

# JAPAN HOUSE

---

SÃO PAULO

---

LONDON

---

LOS ANGELES

JAPAN HOUSE Activity Report

April 2025—March 2026

JAPAN HOUSE Activity Report  
April 2025–March 2026

About JAPAN HOUSE

02

Guiding Principles and Five Functions

04

Number of Visitors

06

Media Coverage

07

Touring Exhibitions

08

Locally Curated Exhibitions

10

Activities at Each Location

SÃO PAULO

12

LONDON

20

LOS ANGELES

30



# Spreading Mind-Blowing Encounters with Japan Across the Globe

JAPAN HOUSE was established in 2017–2018 to showcase Japan’s diverse attractions along with its wide-ranging policies and initiatives. The cumulative visitor numbers across all three locations since opening have exceeded 8.643 million (as of February 28, 2026), and JAPAN HOUSE has been steadily expanding its presence ever since. All three JAPAN HOUSE locations are designed to provide visitors with multifaceted experiences of Japan, serving the five functions of exhibition gallery, multipurpose hall, library, restaurant, and shop. Each gallery hosts exhibitions in collaboration with creators from wide-ranging fields, while the multipurpose hall hosts various events held in cooperation with companies and other entities, as well as national and local government organizations. Taking advantage of its strong appeal, JAPAN HOUSE actively disseminates Japan’s policies and initiatives through lectures and seminars, while also holding events in conjunction with exhibitions. By inviting prominent speakers in their respective fields, JAPAN HOUSE offers key opportunities to promote a better understanding of Japan.

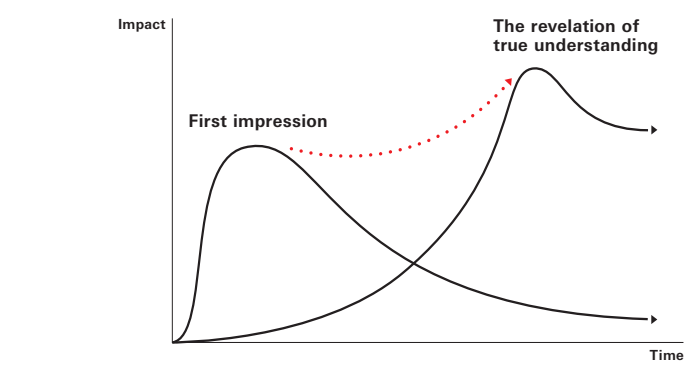


|                            |                                                                          |                                                                                                                                                                                                    |
|----------------------------|--------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| JAPAN HOUSE<br>SÃO PAULO   | Established<br>Operating company<br>President<br>Location                | April 2017<br>JTB Corp.<br>Carlos Augusto Roza<br>Av. Paulista, 52 - Bela Vista,<br>São Paulo - SP, 01310-900, BRASIL                                                                              |
| JAPAN HOUSE<br>LONDON      | Established<br>Operating company<br>Director General and CEO<br>Location | June 2018<br>Japan H. L. Limited<br>Sam Thorne<br>101–111 Kensington High Street, Kensington,<br>London W8 5SA, UK                                                                                 |
| JAPAN HOUSE<br>LOS ANGELES | Established<br>Operating company<br>President<br>Location                | Partially opened in December 2017,<br>fully opened in August 2018<br>Yoshimoto Kogyo Co., Ltd.<br>Yuko Kaifu<br>Ovation Hollywood 6801 Hollywood Blvd.<br>Level 2 and 5 Los Angeles, CA 90028, USA |

# JAPAN HOUSE

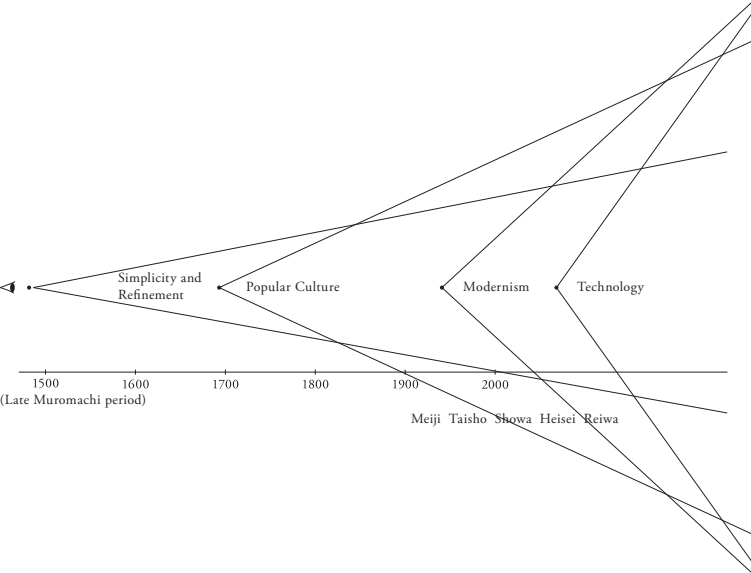
## Guiding Principles and Five Functions

From the spatial design and exhibitions to dining, retail, library, events, and web and public communications—this project combines local teams that are readily able to support such wide-ranging activities with Japan’s active use of these three overseas hubs as platforms for outreach. Working together under the guiding principles established at the outset, all parties collaborate to carry out effective activities centered on five core functions.

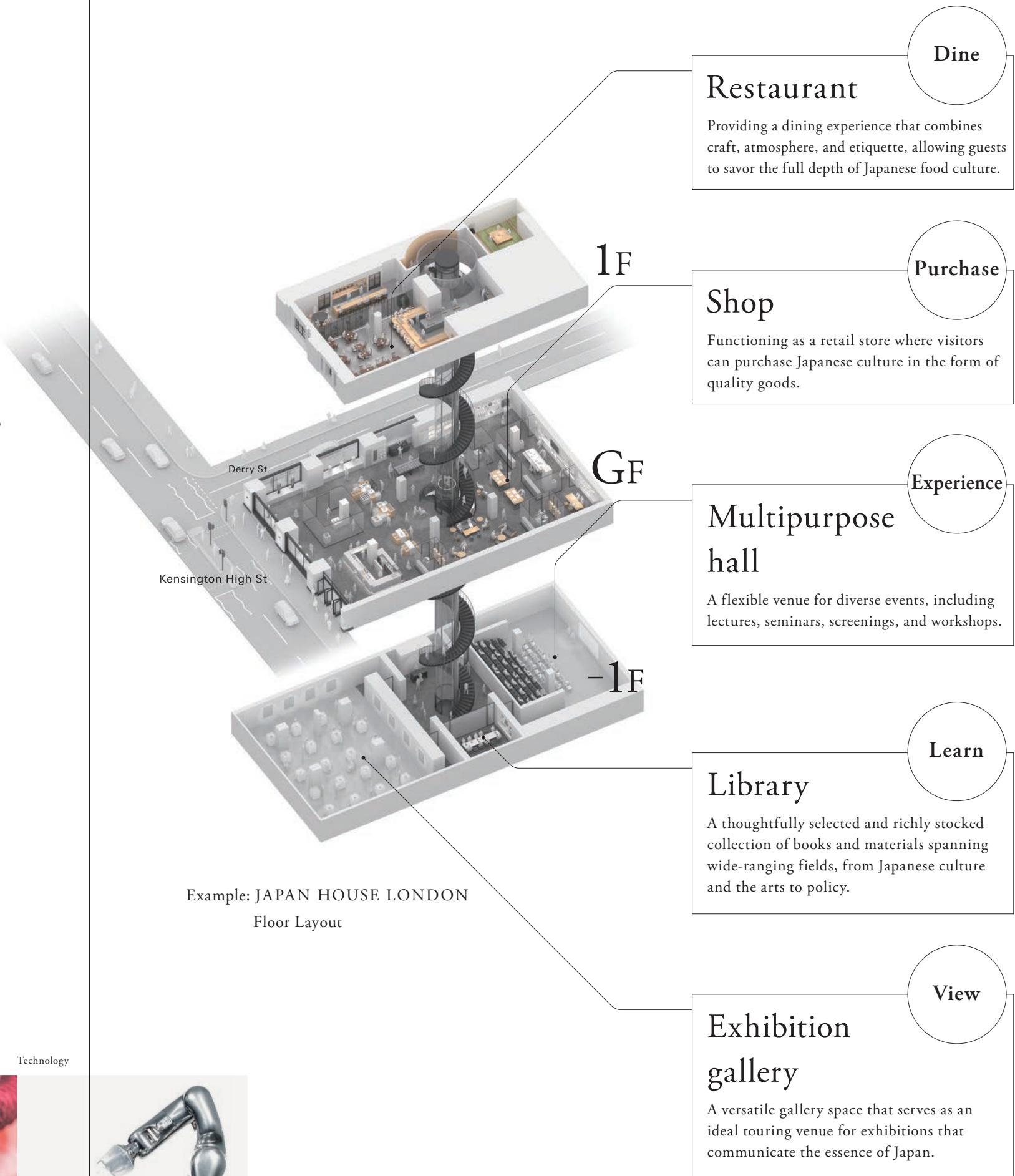


A profound realization of “how little people knew about Japan” and a quiet sense of wonder

