



# 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 2024

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# JAPAN HOUSE

## Number of Visitors

### Prospects for JAPAN HOUSE

JAPAN HOUSE was established to showcase the various attractiveness of Japan along with its wide-ranging policies and initiatives and all three locations have steadily expanded their presence to become landmarks in their respective cities.

In 2020 and 2021, due to the COVID-19 pandemic JAPAN HOUSE was forced to close or shorten its operating hours; but by 2023, visitor numbers had almost returned to pre-COVID levels, with the cumulative visitor numbers across all three locations since opening exceeding 6.1 million (as of February 2024).

With São Paulo celebrating its seventh anniversary and both London and Los Angeles their sixth anniversaries in 2024, further progress is expected.

In recent years, as Japan’s soft power has been attracting increasing attention internationally, JAPAN HOUSE will continue to actively promote its activities to boost awareness, understanding and support for Japan.

All JAPAN HOUSE locations are similarly designed to provide visitors with multifaceted experiences of Japan, including functions such as an exhibition gallery, multipurpose hall, library, restaurant and shop.

The exhibition gallery hosts exhibitions in collaboration with creators from wide-ranging fields, while the multipurpose hall holds various events in cooperation with companies and organizations, as well as government agencies and local authorities.

Since recovering from the COVID-19 crisis, JAPAN HOUSE has been collaborating with the Japan National Tourism Organization (JNTO) and Japan’s local authorities and tourism organizations to actively promote the charms of Japanese regions as well as inbound tourism.

The attractiveness of JAPAN HOUSE is that the main exhibition changes every 3-4 months to charm a wide-ranging audience who would never have otherwise been interested in Japan.

As a communication hub aimed at promoting a better understanding of Japan, JAPAN HOUSE does not simply introduce Japanese arts and crafts, but also provides ingenious and detailed explanations, including the historical and cultural background of the exhibits, as well as economic and industrial aspects.

Looking back at fiscal year 2023, JAPAN HOUSE held four “touring exhibitions” (WAVE, Symbiosis, KUMIHIMO and DESIGN MUSEUM JAPAN) which were selected from open calls in Japan and tour all three locations. A further seven “locally initiated exhibitions” including “LIVING WITH ROBOTS”, “NIHONCHA” (São Paulo), “Ainu Stories” (London) and “POKÉMON×KOGEI” (Los Angeles) were shown independently at each location.

Moreover, some JAPAN HOUSE exhibitions were exported to other cities or countries in cooperation with other cultural institutions or galleries.

JAPAN HOUSE also takes advantage of its strong appeal to actively disseminate Japan’s policies and initiatives in the form of lectures and seminars.

By focusing on hot topical themes and inviting prominent speakers in their respective fields, JAPAN HOUSE offers key opportunities to promote a better understanding of Japan.

At JAPAN HOUSE, seminars cover wide-ranging fields, including Japanese foreign policy, economics, environment and climate change, science, technology and innovation. Also social diversity and inbound promotion where featured speakers from different backgrounds, such as academics, government officials, business-people, think tanks, astronauts and actors are all in attendance.

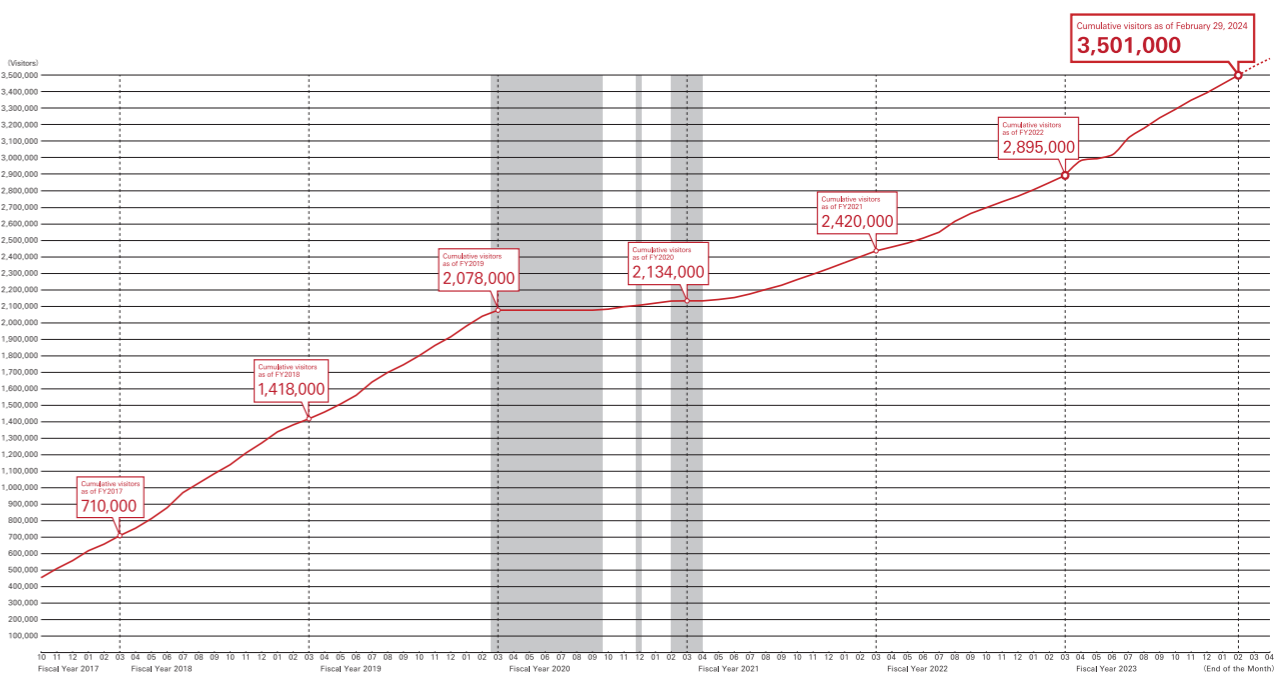
We aim to further refine our presence as a hub for disseminating information to deepen understanding and affinity for Japan, as well as a platform for creating business, inbound opportunities and intellectual exchanges.

\* The graphs on the right show cumulative visitor numbers at the end of each month

