

JAPAN HOUSE

SÃO PAULO

LONDON

LOS ANGELES

JAPAN HOUSE Activity Report

February 2020

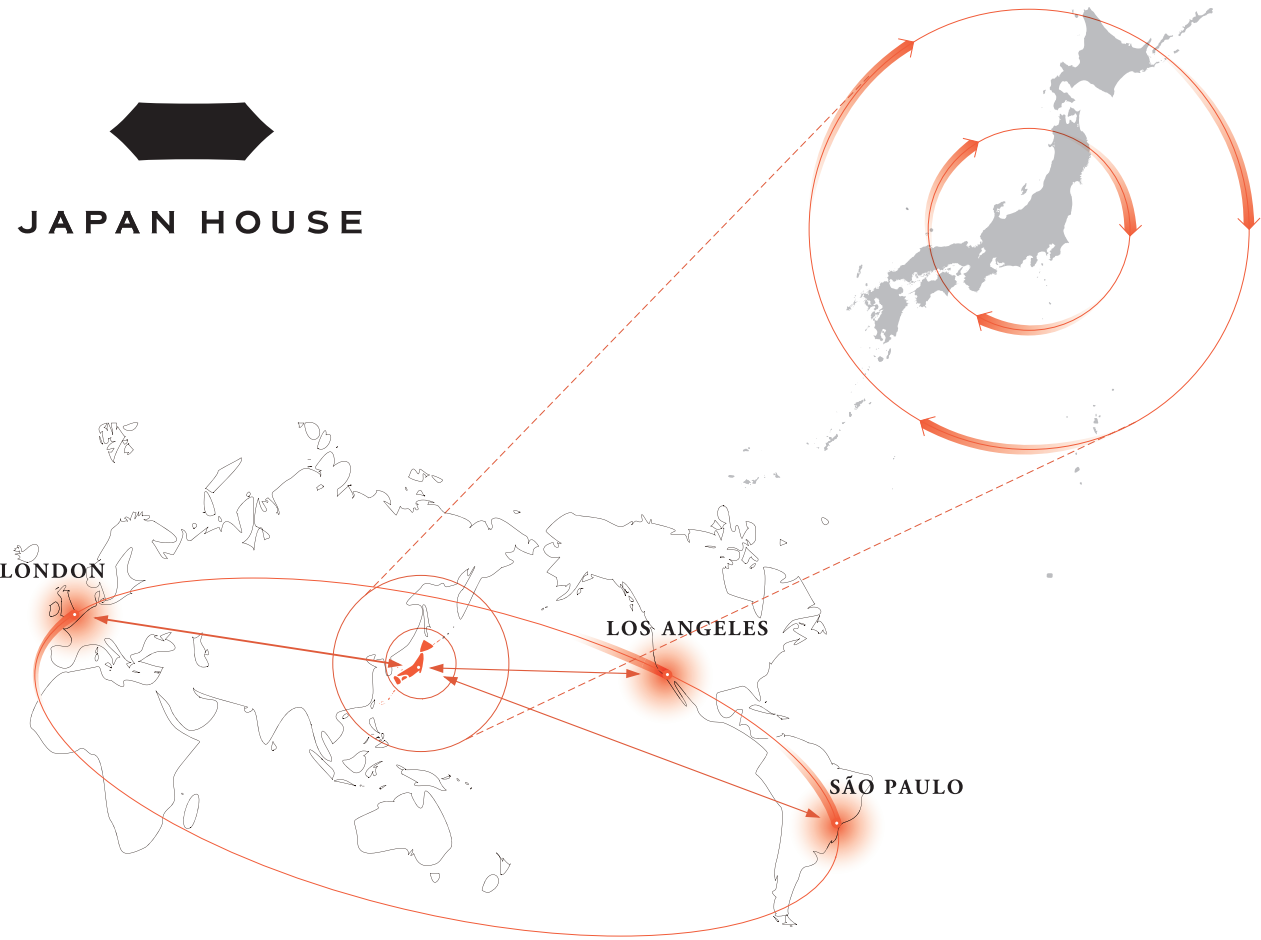
Japan as future resources and its utilization