Our focus is not a superficial understanding, nor the surprise of a first impression. The wonder of getting to the heart of Japanese culture is the same for the Japanese of today as it is for people around the world. Even if it takes time, we place the greatest importance on guiding visitors toward a deeper understanding of the Japanese spirit.



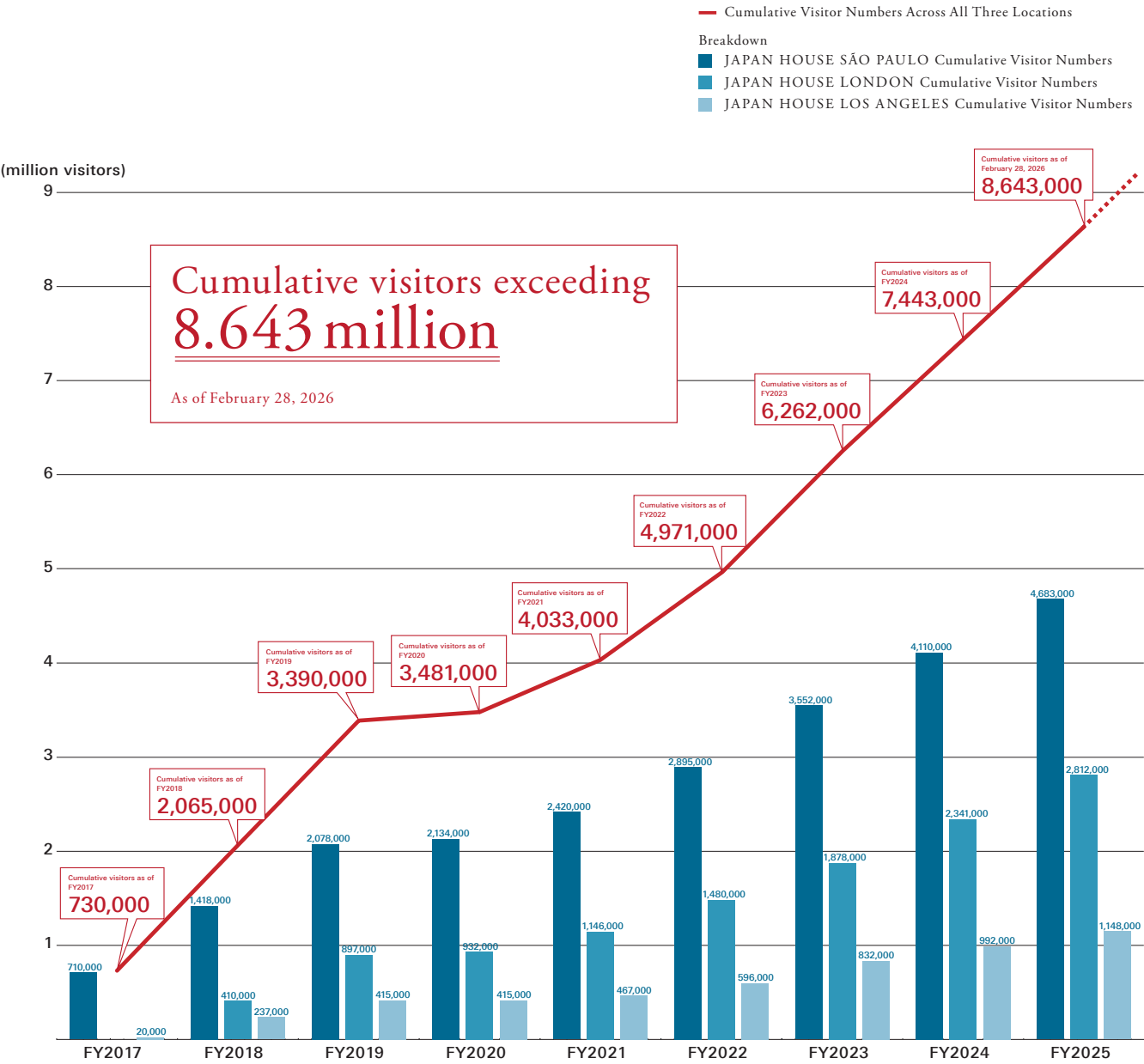
Drawing on more than a millennium of history, JAPAN HOUSE looks toward the future, viewing Japan’s traditional culture as a resource for generations to come. At the same time, we engage directly with high culture, subculture, and cutting-edge technology, and weave together Japan’s unique identity across culture, nature, architecture, food, and design to express “Japan’s distinctive presence in the world.”



# JAPAN HOUSE

## Number of Visitors

The three JAPAN HOUSE locations, established in 2017–2018, have maintained steady growth from the previous fiscal year, welcoming a cumulative total of more than 8.643 million visitors across all three sites since opening (as of February 28, 2026). At each location, exhibitions and events continue to convey Japan’s diverse attractions, broadening the visitor base while steadily strengthening each hub’s role as a center for cultural outreach. Leveraging this strong appeal, JAPAN HOUSE also actively disseminates Japan’s policies and initiatives through lectures and seminars held in conjunction with its programs. Going forward, each location will continue to develop compelling programming that draws on its own distinct character, with the aim of welcoming even more visitors in the years ahead.



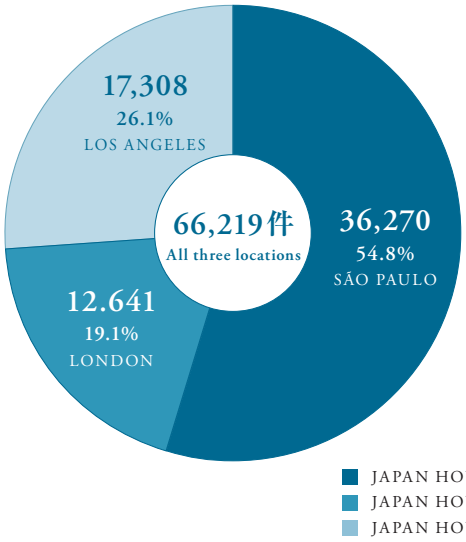
# JAPAN HOUSE

## Media Coverage

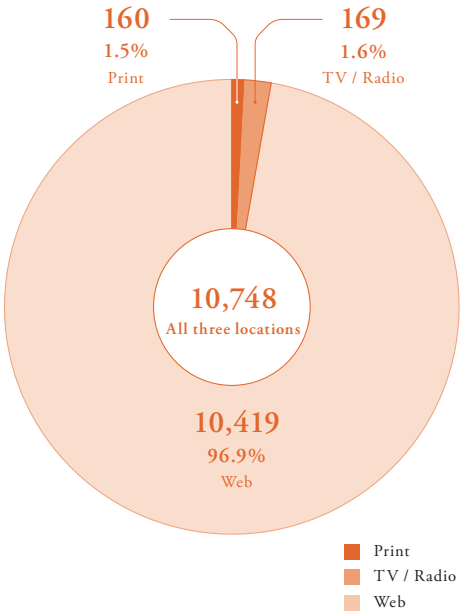
The total number of media mentions across all three locations from their opening to the end of January 2026 was approximately 66,000. This remained at a high level in FY2025 (as of January 31, 2026) at 10,748 mentions. Web-based media accounted for a large share across all locations, reflecting the growing reach of digital communications. At the same time, continued exposure across traditional media such as print and television / radio reflects growing recognition across a wide range of platforms. JAPAN HOUSE will continue to strengthen effective information dissemination through various media channels.

| Total Media Mentions        |            | São Paulo | London | Los Angeles |
|-----------------------------|------------|-----------|--------|-------------|
| Opening–January 31, 2026    |            | 36,270    | 12,641 | 17,308      |
| Total Media Mentions        |            |           |        |             |
| April 2025–January 31, 2026 |            | 4,530     | 1,949  | 4,269       |
| Breakdown                   | Print      | 131       | 23     | 6           |
|                             | TV / Radio | 101       | 39     | 29          |
|                             | Web        | 4,298     | 1,887  | 4,234       |

Total Media Mentions by Location  
Opening–January 31, 2026



Total Media Mentions by Medium  
April 2025–January 31, 2026



# JAPAN HOUSE Touring Exhibitions



Experiences, objects, and people travel the world alongside the exhibitions. These are selected from open calls across all fields by the discerning eyes of museum directors and curators. Distinctive exhibitions designed and implemented by each city are also shared with one another, generating dynamism and synergy between Japan and the three JAPAN HOUSE locations.