\* Closed period for measures against COVID-19 infection

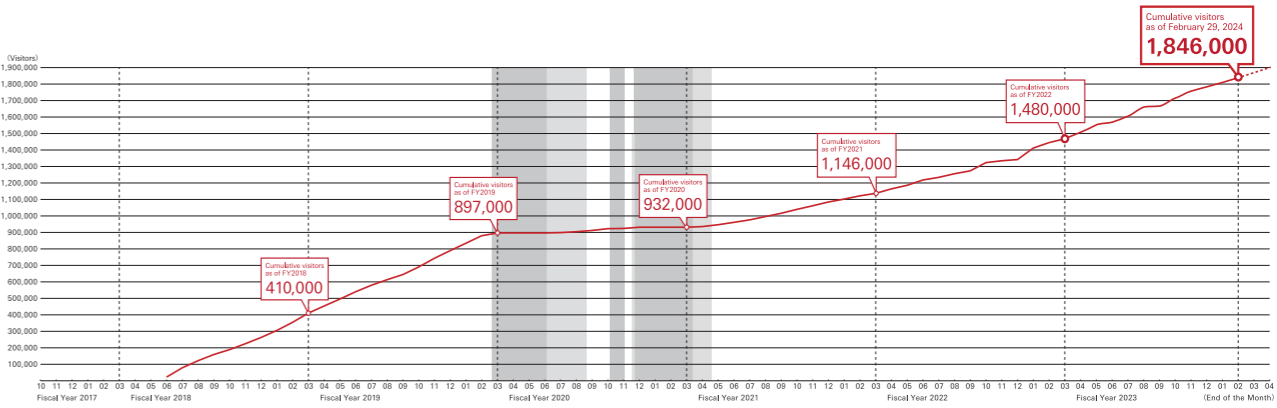
Wholly closed

Partially closed



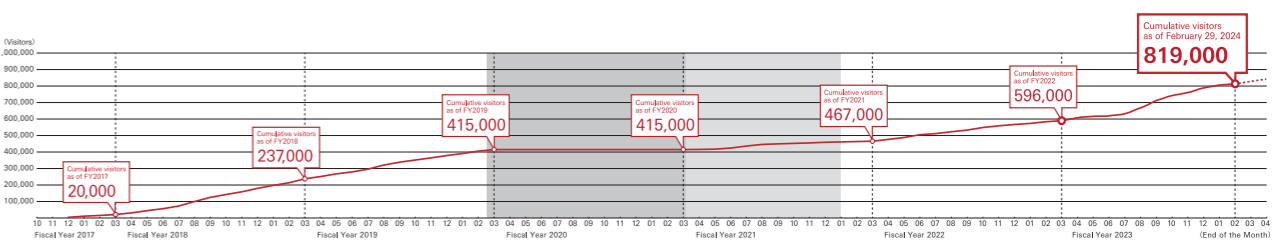
#### São Paulo | Opened in April 2017

It has established itself as a major cultural facility in the city of São Paulo and cumulative visitor numbers exceeded 3.5 million in FY2023. In FY2023, JHSP introduced advanced technologies such as robots, varied Japanese teas and tea ceremony culture, toys widely played in Japan and miniature works created from daily life products expressing different themed objects. In FY2024, through “horizontal expansion”, which involves holding exhibitions in cities other than São Paulo, JAPAN HOUSE will strengthen its dissemination activities in other Central and South American countries.



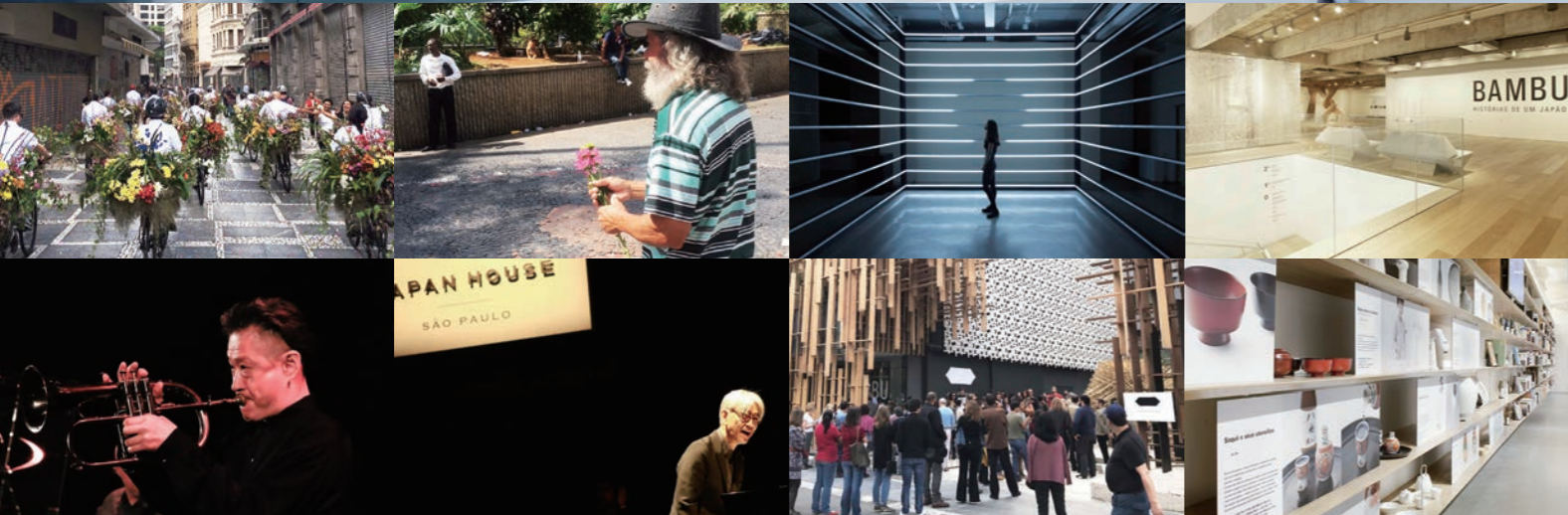
#### London | Opened in June 2018

Entering its 5th year anniversary, cumulative visitor numbers exceeded 1.8 million in FY2023. In FY2023, under the theme of Ainu culture, an exhibition introducing Ainu folklore and traditional crafts was organized with a series of exhibition-related events to promote different Japanese regions, in collaboration with local cultural institutions in London and Japan’s municipalities as well as specialists from both countries. In FY2024, JAPAN HOUSE will continue to realize high-quality and ambitious plans.



#### Los Angeles | Partially opened in December 2017, fully opened in August 2018

Steadily recovering from the impact of the COVID-19 pandemic, cumulative visitor numbers exceeded 800,000 in FY2023. In FY2023, the “POKÉMON×KOGEI” exhibition achieved great success and further consolidated the presence of JAPAN HOUSE. Having leveraged being located in Hollywood, JAPAN HOUSE promoted the global circulation of Japanese films. In FY2024, JAPAN HOUSE will continue to collaborate with Japan’s municipalities and companies to disseminate information on Japan’s multifaceted aspects such as foods, films, traditional techniques, etc.



## São Paulo

JAPAN HOUSE São Paulo, which opened in April 2017, has been designing original exhibitions featuring Japan's various charms such as architecture, technology, food, fashion and art. After the COVID-19 crisis, JAPAN HOUSE has been disseminating information by fully utilizing the strengths of real and digital exhibitions alike. It has also strengthened its activities to Central and South America, via online multilingual communication and horizontal expansion (exhibitions outside São Paulo) in and out of Brazil (Curitiba, Porto Alegre, Belém, Recife, Argentina, Mexico and Peru).

In FY2023, JAPAN HOUSE held the following exhibitions; the touring exhibition, "DESIGN MUSEUM JAPAN: INVESTIGATING JAPANESE DESIGN" focusing on "Design" that enriches and energizes our daily lives and introducing works by each creator in a special box; "Essence: INNER GARDEN" expressing the importance of coexistence between human and nature through an installation created by flower arrangement artist KATSUNOBU KATAGIRI; "JAPAN FROM MINIATURES—TATSUYA TANAKA" expressing the Japanese landscape and culture in miniature, using daily necessities as other objects; "Essence: LIVING WITH ROBOTS" focusing on the friendly aspects of Japanese robots; "DŌSHIN: ENCHANTING JAPANESE TOYS" introducing toys that have changed in form and states over the generations but remain familiar; "NIHONCHA; AN INTRODUCTION TO JAPANESE TEA" focusing on different types of Japanese tea and the culture of Japanese tea ceremony.

Concerning the dissemination about Japan's policies and initiatives, JAPAN HOUSE holds lectures and seminars on wide-ranging themes, such as foreign policies and national security (including the response to Russia's aggression in Ukraine), nuclear disarmament and nonproliferation, trade relations with Central and Southern America and Japan-Brazil space cooperation, frequently in collaboration with distinguished think tanks.