Kenya Hara | Creative Advisor of JAPAN HOUSE Tokyo Secretariat

“Mind-blowing Encounter with Japan across the Globe”. As its concept tagline says, JAPAN HOUSE is a project hosting international hubs that aims to provide fresh and eye-opening experience for people in the world to appreciate Japan, whether self-proclaimed “Japan-savvy” people or those who have given little thought to the country. Each hub serves to enhance the presence of Japan in global scenes.

JAPAN HOUSE operates three such hubs in London, Los Angeles, and São Paulo. Each hub features an exhibition space, retail space, restaurant, library, online resources, cafe and multi-purpose event venue. The project merges together these functions, and introduces a variety of themes, in detail and with substance: the wave of popular culture, the power of advanced technology, and the diverse appeal of Japanese food. Cultural clout of three hubs is growing.

To enrich its activities, the project promotes local efforts of each JAPAN HOUSE, pursues coherent publicity work in Japan, and develops an information-delivery mechanism. The project continues to offer such enabling venues, inspiring Japanese people with passion, talents, and skills “to use JAPAN HOUSE as impactful platforms”.





JAPAN HOUSE São Paulo marked the third year since its opening in April 2017. Exhibitions have featured various fascinating aspects of Japan, including architecture, technology, cuisine, fashion, art, etc. From April to July 2019, craftworks of artisans each from the 47 prefectures presented traditions and history across Japan. Prefecture-linked seminars, which collaborated with Prefectural associations in São Paulo, were well received by the attendees. Spotlighting the public relations of Japan's policy and initiatives, JAPAN HOUSE São Paulo offers talk events on various thematic areas, including Japanese diplomacy, Japan-Brazil relations, economic cooperation, scientific technology, soccer exchange program, etc. The shops and food services are also gaining popularity. Particularly notable is the Japanese restaurant Aizome, which opened in April 2019. The restaurant demonstrates culinary talent of Telma Shiraishi, the first woman awarded the Best Chef of the Year by major local newspapers. The restaurant is dedicated to sharing experiences and discoveries of Japanese food culture.

Opened in June 2018, JAPAN HOUSE London presents wide-ranging exhibitions from time-honored mastery of techniques native to Japan to cutting-edge technological innovations. In spring of 2019, an exhibition featuring the theme "traditional colors of Japan" was held. Titled "Anno's Journey: The World of Anno Mitsumasa," the exhibition spotlighted the life story of the artist, successfully presenting the Showa period (1926-1989) through different kinds of displays and workshops. The exhibition now on display showcases digital installations on traditional local toys of Tohoku and 360-degree motion graphics of Tokyo's panoramic view. The Shop in JAPAN HOUSE London offers traditional toy crafts produced in the Tohoku region, which are well received by shoppers. The hub also communicates policy and initiatives of the Japanese government through talk events on international relations, earthquake disaster reconstruction, Japan-UK investment promotion, science and technology, and more.



JAPAN HOUSE

LOS ANGELES

Opened fully in August of 2018, JAPAN HOUSE Los Angeles extends its content's reach to a broader segment of people, leveraging the locational advantage receiving domestic visitors and foreign tourists. In 2019, the hub diversified Japan's captivating power in Hollywood, the film-making capital of the world, through screening of the Japanese films and guest talks of Japanese directors. The events were co-presented by the local film festivals. JAPAN HOUSE Los Angeles is also committed to the culinary programs, and its workshops featuring much-talked-about "Hakkou (fermentation)" and "Umami" have gained great popularity. A series of events included lectures on Japan's diplomacy, Japan-US relations, and women's empowerment, and events on Tohoku Region in cooperation with government agencies and local governments which showed post-earthquake situation in Tohoku and introduced exchange programs with US local municipalities. In conjunction with the "BAKERU" exhibition, which featured time-honored festivals and events, the region's culinary culture was introduced.