JAPAN HOUSE organizes Touring Exhibitions that are held at all three locations, thereby sharing Japan's diverse attractions around the world. These exhibitions are composed of proposals selected through an open call in Japan followed by a rigorous screening process. Their purpose is to offer a diverse range of answers to the question "What is Japan?" and to give international audiences the opportunity to experience the appeal of Japan for themselves.

## Term I 2017

Sou Fujimoto: FUTURES OF THE FUTURE  
Exhibition Planner: TOTO GALLERY・MA



Prototyping in Tokyo  
Exhibition Planner: Yamanaka Laboratory, Institute of Industrial Science, The University of Tokyo



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



## Term II 2018

This is MANGA —the Art of NAOKI URASAWA—  
Exhibition Planner: The Yomiuri Shimbun  
©Naoki URASAWA / N WOOD STUDIO



## Term III 2019

Windowology: New Architectural Views from Japan  
Exhibition Planner: Window Research Institute



## Term IV 2020

KUMIHIMO:  
The Art of Japanese Silk Braiding by DOMYO  
Exhibition Planner: Domyo Co., Ltd



WAVE:  
New Currents in Japanese Graphic Arts  
Exhibition Planners: Hiro Sugiyama and Kintaro Takahashi



Symbiosis: Living Island  
Exhibition Planners: Hasegawa Lab+SANAA



## Term V 2021

DESIGN MUSEUM JAPAN  
Exhibition Planners: NHK Promotions Inc.  
and NHK Educational Corporation



## Term VI 2022

KIGUMI: Revealing the Carpentry Behind the Wood Joint  
Exhibition Planner: Takenaka Carpentry Tools Museum



## Term VII 2024

Hyakkō: 100+ Makers from Japan  
Exhibition Planner: Ryohin Keikaku Co., Ltd.



Pictograms: Iconic Japanese Designs  
Exhibition Planner: Nippon Design Center USA, Inc



# JAPAN HOUSE

## Locally Curated Exhibitions

One of the greatest draws of JAPAN HOUSE is its Locally Curated Exhibitions, with different themes at every location. To share Japan's diverse attractions with the world, these exhibitions are conceived by the local teams at each hub, drawing on the distinct character of their respective locations. A key feature of these exhibitions is their detailed explanations and the thought put into them, such as the incorporation of the exhibits' historical and cultural background, as well as economic and industrial aspects.

## JAPAN HOUSE SÃO PAULO

### Internal Line

November 13, 2019–February 2, 2020

Support: Bank of Brazil Cultural Center (Centro Cultural Banco do Brasil)

### JAPAN FROM MINIATURES—TATSUYA TANAKA

May 16–October 15, 2023

Content provider: Tatsuya Tanaka, MINIATURE LIFE CO., LTD.



## JAPAN HOUSE LONDON

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

November 16, 2023–April 21, 2024

Co-organizer: Biratori Town, Hokkaido



### Looks Delicious! Exploring Japan's food replica culture

October 2, 2024–February 16, 2025

Cooperation: The Iwasaki Group



## JAPAN HOUSE LOS ANGELES

### The Art of the Ramen Bowl

March 18–July 5, 2022

Planning, Curation: Taku Satoh | TSDO Inc.; Mari Hashimoto

Cooperation: Ceramic Valley Council

Support: Gifu Prefecture; Tajimi City; Mizunami City; Toki City; Kani City



### Yes, KAWAII is Art—EXPRESS YOURSELF—

May 2–November 3, 2024

Curatorial Supervision: Sebastian Masuda Studio; Six Percent Inc.; ASOBISYSTEM Co., Ltd.





## SÃO PAULO

Located on São Paulo's main boulevard, JAPAN HOUSE São Paulo has been organizing original exhibitions featuring Japan's various charms such as architecture, technology, food, fashion, art, and tourism. Additionally, it regularly implements original initiatives such as enriching educational programs based on exhibition content, as well as running a book club and manga cycle focused on content from Japan, including literature and manga. Furthermore, JAPAN HOUSE São Paulo is working to strengthen its activities throughout the entire Central and South American region via multilingual communication and outreach beyond São Paulo (exhibitions in other cities and regions) and outside Brazil.

In FY2025, JAPAN HOUSE São Paulo held a number of Locally Curated Exhibitions introducing Japan from diverse fields and perspectives, including "Expo 2025 Osaka, Kansai, Japan," "Prefabricated Anatomy: one way of living in Japan," "Heiwa, An Appeal for Peace," and "Flows—Japan and the water." The Touring Exhibition "Imbued with the Power of Japan's Forests—Masters of Carpentry: Skill and Spirit" was presented in two parts with different content, with Part 1 on display during FY2025.

### Locally Curated Exhibitions

## Expo 2025 Osaka, Kansai, Japan

June 3–September 28, 2025

Support: Japan Association for the 2025 World Exposition

This exhibition focused on Japan's innovative technologies, ideas, and initiatives at Expo 2025 Osaka, Kansai, Japan. By introducing aspects such as the Japan Pavilion, the Grand Ring, and the Signature Pavilion "EARTH MART," the exhibition provided visitors with an opportunity to engage with ideas and cutting-edge technologies in the field of food, in line with the theme "Designing Future Society for Our Lives."



## Related Event

### Seminar

## Online Seminar by Architect Sou Fujimoto

August 21, 2025

In collaboration with local educational institutions, JAPAN HOUSE São Paulo hosted an online lecture by architect Sou Fujimoto. Fujimoto introduced the design process and challenges behind his work at Expo 2025 Osaka, Kansai, Japan, followed by a question-and-answer session with participating students. He also spoke about the vision and ideals embedded in the Expo concept. The lecture offered participants an opportunity to engage with contemporary Japanese architecture.