## London

Since its opening in June 2018, JAPAN HOUSE London has presented an assortment of original exhibitions on wide-ranging areas from traditional Japanese craftsmanship to cutting-edge science and technology. In implementing the projects, JAPAN HOUSE tries to go beyond introducing subjects, and touches on related aspects including history, culture and economy to help viewers gain a deeper understanding of the works.

In FY2023, JAPAN HOUSE held the following exhibitions: "KUMIHIMO", the exhibition detailed the history and mathematical structural features of KUMIHIMO and explored its possibilities in future fashion, art and science; "WAVE" inviting visitors to experience the diversity of Japanese illustration and graphic arts, which developed in a unique way apart from western countries; from November to April 2024, "Ainu Stories: Contemporary Lives by the Saru River" demonstrating the inheritance and development of Ainu cultural traditions in Nibutani district, Biratori Town, Hokkaido. In addition to the above, Japan's regional and traditional heritage, techniques and historical culture have also been actively disseminated. In the "Spotlight on Local Japan" project, launched with the cooperation of JNTO to illustrate the charms of each Japanese region, an event featured "Ryukyu Bingata," a traditional Okinawan craft and a demonstration by a Japanese sweets artisan from Toyama Prefecture were organized.

Furthermore, as for Japan's foreign policies and initiatives (including the Taiwan issue and European involvement in the Indo-Pacific region), JAPAN HOUSE holds lectures and seminars on wide-ranging topics, the abduction issue, Japan-UK relations (including the Japan-UK Strategic Partnership), soft power, ASEAN, CPTPP and Indo-Pacific economic order, food security, inbound promotion and the G7 and the Global South, frequently in collaboration with distinguished think tanks.



## Los Angeles

JAPAN HOUSE Los Angeles, wholly opened in August 2018, has developed a multifaceted project to convey the appeals of Japan by taking advantage of its Hollywood location, the center of the entertainment industry. JAPAN HOUSE emphasizes work to promote the traditions, culture and values of various regions in Japan so that visitors can resonate with the subjects and feel like incorporating Japan's aspects into their own lifestyles. In FY2023, JAPAN HOUSE held the following exhibitions: "Symbiosis | Living Island" expounding upon art and landscape projects promoted on Inujima Island in the Seto Inland Sea; "POKÉMON×KOGEI | Playful Encounters of Pokémon and Japanese Craft" featuring works based on 'Pokémon' by distinguished Japanese craftsmen and artists; "DESIGN MUSEUM JAPAN | Bridging Design and Life" focusing on the "Design" that enriches and energizes our daily lives, including a special box by each designer. In the "JHLA 5th year Anniversary Celebration," the venue was lined with Japanese food stalls and live entertainment was presented featuring a fusion of Japanese and Western music, including Japanese musician MIYAVI and players of traditional instruments such as Japanese drums and Tsugaru shamisen. Workshops on Japanese tea ceremony and tatami mats and interactive events on Buddhist vegetarian meals and Zen experience were also offered. Focusing on the dissemination of Japan's policies and initiatives, JAPAN HOUSE actively holds lectures and seminars on wide-ranging themes, such as foreign policies and national security (including "Free and Open Indo-Pacific (FOIP)"), the Japan-US relationship, economic security, nuclear disarmament and nonproliferation, promotion of MAFF's policy on products and food exports, climate change and hydrogen energy, science, technology and innovation. Moreover, seminars on social diversity and women's empowerment, reconstruction of disaster-affected areas and disaster prevention are also frequently organized in collaboration with distinguished think tanks.

## Touring Exhibitions and Locally Initiated Exhibitions at each location



JAPAN HOUSE combines a local system that regularly accepts content with solid subjects and a proactive approach from the Japan side to utilize the three overseas bases as information for public centers.

Every hub has a president and directors who oversee the management of the facility, including the planning and preparation stages of exhibitions. There are two types of exhibitions; one of which is the set of "touring exhibitions", selected from open calls in Japan and then, "local exhibitions" planned and produced at each location.

Exhibitions in each city stimulate each other, which creates dynamism and synergy between Japan and the three hubs. All exhibitions squarely address all aspects of Japan.

### JAPAN HOUSE São Paulo

Honorary President: Rubens Ricupero  
Vice-President: Carlos Augusto Roza  
Cultural Director: Natasha Barzaghi Geenen  
Operations and Events Director: Claudio Hajime Kurita  
Chief Financial Officer: Ricardo Ferraz

### JAPAN HOUSE London

Director General and CEO: Sam Thorne  
Director – Programming: Simon Wright  
Executive Director: Carolyn Burnett  
Director – Marketing & Communications: Heidi Isa  
Finance Director: Rosina Singleton

### JAPAN HOUSE Los Angeles

President: Yuko Kaifu  
Senior Director of Operations: Hiroko Johnson  
PR and Marketing Director: Lisa Nakanouchi  
Chief Producer for Planning and Business Development: Sky Whitehead  
Senior Liaison Officer: Kazuyori Morita  
Honorary Advisor: Lawrence Joseph Ellison  
Advisor: YOSHIKI

An exhibition introducing a project on art and landscape that has been underway since 2008 in Inujima Island in the Seto Inland Sea.  
It addresses activities on this small island with an aging population from perspectives of community revitalization and ecology.  
It globally disseminates the Japanese-style aesthetics of symbiosis derived from various programs of art, architecture and interactions with those inside and outside the island.

Touring Schedule	Place	Number of Visitors
November 30, 2021—February 6, 2022	São Paulo	76,636 visitors + Online exhibition is ongoing
May 21—September 4, 2022	London	83,621 visitors + Online exhibition is ongoing
April 15—July 5, 2023	Los Angeles	20,084 visitors + Online exhibition is ongoing



The exhibition reveals the fascination with and potential of a braid with the theme of KUMIHIMO.  
It illuminates the old and new fascination with KUMIHIMO by synthesizing the historical development introduced by the archives of restored works, the structural features derived from mathematical and engineering studies as well as the collaboration of KUMIHIMO with talents in various fields such as contemporary fashion, art and architecture.

Touring Schedule	Place	Number of Visitors
December 11, 2021—March 6, 2022	Los Angeles	7,557 visitors + Online exhibition is ongoing
May 24—October 23, 2022	São Paulo	212,668 visitors + Online exhibition is ongoing
February 23—June 11, 2023	London	116,039 visitors + Online exhibition is ongoing



WAVE:  
New Currents in Japanese Graphic Arts

Exhibition Planners:  
Hiro Sugiyama and  
Kintaro Takahashi

\*\* Currently available online

The exhibition is about Japanese illustration that developed uniquely with Japan's economic growth during the Showa period, quite unlike that of Western countries. It demonstrates to the world the allure of contemporary illustration, which can underpin Japanese subculture, by gathering the active creativity of the present and future.

Touring Schedule	Place	Number of Visitors
September 18—November 28, 2021	Los Angeles	6,422 visitors + Online exhibition is ongoing
February 21—May 1, 2022	São Paulo	79,584 visitors + Online exhibition is ongoing
July 6—October 22, 2023	London	137,949 visitors + Online exhibition is ongoing



Related Events

Event  
Gallery Tour

July 6—9, 2023  
Speakers: Hiro Sugiyama and Kintaro Takahashi  
Venue: JAPAN HOUSE LONDON

A gallery tour which reveals behind-the-scenes insights into the exhibition curation; led by the artists and co-curators. It allows visitors to learn the artists' inspirations and favorite techniques in detail, as well as discover new trends in Japanese graphic art.



