



# JAPAN HOUSE

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SÃO PAULO

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LONDON

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LOS ANGELES

JAPAN HOUSE Activity Report

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March 2023

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# JAPAN HOUSE

## Number of Visitors

### Welcoming visitors after the pandemic, looking to future prospects

Following its establishment in São Paulo in 2017, JAPAN HOUSE opened hubs in London and Los Angeles in 2018.

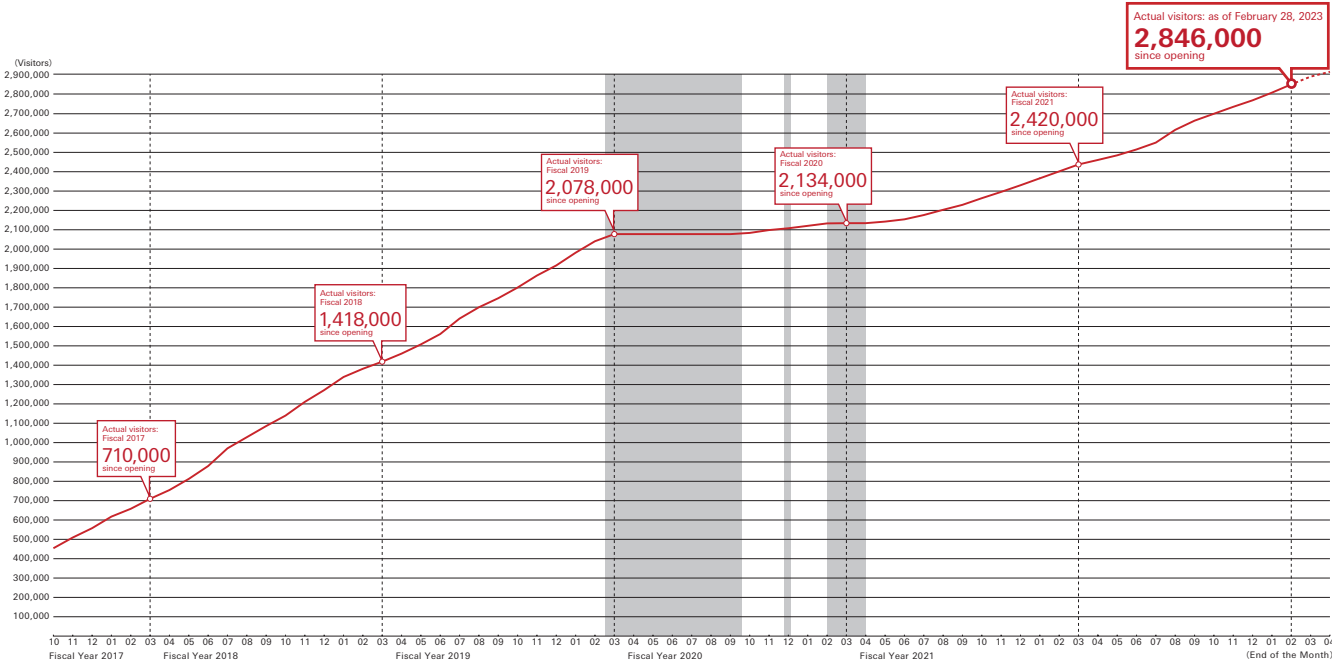
Since then, the number of visitors to each hub has steadily increased, exceeding preset targets almost every year, and as the many pandemics related restrictions imposed from March 2020 have been relaxed, the number of visitors has gradually been re-turning to pre-pandemic levels.

In all, more than 4.8 million people have visited the hubs as of February 2023 to experience Japan's varied attractiveness, policies, and initiatives which are presented. The hubs are now looking to enter a new stage of growth as leading cultural venues in each city.

With the restart of people's movements and activities in the shift to a post-pandemic era, JAPAN HOUSE developed hybrid engagement combining the best of in-person and online interaction.

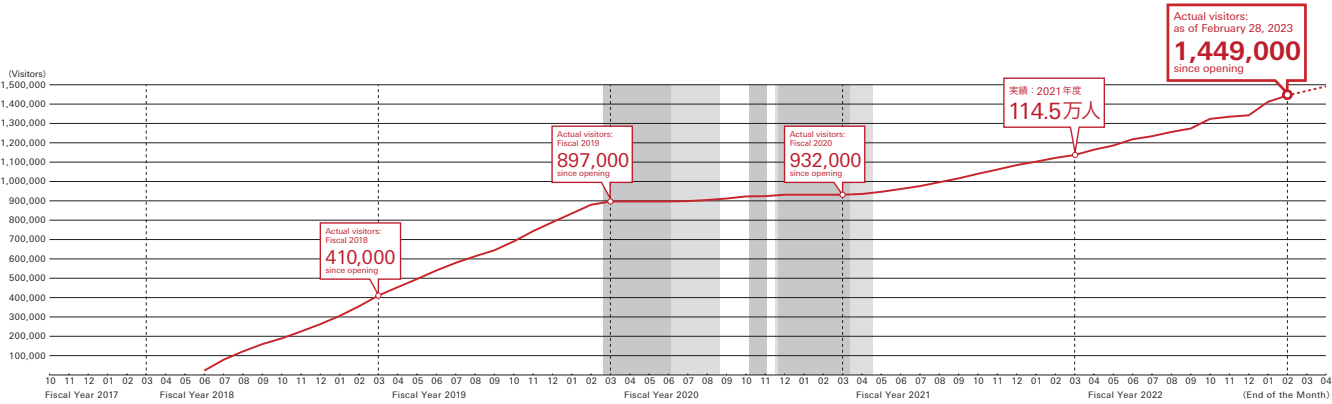
Besides virtual tours and webinars, some exhibitions invited craftsmen from Japan to tell their story or show their techniques on-site, which lent local color and gave a fuller impression of their craft. Exhibitions designed to be memorable in many ways also promoted inbound tourism, and in-person talks and workshops were linked to revitalizing rural areas in Japan. Activities capitalized on each hub's status as a cultural landmark while helping to rebuild bonds between people. To reach a wider audience, the hubs also set up off-site event venues as part of extensive collaboration with other cultural centers and galleries. Meanwhile, the virtual tours of exhibitions, related events, and webinars in cooperation with prominent think tanks and universities that were increasingly held during the pandemic are now JAPAN HOUSE staples.

As the hubs continue to employ the hybrid communication of in-person and virtual content efficiently and effectively, they are also invited by leading cultural facilities to bring JAPAN HOUSE exhibitions to other cities and countries. Wider publicity is a benefit of the collaboration, which makes the hubs more familiar as strategic centers for delivering Japan's varied attractiveness, policies, and initiatives to people of all backgrounds and enlarging the base of the people who are interested and well-versed in Japan. As JAPAN HOUSE continues to evolve, it will be further developed as a stage for communication that will enhance understanding of and empathy for Japan and as a platform for creating business/tourism opportunities and intellectual exchange.



