



Promoting Cultural Activities in Local Areas

1 Program to Revitalize Hometown Culture

Festivals, folk performing art, traditional craft and other unique traditional cultures are preserved in local communities. To ensure their inheritance and development, the Project supports traditional cultural preservation groups and other organizations in (1) training young people to pass on the traditions to the next generation, (2) supplying tools and other equipment and (3) making visual materials in accordance with a plan formulated by the municipal government.

The Program to Revitalize Hometown Culture is utilized in, for example, repairing drums that have become degraded after

long use. This can thus motivate the inheritance groups in their activities.



The parade of floats in Tanabu (Mutsu City, Aomori Pref.)

Situation of Program Implementation

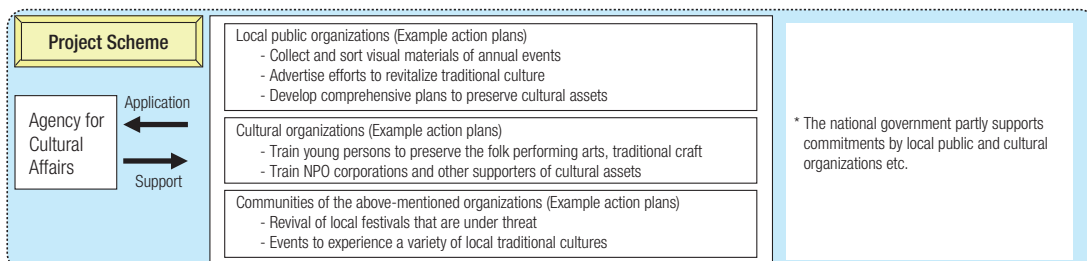
FY	2005	2006	2007	2008	2009
Number of programs given	462	495	594	440	357

2 Comprehensive Revitalization of Local Traditional Cultures

Voluntarily planned on a community basis, many commitments enjoy comprehensive support with the aim of facilitating the use of tangible and intangible cultural heritages in town development, ensuring the inheritance of traditional cultures and contributing to the revitalization of local communities.

【Examples】

- Collection and sorting of visual materials of annual events that are in a crisis of transformation / on the verge of change
- Training young people to preserve folk performing arts and supplement the shortage of successors
- Revival of local festivals and town development
- Projects for experiencing and inheriting a variety of local traditional cultures



Encouraging Local Residents to Participate in Artistic and Cultural Activities

1. The National Cultural Festival

The National Cultural Festival is a festival of culture which aims to provide opportunities to present various cultural activities by the Japanese public with an emphasis on activities by amateurs, rouse motivation to join cultural activities, encourage the creation of new culture, achieve the development of local culture, and enrich the life of the people.

This year, the 25th holding of the festival takes place in Okayama under the title of "Appare Okayama Kokubunsai."



Logo of the National Festival
(designed by FUKUDA Shigeo)

◆ Host Prefectures of Past and Future National Cultural Festivals

No. (Year)	Host	No. (Year)	Host	No. (Year)	Host
1st (1986)	Tokyo	11th (1996)	Toyama	21st (2006)	Yamaguchi
2nd (1987)	Kumamoto	12th (1997)	Kagawa	22nd (2007)	Tokushima
3rd (1988)	Hyogo	13th (1998)	Oita	23rd (2008)	Ibaraki
4th (1989)	Saitama	14th (1999)	Gifu	24th (2009)	Shizuoka
5th (1990)	Ehime	15th (2000)	Hiroshima	25th (2010)	Okayama
6th (1991)	Chiba	16th (2001)	Gunma	26th (2011)	Kyoto
7th (1992)	Ishikawa	17th (2002)	Tottori	27th (2012)	Under adjustment
8th (1993)	Iwate	18th (2003)	Yamagata	28th (2013)	Yamanashi
9th (1994)	Mie	19th (2004)	Fukuoka		
10th (1995)	Tochigi	20th (2005)	Fukui		

◆ Main features

Sponsored programs

Those that are jointly hosted by the Agency for Cultural Affairs together with the hosting prefectural government or the municipal government, cultural group, or other organization associated with the locale concerned.