Hybrid Event \*\*  
In Conversation with  
WAVE Curators

July 7, 2023  
Speakers: Hiro Sugiyama and Kintaro Takahashi  
Venue: JAPAN HOUSE LONDON

Panel discussion held by artists and co-curators, Hiro Sugiyama and Kintaro Takahashi. They discuss the real essence of Japanese graphic arts and illustration as well as their approach to exhibition curation.



Hybrid Event  
WAVE Late

September 15, October 20, 2023  
Performers: Hiro Sugiyama, Takahiko (DJ Takaki),  
Hara Takayuki  
Venue: JAPAN HOUSE LONDON

An evening event where visitors can experience the creativity and colors of the WAVE exhibition, including a VJ performance by the curator Hiro Sugiyama using Mr. Takahiro's DJ set, as well as a drawing demonstration by the artist Hara Takayuki and a workshop providing the opportunity to create original badges.



The exhibition focuses on Japan's unique designs which have been nurtured by each region through the lifestyle culture for more than 10,000 years since the Jomon period. Focusing on the “Design” that enriches and energizes our daily lives, the exhibition explores the unknown aspects of Japan. Leading global creators have researched various objects and practices created by Japanese people, ranging from the lifestyle 10,000 years ago to 21st century musical instruments and even cutting-edge sportswear. The brilliance that can be seen through the filter of “Design” is introduced by packing in a special box.

Touring Schedule	Place	Number of Visitors
March 28—June 11, 2023	São Paulo	122,394 visitors + Online exhibition is ongoing
January 26—April 14, 2024	Los Angeles	Under aggregation
May 15—September 8, 2024 (scheduled)	London	—



Many people participated in the interactive workshops where we asked “What does design mean to you?” and “What design do you recommend?”, so that the walls of the venue were filled with messages from the participants.

Period for holding the workshop  
São Paulo: March 28—June 11, 2023  
Los Angeles: January 26—April 14, 2024

The staff in São Paulo handled with great care and attention Jomon potteries and spinning tops, which had been carefully transported from the other side of the world, completing the wonderful exhibits. Other than that, although various issues (colors different from those planned, different standards for electronic equipment, etc.) were raised during the preparation by the planning team arriving on site, they worked together with the staff from various departments such as transportation/logistics, marketing, and management like a family and created the exhibition. We were very impressed by the attitudes of everyone involved in promoting the charms and culture of Japan as they were engaged in the promotion as their own mission. Currently, many foreign tourists are visiting Japan. We believe that the power of design forms a base of Japan's appeals which are capturing people's interest. Organizing this exhibition overseas, so that it could be viewed and responded to from different perspectives abroad, gave us the chance to rediscover the fun of this project and the appeal of Japanese design. We hope that those who have visited the “DESIGN MUSEUM JAPAN” exhibition will have chances to visit Japan's different regions and spend quality time enjoying new discoveries and experiences.



**Exhibition**

JAPAN FROM  
MINIATURES  
—TATSUYA TANAKA

May 16—October 15, 2023  
Visitors: 311,087  
〈online exhibition is ongoing〉  
Content holder: Tatsuya Tanaka,  
MINIATURE LIFE CO., LTD.  
Photo : Marina Melchers

This exhibition introduced Japanese landscapes and culture such as cherry blossom viewing, the Mt. Fuji with a great presence, Kaiten (conveyor belt) sushi, traditional crafts, martial arts and traditional events, through Tatsuya Tanaka’s works reflecting the concept of “MITATE” – a traditional Japanese style of expression that incites new interpretations and possibilities by comparing a certain object with another that is similar to it.



Related Event

**Event**

Lecture “Discovering the  
World of Miniatures  
by Tatsuya Tanaka”

May 16, 2023  
Speaker: Tatsuya Tanaka  
Photo : ©Tatsuya Tanaka

A seminar by Tatsuya Tanaka on the process of creating works and the “MITATE” that inspired him was held.



**Exhibition**

DŌSHIN:  
ENCHANTING  
JAPANESE TOYS

June 27—November 12, 2023  
Visitors: 280,894  
〈online exhibition is ongoing〉  
Cooperation: Toy Journal Monthly  
(TOKYO TOY & DOLL WHOLESAL-  
ERS COOPERATIVE ASSOCIATION)  
Photo : Wagner Romano

Japanese toys are said to deeply reflect regional characteristics, historical backgrounds and people’s lifestyles. The exhibition introduced the appeals of Japan through wide-ranging toys on display and interactive experiences. Toys on display include the ones created about half a century ago and are still popular to this day, the ones created from a uniquely Japanese perspective with deep commitments to safety, security and practicality, as well as Japan-designed toys, games and characters that have since spread worldwide.



Related Event

**Event**

Children’s Workshop  
Paper Scenario

July 15 and 16, 2023

An activity catering to children was organized to create paper-made city landscapes inspired by sceneries and places in Japan and Brazil.



Exhibition

LIVING WITH  
ROBOTS

November 14, 2023—March 31, 2024  
Visitors: Under aggregation  
Cooperation: Japan External Trade Organization (JETRO) São Paulo, Miraikan (National Museum of Emerging Science and Innovation), The Asahi Shimbun Company  
Photo : Marina Melchers

Sympathy to robotics was nurtured. The exhibition provides visitors with an opportunity to ponder "Symbiosis with Robots" by showcasing the distinguished development of Japanese robots through the particular attention on "friendly characters" they own. By touching robots and feeling affinity for them, the installation explores the potential of a future in which robots and humans live together harmoniously.



Exhibition

NIHONCHA

December 5, 2023—April 7, 2024  
Visitors: Under aggregation  
<online exhibition is ongoing>  
Cooperation: Ministry of Agriculture, Forestry and Fisheries of Japan (MAFF), Japan Tea Central Public Interest Incorporated Association, NPO Nihoncha Instructor Association, Chadō Urasenke Center of Brazil, Yamamotoyama Co., Ltd.  
Photo : Marina Melchers

The exhibition introduced overall picture of Japanese tea production and the types of tea leaves with samples, the spirit of chanoyu (the tea ceremony), the design of tea utensils used in traditional and modern tea ceremonies and Japanese-style rooms designed by contemporary artists. It explored the world of Japanese tea and proposed a lifestyle with the tea.



Tour

ESSENCE:  
Inner Garden  
with Atsunobu Katagiri  
March 7, 2023

A guided tour, held by Atsunobu Katagiri, the creator of “Essence: Inner Garden,” featured an immersive planting exhibit focusing on the close relationship between Japanese people and nature. The tour reaffirmed the importance of symbiosis between humans and nature cherished by Japanese people and showed nature’s unique ability to regenerate and rebuild to those who experienced the COVID-19 lockdown.



Event

I am Flower—  
floral adornments  
with Atsunobu Katagiri  
March 12, 2023

JAPAN HOUSE hosted an activity in which families made their own headdresses using flowers and plants, guided by Mr. Atsunobu Katagiri. At the end of the event, a memorial photo was taken with the headdresses they had made, allowing them to experience the beauty and fragility of nature which was close at hand.