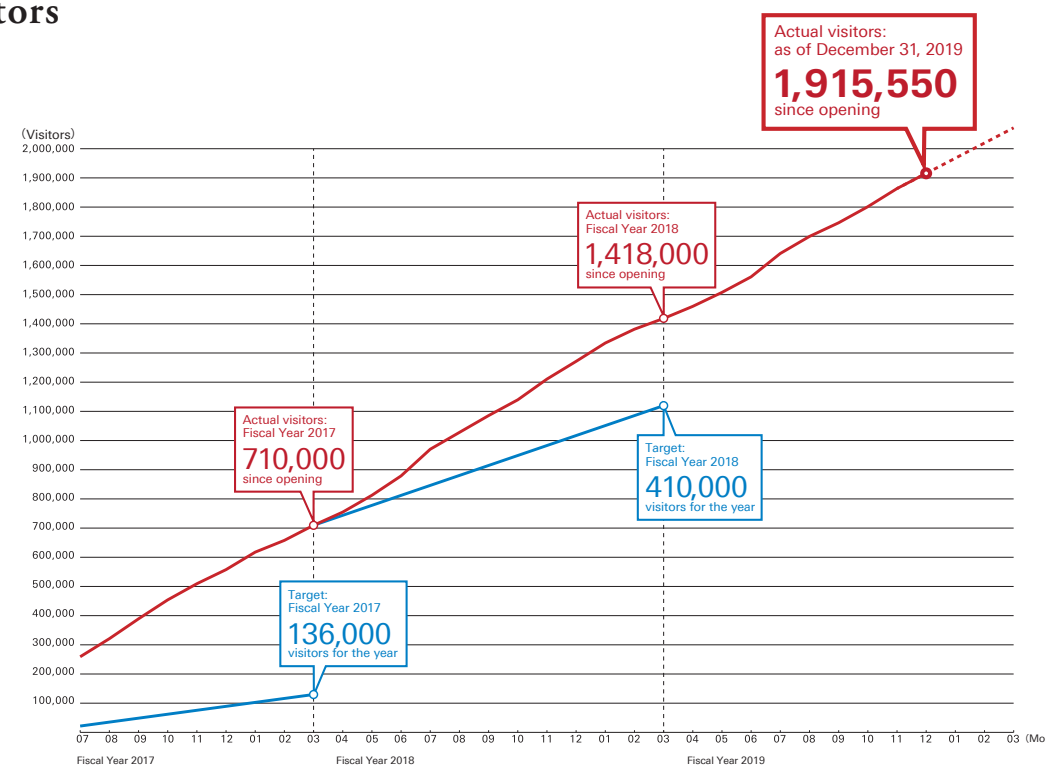
JAPAN HOUSE

Number of Visitors

São Paulo

Opened: April 2017

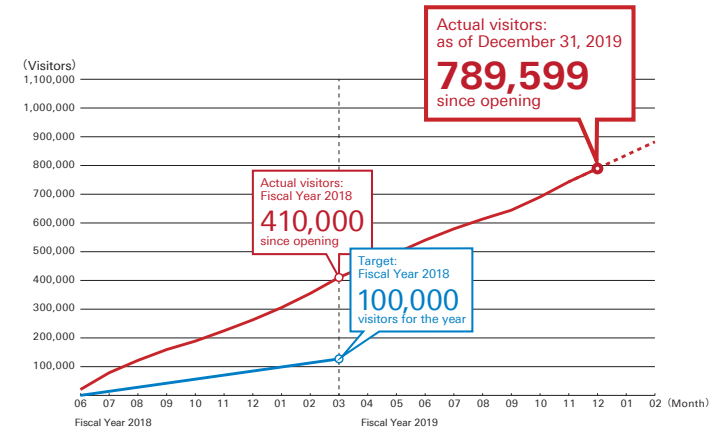
JAPAN HOUSE São Paulo marked the third year since its opening. It is now recognized as a prominent cultural destination in the city, with total visitor arrivals nearing two million people.