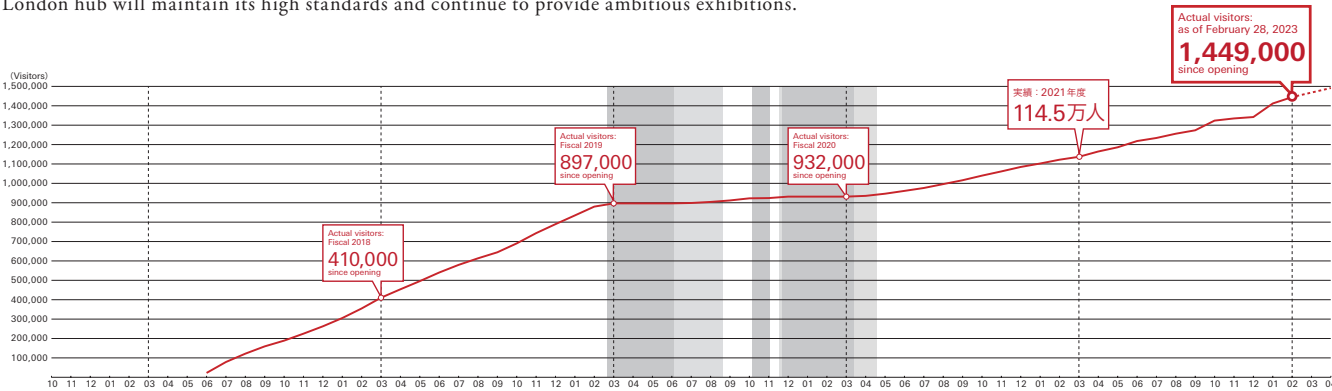
#### São Paulo | Opened in April 2017

A record of more than 2 million visitors as of February 2020 has made the hub a leading cultural venue in São Paulo. The FY2022 programs ranged from traditional culture to new media art, technology, food culture, and more. To encourage more visitors, hub accessibility was further enhanced through barrier-free design. This year, an emphasis on advanced technology will be maintained while providing eye-opening discoveries and encounters with Japan for people of all ages.



#### London | Opened in June 2018

Visitors have gradually returned since the end of pandemic related restrictions which had imposed repeated closing on the facilities. By October 2022, the cumulative total number of visitors passed 1.3 million. By utilizing online engagement, various are to be conducted, including program some joint projects with notable local cultural facilities and others showcasing rural Japan, for a diverse, well-balanced calendar of events large and small. The London hub will maintain its high standards and continue to provide ambitious exhibitions.



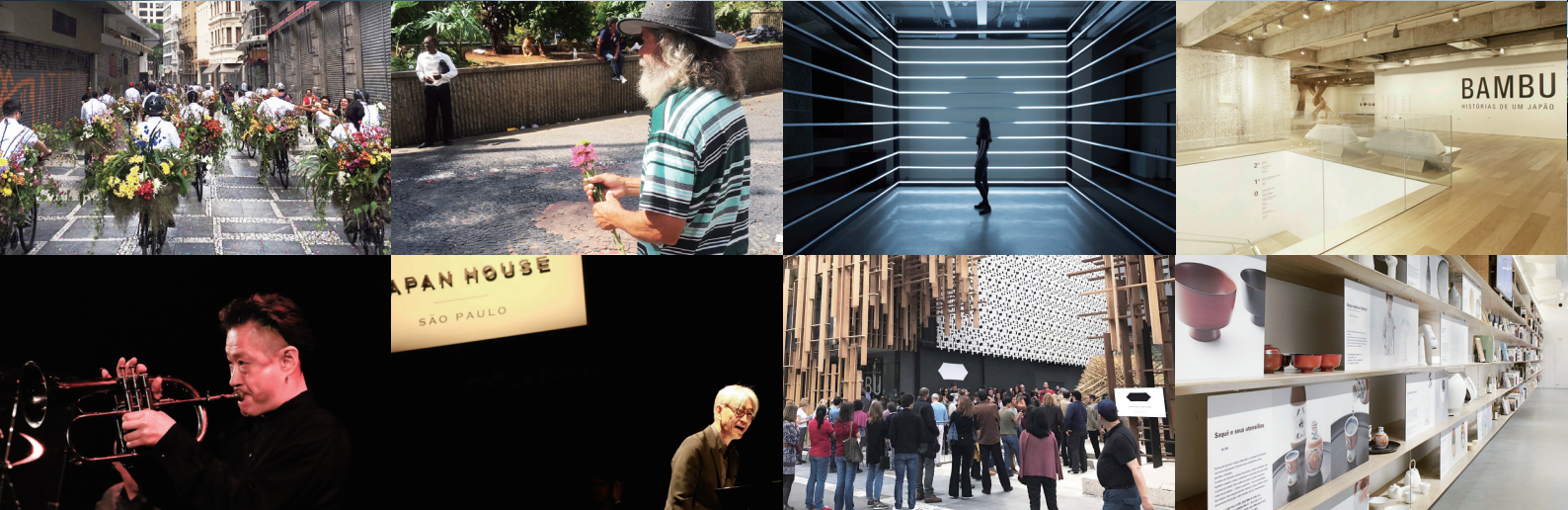
#### Los Angeles | Partially Opened: December 2017, Fully Opened: August 2018

Visitors at the L.A. hub have steadily increased from the start, and the number remained solid in FY2022 as pandemic restrictions were lifted. An "all-Japan" framework with participation from local governments and companies drew visitors both on-site and online to various programs highlighting food, movies, traditional technology, disaster preparedness, and much more. "Ramen Discoveries" – a pop-up restaurant project – proved a hit, as a fitting match for an exhibition titled "The Art of the Ramen Bowl". The hub will continue to engage in diverse, multifaceted communication coordinating projects and facilities.

\* Charts indicate total monthly visitors  
\* Period of closure as part of COVID containment measures

■ Fully closed    ■ Partially closed





## São Paulo

JAPAN HOUSE São Paulo marked the 6th year since its opening in April 2017. A spectrum of exhibitions so far includes architecture, technology, cuisine, fashion, art, and more. In response to the COVID-19 pandemic, the hub has adopted a form of communication that makes the most use of the advantages for both (in-person) exhibitions and digital content.

To reach a wider audience in Latin America, the hub communicates in multiple languages and holds its exhibitions elsewhere in Brazil and beyond, including Curitiba, Porto Alegre, Belém, Recife, Argentina, and Mexico.

The FY2022 programs began with an exhibition on traditional braided cord “kumihimo”—widely used not only historically but also in contemporary art, fashion, and even architecture—and one on innovative jewelry designers from Japan who blend tradition with modern sensibilities, followed in July with an interactive fusion of art and technology from “Rhizomatiks”, a creative collective specializing in new media art. From October, an exhibition on ramen bowls in the Mino style brought ramen history and culture into focus while highlighting the bowls’ practicality and design. Another exhibition on efforts toward diversity featured works by Japanese engineers at the forefront of athletic prosthetics.

The hub has also maintained a full schedule of webinars and other events, some with a prominent think tank, on Japanese policies and initiatives in many areas including foreign policy (the Indo-Pacific etc), situation on Japan and East Asia, Japan-Brazil/Japan-Latin America relations, East Asian geoeconomics, cyber technology, diversity, and the environment / climate change, / SDGs.



## London

Since opening in June 2018, JAPAN HOUSE London has held exhibitions on topics ranging from traditional Japanese craftsmanship to advanced science and technology. As the world moves closer to pre-pandemic conditions, the hub’s enticing events and contents combine in-person and virtual elements.

FY2022 exhibitions included “Windowology: New Architectural Views from Japan”, exploring windows through photography, manga, crafts, technology, and architecture; “Symbiosis: Living Island”, introducing an art and landscape project ongoing since 2008 on the island of Inujima in the Seto Inland Sea; and “The Carpenters’ Line: Woodworking Heritage in Hida-Takayama”, on Japanese craftsmanship through its traditional in the techniques, history, culture, and products of the Hida-Takayama area.