Project lending

DŌ: ON THE PATH  
TO VIRTUE  
June 24—August 6, 2023  
Co-organizer: Embassy of Japan in Peru  
Venue: Parque de la Reserva (Lima, Peru)

In 2023, the 150th anniversary of the establishment of diplomatic relations between Japan and Peru, “DŌ: ON THE PATH TO VIRTUE” was also held in Peru. This exhibition became a part of the cultural exchange that deepened the ties between Japan and Peru. This exhibition was themed on “What is Bushido?” and focused not only on the power and beauty of Japanese martial arts, but also the “spirit of courtesy” that could be obtained through them. The exhibition also covered the history and spirituality of aikido, kendo, karate, judo, sumo and kyudo among others with photographs, texts, videos and demonstrations.



Hybrid Lecture \*\*

Japan and its  
international engagement

July 21, 2023

Speaker  
Yasushi Watanabe | Professor, Keio University  
Moderator  
Fernanda Magnotta | Professor, Armando Alvares Penteado  
Foundation (FAAP)



Professor Watanabe noted international concern over the war in Ukraine. After explaining the current status of Japan-Russia relations, including the Northern Territories issue and Japan’s perspective, he pointed out that Japan was the first Asian country to condemn Russia’s aggression in Ukraine. He then explained Japan-China relations, the background to Japan’s reinforcement of defense capabilities and Japan’s efforts toward a “Free and Open Indo-Pacific”.

Webinar \*\*

Nuclear Disarmament and  
Nonproliferation:  
Japan’s View

November 16, 2023

Co-organizer: School of International  
Relations, Getulio Vargas Foundation (FGV)

Speaker  
Wakana Mukai | Associate Professor, Asia University  
Moderator  
Pedro Brites | Professor, School of International Relations, FGV



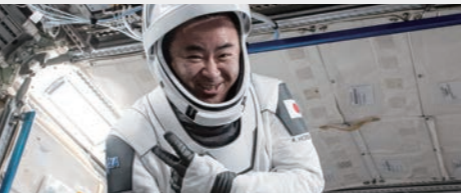
The policy of nuclear disarmament and nonproliferation is an important response to the global threat posed by nuclear weapons. As the only country to have suffered atomic bombings in wartime, Japan provides the international community with a valuable perspective by continuing to strive for a more peaceful world with an approach rooted in experience and history. Associate Professor Mukai explained Japan’s perspective on nuclear disarmament and nonproliferation, including the dialog on nuclear abolition at the G7 Hiroshima Summit and the promotion of the Comprehensive Test Ban Treaty (CTBT).

Online Lecture

Dialog with JAXA  
Astronaut  
Akihiko Hoshide

November 29, 2023

Speaker  
Akihiko Hoshide | Astronaut



At the beginning of the lecture, Mr. Toru Shimizu, Consul-General of Japan in São Paulo, introduced Japan-Brazil space-related cooperation initiatives, including the project to improve the management of illegal deforestation in the Brazilian Amazon using advanced radar satellites and AI technology, and the JICA-JAXA Tropical Forest Early Warning System (JJ-FAST). Mr. Hoshide, who has participated in two missions to the International Space Station, discussed his experiences in space, the difficulties he encountered, and what staying in space was really like.

Exhibition

Ainu Stories:  
Contemporary Lives  
by the Saru River

November 16, 2023—April 21, 2024  
Visitors: Under aggregation  
〈online exhibition is ongoing〉  
Co-organizer: Biratori Town, Hokkaido

This exhibition introduced the inheritance and development of traditions in the Ainu culture, focusing on Nibutani district, Biratori Town, Hokkaido. Focusing on contemporary heirs engaging in the inheritance of Ainu culture, the exhibition detailed the current state of Ainu culture on various themes such as language, environment, craft, song and dance and food, with video interviews and exhibits of artifacts. It also highlighted the little-known historical links between the UK and Biratori Town.

Related Events

Hybrid Event

Performance: Ainu Dance  
from along the Saru River

November 17—19, 2023 and February 23, 2024  
Performers: Biratori Ainu Culture Preservation Society

A traditional Ainu dance performance was held by members of the Biratori Ainu Culture Preservation Society. Workshops were also held where visitors could observe the dance and learn the basic motions.



Hybrid Event \*\*

Ainu Woodcarving Demonstration and Gallery Talk

December 11 and 12, 2023  
Speakers: Toru Kaizawa | Woodcarver  
Hirofumi Kato | Professor, Center for Ainu and Indigenous Studies, Hokkaido University

Distinguished Ainu craftsman and master woodcarver Toru Kaizawa showcased the techniques and characteristics of traditional Ainu woodcarving through his demonstrations. A gallery talk on artistry was also held with guest Professor Hirofumi Kato, Center for Ainu and Indigenous Studies, Hokkaido University.



Display (in the SHOP)

Bears and Salmon from Hokkaido

December 22, 2023—February 6, 2024  
Cooperation: Yakumo Town Wood Carving Bear Museum, ARAMAKI

The exhibition booths featured various artifacts and culture related to bears and salmon in Hokkaido, highlighting the carved wooden sculpture of "a bear holding a salmon in its mouth", which is a widely known craft representing Hokkaido.



Hybrid Event \*\*

Ainu Language and  
Ainu Oral Literature Series

January 12—16, 2024  
Speakers: Biratori Ainu Culture Preservation Society, Julia Sarabank | Professor, The School of Oriental and African Studies (SOAS), University of London

Various side events namely, talk and performance of Ainu oral literature, Ainu language workshop, as well as discussion and talk event by members of the Biratori Ainu Cultural Preservation Society with British minority language speakers, were held.



# “Ainu Stories: Contemporary Lives by the Saru River”

## Finding Future Resources in Local Activities

Simon Wright, Director of Programming at JAPAN HOUSE LONDON, believes that something which leads to the future can be tradition.

To realize the exhibition “Ainu Stories: Contemporary Lives by the Saru River,” Simon engaged in in-depth research, including repeated visits to Biratori Town, Hokkaido and dialog with inheritors of the Ainu cultural tradition.

This exhibition was characterized by numerous repeat visitors.

The more the visitors know about the contents, the more their interests are aroused, as the contents were based on the assets formed through Simon’s interactions with the local people following his enthusiastic visits to Biratori Town. We record this exhibition as a good example of the collaboration with a municipal administration, which had a clear vision and purpose when utilizing JAPAN HOUSE.

Photo : Ogawa Masaki



## JAPAN HOUSE LONDON Exhibitions in FY2023

### Hybrid Event \*\*

#### Preserving and Promoting the Ainu Cultural Landscape in Biratori

February 27, 2024

Speakers: Tamaki Nagano | Chief, Ainu Culture Preservation Office, Ainu Policy Promotion Division, Biratori Town Hall, Misaki Kimura | Chief, Biratori Ainu Culture Public Corporation, Kenji Shimano | Manager, Ainu Policy Promotion Division, Biratori Town Hall, Hirofumi Kato | Professor, Hokkaido University

Multiple initiatives are taken by the government’s policy for Ainu promotion; we asked Biratori Town how they are implemented on a municipal level as well as what measures are required to preserve Ainu culture.



### Hybrid Event \*\*

#### Calligraphy Demonstration by Shoko Kanazawa

April 1 and 2, 2023

Cooperation: The Down’s Syndrome Association, UK.  
Performer: Shoko Kanazawa | Calligrapher  
Speaker: Yasuko Kanazawa | Calligrapher

A calligraphy performance was held by the internationally renowned calligrapher Shoko Kanazawa at JAPAN HOUSE London and the Langdon Down Center. Following the demonstration of Shoko’s distinctive dynamic and powerful calligraphy, her teacher and mother, Yasuko Kanazawa, discussed Shoko’s artistic development, her creative philosophy and her unique approach to the art.