Comprehensive festival

Includes an opening festival that indicates the orientation of new trends in amateur cultural activities, and so forth.

Symposiums

Keynote lectures, panel discussions, and other events to discuss diverse topics related to trends in Japanese culture, including amateur cultural activities and regional cultural activities.

Genre-Specific festivals

Performances, exhibitions, and other events are presented—with a focus on groups nominated by prefectural governments and so on—in such genres as folk music, orchestral music, choral music, brass band music, traditional Japanese music, drama, literary arts, dance, daily culture, and crafts.

Cooperative festivals

Those that comply with the objectives of the National Cultural Festival and are hosted by local governments, culture-related groups, and corporations and other organizations nationwide. They consist of performances, contests, festivals, exhibitions, classes, and other events.



The 24th National Cultural Festival, Shizuoka 2009 Opening Festival



Mascot for Okayama Pref.: Momocchi

晴れの国おかやま 文化回廊

あ晴れ! おかやま 国文祭

"Appare! Okayama Kokubunsai" (Great! National Cultural Festival in Okayama)

Period: Saturday, October 30 to Sunday, November 7, 2010

<Opening ceremony and festival>

Momotaro Arena (Okayama City)

In addition, the general festival on life culture, lifestyle and food, the Bizen Osafune sword festival, the pottery festival and many other municipal events are held all around Okayama Prefecture until Sunday, November 7.

2. National Cultural Festivals for Senior High Schools

With the aim of encouraging creativity in artistic and cultural activities by senior high school students and promoting interaction among them, these festivals provide a forum for presenting their artistic and cultural achievements.

This year, the 34th Festival takes place in Miyazaki Prefecture with a Japanese catchphrase that reads in English as "unleash your power of creation, fired up with the burning sunlight."

◆ Host Prefectures of Past and Future National Cultural Festivals for Senior High Schools

No. (Year)	Host	No. (Year)	Host	No. (Year)	Host
1st (1977)	Chiba	14th (1990)	Yamaguchi	27th (2003)	Fukui
2nd (1978)	Hyogo	15th (1991)	Kagawa	28th (2004)	Tokushima
3rd (1979)	Oita	16th (1992)	Okinawa	29th (2005)	Aomori
4th (1980)	Ishikawa	17th (1993)	Saitama	30th (2006)	Kyoto
5th (1981)	Akita	18th (1994)	Ehime	31st (2007)	Shimane
6th (1982)	Tochigi	19th (1995)	Niigata	32nd (2008)	Gunma
7th (1983)	Yamaguchi	20th (1996)	Hokkaido	33rd (2009)	Mie
8th (1984)	Gifu	21st (1997)	Nara	34th (2010)	Miyazaki
9th (1985)	Iwate	22nd (1998)	Tottori	35th (2011)	Fukushima
10th (1986)	Osaka	23rd (1999)	Yamagata	36th (2012)	Toyama
11th (1987)	Aichi	24th (2000)	Shizuoka	37th (2013)	Nagasaki
12th (1988)	Kumamoto	25th (2001)	Fukuoka	38th (2014)	Ibaraki
13th (1989)	Okayama	26th (2002)	Kanagawa		

Performance by participants in the Marching Band & Baton Twirling division



Mascot of the Miyazaki meet: Hania

◆ Main features

Opening events	Opening ceremonies and announcement of host prefecture, etc.
Parades	Processions and other activities performed by students of senior high schools nationwide, with an emphasis on schools participating in the Marching Band and Baton Twirling division.
Sponsored divisions	Drama, Chorus, Brass Band, Instrumental Music, Wind and String Instrument Music, Japanese Music; <i>Gin'ei</i> , <i>Kenbu</i> , and <i>Shibu</i> (song, sword dance, fan dance); Local Traditional Performing Arts, Marching Band and Baton Twirling, Fine Arts and Applied Arts, Calligraphy, Photography, TV and Radio Broadcasts, Go, Shogi, Speech, <i>Ogura Hyakunin Isshu</i> Card Game, Newspaper, and Literary Arts, etc.

The 33rd National Cultural Festival for Senior High Schools in Mie Pref.