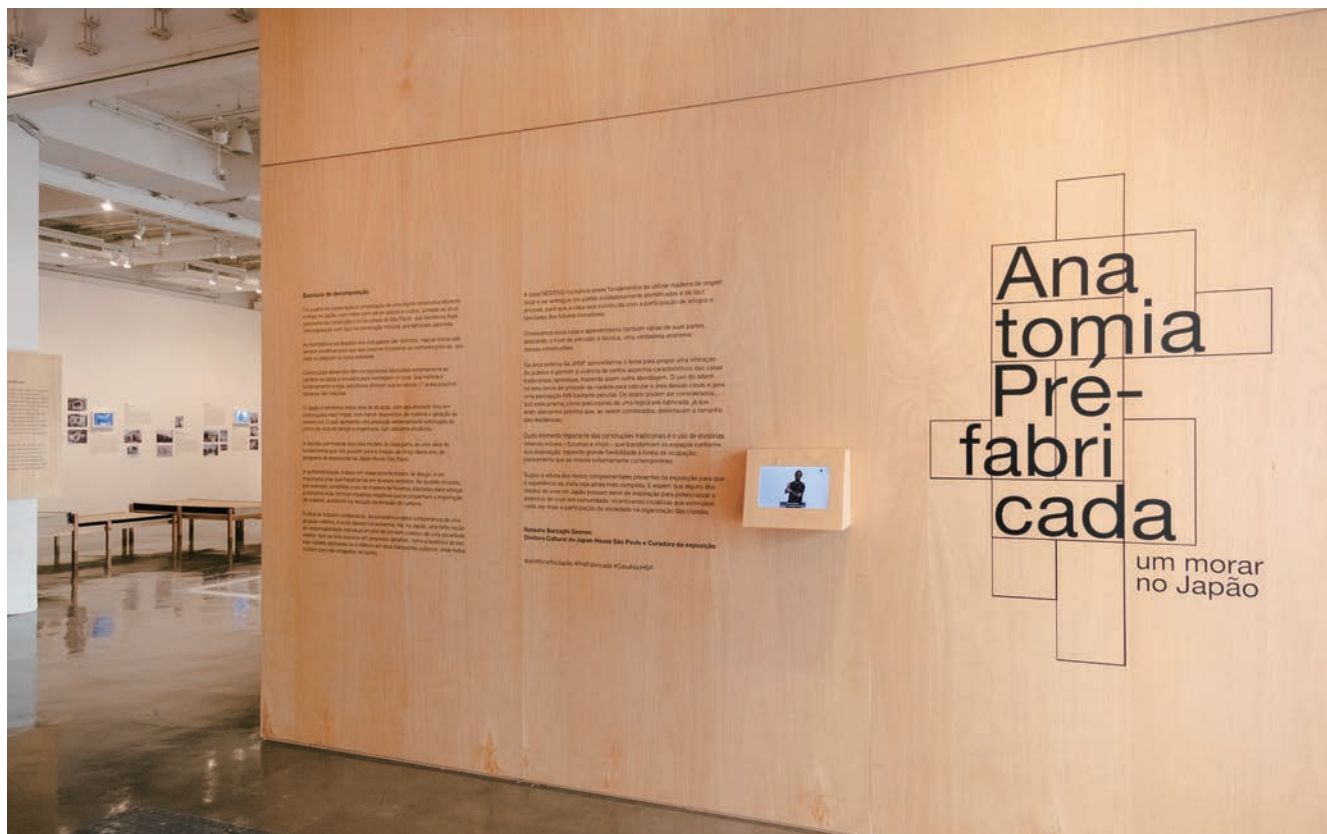
## Locally Curated Exhibitions

## Prefabricated Anatomy: one way of living in Japan

July 1–October 19, 2025

Supervisor: Yoshikuni Shirai Special Cooperation: Tatsuo Iso  
Cooperation: VUILD, inc.; Daiwa House Industry Co., Ltd.;  
MAYEKAWA ASSOCIATES, ARCHITECTS & ENGINEERS;  
National Archives of Modern Architecture, Agency for Cultural Affairs;  
Sekisui House, Ltd.; SEKISUI CHEMICAL CO., LTD.; KISHO  
KUROKAWA architect & associates; GK Design Group Inc.; Misawa  
Homes Co., Ltd.; Riken Yamamoto & FIELDSHOP; SUS  
Corporation; and YASUTAKA YOSHIMURA ARCHITECTS

This exhibition offered a broad overview of prefabricated housing in Japan, tracing the history, functionality, comfort, and design of this building type as it has evolved alongside Japanese customs and everyday culture from the post-war reconstruction era to the present day. The exhibition highlighted sustainable living and provided visitors with an opportunity to reflect on how homes might adapt to meet future environmental needs.



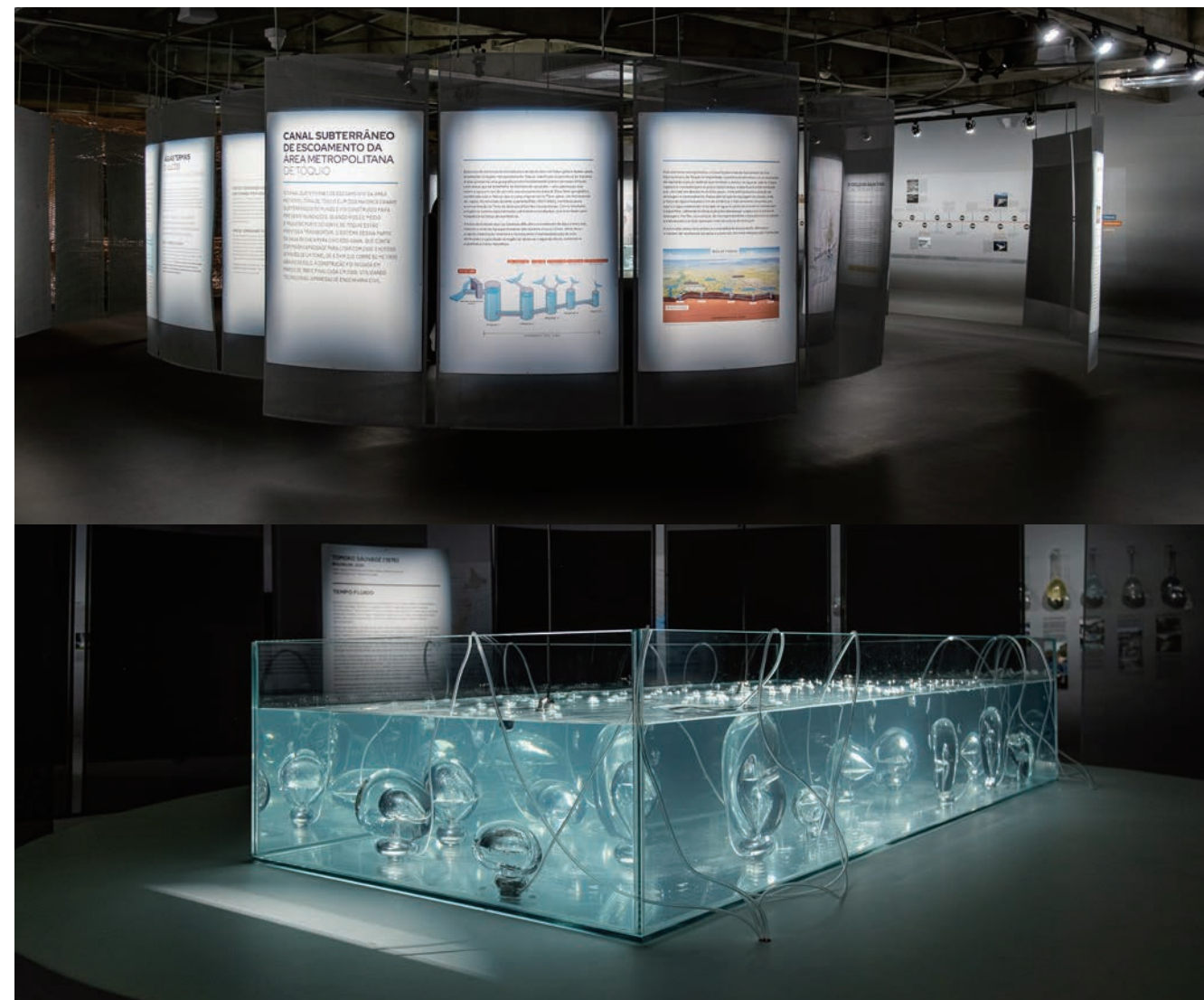
## Locally Curated Exhibitions

## Flows —Japan and the water

October 21, 2025–April 5, 2026

Advisor: Tsugihito Watanabe | Chairman, Japanese National Committee, ICID  
Cooperation: Ministry of Agriculture, Forestry and Fisheries; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment, Government of Japan; The Japan Foundation; Bureau of Waterworks, Tokyo Metropolitan Government; Yokohama Waterworks Bureau; Kyoto City Water Supply and Sewerage Bureau; Tokyo Waterworks Historical Museum; The University of Tokyo; JAPAN ONSSEN ASSOCIATION; Jinja Honcho; Mitsuke-Tenjin Yanahime-Jinja; Head Temple Takao-san Yakuo-in; and UDANO Mikumari Jinja

This exhibition explored water from a variety of perspectives, highlighting its profound influence not only on daily life, but also on the development of the economy, traditions, science and technology, and people's spiritual lives. By shedding light on the impact of water on culture and science, as well as the history of hot spring culture and waterworks in Japan, the exhibition offered both Japanese and Brazilian audiences an opportunity to reaffirm the value of water and reflect on the future.