### Hybrid Event \*\*

#### Japanese ARAMONO Display, Talk and Workshop

June 16—18, 2023

Cooperation: MATSUNOYA Co.  
Cast: Hiroshi Matsuno

A collection of daily necessities and ARAMONO (miscellaneous household goods mainly used in the kitchen) were introduced in the display booth in the SHOP. A talk event was held with Hiroshi Matsuno, owner of “MATSUNOYA, tools for daily life”, which featured the inside story and craftsmanship of ARAMONO. A workshop for visually impaired guests was also held, giving them the chance to touch ARAMONO with their hands and learn about the items’ materials and functionality.



Hybrid Event \*\*

Talk and Demonstration:  
The Ryukyu Bingata

October 27—29, 2023

Co-organizer: Okinawa Convention & Visitors Bureau  
Cooperation: Japan National Tourism Organization (JNTO)  
Speakers: Miki Ueda, Azusa Odo

Miki Ueda, a Ryukyu Bingata (Okinawan traditional craft) dye artist and Azusa Odo, Ryukyu Bingata Preservation and Expansion Consortium, explained the history, production process and attempts to preserve the traditional craft for future through lectures and demonstration of dyeing techniques. A workshop that allowed visitors to try the Bingata dyeing process was also held.



Display (in the SHOP)

Ceramics (Yachimun)  
from Okinawa

October 13—November 29, 2023

Cooperation: Naha City Tsuboya Yakimono Museum

“Yachimun”, Okinawan pottery, was displayed at a booth in the SHOP. Potteries and crafts like tea bowls, teapots, Shisa (Okinawan mythological lion statue) and drinking vessels for awamori (Okinawa rice wine) were featured with their production methods. These items were also sold at the SHOP.



Hybrid Event \*\*

Talk and Demonstration:  
The Costumes of Kabuki

November 22, 2023

Cooperation: Ashmolean Museum,  
Oxford University and Indigo Rose Project  
Speakers: Hiroyoshi Okubo, Midori Sakaguchi

Coinciding with the “Kabuki Kimono: The Costumes of Bandō Tamasaburō V” exhibition held at the Ashmolean Museum in Oxford, this event showcased the splendor and beauty of Kabuki costumes with a dressing demonstration and talk. The event displayed real costumes used by popular Kabuki actors, giving visitors an up-close behind-the-scenes view of a Kabuki performance.



Hybrid Seminar \*\*

The Japan-UK Strategic  
Partnership and Europe’s  
Engagement in the  
Indo-Pacific

October 3, 2023

Co-organizer: The International Institute for  
Strategic Studies (IISS)

Panelists  
Mori Satoru | Professor, Keio University  
Bill Emmott | Chairman of the trustees of IISS  
Guibourg Delamotte | Professor, National Institute of  
Oriental Languages and Civilizations (INALCO), France  
Moderator  
Robert Ward | IISS Japan Chair & Director of  
Geo-economics and Strategy



In recent years, Japan has deepened its relationship with the United Kingdom and European countries to pursue a free, open and rules-based international order, in response to both the US-China great-power competition and Russia’s aggression in Ukraine. The UK joined CPTPP (the Comprehensive and Progressive Agreement for Trans-Pacific Partnership) in July 2023 and European countries are also beginning to enhance their economic and security engagement to strengthen their relations with Asia. Experts from Japan, the UK and France discussed the Japan-UK partnership and the European engagement in addressing security challenges in the Indo-Pacific region.

Hybrid Event \*\*

Talk and Demonstration  
by Yasuhiro Hikiami,  
Wagashi (Japanese sweets)  
Master

November 1, 2023

Co-organizer: Toyama Prefectural Government  
Cooperation: Japan National Tourism  
Organization (JNTO)

Speaker  
Mika Yokota | Deputy Governor, Toyama Prefecture  
Yasuhiro Hikiami | Wagashi Master  
(4th owner of the Wagashi confectionery manufacturer, “Hikiami Kogetsudo”)



Vice Governor Yokota expounded upon details of Toyama Prefecture’s appeals, specifically focusing on its natural gems such as the Tateyama Kurobe Alpine Route and the cultural heritages including Shirakawa-go (the mountain settlement of Shirakawa Village). In addition, Yasuhiro Hikiami, a Wagashi Master, performed a talk and demonstration on Wagashi making which expresses the beauty of the four seasons, and explained the charm of Wagashi and Toyama Prefecture’s tea culture.

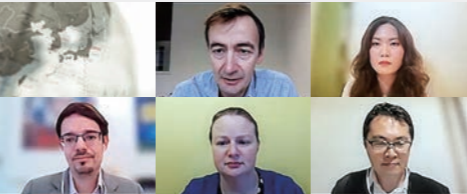
Webinar \*\*

Southeast Asia:  
Seeking Balance  
Amid US-China Rivalry

December 14, 2023

Co-organizer: Royal Institute of International  
Affairs (Chatham House)

Panelists  
Nobuhiro Aizawa | Associate Professor, Kyushu University  
Catherine Jones | Lecturer, University of St Andrews  
Ben Bland | Director, Asia-Pacific Programme, Chatham House  
Ivy Kwek | Fellow, International Crisis Group  
Moderator  
Bill Hayton | Associate Fellow, Asia-Pacific Programme, Chatham House



As non-Southeast Asian countries including the US and China intensify their efforts to gain influence over Southeast Asia region, how can each government in the region manages growing tensions while maintaining its policy independence? Although Southeast Asia has been the center of geopolitical rivalries, currently the pressures on the region are expanding further to economics, technology and security. The panel discussed how Southeast Asian governments are approaching this challenging times and how world powers like Japan, UK and US should act for facilitating more efficient cooperation with the region.

Exhibition

POKÉMON  
× KOGEI  
Playful Encounters of  
Pokémon and  
Japanese Craft

July 25, 2023—January 7, 2024

Visitors: 174,913

〈online exhibition is ongoing〉

Supervisor: National Crafts Museum  
Cooperation: The Pokémon Company, The Pokémon  
Company International

The exhibition combined the globally popular contents of “Pokémon” with Japanese “craft works” featuring 20 leading craft artists from living national treasures to young talents. The artists expressed Pokémon characters using craft techniques such as metalwork and lacquer as well as textile dyeing and weaving. This exhibition was based on the well-received exhibition “Pokémon×KOGEI: Playful Encounters of Pokémon and Japanese Craft” held at the National KOGEI Museum.



Related Events

Hybrid Event \*\*

Artistry |  
Insights from  
Tsunekazu Ishihara and  
Masahiro Karasawa  
July 25, 2023

Cooperation: The Pokémon Company,  
The Pokémon Company International  
Presenters: Tsunekazu Ishihara | President  
and CEO of The Pokémon Company  
Masahiro Karasawa | Director of the National  
Crafts Museum, National Museum of Art

A talk event with Tsunekazu Ishihara and Masahiro Karasawa. This event revealed backstories about outstanding artists and their creation process, through President Ishihara’s strong feeling for highlighting the works with respect for “Japanese crafts” as well as Director Karasawa’s unique perspective and knowledge on crafts collection.