History of Mie Prefecture is expressed in traditional poetry with dance and sword (opening ceremony)



第34回全国高等学校総合文化祭 とき放て創造の力 熱き太陽の光と共に 全国高総文祭みやざき2010

The 34th National Cultural Festival for Senior High Schools in Miyazaki Pref.
"Unleash your power of creation, fired up with the burning sunlight!"

Period: Sunday, August 1 to Thursday, August 5, 2010

<Opening ceremony and parade>

August 1, Miyazaki Municipal Culture Hall and the city center of Miyazaki City

Besides, nearly 20,000 high school students from around the country gather in Miyazaki and participate in contests, presentations and exhibitions in a total of 24 divisions for five days.

Training Human Resources to Support Artistic and Cultural Activities

The training programs described below aim to raise the competence of staff at cultural halls, curators, and other specialists working at art museums or museums, and other staff involved in culture and the arts.

Course name	Organizer	Duration	Target (Capacity)	Description
Nationwide Seminar on Art Management for Public Cultural Facilities	Agency for Cultural Affairs et al.	Three days	Management and operational supervisors of public cultural facilities nationwide	Training on art management, including the planning and management of performances
Regional Seminar on Art Management for Public Cultural Facilities	Agency for Cultural Affairs et al.	Two to three days	Management and operational supervisors of relatively short service at public cultural facilities in the region concerned	Basic training on art management, including the planning and management of performances
National Seminar for Technical Staff at Public Cultural Facilities	Agency for Cultural Affairs et al.	Three days	Mid-level supervisors of stagecraft for public cultural facilities nationwide	Training on lighting, acoustics, stage mechanisms, and other stagecraft
Regional Seminar for Technical Staff at Public Cultural Facilities	Agency for Cultural Affairs et al.	Two to three days	Stagecraft supervisors of relatively short service at public cultural facilities in the region concerned	Basic training on lighting, acoustics, stage mechanisms, and other stagecraft
Training Seminar for Specialists at Folk-History Museums	Agency for Cultural Affairs and National Museum of Japanese History	Five-day course held annually for two years	Specialized staff with under five years of work experience at an ethnohistorical or history museum (about fifty people)	Training in the specialized knowledge and skills needed to investigate, collect, preserve, display, and otherwise manage historic, archaeological, and folkloric materials
Seminar on Planning and Holding Exhibitions of Designated Cultural Properties (fine arts and craft techniques)	Agency for Cultural Affairs	Five-day course held annually for two years	Curators at museums that exhibit designated cultural properties (fine arts and craft techniques) (about fifty people)	Training in specialized knowledge and techniques related to the preservation and exhibition of designated cultural properties (fine arts and craft techniques)
Training for Conservation Supervisors at Museums and Art Galleries	National Research Institute for Cultural Properties, Tokyo	Two weeks	Conservation supervisors at museums, art museums, and similar facilities that are either national, public, or private institutions (about twenty-five people)	Lectures and practical training to acquire basic knowledge and skills related to the conservation of cultural properties
Training for Excavation Staff in Charge of Buried Cultural Properties	National Research Institute for Cultural Properties, Nara	Varies with the topic and curriculum	Local government staff who are in charge of buried cultural properties (about 170 people)	Training to acquire the specialized knowledge and skills needed to excavate and investigate buried cultural properties
Cultural Properties Administration Course	Agency for Cultural Affairs	Three days	Staff in charge of cultural properties administration at local governments, and who have less than three years work experience (about 100 people)	Learning basic matters that are needed for carrying out cultural properties administration, and dealing with practical issues
Training Course on managing "Preservation Districts for Groups of Traditional Buildings" (basic course and advanced course)	Agency for Cultural Affairs	About three days	Mainly those who are engaged in preservation administration by local authorities for groups of traditional buildings (advanced course requires minimum two years working experience) (about forty people)	The basic course provides fundamental knowledge needed for implementing the system of Preservation Districts for Groups of Traditional Buildings. The advanced course offers practical training in how to cope with various problems related to preservation

5 Project for Developing the Base of Local Art

The project multilaterally supports local theaters and music halls having concerts and live performances, training art management personnel and providing related information. In this

way, it enhances local communities' vitality and creative growth through culture and art.