February brought the “Kumihimo” exhibition, revealing the allure and possibilities lying in a single strand of braided cord. The hub’s multifaceted communication consisted of exhibitions, talks, demonstrations, on the themes of rural areas in Japan as well as traditional heritages and the techniques, history, and culture such as ringing temple bells through many webinars and similar events, Japanese policies and initiatives are addressed, in some cases in conjunction with leading think tanks, to feature such areas, as foreign policy (as the ASEAN Summit chair), Japan-UK-ASEAN relations, cooperation with Africa, science technology/ innovation, and the environment/SDGs.





## Los Angeles

JAPAN HOUSE Los Angeles, fully opened in August 2018, has held programs showing Japan from many perspectives while capitalizing on its Hollywood setting. Using both in-person and online in the post pandemic environment winds down, the hub has portrayed regional tradition, culture, and values as relevant to visitors, who have been tempted to adopt some aspects in their own life.

The spotlight in FY2022 was an exhibition titled “The Art of the Ramen Bowl” on the history and techniques of Mino ware – a leading production site – with bowls designed by the country’s leading artists . The next exhibition was “Life Cycles”, an installation of woven bamboo strips by Tanabe Chikuunsai IV, which delivered the connections between Japanese society and nature, as well as the sustainability of natural resprices, which was followed by “Designing with Disaster | Stories from Seven Regenerative Cities”, on international research and activities on disaster risk reduction and resilience as inspired by the Tohoku disaster and recovery. Exhibits were supplemented by related events and virtual tours, and the hub also held webinars and workshops on a variety of topics.

The hub remains engaged with the communication through webinars and other activities on many Japanese policies and initiatives of interest, some with participation by noted think tanks and universities. There topics include security (the Japan-US alliance and regionally in East Asia and the Indo-Pacific), promotion of agricultural, forestry, and marine product exports and Japanese cuisine, climate change / hydrogen energy, diversity and women’s empowerment, and disaster risk reduction.

## Touring Exhibitions and 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 have their own 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: Eric Klug  
Vice President and Deputy Director: Carlos Roza  
Cultural Director: Natasha B. Geenen  
Operations and Events Director: Claudio Kurita  
Chief Financial Officer: Ricardo Ferraz

### JAPAN HOUSE London

Director General and CEO: Sam Thorne  
Director - Programing: Simon Wright  
Director - Corporate Development: Carolyn Burnett  
Director - Marketing & Communications: Heidi Isa

### JAPAN HOUSE Los Angeles

President: Yuko Kaifu  
Executive Director: Isao Miyauchi  
Senior Operation Director: Hiroko Johnson  
PR and Marketing Director: Lisa Nakanouchi  
Honorary Advisor: Larry Ellison



Windowology:  
New Architectural Views from Japan

Exhibitor:  
Window Research  
Institute

Windows were examined through the lens of photography, manga, crafts, technology, and architecture in this exhibition.

Besides elucidating the roles of windows, the exhibition presented Japanese culture in a new light by viewing windows themselves as reflecting culture.

Tour Timetable	Touring City	Number of Visitors
October 24, 2020 – January 3, 2021 (virtual exhibition)	Los Angeles	Online exhibition ongoing
June 29 – August 22, 2021	São Paulo	43,611 + Online exhibition ongoing
December 1, 2021 – April 24, 2022	London	103,922 + Online exhibition ongoing



WAVE: New Currents in Japanese Graphic Arts

Exhibitors:  
Hiro Sugiyama  
and  
Kintaro Takahashi

The Showa era saw rapid economic growth, and it was in this context that Japanese illustration developed in a way that was very different to illustration in countries in Europe and America.

This exhibition is a collection of both modern and future creativity that seeks to show the world the charms and appeal of present-day illustration, which can be called the core of Japanese subcultures.

Tour Timetable	Touring City	Number of Visitors
September 18 – November 28, 2021	Los Angeles	6,422 + Online exhibition ongoing
February 21 – May 1, 2022	São Paulo	79,584 + Online exhibition ongoing
July 3 – October 22, 2023 (planned)	London	JAPAN HOUSE—Touring Exhibitions





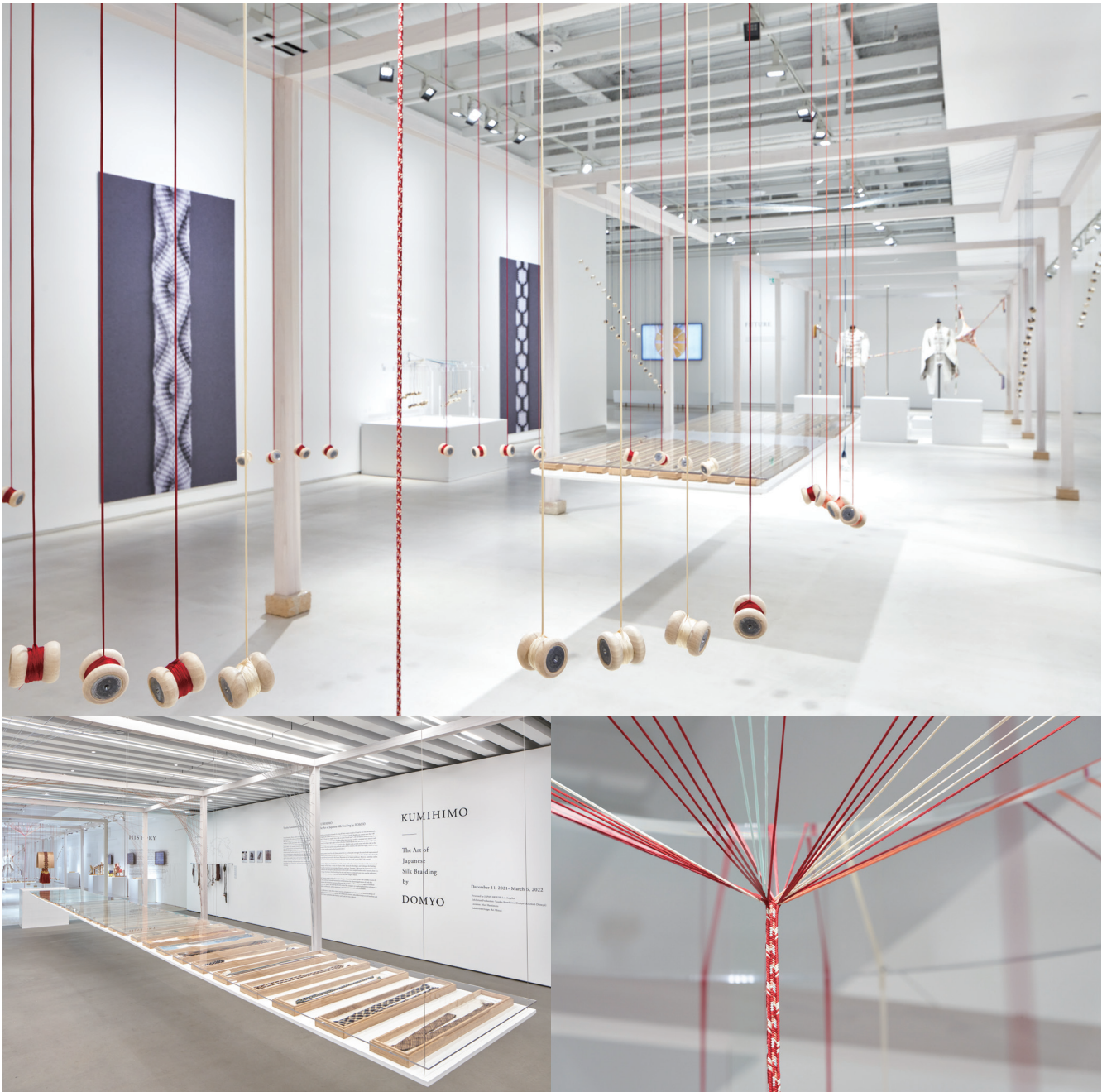
This exhibition introduces an art and landscape project from Inujima, an island in the Seto Inland Sea. This project has been in progress since 2008, posing questions about the activities on this tiny island, with aging population, from perspectives such as regional revitalization and ecology. Symbiosis communicates the aesthetics of Japanese-style coexistence derived from interactions between people in and outside of the community to the world through art, architecture, and a variety of programs.