London

Opened: June 2018

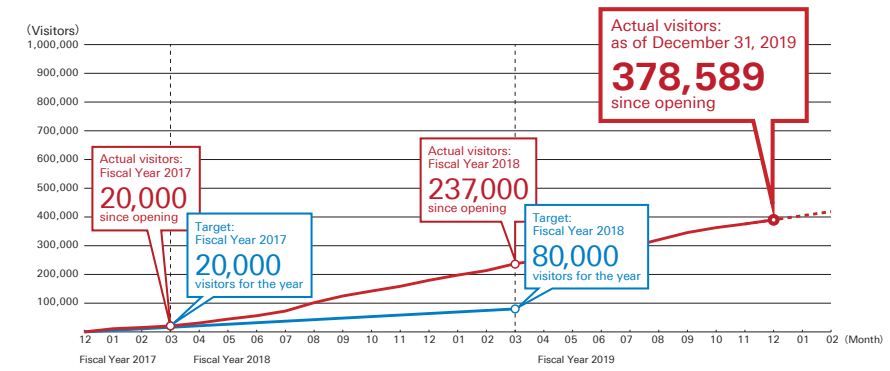
Visitor arrivals at JAPAN HOUSE London are on an increasing trend in the second year since its opening. In 2019, the collaboration with the Design Museum unveiled an artistic pedestrian crossing on Kensington High Street.



Los Angeles

Partially Opened: December 2017

JAPAN HOUSE Los Angeles witnessed an uptick in visitor arrivals notably after its full opening in 2018. The year 2019 sees continued growth in visitor numbers.



JAPAN HOUSE

Five key approaches to sustain and enrich the project

1

Touring exhibitions and locally-curated exhibitions as an engine to power the project

The driving force of JAPAN HOUSE in amplifying its messages and attracting visitors is touring exhibitions and locally-curated ones. They fuel transformation and vitality of JAPAN HOUSE at a time. What is crucial is how engaging and inspiring exhibitions can be designed, organized, and launched. Essential elements are versatile antennas tuned to Japanese culture, extensive network of contacts, creative conceptualization, and accurate and elaborate embodiment of the concept.

2

Enhanced outreach inside Japan

It is of vital importance that JAPAN HOUSE makes itself clearly known among the motivated and talented Japanese as a compelling platform to present their artistry to the public. To this end, broader outreach is needed to gain recognition in Japan. Highlights of achievements, outputs and schedules at the three hubs will be posted on JAPAN HOUSE portal site run by JAPAN HOUSE Tokyo Secretariat.

3

Website formatting for the three hubs to help autonomous management

Unique and autonomous management of the website by the local JAPAN HOUSE secretariat encourages its self-determined and dynamic facility operations. This in turn vividly communicates sensations felt at each hub. On the other hand, a potential variation on the website style may distract visitors' impressions, which possibly jeopardizes coherence and the attracting power of JAPAN HOUSE. Therefore, the website format is being developed to present JAPAN HOUSE coherently, while also ensuring flexibility of command.

4

Drawing the world's interests into much deeper spirit of Japan.

To upgrade Japan's inbound tourism sector abreast of the world's emerging trend, it is essential to increase visitors to Japan seeking high added value and guide focus of their attentions ever deeper into the country. JAPAN HOUSE will continue to act as a communication platform to entice more people to visit Japan, polishing the easily-understandable, multi-faceted presentation of its culture, customs and the society.