Activities

1

Supporting independent shows and events

The project supports theatrical performance shows independently planned, produced and held by local theaters and music halls as well as workshops, lectures and other educational activities designed for local pupils, students and adults.



〈Setagaya Public Theater〉
[Body workshop with contemporary dance]
(©MIBU Mariko)



〈Hyogo Performing Arts Center〉
Opera *Hänsel und Gretel*
(Art director and producer: SADO Yutaka)

2

Training art management personnel and supporting their utilization

The project assigns art management personnel, engages in unique and artistic creations and supports training activities to cultivate the qualities and skills required in performing arts by inviting staff and students from neighboring facilities, universities etc.

An art management training program is available to officials concerned with management and operation of public cultural facilities.

3

Supporting the revitalization of theaters, music halls and other cultural facilities

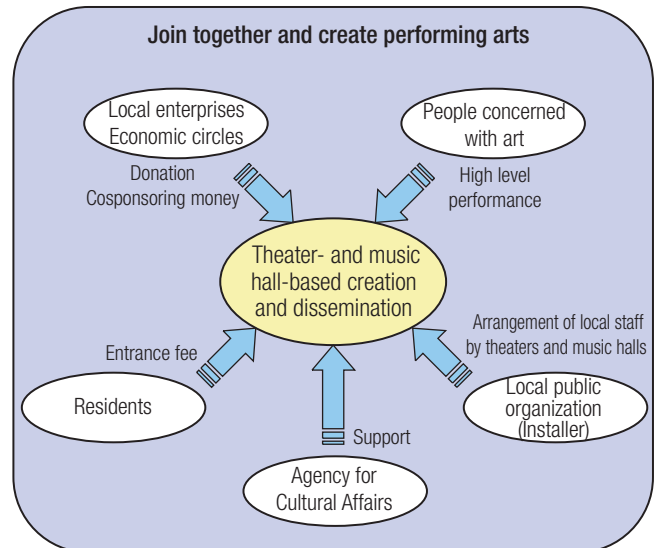
Information necessary for cultural facilities to work on projects and training programs to improve the skills of officials are provided.

- ① Culture and art information
 - Dissemination of information for the revitalization of cultural facilities and information about public cultural facilities' commitments, and the development of information about art management
 - Specialists' guidance and advice on the operation of public cultural facilities
- ② Performing Arts Fair
 - Organize forums and seminars for facilitating mutual understanding and exchange between public cultural facilities and universities, art organizations etc.
- ③ Technical staff training
 - Training programs on the knowledge and skills necessary in performing arts are available to technical officials associated with public cultural facilities.

6

Theatre- and Music Hall-based Creation and Dissemination Program

The Agency for Cultural Affairs works on activation of the local culture and expansion of the opportunities of residents' appreciating arts through the Theatre- and Music Hall-based Creation and Dissemination Program. The program supports local people's cultural activities led by theatres and music halls such as performing arts including music, dance, drama and others, promotion of cultural education and development of human resources.



7

Promoting Cultural Creative Cities

In recent years, local governments are actively making efforts to use their beautiful landscapes and unique cultural environments for fostering creativity among their residents, developing new industries, and regenerating local communities. In FY 2007, the Agency for Cultural Affairs established a commendation system for supporting local governments that make cultural policy a major policy in their policy measures.

In FY 2009, by gathering and providing information and hosting training seminars, the Agency plans to create and support a network of Cultural Creative Cities in Japan.

From FY 2010, the Agency begins a project for developing a culture/art creation city model which supports the pioneering commitment in which local governments, citizen groups and local private companies cooperate with one another in an effort to solve local problems by using the creativity of culture and arts

in a cross-disciplinary manner in industrial promotion and the revitalization of local communities, etc.



Activities in Nakanoyo Town: A space in a traditional building of the former Hirozakari Shuzo is utilized in Nakanoyo Biennale



Activities in Sendai City: Jozenji Street Jazz Festival is held on the streets and is organized by citizens' cooperation.