## Related Event

## Seminar

Exploring “Flows – Japan and the water” and Traveling Japan’s Hot Spring Destinations

January 24, 2026

Support: Japan National Tourism Organization (JNTO)

JAPAN HOUSE São Paulo and the Japan National Tourism Organization (JNTO) co-hosted an event introducing Japan’s nature and hot spring culture through the theme of water. In the first half, the JAPAN HOUSE São Paulo education team explained the characteristics of water in Japan and introduced hot springs from various regions. In the second half, JNTO highlighted the appeal of leading hot spring destinations and nearby sightseeing spots, offering visitors a multifaceted perspective.



## Locally Curated Exhibitions

Heiwa,  
An Appeal for Peace

August 6–31, 2025

Cooperation: Mayors for Peace; Hiroshima Peace Memorial Museum; Hiroshima City; Nagasaki City; and Japan Confederation of A- and H-Bomb Sufferers Organizations

Photo: Mainichi Shimbun

In the year marking 80 years since the bombings of Hiroshima and Nagasaki, the exhibition conveyed the preciousness of life and peace, and the importance of passing these values on to future generations. Beyond documenting the history of the atomic bombings in Hiroshima and Nagasaki, the exhibition also showcased the present-day appeal of both cities as vibrant urban communities that have achieved remarkable recovery and renewal.



## Related Event

## Workshop

Senbazuru Activity –  
Folding 1,000 Paper CranesAugust 7, 12, 13, 14,  
19, 20, and 21, 2025

Visitors folded origami cranes and learned about their significance as symbols of peace, hope, and longevity. The 6,000 cranes created were presented to Hiroshima Peace Memorial Park and the Brazil Nagasaki Prefectural Association. Held in the year marking 80 years since the atomic bombings, this activity brought together Japan and Brazil in a shared wish for peace.



## Touring Exhibitions

## Term VII

Imbued with the Power of Japan's Forests  
—Masters of Carpentry: Skill and SpiritExhibition Planner:  
Takenaka Carpentry  
Tools Museum

This Touring Exhibition focused on the skill and spirit of *dōmiya daiku* (temple and shrine carpenters) and *sukiya daiku* (teahouse carpenters), who form the foundation of Japan's traditional architecture. Rooted in a deep reverence for nature, the exhibition showcased the exceptional techniques these master carpenters have developed over generations through their sincere devotion to wood, working in harmony with the natural characteristics of each tree and coexisting with the forest. A dedicated "Japanese Forest" experience corner was created, and a *sukiya*-style teahouse with its structure partially exposed was displayed alongside traditional carpentry tools.

## Touring Schedule

## Location

November 20, 2024–January 22, 2025

Los Angeles

March 12–July 6, 2025

London

November 11, 2025–April 5, 2026

São Paulo



## Related Event

## Workshop

Carpentry Tools:  
Making a Kanna Plane Body  
Demonstration by Kubo Masayuki

November 9, 2025

Cooperation: Takenaka  
Carpentry Tools Museum

Carpenter Kubo Masayuki introduced the importance of the *kanna* (wood plane) as an indispensable tool in Japanese woodworking, and gave a step-by-step demonstration and explanation of how to make a *kanna dai* (wood plane body). Aimed at local professionals and students in the fields of architecture, woodworking, and carpentry, the event covered the process of making the *kanna dai*, the types of wood used, and how to handle the tool.



**Demonstration****JHSP Experience:  
Gastronomic Connections  
between Brazil and Japan**

September 23, 2025

Cooperation: D.O.M. Restaurant  
and Aizomê Restaurant  
Sponsored by: Suntory Global  
Spirits Inc.; Emirates; Cermaq;  
Mitsubishi Corporation; Kalu  
Travel; and Frescatto

To mark the 130th anniversary of the establishment of diplomatic relations between Japan and Brazil, JAPAN HOUSE São Paulo held an event centered on Japanese cuisine. Four acclaimed chefs from Japan and Brazil came together to showcase the fusion of the two countries' food cultures. The event was roundly praised by participants and became a landmark occasion that contributed to promoting Japan-Brazil exchange.

**Lecture****The Balance between  
Creative Expression and  
Social Contribution in the  
Architecture of Shigeru Ban**

May 2, 2025

To mark the 130th anniversary of the establishment of diplomatic relations between Japan and Brazil, architect Shigeru Ban delivered a lecture on the social role of architecture in an era of climate change. He introduced his innovative use of materials, efficient architectural solutions, and disaster relief projects. With the world facing a wide range of environmental challenges, the lecture shone a spotlight on the importance of architecture's contribution to society.

**Workshop****My football kit Workshop**

April 23, 2025

Sponsored by: Molten Corporation  
Cooperation: Instituto Mauá de  
Tecnologia (IMT)

As part of the "Japanese Principles: Design and Resources" exhibition held in the previous fiscal year, a three-stage workshop was organized for 80 primary school students using Molten Corporation's MY FOOTBALL KIT. Participants learned about the reuse of ocean plastics, the Sustainable Development Goals (SDGs), and Japanese culture, and experienced the value of environmental protection, design, and sport.

**Seminar****Discover the Highlights of  
Expo 2025 Osaka, Kansai,  
Japan!**

July 11, 2025

Co-organizer: Embassy of Japan in Brazil  
Cooperation: Apex-Brasil (Brazilian Trade  
and Investment Promotion Agency)

**Panelists**

Teiji Hayashi | Ambassador Extraordinary and Plenipotentiary of  
Japan to Brazil  
Natasha Geenen | Cultural Director, JAPAN HOUSE São Paulo  
Ana Claudia Barbosa | Business Analyst, Business Division,  
Apex-Brasil (Brazilian Trade and Investment Promotion Agency)



A video introduction to Expo 2025 Osaka, Kansai, Japan was shown. Teiji Hayashi, then Ambassador of Japan to Brazil, presented the history and highlights of the Expo. MYAKU-MYAKU, the official mascot of the Expo, joined as a special guest, helping to showcase the appeal of Osaka, a sister city of São Paulo, and the wider Kansai region.

**Seminar****Seminar by  
Shiga Prefecture:  
The Wisdom of Protecting  
Japan's Largest Lake and  
the Appeal of Local Sake**

November 12, 2025

Co-organizer: Embassy of Japan in Brazil

**Panelist**

Taizo Mikazuki | Governor of Shiga Prefecture



The seminar introduced Shiga Prefecture's initiatives to promote harmony between the environment and the economy and its sister city exchange with the state of Rio Grande do Sul in Brazil. Held during COP30, the event highlighted Shiga Prefecture's environmental conservation efforts centered on Lake Biwa, with the aim of raising environmental awareness in Brazil.

**Lecture / Seminar / Workshop****Longevity Project**

November 27–30, 2025

**Panelists**

Dr. Leonel Takada | Neurologist, Faculty of Medicine, University of São Paulo  
Dr. Maira Okada | Researcher, Behavioral and Cognitive Neurology Group,  
Hospital das Clínicas  
Hinako Inafuku | Director of Americas Market, International Promotion Division,  
Okinawa Convention & Visitors Bureau  
Yusuke Ikuta | Director, Encounter Japan Travel  
Marco Aurélio Bilibio Carvalho | Director, Brazilian Institute of Ecopsychology  
Eliana Carlos Toledo | Nutritionist, Yakult S/A Indústria e Comércio  
Denis Maki | Japanese Nutrition Specialist



To mark the 130th anniversary of the establishment of diplomatic relations between Japan and Brazil, JAPAN HOUSE São Paulo held a special program centered on the theme of longevity. Through expert lectures and hands-on programs, the event incorporated Japanese traditions to promote healthy longevity and well-being, covering topics and activities such as Japanese cuisine, tourism seminars, *shinrin-yoku* (forest bathing), *radio taiso* (group exercise set to music), and *yura rhythm* (musical activities and exercises for health).

## JAPAN HOUSE LONDON



### LONDON

Since its opening in June 2018, JAPAN HOUSE London, situated on Kensington's main thoroughfare, has presented a variety of exhibitions covering a wide range of themes, from traditional Japanese craftsmanship to cutting-edge technology. A key characteristic of JAPAN HOUSE London's approach is that it goes beyond merely introducing exhibits and delves into the history, culture, and social context behind them to help visitors gain a deeper understanding of the subject matter.