5

Upgrade of retail database

The range of products on offer at the shops is considerably wide from high technology to traditional craftworks. On the other hand, JAPAN HOUSE opt not to compromise on goods on sale, eliminating anything that blurs authentic interpretation of Japan or kitsch items to drive sales performance. To this end, it is crucial to secure supply routes which assure the provision of quality items at reasonable prices, selectively from all areas of Japan. The retail database for traditional craftworks will track information that creators of which area in Japan can manufacture products to what level of quality in what quantity.

Touring Exhibitions Term 1

São Paulo
November 21, 2017—March 4, 2018

London
June 22—August 5, 2018

Los Angeles
October 27, 2018—January 6, 2019



Sou Fujimoto: FUTURES OF THE FUTURE
Exhibitor: TOTO Gallery・MA

São Paulo
July 29—September 10, 2017

London
November 13—December 24, 2018

Los Angeles
April 13—May 23, 2018



TAKEO PAPER SHOW SUBTLE — Delicate or Infinitesimal
Exhibitor: TAKEO Co., Ltd

São Paulo
March 27—May 20, 2018

London
January 16—March 17, 2019

Los Angeles
August 17—October 10, 2018



Prototyping in Tokyo
Exhibitor: Prototyping & Design Laboratory, Institute of Industrial Science, the University of Tokyo

Touring Exhibitions Term 2

São Paulo
October 29, 2019—January 5, 2020

London
June 5—July 28, 2019

Los Angeles
January 23—March 28, 2019



This is MANGA — the Art of NAOKI URASAWA —
Exhibitor: The Yomiuri Shimbun ©Naoki URASAWA

Touring Exhibitions Term 3

São Paulo
Forthcoming in March 2021 (planned)

London
April 16—June 28, 2020 (planned)

Los Angeles
September—November 2020 (planned)



WINDOWOLOGY
Exhibitor: Window Research Institute

*Due to the temporary closure of three hubs following COVID-19 pandemic, opening of this exhibition will be postponed to a further date.

Exhibitions at each hub

The project is developed in a concerted effort between each hub offering a standing venue to accommodate richly curated contents and Japanese exhibitors aspiring to present their ideas and works at these three locations.

The hubs in three cities assign president/director general and directors, who oversees facility operations and curation of local exhibitions.

A galley space hosts “touring exhibitions” selected in Japan through open application as well as local exhibitions planned and organized at each hub. The three hubs exchange “these exhibitions” with one another. Vibrant and impactful exhibitions create a pulsating wave and collaborations between Japan and the three hubs. Every exhibition endeavors to present all aspects of Japanese culture, from high culture to pop culture, to cutting-edge technology and beyond.

JAPAN HOUSE
São Paulo

Honorary President: Rubens RICUPERO
President: Marcelo ARAUJO
Vice President and Deputy Director: Carlos ROZA
Cultural Director: Natasha B. GEENEN
Operation Director: Claudio KURITA
Financial Director: Richardo FERRAZ

JAPAN HOUSE
London

Director General: Michael Houlihan
Director — Programing: Simon Wright
Director — Corporate Development: Carolyn Burnett
Director — Finance & Compliance: Jerry Loy
Director — Marketing & Communications: Heidi Isa

JAPAN HOUSE
Los Angeles

President: Yuko Kaifu
Honorary Advisor: Larry Ellison

Organized by JAPAN HOUSE São Paulo and D&DEPARTMENT PROJECT

JAPAN 47 ARTISANS

April 23 — July 25, 2019
Visitors: 180,531

The exhibition presented Japan’s long-held heritage through craftworks of 47 artisans from each of the 47 prefectures. Through crafting processes of 47 artisans, the exhibition witnessed the continuation of Japan’s history over thousands of years.



Organized by JAPAN FOUNDATION in collaboration with JAPAN HOUSE São Paulo

7 Masters of Graphic Design

May 10 — June 23, 2019
Visitors: 74,078

Posters are often designed as a marketing tool, while some of them are created to advocate peace or environmental conservation. The exhibition expressed diversity of posters by displaying a broad range of series, including the one which invokes ukiyo-e.



