facilities at the former Mikawashima Sewage Disposal Plant, as a valuable cultural heritage that supported the modernization of Tokyo.
- Through the "Urban Revitalization Step-up Project*" that utilizes land possessed by TMG, we establish a base for transmitting lifestyle culture and fashion industries to the world in the Shibuya area (Miyashita-cho).
- In the Kita-Aoyama 3-chome area, we rebuild the Aoyama Kitamachi apartment, which is an old and deteriorated metropolitan residential building, into a high-rise and centralized building, and promote integrated city development along the Aoyama Street while guiding high-quality

development implemented by private companies, so as to establish a state-of-the-art culture and trending base that connects liveliness, culture, and greenery.

- We support the creation of media arts and other works that strive to integrate cutting-edge technologies and arts and culture of Japan, and create and transmit unique contents from Tokyo that have never existed before.
- We proactively develop international projects such as art exhibitions and theatrical arts in cooperation with overseas museums and art organizations.
- Following "FUROSHIKI PARIS" exhibited in Tandem* Paris-Tokyo 2018*, we hosted in 2019 the FUROSHIKI TOKYO in Tokyo to introduce furoshiki designed by Japanese and French artists. Through furoshiki, we publicized the Japanese tradition, art, and environmentally friendly wisdom primarily during the Games period.
- We disseminate the cultural appeal of Tokyo by collaborating with overseas media, tourism magazines, and influencers such as famous bloggers.

<Tandem Paris-Tokyo 2018>[2]



④ Establishment of an environment where all people can experience arts and culture

- At the newly opened Tokyo Shibuya Koen-dori Gallery, we host Art Brut* and other exhibitions, as well as exchange programs for visitors to interact with artists. We also roll out exhibitions and events at other locations across Tokyo.
- We support activities of NPOs, etc. that work on initiatives making use of arts and culture for children, senior citizens, people with impairments, foreigners, etc.
- We develop children's creativity and autonomy by dispatching professional artists such as dancers, actors, and musicians to schools, etc. for conducting

<Exterior of the Tokyo Shibuya Koen-dori Gallery> [3]



[2] Strengthening of Policies to Realize the "Three Cities" (FY2019) –The Action Plan for 2020- (TMG)

[3] Tokyo Shibuya Koen-dori Gallery website <https://inclusion-art.jp/about/>

workshops.

- We develop music education programs that emphasize "creativity" and "participation" for children who will lead the next generation.
- We improve visitor services, including barrier-free renovation, multilingual support, and extension of opening hours.
- We improve the convenience of metropolitan cultural facilities by promoting utilization as unique venues* and accepting payments with credit cards, contactless electronic money, and QR codes.
- Utilizing cutting-edge technology, we create digital data of the collections stored at metropolitan cultural facilities and provide online viewing opportunities to allow everyone, including people who find it difficult to visit in person, to enjoy arts and culture whenever and wherever they wish to, regardless of nationality, age, whether or not they have an impairment, etc.
- We implement large-scale renovation of cultural facilities that assume a central role in promoting Tokyo's cultural policies with the aim of updating their functions in keeping with the needs of the times.
- We collaborate with museums in Tokyo and three adjacent prefectures to promote excursions and develop the acceptance environment with introduction of a wide-area common pass.
- We further enhance the transmission capabilities of metropolitan cultural facilities by cooperating with theaters both inside and outside Japan, etc. to implement joint productions and performance tours.
- We implement measures to prevent the spread of COVID-19 at metropolitan cultural facilities, including measuring body temperatures of visitors at entrances, guiding them to prevent crowdedness, and cleaning and disinfecting door knobs, handrails, etc.

(5) Benefits

The following achievements will improve the attractiveness of bases of arts and culture, and disseminate it to the world. In addition, an environment where everyone can experience arts and culture will be created.

- We will develop Tokyo Tokyo FESTIVAL and carry out events that symbolize the Tokyo 2020 Games.
- We will implement cultural programs in many municipalities.
- We will improve the attractiveness of bases of arts and culture in Ueno, Ikebukuro, Roppongi, etc.

- We will start operation of bases that promote the spread of Art Brut, etc. and hold exhibitions and other events.
- We will complete multilingual support at many metropolitan cultural facilities.
- We will extend opening hours at many metropolitan cultural facilities.
- We will introduce a wide-area common pass for cultural facilities.

4. Facts and figures

Promotion of Tokyo Tokyo FESTIVAL (promotion of Tokyo Cultural Program in Tokyo)	<ul style="list-style-type: none"> • Concept copy statements were prepared and branding was promoted • • In order to create projects that will play a central role in "Tokyo Tokyo FESTIVAL", 13 projects were selected through open calls for proposals (Tokyo Tokyo FESTIVAL Special 13) • Projects including symbolic events were implemented in all municipalities
Enhancement of the appeal of arts and culture bases	Implemented at five or more locations including Ueno, Ikebukuro and Roppongi
Promotion of the dissemination of Art Brut, etc.	Started operating a base facility in Shibuya and implemented exhibitions and other events
Multilingual support at metropolitan cultural facilities	<ul style="list-style-type: none"> • English support has been established at all 7 facilities • Based on the guide, support at each building has been expanded. For example, a significant revision has been made to the facility information leaflets (in Japanese, English, Chinese, Korean, etc.).
Extension of opening hours of metropolitan cultural facilities	Implemented at all seven facilities
Introduction of a wide-area common pass for cultural facilities	<ul style="list-style-type: none"> • Issued the "Tokyo Museum Grutto Pass " *A ticket booklet that provides one-time free admission or a discount at a total of 99 art galleries, museums and other facilities in Tokyo (FY2021)

(Items in the table are achievements to March 2020 unless otherwise noted)

5. Explanation of Terms

Cultural program	A program consisting of multiple cultural events that will take place during the Olympic and Paralympic Games. The Olympic Charter stipulates that the events shall be held at least during the opening of the Olympic and Paralympic Village.
Arts Council Tokyo	An organization under the Tokyo Metropolitan Foundation for History and Culture, which develops a variety of programs to encourage the creation and dissemination of arts and culture and to promote Tokyo as an international city of artistic and cultural attractions.
Tokyo Tokyo FESTIVAL	An initiative to roll out diverse cultural programs to convey the appeal of Tokyo as a city of arts and culture for the purpose of building up excitement in Tokyo, the host city of the Olympic and Paralympic Games, from the cultural perspective.
Urban Revitalization Step-up Project	A project that introduces the vitality of the private sector, utilizes multiple lands possessed by the TMG integrally in accordance with the characteristics of the district, induces peripheral development, and promotes city development
Tandem Paris-Tokyo 2018	"Tandem" is a cultural exchange project that Paris implements with its sister cities. In 2018, various events were held at cultural facilities, etc. in Tokyo and Paris
Art Brut	Meaning "raw art" in French, the idea was advocated by French artist Jean Dubuffet. Today, it represents art works that were produced by people who have not received formal art education, attracting attention for their unique ideas and expressions.
Unique venues	Venues such as historic buildings and art museums that provide a special environment in which to conduct meetings, events and receptions

6. References

- Towards 2020 –Building the Legacy- (PR Edition)
- Towards 2020 –Building the Legacy - (Main Part)

- New Tokyo. New Tomorrow. –The Action Plan for 2020-
- Strengthening of Policies to Realize the "Three Cities" (FY2018)
- Strengthening of Policies to Realize the "Three Cities" (FY2019)
- Strengthening of Policies to Realize the "Three Cities" (FY2020)
- Future Tokyo: Tokyo's Long-Term Strategy
- Tokyo Vision for Arts and Culture