Tour Timetable	Touring City	Number of Visitors
November 30, 2021 – February 6, 2022	São Paulo	76,636 + Online exhibition ongoing
May 21 – September 4, 2022	London	83,621 + Online exhibition ongoing
April 14 – July 5, 2023 (planned)	Los Angeles	



This comprehensive exhibition reveals the charm and hidden possibilities of a single cord through kumihimo silk braiding. It includes a section on historical development, introduced through an archive of replica pieces, as well as information on the characteristic structure of kumihimo, shown using mathematical and engineering research, and viewers can also see kumihimo collaboration works created with talented individuals who are active in diverse fields, including modern fashion, art, and architecture. Through this exhibition, visitors learn about the old and new charms of kumihimo.

Tour Timetable	Touring City	Number of Visitors
December 11, 2021 – March 6, 2022	Los Angeles	7,557 + Online exhibition ongoing
May 24 – October 23, 2022	São Paulo	212,668 + Online exhibition ongoing
February 23 – June 11, 2023 (planned)	London	JAPAN HOUSE—Touring Exhibition





Exhibition

[ÍM]PARES

Singular pairs

April 5 – June 12, 2022

Visitors: 85,917

Online exhibition ongoing

Support: Japan Jewellery Designers Association (JJDA)

Photo : Ding Musa

Metal, fabric, glass, bamboo, rattan, pearl, seashell, paper, eggshell, and other material goes into the intriguing jewelry of the Japanese designers featured in this exhibition. Some 75 pieces were on display, including necklaces, pendants, earrings, rings, bracelets, and pins. In each designer's jewelry, visitors could appreciate Japanese aesthetics at work.



Exhibition

What cannot be seen  
— Rhizomatiks

July 12 – October 2, 2022

Visitors: 125,604

Online exhibition ongoing

Content holder: Rhizomatiks

Photo : Marina Melchers

Advanced technology, fine-grained data analysis, and a regard for relationships between people and technology set the scene for this fusion of art and technology that invited visitors to explore fresh new media art from Japan. Four installations served as gateways for experiencing the interplay between real and virtual.





Exhibition

Technology in Movement-Xiborg

November 8, 2022 – March 5, 2023

Visitors: 136,591

Content holder: Xiborg

Photo : André Yamamoto

Japan's support of diversity and inclusion was clear in this sports and technology-themed exhibition on the work of Japanese engineers developing advanced technology for prosthetic limbs used in competitive athletic events. Prostheses on display and in videos brought this world into sharper focus, and the hub also offered interactive opportunities.



Exhibition

The Art of the RAMEN Bowl

October 18, 2022 – February 5, 2023

Visitors: 163,503

Co-organizers: TSDO Inc., Ceramic Valley Council

Planning: Taku Satoh | TSDO Inc.

Mari Hashimoto | Writer, editor, and deputy director of Eisei Bunko Museum

Photo: Ale Virgilio, Wagner Romano

Bowls themselves were the stars of this show, which also touched on ramen history and culture, the history of Mino (Japan's center of donburi production), and the valley's tea bowls, tableware, and other ceramics.



Event

Innovation in Motion

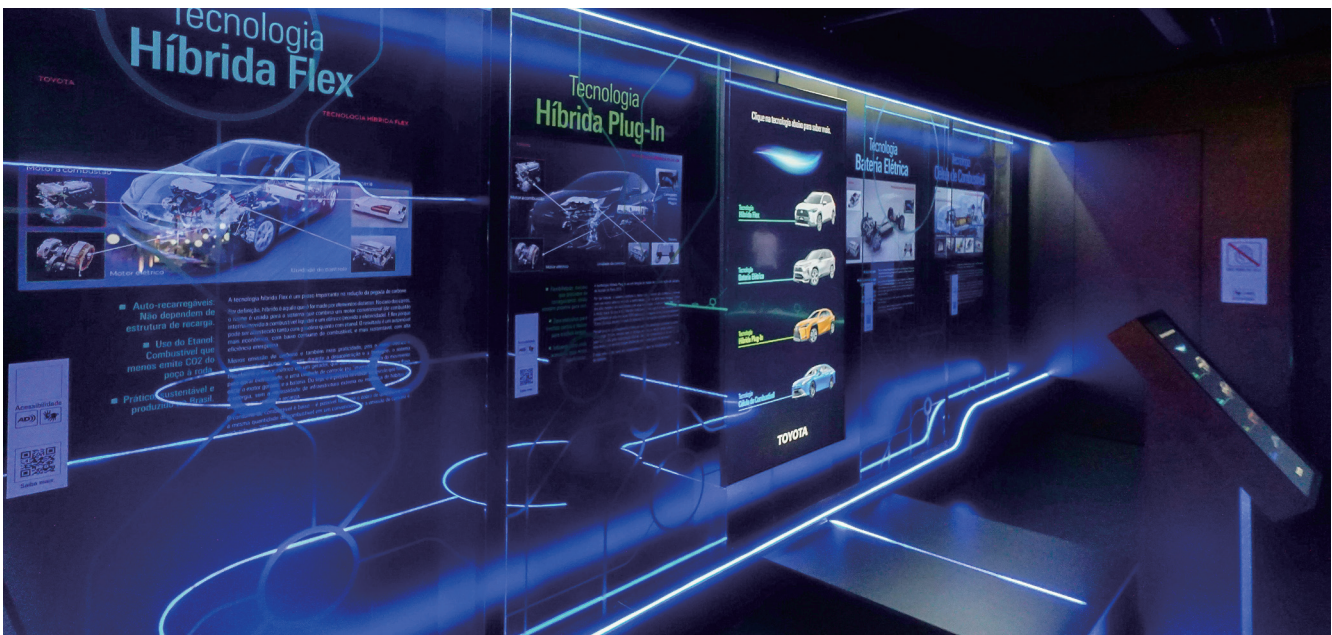
November 18 – December 11, 2022

Visitors: 25,011

Co-organizer: Toyota do Brasil Ltda.

Photo: Rogerio Cassimiro, Rafael Cusato

A glimpse at future mobility and sustainability as envisioned by industry and government, addressing both the country's carbon neutrality efforts and developments in the auto industry – one of Japan's largest sectors. Advanced technologies on display included fuel cell/hydrogen vehicles, EVs, and hybrids.