Organized by JAPAN HOUSE São Paulo in collaboration with the Ikebana Association of Brazil

DŌ
— Way of Doing Things —
Aiming for High Virtue

June 29 — August 4, 2019
Visitors: 96,008

The exhibition introduced history, techniques, and disciplines of traditional Do, the way of doing things through Kado, the art of Japanese-style flower arrangement.



Organized by JAPAN HOUSE São Paulo

NUNO — Poetics of
Contemporary Textile

August 20 — October 27, 2019
Visitors: 121,305

The exhibition spurred the viewers' curiosity about Japanese textile and fabrics through the art of Reiko Sudo, a master of the materials who has presented a rich variety of innovative textiles.



Organized by JAPAN HOUSE São Paulo in collaboration with TOTO GALLERY•MA

Tsuyoshi Tane:
Archaeology of the Future
Memory and Vision

August 6 — October 13, 2019
Visitors: 121,506

The exhibition presented “the daily life in Japan” behind the architecture, and introduced architectural creation born from it. The presentation spotlighted the society of Japan through the viewpoint of architecture. It unveiled the process of the architect’s creative thinking and evolution induced by architecture.

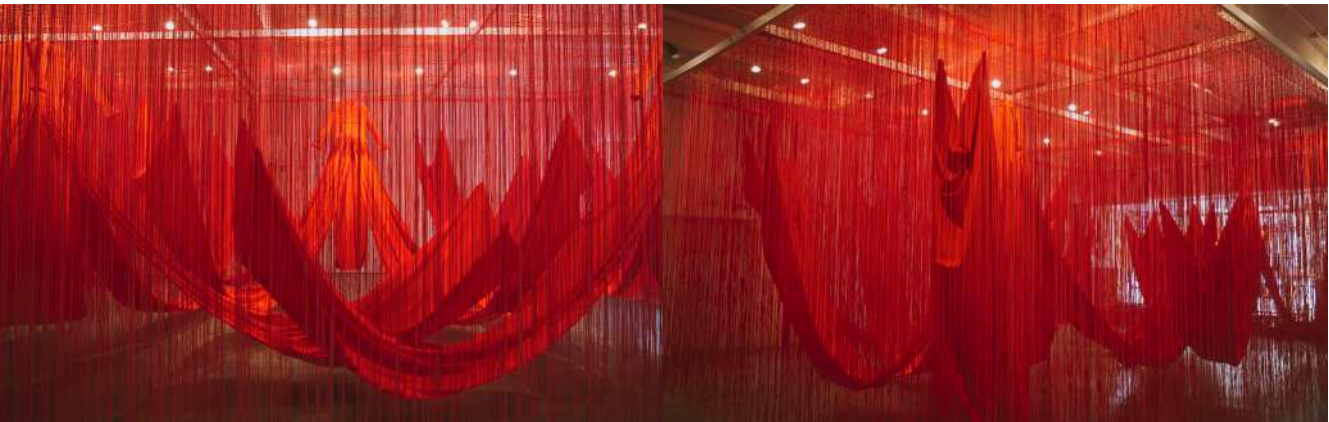


Organized by JAPAN HOUSE São Paulo

CHIHARU SHIOTA
“Internal Line”

November 13, 2019
— February 2, 2020
On display

Installation presented by a contemporary artist, Chiharu Shiota. Her work highlights the motif of “red thread of fate” that is believed to be bestowed when one is born. It visualizes such invisible red thread tied to each person, uniting the people in the world.



Organized by JAPAN HOUSE London in collaboration with Yoshioka Dyeing Workshop

LIVING COLOURS: KASANE
— THE LANGUAGE OF JAPANESE
COLOUR COMBINATIONS

April 5 — May 19, 2019
Visitors: 22,850

Hand-dyed textiles expressing beautiful traditional colors of Japan and exquisite vicissitudes of seasons. The exhibition presented works of the Yoshioka Dyeing Workshop, the 200-year-old family-run atelier in Kyoto. On taking over the business, Sachio Yoshioka abandoned the use of synthetic colors and have created pieces with plant-based dyeing techniques.