◆ List of recipient local governments of Commissioner for Cultural Affairs Award (division of Cultural Creative Cities)

FY 2007	FY 2008	FY 2009
Yokohama City (Kanagawa Pref.)	Sapporo City (Hokkaido)	Higashikawa Town (Hokkaido)
Kanazawa City (Ishikawa Pref.)	Toshima Ward (Tokyo)	Sendai City (Miyagi Pref.)
Omihachiman City (Shiga Pref.)	Sasayama City (Hyogo Pref.)	Nakanoyo Town (Gunma Pref.)
Okinawa City (Okinawa Pref.)	Hagi City (Yamaguchi Pref.)	Beppu City (Oita Pref.)

8 Power of Culture Projects

Culture has the power to promote the development of an attractive society by encouraging people and invigorating local communities.

The Agency for Cultural Affairs is promoting projects to augment the "Power of Culture" of each region in Japan and invigorate Japanese society as a whole in collaboration with the parties concerned in each region. These projects have drawn

much attention for linking people and connecting people to culture, and give a great stimulus to tourism and economic activities in a region. Each of the projects involves diverse activities to disseminate the "Power of Culture," including advertising activities using the "Power of Culture" logo and websites. At present, the following seven projects (four region-specific and three theme-specific projects) are being carried out.

1. Power of Culture from Kansai Project

This project has been promoted by the Agency for Cultural Affairs and "Power of Culture from Kansai Project Promoting Conference" since August 2003 with the aim of disseminating the local "Power of Culture" from Kansai to invigorate the society.

<http://www.bunkaryoku.bunka.go.jp/kansai/> (Japanese only)



2. Power of Culture from Marunouchi Project

This project has been promoted by the "Otemachi Marunouchi Yurakucho District Redevelopment Project Council" and the Ministry of Education, Culture, Sports, Science and Technology (MEXT) since May 2004 with the aim of enhancing the power of the region and energizing society by increasing opportunities for people working in the Marunouchi district to come into contact with the arts and culture.

<http://www.marunouchi.com/bunka/> (Japanese only)



3. Power of Culture from Kyushu and Okinawa Project

This project has been promoted by the Agency for Cultural Affairs and the "Meeting of Promoters of the Power of Culture from Kyushu and Okinawa Project" since September 2006 with the aim of energizing society by vigorously disseminating the local "Power of Culture" from Kyushu, Okinawa, and Yamaguchi.

<http://www.bunkaryoku.bunka.go.jp/cgi-bin/kyushu/> (Japanese only)



4. Power of Culture from Kasumigaseki Project

This project was started in March 2008 with the aim of energizing society by conducting activities in Kasumigaseki, the location in Tokyo of most of Japan's cabinet ministry offices, that highlight the rich benefits brought about by culture.

The project organizes a variety of cultural activities at Lounge (information lounge of the Ministry of Education, Culture, Sports, Science and Technology, located on the 1st floor of the preserved and rebuilt building of the forerunner of the Ministry) and many different areas in Kasumigaseki Common Gate.

http://www.bunka.go.jp/bunkaryoku_project/kasumigaseki/ (Japanese only)



5. Power of Culture from Fields of Repair Work Project

This project was started in June 2007 with the aim of making Cultural Property in the form of architectural assets the core for augmenting the regional "Power of Culture," and promoting regional communities by opening to the public the process of repairing, in preservation and renovation projects for architectural assets designated as National Treasures, Important Cultural Properties, or any other Cultural Properties, and by conducting diffusion and publicity activities concerning the preservation and renovation of such cultural properties.

<http://www.bunka.go.jp/bunkazai/bunkaryoku/> (Japanese only)



6. Power of Culture from Citizens Project

Arts NPO and cultural volunteers work hard undertaking activities to experience themselves and help others experience culture and the arts. This project was started in February 2008 with the aim of further augmenting such activities to support the regional cultures of Japan.

<http://www.bunkaryoku.bunka.go.jp/shimin/> (Japanese only)



7. Power of Culture from Excavation Ground Project

This project was started in May 2009, seeking to promote proper understanding and cooperation among the Japanese public and the people of particular localities regarding buried cultural properties and investigation by excavation, while at the same time invigorating the activities of the diverse people involved with these properties.

<http://www.bunka.go.jp/bunkazai/hakutsu/index.html> (Japanese only)