In FY2025, JAPAN HOUSE London welcomed a record high of over 500,000 visitors. "The Craft of Carpentry: Drawing Life from Japan's Forests" explored the relationship between master carpenters, woodworkers, and Japan's forests, while "Pictograms: Iconic Japanese Designs" traced the history of pictograms and their development, as well as providing a great opportunity to hold events linked to Expo 2025 Osaka, Kansai, Japan. "Hyakkō: 100+ Makers from Japan" showcased approximately 2,000 works by makers and craftspeople from across Japan. A special program tied to the Grand Sumo Tournament in London and a display on Wajima lacquerware were also presented. JAPAN HOUSE London also continued its "Spotlight on Local Japan" project, delivered in collaboration with regional partners across Japan and the Japan National Tourism Organization (JNTO), bringing the diverse appeal of Japan's regions to audiences in London.

### Touring Exhibitions

#### Term VI

## The Craft of Carpentry: Drawing Life from Japan's Forests

Exhibition Planner:

Takenaka Carpentry  
Tools Museum

Japan's woodworking culture has been nurtured through traditions passed down through generations, a deep reverence for nature, and the skills and spirit of artisans shaped by their natural environment.

The exhibition explored the essence of Japanese woodworking culture through three perspectives: *dōmiya daiku* (temple and shrine carpenters), who form the foundation of religious architecture; *sukiya daiku* (teahouse carpenters), who are dedicated to the construction of traditional Japanese structures; and *kigumi*, the internationally acclaimed joinery techniques unique to Japan.

| Touring Schedule                   | Location    |
|------------------------------------|-------------|
| November 20, 2024–January 22, 2025 | Los Angeles |
| March 12–July 6, 2025              | London      |
| November 11, 2025–April 5, 2026    | São Paulo   |



### Related Event

#### Workshop

#### Making kumiko latticework coasters

April 1, 8, 14, 17, 22, 29,  
May 6, 13, 20, 27,  
June 3, 10, 17, 25,  
and July 1, 2025

Cooperation: Takenaka Carpentry Tools Museum

Kumiko is a woodworking method in which thin, delicate pieces of wood are precisely cut and fitted together without nails to form intricate geometric patterns. Trained by carpenter Kubo Masayuki, JAPAN HOUSE London staff served as instructors for a series of kumiko lattice-work coaster-making workshops held over four months.



## Touring Exhibitions

Term VII

## Pictograms: Iconic Japanese Designs

Exhibition Planner:

Nippon Design  
Center USA, Inc.

Japanese design, with its beauty, expressiveness, and universality, has captivated people across different fields around the world. This exhibition focused on pictograms, which most succinctly represent the characteristics of Japanese design. It explored their cultural background, while examining and uncovering the richness of Japanese culture and tourism experiences from multiple angles and highlighting the underlying aesthetic sensibilities.

| Touring Schedule                 | Location    |
|----------------------------------|-------------|
| July 29–November 9, 2025         | London      |
| February 12–May 3, 2026          | Los Angeles |
| November 24, 2026–April 25, 2027 | São Paulo   |



## Related Event

## Workshop

My London Pictogram  
Contest

April 29–June 2, 2025

Cooperation: The Japan Society

A design competition open to young people between the ages of 7 and 16 was held. Participants were invited to design a pictogram representing the city of London and what it means to them. A selection of winning designs was professionally refined by the Nippon Design Center and transformed into pictograms, which were then featured in the exhibition.



## Workshop

Japanese Language Session  
Inspired by "Pictograms"

October 27, 2025

Organizer: The Japan  
Foundation, London

Organized by The Japan Foundation, London, this Japanese language session was held in conjunction with the exhibition "Pictograms: Iconic Japanese Designs." Aimed primarily at secondary school and university students with no prior knowledge of Japanese or at a beginner level, the session offered participants a chance to enjoy learning Japanese while experiencing the beauty of modern Japanese design.



## Touring Exhibitions

Term VII

## Hyakkō 100+ Makers from Japan

Exhibition Planner:

Ryohin Keikaku  
Co., Ltd.

The exhibition offered an opportunity to view craft through an open and inclusive lens, presenting it not merely as vessels or tools, but as a distinctive culture deeply integrated into Japanese everyday life. Over 100 makers from across Japan participated in the exhibition, with approximately 1,700 works on display created using a wide variety of materials, including clay, glass, wood, *urushi* (lacquer), bamboo, leather, paper, and metal.

| Touring Schedule                  | Location    |
|-----------------------------------|-------------|
| December 3, 2025–May 10, 2026     | London      |
| November 6, 2026–January 24, 2027 | Los Angeles |
| April 26–September 19, 2027       | São Paulo   |



## Related Event

## Workshop

Hyakkō in bloom:  
flower arranging with  
exhibition ceramics

February 12, March 12, and  
April 9, 2026

Two sessions each day (six sessions in total)

Cooperation: Ikebana  
International London Chapter

Workshops were held using works on display in the exhibition and pieces created by participating makers. Welcoming instructors from the Ikebana International London Chapter, participants learned about yo no bi (the beauty of functional objects) in Japanese craft, followed by a hands-on workshop.



## Talk / Demonstration

Conversations in clay  
Talk and pottery  
demonstration with  
Lisa Hammond and Yamada Yōji

January 24 and 25, 2026

In their talk, the two guests explored the influence that British and Japanese ceramic traditions have had on each other's work. The live demonstration showcased techniques including wheel-throwing, hand-building, and slip decoration, offering audiences the opportunity to observe each maker's distinctive approaches to material, process, and form.



## Spotlight on Local Japan

A project organized with support from the Japan National Tourism Organization (JNTO) to showcase the deeper, lesser-known attractions of Japan's regions through crafts, design, manufacturing, food culture, innovation, technology, and other fields.



### Talk / Demonstration / Workshop

#### Sendai Tansu (Miyagi Prefecture)

July 17–19, 2025

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

A three-day program of events was held on the theme of *Sendai tansu* (samurai chests of drawers), a traditional craft of Miyagi Prefecture. The program offered a rich variety of activities through which visitors could experience the craftsmanship behind *Sendai tansu* firsthand, including talks on its history and characteristics, live demonstrations by woodworker Sekiya Shūichi, lacquer craftsman Kanno Yūki, and metalwork craftsman Hasebe Yoshikatsu, as well as workshops in which participants tried their hand at making a mini tansu and the metalworking technique of *uchidasbi* (repoussé).



### Talk

#### Kagoshima's Satsuma Students: 160 years since their pioneering journey to the UK (Kagoshima Prefecture)

July 23, 2025

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

The year 2025 marks the 160th anniversary of the arrival of the Satsuma Students in the UK. This group of young men from the Satsuma domain traveled to Britain in the 19th century to study British culture and technology. To commemorate this milestone, JAPAN HOUSE London hosted a talk by Yoshimitsu Shōji, Principal of Kagoshima Prefectural Ōkuchi High School. The event explored the historical background of the Satsuma Students, who served as a bridge between Japan and the UK, and their contributions to fostering cultural and technological exchange between the two countries. High school students from Kagoshima Prefecture also participated in the event, delivering presentations on the appeal of their home prefecture.



### Talk / Demonstration

#### Nadagōgō: sake tradition and innovation in Hyōgo (Hyogo Prefecture)

November 13–15, 2025

Co-organizer:  
Nadagōgō Brewers Association  
Cooperation: Japan National  
Tourism Organization (JNTO)

This event explored the sake brewing culture of the Nadagōgō region through a variety of programs, including live demonstrations of *komomaki* (a straw-wrapping technique to protect sake barrels), *kagami-biraki* (ceremonial barrel-opening), and how to make a *daki-daru* (warming vessel), talks on the historical, geographical, technical, and logistical factors behind the development of sake brewing in the Nadagōgō region and the role played by the *Tamba Tōji* (master brewers of the Tamba guild), and a performance of traditional Nada sake brewing songs.