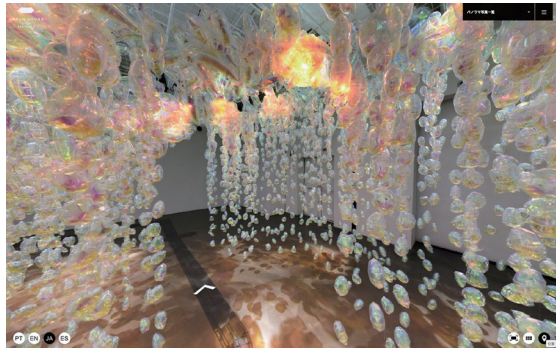
Virtual Tour

“Equilíbrio” (Balance)—  
DAISY BALLOON

〈Online exhibition ongoing〉

Content holder: Daisy Balloon

An encore to Daisy Balloon's well-received Balance exhibition in FY2021, this ongoing virtual exhibition was inspired by the cycles of nature and consists of more than 9,000 balloons, expressing the inevitable passage of time which brings change from one day to the next.



Online Event \*\*

The path to digital banking  
and the evolution of  
integrated services

June 14, 2022

Speakers: Cíntia Scovine Barcelos | CTO, Bradesco  
Jimmy Lui | Head of Digital Strategy and Innovation, BV Bank  
Milton de Ronchi Rodrigues Júnior | Business Director, NEC Brazil  
Thiago Machado | Director of Digital Products, Inter Bank

AI, cloud computing, biometrics, cybersecurity, and other technological innovation is shaping the ever-evolving banking services sector, as discussed by experts at this event in the Connections series co-hosted with hub sponsors.



Virtual Tour

Parade  
(a Drip, a Drop,  
the End of the Tale)

〈Online exhibition ongoing〉

Content holder: Yuko Mohri

Calling to mind a Japanese perspective on transience and impermanence, this installation of kinetic art and sound art shows a regard for the beauty of practicality, drawing inspiration from ordinary items to express universality.



Hybrid Talk \*\*

Development of sustainability discussion in Japan: How are SDGs and ESG being integrated in policy formation and business development locally and globally?

August 31, 2022

Joint planning: Higher School of Advertising and Marketing (ESPM)

Speakers

Masachika Suzuki | Professor, Sophia University

Moderator

Alexandre Uehara | Professor, ESPM



Considering the state of global climate change, innovative Japanese technologies can help meet the urgent goal of net-zero GHG emissions by 2050 according to Professor Suzuki, who also noted that in local communities, innovation on a smaller scale can have a positive impact not only environmentally but also socially and economically.

The professor introduced a July 2022 Japan-Brazil declaration to promote bilateral environmental cooperation with a focus on climate change and expressed his hope for stronger cooperation in the future.

Webinar \*\*

Tensions in East Asia: Japan's response to China and Russia

December 7, 2022

Joint planning: Fernando Henrique Cardoso Foundation (FFHC)

Speaker

Narushige Michishita | Vice President, National Graduate Institute for Policy Studies

Moderator

Sérgio Fausto | Executive Director, FFHC



Beginning his talk with observations on shifts in global military power and the general balance of power, Vice President Michishita described security conditions in East Asia, including issues related to Japan's territorial integrity. Noting the need for Japan to strengthen security efforts, he cited significant increases in defense spending, stronger Japan-U.S. relations, and more robust security partnerships in East Asia as examples.

Webinar \*\*

Geoeconomic dynamics in East Asia

December 14, 2022

Joint planning: School of International Relations, Getulio Vargas Foundation (FGV)

Speaker

Kazuto Suzuki | Professor, Graduate School of Public Policy, University of Tokyo

Moderator

Carolina Moehlecke | Professor, School of International Relations, FGV



After touching on how free trade developed after WW II, Professor Suzuki noted how economic leverage became a foreign policy tool while he described the global economic impact of current U.S.-China friction.

He then summarized and explained the significance of a Japan's Economic Security Promotion Act. In response to criticism of WTO's ineffectiveness, Professor Suzuki observed how global economic activities function inside various groups touching upon the Quad framework involving Japan, the U.S., Australia, and India as one example.



Exhibition

The Carpenters' Line: Woodworking Heritage in Hida-Takayama

September 29, 2022 – January 29, 2023

Visitors: 131,809

〈Online exhibition ongoing〉

Cooperation: City of Takayama, Gifu

Introduced Japanese craftsmanship through the techniques, traditions, and history of wood craftsmen in the densely forested Hida region of Gifu who have passed down their skills for 1,300 years. On display were an array of their traditional wooden crafts, Hida furniture (which has had an impact on global furniture design), tree species from the Hida-Takayama forests, and old woodworking tools.



Related events

Hybrid Event \*\*

Preserving cultural heritage in Hida-Takayama: talk by Takehiko Ushimaru

November 11, 2022

Cooperation: City of Takayama, Gifu  
Speaker: Takehiko Ushimaru | Director, Cultural Assets Division, Takayama Board of Education

With the exhibition's curatorial team, a Japanese woodworker visiting London discussed conserving and passing down Hida-Takayama cultural heritage.



Hybrid Event \*\*

Living with Trees: In conversation with Yoshiyuki Makino and Kevin Martin

November 27, 2022

Speaker: Yoshiyuki Makino | Tree/forest researcher, furniture craftsman, CEO of Fushi Ltd. Kevin Martin | Royal Botanic Gardens, Kew. Head of Tree Collections and Arboriculture

A Carpenters' Line discussion with a wood and tree expert from Hida-Takayama and London, who explored new facets of woodworking in the overall context of trees and wood in our life, as well as new possibilities with trees.



Display (in Shop)

Hida Shunkei Lacquerware

October 28, 2022 – February 22, 2023

This lacquerware technique was adopted for trays, stacked boxes, and other household items from roughly the 18th century through the early 20th and is still used today for tea utensils, vases, furniture, and more. During the exhibition, annotated Hida-Takayama products with the area's distinctive clear lacquer were on display and available for purchase.





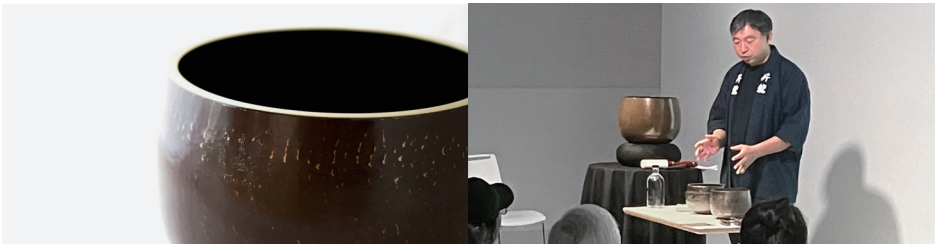
Event

The sound of orin:  
Demonstration by Buddhist  
bell artisan Yoshinori Shimatani

November 3, 2022

Cooperation: Toyama Prefecture Tourism  
Promotion Office, Japan National Tourism  
Organization (JNTO)

Types of Buddhist bells made in the city of Takaoka, Toyama, were introduced in a talk on their fabrication and roles in Buddhism. Distinctive tones of temple bells were also demonstrated.



Display & Demonstration

Queen’s Gallery ikebana  
display and demonstration

January 26, 2023

Co-organizer: Queen’s Gallery  
Speaker: Shoko Koizumi-Hanson

A display and demonstration of the seasonal floral art of ikebana was one of several collaborative events held by JAPAN HOUSE London for the exhibition Japan: Courts and Culture at the Queen’s Gallery, Buckingham Palace, an unprecedented, comprehensive showing of Japanese art and design in the Royal Collection acquired through diplomatic, cultural, and artistic exchange between both countries.