Organized by JAPAN HOUSE London and Sankei Shimbun Co., Ltd.

Anno's Journey:
The World of Anno Mitsumasa

August 22 — October 27, 2019
Visitors: 31,468

Among hundreds of picture books illustrated by Anno, the exhibition showcased 100-odd artworks covering his career from early to recent. A variety of his works were displayed, testifying to his extensive knowledge and enormous creativity through watercolor sketch, Japanese-style paintings (Nihonga), meticulous original paintings on silk, and papercuts. The exhibition marked the first ever display of Anno's work in the UK.



Organized by JAPAN HOUSE London and the Reconstruction Agency of Japan

Our Road to Recovery

June 25 — July 2, 2019
Visitors: 218

Eight years have passed since the Great East Japan Earthquake. In cooperation with the Reconstruction Agency of Japan, JAPAN HOUSE hosted a series of public talks in memory of the 2011 incident, inviting residents of the Tohoku region documenting the area's recovery. Each talk highlighted a different initiative that fostered recovery efforts and brought fresh life and vitality to local communities in Tohoku.



Organized by JAPAN HOUSE London and created by WOW

WOW : City Lights
and Woodland Shade

November 21, 2019
— March 22, 2020
On display

The first UK solo exhibition of the visual design studio, WOW. Its "Tokyo Light Odyssey" is a digital installation that explores Japan's "urban future" with an omnidirectional motion graphics screening Tokyo's night cityscape. "POPPO", on the other hand, embodies timelessness of rural Japan, focusing on kokeshi dolls originating in the Tohoku region. Both were interactive digital art installations.



Organized by JAPAN HOUSE Los Angeles in collaboration with Hollis Goodall (LACMA) KESHIKI

KESHIKI
— The Landscape Within

April 17 — June 20, 2019
Visitors: 27,395

Through Gordon Brodfuehrer’s collection of contemporary ceramic pieces, the exhibition presented ceramics unique to potter-making sites across Japan. Visitors are invited to appreciate the “keshiki” (“landscapes”) on ceramic vessels, which is admired by Japanese as the natural imperfections emerging on ceramic vessels during the firing process, such as pools of glaze, scorches, cracks and indentations.



Organized by JAPAN HOUSE Los Angeles in collaboration with D&DEPARTMENT PROJECT

JAPAN 47 ARTISANS

October 30, 2019 — January 5, 2020
Visitors: 24,198

Curated with the “Long-Life-Design” concept promoted by Kenmei Nagaoka, the representative of D&DEPARTMENT PROJECT, craftworks from Japan’s 47 prefectures were presented. Visitors experienced Japan’s traditions and innovations as well as the rich individuality nurtured by climatic features of each area.



Organized by JAPAN HOUSE Los Angeles in collaboration with WOW

BAKERU
— Transforming Spirits

July 17 — October 20, 2019
Visitors: 56,665

Showcasing interactive digital technology of the visual design studio, WOW, the digital installation featured four folk arts to enhance the understanding of traditional cultures in Japan. Through a process of bakeru, or transformation, this participatory exhibition invited visitors to step into the supernatural world epitomized in Japan’s folk traditions.



Organized by JAPAN HOUSE Los Angeles, Designed by Intertrend Communications, in collaboration with Hida Sangyo Co., Ltd. and the Board of Education of Takayama City

HIDA
— A Woodwork Tradition
in the Making

January 16 — April 12, 2020
On display

An exhibition focused on the “master craftsmen of Hida”, who inherit time-honored woodworking techniques and continue refinement in a 1,300-year history. The exhibition explored the heart of Japanese craftsmanship and aesthetic sensibility through their techniques and products. Displays embodied soul of Japanese furniture, which is tapping into the global market.





JAPAN HOUSE

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