### Talk / Demonstration

#### Aizome: Indigo Dyeing Traditions in Ōme (Tokyo)

January 17, 2026

Co-organizer:  
Tokyo Convention & Visitors  
Bureau  
Cooperation: Japan National  
Tourism Organization (JNTO)

JAPAN HOUSE London hosted a talk with Noriyuki Murata, Lead Craftsman at Kosoen, an indigo dyeing studio in Ōme City, Tokyo. The event also featured a live-streamed tour of the studio and a real-time demonstration of indigo dyeing. Actual indigo-dyed pieces were also displayed on-site at JAPAN HOUSE London.



### Demonstration / Workshop

#### Wajima lacquerware (Ishikawa Prefecture)

March 3, 5, and 6, 2026

Co-organizer: WAJOY  
Cooperation: Japan National  
Tourism Organization (JNTO)

A series of events was held to shine a spotlight on the Wajima lacquerware industry, which suffered devastating damage in the Noto Peninsula Earthquake, and to mark its recovery. *Urushi* (lacquer) artist Junichi Hakose gave a live demonstration introducing the techniques of Wajima lacquerware, including *urushi* lacquering and *maki-e* (gold and silver decoration). Under his guidance, participants also took part in a workshop in which they repaired cracked ceramics they had brought with them using the *kintsugi* technique.



## Talk

## Women's rugby in Japan

August 21, 2025

Co-organizer:  
Japan Rugby Football Union

In collaboration with the Japan Rugby Football Union (JRFU), JAPAN HOUSE London hosted a talk with professional rugby player Kie Tamai and rugby editor and writer Kazuhiro Tamura. The event introduced the history of women's rugby in Japan, from its grassroots origins to the merger of the Japan Women's Rugby Football Federation with the JRFU in 2002, and women's rugby's subsequent development following Japan's participation in the 2016 Rio de Janeiro Olympics. Participants also exchanged views on the differences between women's rugby in Japan and the UK, as well as prospects for the future.



## Workshop

## Making Osaka-style oshizushi (pressed sushi) with AKIRA

September 29, 2025

Cooperation:  
AKIRA Restaurant

Under the guidance of a chef from AKIRA Restaurant, this workshop offered participants the opportunity to learn how to make *hakozushi* (Osaka-style pressed sushi), which has enjoyed growing global interest thanks to Expo 2025 Osaka, Kansai, Japan. Using ingredients such as prawn, eel, salmon, egg, grilled mackerel, asparagus, and shiitake mushroom, participants made six pieces of *hakozushi* and enjoyed them alongside sake and green tea. A pictogram representing *hakozushi* was also designed by the Nippon Design Center for the occasion.



## Talk / Demonstration

## Grand Sumo London Tournament Related Event Series

October 14, 16, and 18, 2025

Cooperation:  
Japan Sumo Association, Japan National Tourism Organization (JNTO)

In conjunction with the holding of the Grand Sumo Tournament at the Royal Albert Hall in London, JAPAN HOUSE London organized a series of events over three days in cooperation with the Japan Sumo Association and JNTO. NHK English-language sumo announcer Hiro Morita moderated the events and invited guests included *yokozuna* Ōnosato and other wrestlers, as well as a *tokoyama* (sumo hairdresser), a *gyōji* (referee), and a *yobidashi* (announcer). The events featured a variety of demonstrations and talks, including demonstrations of hairdressing and other traditional practices.



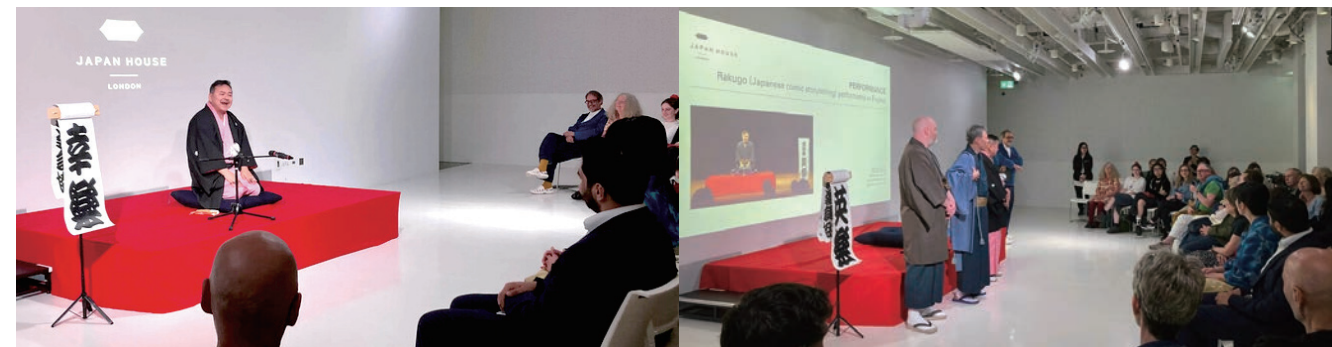
## Event

Rakugo  
(Japanese comic storytelling)  
performance in English

April 30, 2025

Cooperation:  
The Japan Society and English Rakugo Association

In collaboration with the Japan Society, JAPAN HOUSE London hosted a performance event featuring English-language *rakugo*. Following an introductory explanation of *rakugo*, three performers from the English Rakugo Association, Kanariya Eiraku, Kanariya Koraku, and Kanariya Knight, each presented a classic *rakugo* story in English.



## Talk

80 years on:  
the testimonies of  
two atomic bomb  
survivors from Hiroshima

June 16, 2025

Co-organizer:  
Embassy of Japan in the United Kingdom  
Cooperation:  
Hiroshima Peace Culture Foundation

Panelists  
Teruko Yahata, Kunihiko Iida | Special Communicator for a World without Nuclear Weapons  
Tsugumi Inoue, Natsumi Masumoto, and Meg Yahata | Youth Communicator for a World without Nuclear Weapons



To mark 80 years since the atomic bombings of Hiroshima and Nagasaki, JAPAN HOUSE London hosted a talk in which two *hibakusha* (atomic bomb survivors) from Hiroshima, Teruko Yahata and Kunihiko Iida, who serve as Special Communicators for a World without Nuclear Weapons, shared their personal experiences. Three Youth Communicators for a World without Nuclear Weapons, Tsugumi Inoue, Natsumi Masumoto, and Meg Yahata, who are engaged in efforts to pass on the memories and lessons of the atomic bombings to future generations, also took part in the event.

## Panel Discussion

The contest for influence in  
the Global South: how can  
Japan make a difference?

January 27, 2026

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

Panelists  
Ken Jimbo | Professor, Faculty of Policy Management, Keio University  
Rebecca Nadin | Director, Global Risks and Resilience Programme, ODI Global  
Chietig Bajpae | Senior Research Fellow, Asia-Pacific Programme, Chatham House



A panel discussion was held on the contest for influence in the Global South. Amid growing concerns about China's expanding influence over developing and emerging economies, panelists discussed how the countries of the Global South have responded to China, and what contributions Japan can make as the Global South continues to grow in stature.



# JAPAN HOUSE LOS ANGELES

## LOS ANGELES

JAPAN HOUSE Los Angeles, fully opened in August 2018, has promoted Japan's diverse attractions, spanning food, design, traditional crafts, and contemporary culture, by drawing on the communicative power and distinct character of Hollywood, the center of the entertainment industry. At the core of its mission is the creation of meaningful experiences that allow visitors to feel a personal connection to Japan and inspire them to incorporate elements of Japanese culture into their own lifestyles, through repeated opportunities to engage with Japan's traditions, aesthetic sensibilities, and contemporary creativity.

In FY2025, JAPAN HOUSE Los Angeles delivered multifaceted programming centered on cutting-edge technology and food culture. In the gallery, the exhibition "NEO-JAPONISM | SAMURAI AND BEYOND" utilized NHK's 3D scanning technology to present new possibilities born from the intersection of tradition and technology. The exhibition "Looks Delicious!" introduced the food cultures of all 47 prefectures of Japan, complemented by workshops including hands-on food replica making experiences. Seeing, touching, tasting—through experiences that engage all the senses, the programs deepened visitors' understanding of Japanese culture.

### Locally Curated Exhibitions

## NEO-JAPONISM SAMURAI AND BEYOND:

Exploring Tradition  
Through Technology

February 14–September 1, 2025

Exhibition Planners:  
NHK (Japan Broadcasting Corporation)  
NHK Enterprises, Inc.