Hybrid Event \*\*

Living national treasure  
Kazumi Murose on  
sustainable lacquer restoration

February 15, 2023

Co-organizers: Royal Collection Trust,  
Sainsbury Institute (SISJAC)  
Speakers: Kazumi Murose | Lacquer artist  
and holder of a related Important Intangible  
Cultural Property  
Nicole Coolidge Rousmaniere | Director,  
Sainsbury Institute

At an event to enhance understanding and appreciation of Japanese art, design, and culture by introducing the skills of a living national treasure, a renowned lacquer artist spoke with the Sainsbury Institute director on sustainable lacquer restoration at historic sites such as Ise Grand Shrine and Shosoin and in his own creative work.

Speaking on lacquer and creativity, Mr. Murose also introduced lacquer art techniques.



Workshop

NHK World  
Sumo

2022: May, July, September,  
and November

2023: January and March

Highlights from NHK World Japan coverage were shown live in English at Japan House London during each Grand Sumo tournament. Sumo has been popular in London, and these broadcasts treated fans to live commentary and, from outside the ring, background information on this traditional and venerable Japanese sport. © NHK G-Media



Hybrid Event \*\*

Kyosai Kawanabe, 19th  
century Japanese painter

May 26, 2022

Cooperation: Royal Academy of Arts (RA)  
Speakers: Rebecca Salter | President of the Royal  
Academy of Arts  
Koto Sadamura | Visiting Researcher in the Department  
of Asia, The British Museum  
Israel Goldman | Art dealer and ukiyo-e authority

In conjunction with the Royal Academy of Art exhibition Kyōsai: The Israel Goldman Collection, this talk and discussion explored the life and work of Kyosai Kawanabe, a master of Japanese painting in the 19th century. Koto Sadamura discussed Kyosai’s life and brought viewers behind the scenes in curation, while Rebecca Salter and Israel Goldman reflected on Kyosai’s appeal and impact as well as links between art curation and collection.



Event (in Shop)

Wooden buckets,  
tea canisters

February 16 – June 15, 2022

June 2, 2022, Talk event

The hub has combined exhibitions with shop activities in many ways. In one case, a talk and demonstration event invited two noted craftsmen – tea canister artisan Takahiro Yagi of Kaikado and woodworker Shuji Nakagawa of Nakagawa Mokkougei – who discussed what it means to be a craftsman in contemporary Japan and how expertise can be passed down to future generations. Another focused on Aizu cotton products. The hub provided historical context and introduced artisans while making these items available at the shop.



Hybrid Event \*\*

Yellow Flower Dream:  
Beatriz Milhazes in  
Conversation with  
Dr Sofia Gotti

June 19, 2022

Speaker: Sofia Gotti | Art historian

Brazilian artist Beatriz Milhazes discussed the development and design of her work Yellow Flower Dream on the island of Inujima. Key considerations included themes in Sofia Gotti’s work as well as the island’s art, environment, and community. The artist’s activities on Inujima can also be viewed through her work since the 1980s, and the historical and artistic context were also introduced.





## Webinar \*\*

## Africa-Japan relations and evolving multilateralism

November 23, 2022

Joint planning: Royal Institute of International Affairs (Chatham House)

## Speaker

Hiroyuki Yakushi | Deputy Director General, Africa Department, Japan International Cooperation Agency  
 Scarlett Cornelissen | Professor, Stellenbosch University  
 Tshepo Gwatiwa | Lecturer, University of the Witwatersrand  
 Nisrin Abouelezz | Managing Director, Head of Africa Group, Sumitomo Mitsui Banking Corporation

## Moderator

Alex Vines | Director, Africa Programme, Chatham House



In this discussion of Japan-Africa relations and multilateralism by Japanese, British, and African speakers, Deputy Director General Yakushi reflected on outcomes of TICAD 8 in Tunisia in August 2022, citing the importance of investment in people and in resilience, with particular emphasis on investment in African youth. Participants exchanged opinions in the Q&A session on issues related to African investment, multilateral cooperation between Japan and G7 countries in Africa, and other topics.

## Hybrid Talk \*\*

## Sustainable forestry in Japan

January 19, 2023

Cooperation: Forestry Agency (Japan)

## Speaker

Shunpei Iida | Director, Agriculture & Food Division, JETRO London

## Moderator

Simon Wright | Director of Programming, JAPAN HOUSE London



Noting that two-thirds of the country's land is covered by forests, Director Iida introduced sustainable forest management and wood use promotion in Japan. He farther explained Japan's efforts to protect the forests that absorb and store carbon dioxide and to strengthen these capacities, as the country seeks carbon neutrality by 2050.

## Webinar \*\*

## Working with ASEAN: How can the UK learn from Japan's experience in Southeast Asia?

February 1, 2023

Joint planning: Royal Institute of International Affairs (Chatham House)

## Speaker

Mie Oba | Professor, Kanagawa University  
 Ben Bland | Director, Asia-Pacific Programme, Chatham House  
 Moe Thuzar | Fellow, ISEAS-Yusof Ishak Institute

## Moderator

Bill Hayton | Associate Fellow, Asia-Pacific Programme, Chatham House



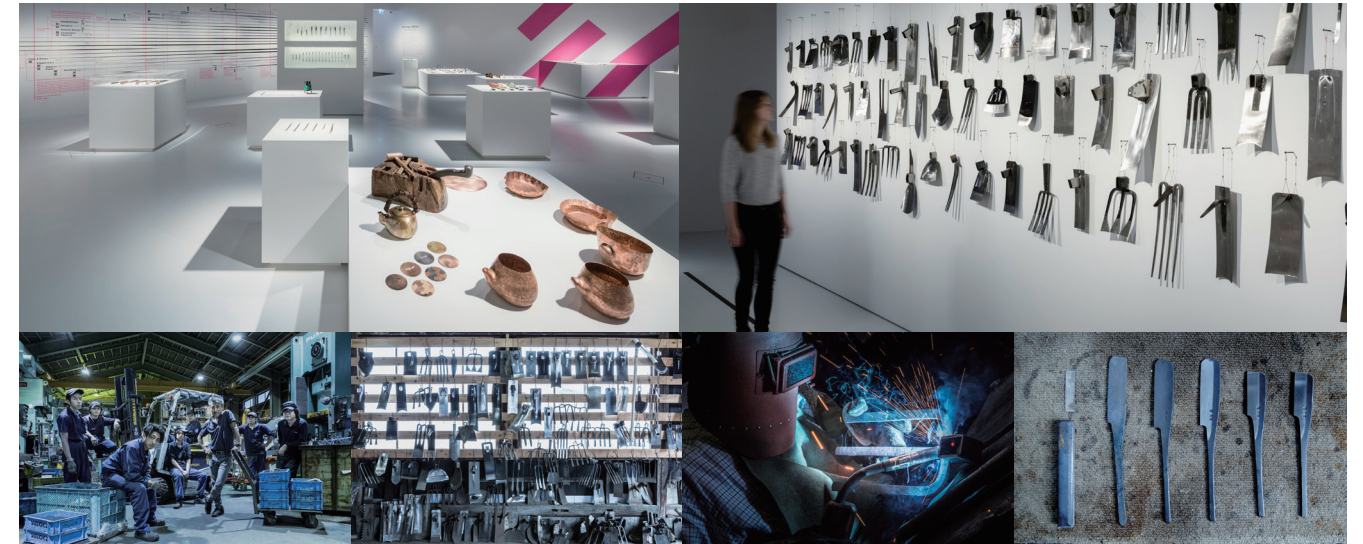
Professor Oba introduced what Japan has gained from being a dialogue partner with ASEAN nations – an opportunity to demonstrate its will to tighten political relations, build enhanced trust, and establish a platform to deal with common challenges. She also pointed out, in ASEAN dialogue, the necessity to go beyond economic development and consider sustainability and fairness, and the importance for ASEAN to build a rules-based regional order.