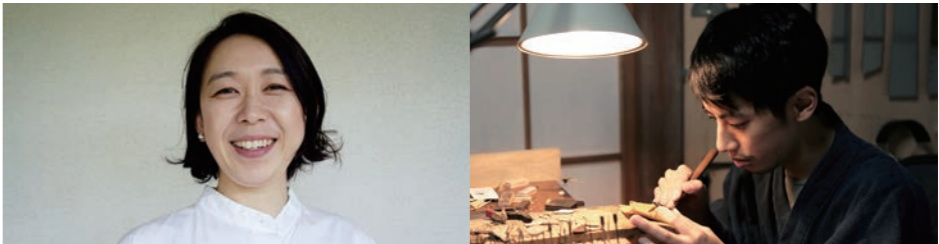


Online Event \*\*

Artist Talk 1 |  
Exploring Pokémon in  
Japanese Craft  
September 12, 2023

Cooperation: The Pokémon Company,  
The Pokémon Company International  
Speakers: Keiko Masumoto | Ceramic Artist  
Toru Fukuda | Craftsman in Wood

A talk event featured two artists who are attracting attention for their craft techniques to express the form and appearance of Pokémon characters and meticulous attention applied to the details of their works. Both artists gave insights into the background, production process and techniques of their completed works.



Online Event \*\*

Artist Talk 2 |  
POKÉMON×KOGEI  
Artistic Journey  
October 11, 2023

Cooperation: The Pokémon Company,  
The Pokémon Company International  
Speakers: Taiichiro Yoshida | Craftsman in  
Metal / Terumasa Ikeda | Lacquer Artist  
Photo: Left: Hiroaki Shinohara  
Right: Akifumi Nakagawa

A talk event was held by two artists who innovatively fuse science and technology to produce amazing results in their crafted interpretations of Pokémon. The artists illustrated their unique approaches to their creative challenge of exploring Pokémon through Japanese crafts.



Online Event \*\*

Artist Talk 3 |  
Pokémon and  
Japanese Craftsmanship  
November 15, 2023

Cooperation: The Pokémon Company,  
The Pokémon Company International  
Speakers: Haruo Mitsuta | Articulated  
Ornament Artist / Yuki Tsuboshima |  
Metal Modeling Artist

Two artists who have studied the physical structure of Pokémon characters discussed their processes and techniques. They explored the anatomy of the Pokémon characters represented in their Articulated Ornament works and showed how Pokémon evolved and was transformed with small metal objects. This event brought the movement and internal structure of their works, normally invisible in the exhibition, to the fore.



Exhibition

Designing with  
Disaster |  
Stories from Seven  
Regenerative Cities Inspired  
by the Great East Japan  
Earthquake and Tsunami

January 27—April 2, 2023  
Visitors: 18,891  
〈online exhibition is ongoing〉  
Organizer: University of California, Los Angeles (UCLA)×LAB, The International Research Institute of Disaster Science (IRIDeS), Tohoku University, ArcDR3  
Exhibition Production & Implementation Committee  
Supervisor: Hitoshi Abe | Professor, UCLA

The theme was disaster-resistant urban design, focusing not only on protection against disasters, but also resilience in the face of disasters. This is an attempt to consider the possibility of a new symbiotic relationship between human beings, nature and the city through the model of a regenerated city created based on a visionary approach. The exhibition adopted an immersive experience approach, in which visitors could look into the “well” of the white exhibition platform to see the seven city-stories.



Event

Special Go Event  
with Kenro Osawa (4p)  
in Los Angeles

June 17 and 18, 2023  
Organizer: Santa Monica GO Club, PGT Education Inc.  
Cooperation: The Japan Foundation, Los Angeles Office  
Cast: Kenro Osawa

A two-day “GO” instruction and demonstration event with professional Go player Mr. Kenro Osawa (4th-degree black belt). GO players from the US and abroad were invited to participate in various GO-related activities, including a seminar by professional GO player Kenro Osawa, demonstration games, simultaneous games with participants and review talks by Mr. Osawa.



Event

Food as Practice  
Nurturing Healthy Mind,  
Body & Soul

July 22, September 2, 2023  
January 27, March 2, 2024  
Casts: Shumyo Kojima, Taiga Ito

A new series to discover the essence of Buddhist vegetarian meals, which are presented through lecture and tasting with an invited lecturer Reverend Shumyo Kojima of Zensoji, the North American head temple of the Soto Zen Buddhism and Reverend Taiga Ito of the International Center for Soto Zen Buddhism. Through video clips showing the life in a traditional monastery, participants learned about the basic elements of Buddhist vegetarian cooking and the profound embodiment of Zen philosophy and aesthetics. Meditation and Zen Cook were also practiced under the guidance of Buddhist monks.



Event

Sip and Savor  
Japanese Tea Culture  
Exploration

September 30, November 18,  
2023 and January 21, 2024  
Cast: Tsubasa Okada

A workshop exploring Japanese tea culture. Focusing on tea tasting experience, participants learned about various types of Japanese teas (sencha, hojicha, matcha, herbal teas, etc.), their regional characteristics, how to enjoy them and tea utensils, etc. The workshop also illuminated new depths of Japanese tea and how to incorporate it into daily life by deepening knowledge and experience in brewing and pairing Japanese teas.



Event

LA×TOKYO: RE-SET |  
Finding Beauty and Mean-  
ing in Urban Chaos

November 3—5, 2023

Co-organizers: Art Center College of Design,  
Tama Art University

For more than 10 years, the Art Center, one of the leading prod-  
uct design schools in the US and Tama Art University have been  
working on academic exchanges and student training programs  
in both countries. In FY2023, an interim presentation and exhi-  
bition for the students' works was held under the theme "RE-  
SET | Finding Beauty and Meaning in Urban Chaos" .



Event

UNLOCK CINEMA |  
Short Films, Infinite  
Possibilities

January 11, 2024

Co-organizer: The Short Shorts  
Film Festival & Asia (SSFF)  
Speakers: Tetsuya Bessho, Takuma Takasaki

A festival of film and culture celebrating the 5th anniversary of  
JHLA and the 25th anniversary of SSFF. The theme for FY2023  
was "Unlock." The event presented wide-ranging films which were  
directed by from emerging talents to Academy Award nominees,  
and expressed the potential of short films as a bridge to feature films  
as filmmakers have unlocked their potential through short films.



Event

Oscar Series  
(Academy awards  
film related event)

February 6 and 16, 2024

Co-organizers: NEON, TOHO INTERNATIONAL  
Casts: Koji Yakusho, Wim Wenders,  
Takashi Yamazaki, Takuma Takasaki

A series of events highlighting outstanding Japanese films, tar-  
geting the winning of the prestigious Academy Awards. The pro-  
gram included a combination of film screenings, talk programs  
by directors and producers, etc. and networking receptions,  
which collectively made a strategic contribution to raising aware-  
ness of Japanese films.



Seminar

US-Japan Trade:  
Leadership in  
Economic Security

September 5, 2023

Co-organizer: Asia Society

Panelists  
Kenko Sone | Consul-General of Japan in Los Angeles  
Michael Kantor | Former US Trade Representative  
Wendy Cutler | Former US Under Secretary of Commerce /  
Vice-President and Managing Director, Washington, D.C. Office,  
Asia Society Policy Institute (ASPI)  
Moderator  
John Emerson | Former US Ambassador to the Federal Republic of Germany



The panelists discussed the approaches of both Japan and the US addressing the  
changing dynamics of the international economy and trade. Consul-General Sone  
explained that economic fields such as the global economy, energy, supply chains  
and food security were also important topics for the G7 and that the G7 Hiroshima  
Summit focused more on economic security, including supply chain resilience and  
economic coercion. He also expressed his expectation for the return of the US to  
the Trans-Pacific Partnership (TPP).

