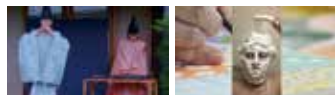




Towards 2020

Promote efforts to keep culture alive during the pandemic

- Support the creative activities of artists and others forced to limit themselves during the pandemic, creating a special website (Support Program for Arts and Culture) and other programs to promote their efforts



Hold the Tokyo Tokyo FESTIVAL

- Host the Tokyo Tokyo FESTIVAL Special 13 and a variety of other programs to generate excitement around the Games from a cultural perspective



Light and Sound Installation "Coded Field" (2019)
Photo courtesy of Rhizomatiks

Promote Tokyo's rich artistic culture overseas

- Hold various cultural events (between the Tokyo Metropolitan Government and the City of Paris, for example) and promote them globally (Tandem Paris-Tokyo 2018)



Tandem Paris-Tokyo 2018 FUROSHIKI PARIS
Photo: Yujiro Ichioka (TAM,Inc)

Create spaces that allow everyone to engage with arts and culture

- Create a center in Shibuya for displaying, exchanging, and promoting Art Brut*
Art created outside existing artistic conventions by people without any exposure to art education
- Support NPOs and other organizations working to foster artistic and cultural activities among children, seniors, and people with impairments

Beyond 2020

Return to former days when life was full of entertainment experiences and make the world be attracted to Tokyo



Create a rich and enduring cultural legacy from the Games

- Maximize the artistic, musical, traditional, entertainment, and culinary powers of Tokyo to bring people back to enjoy a great city
- Make use of cutting-edge technologies to digitize collections at Tokyo's cultural facilities and make them available for online viewing experiences
- Make Japan a global leader in meeting social challenges (such as population aging and inclusivity) by proposing new approaches that transcend culture
- Use the stage to identify, develop, and showcase the artistic and cultural shining stars who make Tokyo great

Fill people's everyday lives with art and entertainment



The SaLaD Music Festival (2019)
©Tokyo Metropolitan Symphony Orchestra

Create enjoyable real and virtual experiences



Use the power of culture to address social issues



TURN FES 5 (2019)
Photo courtesy of Hajime Kato



Towards 2020

Make Tokyo a welcoming and comfortable environment for international travelers

- Create general tourist information centers in areas that receive a large number of foreign tourists

Tourist information centers: 151 locations in ten areas (at the end of March 2020)

- Use digital signage and tourist information signs to provide multilingual sightseeing information

Digital signage: 108 installations (at the end of March 2020)

Tourist information signs: 554 installations (at the end of October 2020)



Tourist information center Digital signage

- Tokyo was the first city in Japan to promote universal accommodations by issuing barrier-free design standards for regular guestrooms (ordinance revised March 2019)

Effectively roll out initiatives to promote Tokyo and Tokyo tourism

- Use icons to effectively communicate the great features of Tokyo to an international audience
- Use virtual reality and other new technologies to encourage people to put together sightseeing tours online



Beyond 2020

Make Tokyo a city of diverse attractions that once again draws people from all over the world post-pandemic



Run tourism promotions with an eye to the post-pandemic world

- Globally distribute information on a variety of tourism categories to meet travelers' increasingly diverse needs
Example Themes: Pressure/Ecotourism/Gastronomy Tourism/Accessible Tourism, etc.
- Focus on promoting Tokyo as a safe, attractive city as demand for inbound tourism recovers, advertising on travel-related media channels and running campaigns on social media
- Support efforts to make Tokyo more competitive in the meetings industry, supporting online conferencing, training industry specialists, and showcasing its unique venue options