## Regional Revitalization at JAPAN HOUSE

An exhibition titled Biology of Metal: Metal Craftsmanship in Tsubame-Sanjo, inspired by the Factory Festival project in the Tsubame-Sanjo area of Niigata, was held to support promoting regions. London appreciated the high precision of this region's metal products and the skill of their craftspeople, some of whom gave demonstrations, talks, and sold their wares. A successful project that led to collaborative product development with local companies, promotion of tourism, academic exchange, and more. Although three years have passed since the original exhibition, the event continues to bear fruit.

Original JAPAN HOUSE London exhibition  
 Biology of Metal: Metal Craftsmanship in Tsubame-Sanjo  
 September 6–October 23, 2018  
 Visitors: 58,000

© Tsubame-Sanjo Factory Festival Committee



## Business inspired by JAPAN HOUSE

1



## Kathleen Reilly

Impressed by the consummate craftsmanship at the Biology of Metal exhibition at JAPAN HOUSE London in 2018, Scottish artist Kathleen Reilly decided to study in the city. The design of this piece, Oku, emerged from her experience, as a reinterpretation of Western table knives influenced by traditional Japanese place setting and arrangement, earning Homeware design of the year 2022 at the Dezeen Awards. The artist is now based in Tokyo.

2



## Joint production and sales of kitchen knives by Blenheim Forge and Tadafusa

Biology of Metal also provided effective publicity. London-based Blenheim Forge and many others attended and had a chance to meet craftsmen from Tadafusa, visiting from Sanjo. This dialogue led Blenheim Forge to visit the city of Sanjo, and products emerged from their collaboration. (Shown here is a Tadafusa blade paired with a Blenheim Forge handle and case.) Launched in the UK as a limited-edition product, it sold out in a few hours.

3

New joint ventures and business involving these individuals and companies was only one outcome. The events also promoted tourism and succeeded in drawing people to the Tsubame-Sanjo area. Some exhibition visitors later traveled to Japan to see the Factory Festival, for example, and students of art college visited Japan to conduct workshops at Sanjo companies that had participated in the exhibition. These are only a few of the lively exchanges inspired by the exhibition. Festival planners also learned from the exhibition, and not only were the presentation, staging, and focal points influenced, the experience also encouraged the festival committee in establishing a new Tsubame-Sanjo Factory Museum which was later recognized in one of the world's three leading design award programs, where it received a Red Dot: Grand Prix award in 2022. In these ways, JAPAN HOUSE fulfills a key role in providing opportunities for participating businesses, local governments, and others to develop in diverse, multi-year business, academic exchanges, product development, and tourism projects promoting regions.



# The Art of the Ramen Bowl

→ Touring exhibition: São Paulo

The exhibition itself showcased dozens of ramen bowls – 30 original ramen bowls created by prominent Japanese artists and culinary experts – as an approach to sharing Japan's ramen culture with a wider audience. Traditional techniques and diverse designs of Mino ware, which accounts for some 90% of ramen bowl production, were introduced along with the domestic history of ramen, regional variation in soup and ingredients, and large food samples that are unique to Japan.

✱ ✱

## DISCOVERIES

Cooperation: Tsujita Miso no Sho, Keika, Bannai  
Shokudo, Mengyo, Butayama, Aburado, Machida Shoten

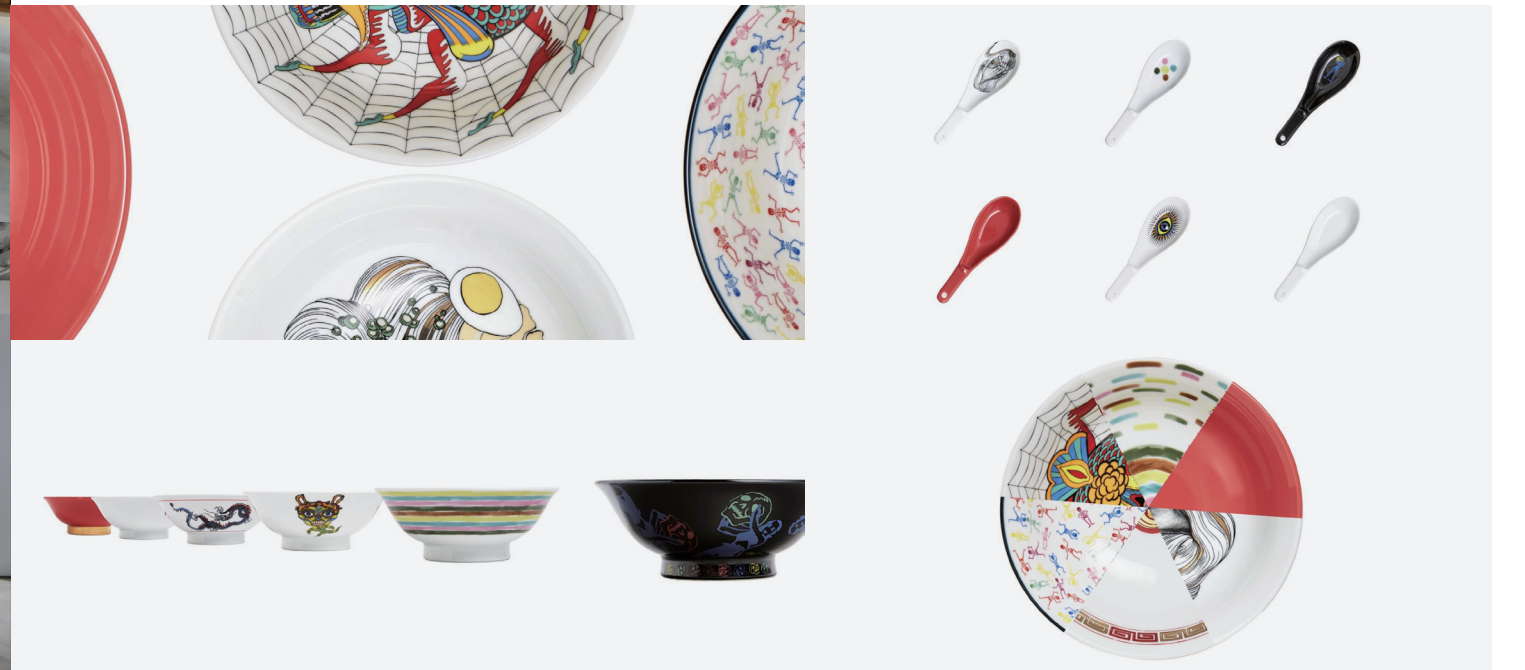
Seven ramen restaurants not currently located in Los Angeles offered a variety of "Ramen" from Japanese regional favorites to new creations, each over a two-week period. A pop-up dining series that provided a deeper understanding of the diverse Japanese ramen culture introduced in the exhibition, in bowls similar to those on display.



## \*\*

## Ramen Video series

Online, website visitors can also watch the video series of Ramen. An elegant introduction to the exhibition through the process of making ramen and bowls. Additionally, explores ramen bowls in a fresh way, with the eye of a graphic designer on original works of ramen bowl art.