Seminar

Diversity in Sports

November 13, 2023

Panelists  
Maia Shibutani | Olympic medalist in figure skating  
Jun Endo | Soccer player, Angel City FC, LA  
Will Ireton | LA Dodgers Performance Operations Manager  
Moderator  
Renata Simril | President & CEO, LA84 Foundation



At the beginning of the seminar, Consul-General Sone introduced details of how  
fostering a society that would achieve Diversity, Equity and Inclusion (DE&I) was  
an important initiative in Japan. Panelists from Japan and the US who were active  
in the sports world discussed how they had overcome challenges to build their  
careers in diverse backgrounds, as well as ways to make the sporting world more  
inclusive and diverse.

Hybrid Seminar

Harnessing Quantum  
Technology for the  
Benefit of Society

January 18, 2024

Keynote address Jay M. Gambetta | IBM Fellow and Vice-President of IBM Quantum  
Panelists Part 1 Kazuhiro Gomi | President & Chief Executive Officer, NTT Research, Inc.  
Eric Hudson | Professor, UCLA Prineha Narang | Professor, UCLA  
Rikuto Fukumori | Ph.D. candidate, California Institute of Technology  
Part 2 Akihisa Goban | Visiting Researcher, Waseda University / Chief  
Technology Officer, Nanofiber Quantum Technologies  
Celia Merzbacher | Executive Director, Quantum Economic  
Development Consortium  
Paul Lipman | Chief Commercial Officer, Infleqtion  
Moderator Jeffrey W. Hornung | Senior Political Scientist, RAND  
Edward Parker | Physical Scientist, RAND



Research into quantum science is one of today's hottest fields and the Japanese gov-  
ernment is promoting its practical application in multiple areas as well as conducting  
fundamental research. Part 1 of the seminar, entitled "Fundamental Research in  
Quantum Science: Deepening Our Understanding of the Universe" featured pre-  
sentations by researchers in the field of fundamental research.  
Part 2, entitled "Applied Quantum Technology: Making Useful Quantum Tech-  
nology a Commercial Reality," featured presentations by those involved in making  
practical use of quantum technology in the business world.

“Future where world travelers are treated with pride of Japan”

Once a year, the JAPAN HOUSE Tokyo Secretariat holds a roundtable meeting featuring Kenya Hara (Creative Advisor for the JAPAN HOUSE) on the topics of Japan’s regional magnetism while simultaneously taking advantages of the opportunity to publicize JAPAN HOUSE among domestic businesses and government agencies. In FY2023, the meeting was held in Saga City, Saga Prefecture, with invited presenter Mr. Kou William Sundberg.

JAPAN HOUSE Regional Roundtable Meeting 2024  
“Future where world travelers are treated with pride of Japan”  
Casts: Kenya Hara, Kou William Sundberg    Moderator: Reiri Kojima  
SAGA MADDO on March 1, 2024    Visitors: 60

Message from participants

I have been engaged in the Arita-yaki porcelain industry for generations and am passionate about how to revive Arita-yaki porcelain while continuing my family business of manufacturing and selling gosu and glazes. One of our initiatives is “Arita Dining,” a cultural experience tour of Arita-yaki porcelain, where we are experimenting ways of how to excite world travelers and how to make them become fans of Arita-yaki porcelain. However, I felt there was a barrier in how to increase the value of the content. In such circumstances, I was so impressed when I coincidentally found the notice for the regional roundtable meeting as if it was going to be held just for me and in the next moment, I had already applied for it. Upon attending the event that day, I prepared the following three questions.

1. What is the World Traveler seeking?  
2. How can we increase the value of Arita Dining?  
3. What are the values, assets and resources that Saga Prefecture has?

The result of attending the event, frankly speaking, shocked me. The way ahead became clear and the indecisiveness I had experienced vanished. The answer for increasing value has existed very close to me. It is the fact that world travelers have been attracted to aesthetics unique to Japan. Although I have been personally engaged in the industry of traditional culture, which is a symbol of Japanese aesthetics, I was unsure how best to enhance the value of Japanese culture because I did not understand it. Going forward, I would like to focus on the differences between Japan and other countries and regions and enhance the value accordingly by setting unique aesthetics in Japan as the basis for expression. Furthermore, I strongly hope that a touring exhibition of the JAPAN HOUSE will be realized in Japan. I am convinced that this will help us understand the essence of Japanese culture, and help improve expressiveness including that for exhibitions, on the part of those communicating culture. I very much appreciate that you organized such a wonderful event in Saga. It was the event which potentially changed my life.

Sousuke Fukauami | Fukauami Co.



This lecture was a valuable opportunity to learn about the significance of propagating Japanese culture overseas, citing the examples of JAPAN HOUSE and gain hints on how to deal with our own region from the perspectives of the two speakers to Japan. In particular, JAPAN HOUSE’s strategy, as presented by Mr. Hara, of bringing home to people the extent of what they “don’t know” made a lot of sense to me. Through the lecture, I learned for the first-time what kind of exhibits have been held at the JAPAN HOUSE and I felt that the “Japanese culture” featured in these exhibits is precisely what we Japanese should deepen our understanding of and that we can take pride in our Japanese culture only when we become aware of its uniqueness. Mr. Sundberg’s talk on Kiraku was an impressive example of how a group of Kyoto townhouses had been revitalized as a single ryokan (traditional Japanese inn). Considering the fact that many of Japan’s townhouses are undervalued, the idea of constructing tourism not by establishing a hub with a single building, but with an area-wide perspective including alleys, is very informative and valuable, not only as a business project result but also as an example of area renovation, including streets. During their discussion, the two very well-traveled speakers said that “Japan has a considerable potential in terms of tourism resources and is a rich repository of authenticity”. I felt such a message very powerful in the lecture held at a regional community. The lecture brought home to me the importance of discovering and building value from the abundant resources remaining in Japan, which overseas equivalents seem to have already been discarded. As a person engaged in community development, I was inspired by Mr. Hara’s comment about Japan’s future, “Like Switzerland in Asia,” in which he sees nature and quality of life as a resource, as well as by his perspective of structuring value by adding value to something subtle.

It was a rare occasion in a regional community and very valuable and meaningful lecture that looked ahead to the future of Japan, where global and local, design and business topics intersect.

Ichiro Matsunaga | Assistant Professor, Faculty of Engineering, Fukuoka University



# JAPAN HOUSE

## JAPAN HOUSE SÃO PAULO

Av. Paulista, 52 - Bela Vista,

São Paulo - SP, 01310-000, BRASIL

<https://www.japanhousesp.com.br/ja/>

## JAPAN HOUSE LONDON

101-111 Kensington High Street,

Kensington, London W8 5SA, UK

<https://www.japanhouselondon.uk/>

## JAPAN HOUSE LOS ANGELES

Ovation Hollywood 6801 Hollywood Blvd.

Level 2 and 5 Los Angeles, CA 90028, USA

<https://www.japanhousela.com/>

JAPAN HOUSE Tokyo Secretariat

(Office for Strategic Communication Hub, Ministry of Foreign Affairs of Japan)

Creative Advisor Kenya Hara

São Paulo——DENTSU INC.

London——Japan H. L. Limited

Jones Lang LaSalle K.K. (Until June 2019)

Los Angeles——DENTSU LIVE INC.

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