Event

LIFE CYCLES:  
A Bamboo Exploration with  
Tanabe Chikuunsai IV

July 28, 2022 – January 15, 2023

Visitors: 47,697

〈Online exhibition ongoing〉

Exhibitor: Tanabe Chikuunsai IV | Contemporary Bamboo artist

A bamboo-themed exhibition that presented and conveyed not only the artistry and technical qualities behind these works but also their place in nature’s cycle and in particular the potential for sustainable use of natural resources. The main work was an installation consisting of nearly 17,000 bamboo strips. Life Cycles marked the hub’s first offering of an introductory exhibition where the public could view the artist at work during the two weeks before the main gallery opening.



Event

Regenerative Urbanism

January 27 – April 2, 2023

Visitors: Pending calculation

Organizers: UCLA x LAB, Tohoku University IRIDeS, ArcDR3

Exhibition Executive Committee

Executive production: Hitoshi Abe, Professor, UCLA

Through regenerative city models devised from an anticipatory approach to resilient urban design that combines defensive and recovery-oriented qualities, this project explored the possibility of new symbiosis between people and natural and constructed worlds. An immersive exhibition in which visitors could look into several white “wells” to view stories about seven cities.



Related events

Event

“Words Can’t Go There”  
Screening with  
Talk & Live Performance

August 24, 2022

Organizer: The Japan Foundation, Los Angeles

Speakers: John Kaizan Neptune, David Neptune

This event, thematically related to the Life Cycles exhibition, included a live shakuhachi performance and screening of Words Can’t Go There, a documentary introducing the artistry of bamboo shakuhachi, a type of bamboo-related woodwind instrument.



Hybrid Event \*\*

Chasing the Eccentrics:  
Takashi Murakami in  
Conversation with Etsuko Price

May 20, 2022

Co-organizer: The Broad

Speakers: Takashi Murakami | Artist, Etsuko Price | Collector of Japanese Art

This conversation between Takashi Murakami and Etsuko Price in collaboration with The Broad Museum in L.A. explored the ties between Edo art, such as the paintings of Ito Jakuchu in the Price collection, and the work of Murakami and other Japanese art.





Event

Promotion of agricultural, forestry, and marine product exports and Japanese cuisine

April 26, 2022

Joint planning: U.S. Japan Food Export Platform

Speaker

Atsushi Suginaka | Deputy Director-General for Export Promotion, MAFF  
Haruhiko Nakamura | Consul, Consulate General of Japan in Los Angeles  
Osamu Taki | Chief Executive Director, JETRO Los Angeles, and others



JAPAN HOUSE Los Angeles hosted an inaugural ceremony for the Ministry of Agriculture, Forestry and Fisheries' "Japan Food Export Platform", which was launched in Los Angeles and New York to provide specialized and continuous support to exporters in destination countries. A memorandum of understanding to further popularize Japanese cuisine was signed at the event.

Webinar

The Impact of the War in Ukraine on the Indo-Pacific Region

September 15, 2022

Joint planning: RAND Corporation

Keynote Speech

Harry B. Harris, Jr. | Former U.S. Ambassador to South Korea, Former Commander, U.S. Pacific Command

Panelists

Taisuke Abiru | Senior Research Fellow, Sasakawa Peace Foundation  
Dara Massicot | Senior Policy Researcher, RAND Corporation  
Michael Mazarr | Senior Political Scientist, RAND Corporation  
Moderator

Jeffrey Hornung | Senior Political Scientist, RAND Corporation



Former Ambassador and Commander Harris described the strategic importance of the Indo-Pacific region among allies. During the panel discussion, Senior Research Fellow Abiru discussed the Kishida administration's response to Russia's invasion of Ukraine and Japan-Russia relations. Speaking on security in the Asia-Pacific region, he also noted the importance of monitoring China-Russia relations and North Korea's activities.

Seminar

World Assembly for Women in L.A.: Women's Essential Role in an Inclusive Society

December 8, 2022

Speech: Eiko Nakazawa | Founder and CEO, Dearest Inc.

Panelists

Elen Asatryan | Councilmember, City of Glendale  
Janet Burt | Director of Diversity & Business Development, International Practice, Lewis Brisbois  
Maria Salinas | President & CEO, Los Angeles Area Chamber of Commerce  
Renata Simril | President & CEO, LA84 Foundation  
Moderator  
Yuko Kaifu | President, Japan House Los Angeles



Consul General Sone introduced World Assembly for Women (WAW!) is an initiative of the Japanese government's efforts toward gender equality and women's empowerment. Following Ms. Nakazawa spoke on personal experiences in her career as an entrepreneur in Japan and the U.S. In the panel discussion women leaders, representing a variety of communities shared their views on overcoming cultural and social stereotypes and messages to younger generations.

Seminar \*\*

Global Japan Forum 2023: Designing with Disaster

January 28, 2023

Joint planning: Terasaki Center for Japanese Studies, UCLA  
Photo: Eiji Ina

Speakers

Part 1 Fumihiko Imamura | Professor, Tohoku University  
Renato D'Alençon | Professor, Pontifical Catholic University of Chile  
Jack Cohen | Retired U.S. Forest Service Researcher  
Part 2 Momoyo Kaijima | Principal, Atelier Bow-Wow  
Shohei Shigematsu | Partner, OMA New York Office  
Moderator  
William Marotti | Associate Professor, UCLA, and others



Part one of the seminar focused on disasters around the world, with Professor Imamura sharing experiences and valuable lessons learned from the Tohoku disaster. Participants also discussed an array of disasters in the U.S. and South America, as well as how people have historically adapted to disaster risks and responded to emergencies. Part two, on designing for the future, featured two architects who discussed issues in how living environments can be designed to address inevitable natural disasters.

Seminar \*\*

Fueling the Future: Hydrogen and Carbon Management

February 6, 2023

Joint planning: Institute for Carbon Management, UCLA

Speakers

Part 1 Gaurav Sant | Professor, UCLA  
Naoki Hara | President and CEO, JFE Engineering America, and others  
Part 2 Tak Yokoo | Founder and Chair, Japan Hydrogen Forum  
Jay Joseph | Vice President, American Honda Motor Co., Inc.  
Frank Wolak | President and CEO, Fuel Cell & Hydrogen Energy Association, and others  
Moderator  
Brian Goldstein | Executive Director, Energy Independence Now



Part one of the symposium, on decarbonization, began with Professor Sant describing a demonstration of carbon capture from seawater. After each panelist presented their organization's efforts toward decarbonization, the outlook for future efforts was discussed along with potential future cooperation. Part two, on hydrogen energy, introduced an initiative at the port of Los Angeles and responses of contributing Japanese companies. Panelists then spoke from their own perspectives, discussing current and future hydrogen energy initiatives.

Webinar

The View of the Taiwan Strait from the U.S.-Japan Alliance

October 10, 2022

Joint planning: RAND Corporation

Keynote Speech

Matthew Pottinger | Former U.S. Deputy National Security Advisor  
Panelists  
Cortez Cooper | Senior International/Defense Researcher, RAND Corporation  
Yasuhiro Matsuda | Professor, University of Tokyo  
Sheila Smith | Senior Fellow for Asia-Pacific Studies, Council on Foreign Relations  
Moderator  
Jeffrey Hornung | Senior Political Scientist, RAND Corporation



Participants observed that the Russian aggression in Ukraine and the issue of security in Taiwan pose a risk of involving the United States and its allies in their fight to protect and maintain international order. Addressing relations between Ukraine and Taiwan strait issues, the panelists discussed measures to maintain peace and stability in the international community.



# JAPAN HOUSE

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