A special exhibition was held to commemorate the 100th anniversary of NHK broadcasting in Japan. Through innovative visualization technologies employed in NHK's Taiga historical dramas and interactive displays developed in collaboration with museums, the exhibition communicated the fusion of Japanese cultural tradition and cutting-edge technology to the world under the banner of "NEO-JAPONISM."



## Related Event

### Seminar

Steel and Honor |  
The Legacy of  
the Samurai Sword

April 26, 2025

Cooperation: Jidai Arts

JAPAN HOUSE Los Angeles hosted a talk on the samurai arts, welcoming Michael Yamasaki and Darin S. Furukawa. The two speakers explained the historical evolution and aesthetics of their private collections of swords and armor. In the second half of the event, a viewing session was held in the Salon, where participants were able to appreciate rare personal collections of swords, armor, and other pieces up close, immersing themselves in the legacy and artistry of the samurai.



## Locally Curated Exhibitions

## Looks Delicious! Exploring Japan's food replica culture

September 18, 2025  
–January 25, 2026

Exhibition Planner:  
JAPAN HOUSE London  
Cooperation:  
Iwasaki Co., Ltd.  
Central Japan Railway  
Company (JR Central)

This exhibition introduced Japan's intricate food replica culture, bringing together a collection of expertly crafted models showcasing regional cuisine from across the country. The exhibition went beyond the food and beverage industry to highlight applications in fields such as education and medicine. There was also a hands-on corner where visitors could make their own *bentō* (packed meal), allowing them to enjoy the spirit of Japanese craftsmanship and its playful side with all their senses. Originally conceived and developed by JAPAN HOUSE London, where it generated an overwhelmingly positive response, the exhibition traveled to JAPAN HOUSE Los Angeles with the cooperation of the Iwasaki Co., Ltd., a longstanding food replica manufacturer.



### Related Event

## Seminar

#### Inside Japan's Hyper-Realistic Food Replicas

September 18, 2025

A special talk was held in conjunction with the exhibition. Takashi Nakai of Iwasaki Co., Ltd. gave a presentation on the origins of food replicas, their production techniques, and their cultural significance, and provided commentary on the works on display, offering visitors a valuable opportunity to deepen their understanding. The question-and-answer session sparked lively exchanges and fostered dialogue among local participants, cultural professionals, and students.



## Workshop

#### Replica Workshop

October 24, 28,  
November 1, 15, 2025

Cooperation: Iwasaki Co., Ltd.

Workshops where participants could create their own food replicas of *napolitan* (Japanese-style tomato pasta) and matcha parfaits were held. Ms. Kaori Satō guided participants remotely, while also providing commentary on the history, development, and cultural significance of food replicas. Through this hands-on experience, participants deepened their understanding of the craftsmanship, design sensibility, and food culture of Japan.



Touring Exhibitions

Term VII

Pictograms: Iconic Japanese Designs

Exhibition Planner:

Nippon Design Center USA, Inc.

With pictograms as its point of departure, this exhibition explored Japanese design, the cultural background, and the richness of Japanese tourism from multiple perspectives. Through familiar symbols, visitors were invited to take a closer look at the uniquely Japanese aesthetic sensibility and appeal that lie hidden in everyday life, and discover an unseen side of Japan behind universally recognized designs.

| Touring Schedule                 | Location    |
|----------------------------------|-------------|
| July 29–November 9, 2025         | London      |
| February 12–May 3, 2026          | Los Angeles |
| November 24, 2026–April 25, 2027 | São Paulo   |



Related Event

Workshop

My LA Pictogram project

October 7, 8, 20, 22, 24, November 13, 14, 17 (twice a day), and 18 (three times a day), 2025 January 21, 2026

Exhibition Planner:  
Nippon Design Center USA Inc.

A collaborative project with schools in the vicinity of JAPAN HOUSE Los Angeles. Open to students in grades 1 through 12, the program provided an opportunity to learn about the history of pictograms using worksheets and to create original works representing Los Angeles. Thirty selected works were transformed into pictograms by designers at Nippon Design Center USA, Inc. (NDCLA) and displayed in the exhibition.



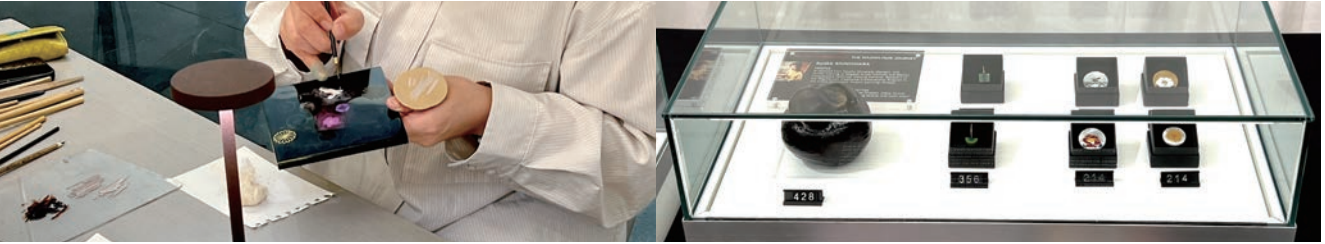
Workshop

The Art of Resilience |  
The Wajima-nuri Journey

September 12 and 13, 2025

Cooperation:  
WAZA Shop

This event was held to promote cultural exchange and support reconstruction through Japanese lacquer art. In addition to a special display and sale of *Wajima-nuri* lacquerware pieces, lacquer artisans including Kyoko Shinohara gave live demonstrations of *Chinkin* (gold-inlay engraving) and *Maki-e* (gold and silver lacquer decoration) techniques. Visitors took part in workshops to experience these techniques firsthand. The event showcased the resilience of the Noto region's recovery and offered participants the opportunity to deepen their understanding of traditional culture through direct exchange with the artisans.



Screening

Netflix's LAST SAMURAI  
STANDING | Special Screening,  
Q & A and Reception

November 7, 2025

Organizer: Netflix, Inc.

A special preview screening was held for the new Netflix series *Ikusagami (Last Samurai Standing)*. In addition to an advance screening of the first episode, lead actor, producer, and action choreographer Junichi Okada joined online for a Q&A session about the series. A networking reception was also held following the event.



Screening

J-Screen

November 18 and 19, 2025

Co-organizer: Japan External Trade Organization (JETRO)

Cooperation: Consulate-General of Japan in Los Angeles

JAPAN HOUSE Los Angeles and JETRO co-hosted the Japanese film program "J-Screen," which featured a screening of the film *KOKUHO*. A Q&A session was held with director Sang-il Lee and actor Ryo Yoshizawa, followed by a panel discussion in which members of the production team explored the diversity of Japanese storytelling. Through exchanges between industry professionals from Japan and the United States, the event made a strong statement about the international significance of Japanese cinema.



Talk

ennichi'25  
Japanese Music  
Industry Mixer

December 1, 2025

Organizer: CEIPA×TOYOTA GROUP "MUSIC WAY PROJECT"

Cooperation: Agency for Cultural Affairs, Government of Japan  
Support: Ministry of Economy, Trade and Industry, Government of Japan; Consulate-General of Japan in Los Angeles; JETRO Los Angeles; and The Japan Foundation, Los Angeles

A panel discussion and networking mixer was held among music producers from Japan and the United States. The participants engaged in wide-ranging discussions on the topic of "Exploring the New Chapter of Japanese Music," with Shunichi Tokura, Commissioner for Cultural Affairs of Japan, also taking the stage. The event provided a valuable opportunity for industry professionals from both countries to connect and explore possibilities for collaboration and business in the global music industry.



## Seminar

Expo 2025, Osaka, Kansai, Japan  
EARTH FOODS 25 |  
Future of Global Food  
Sustainability

May 1, 2025

Co-organizer: Japan Association for  
the 2025 World Exposition

## Panelists

Kundo Koyama | Screenwriter and the Vice President of  
the Kyoto University of the Arts  
Hitoshi Hokamura | Founder of Food Tech Studio – Bites!



This event centered on a talk focused on the EARTH MART Pavilion at Expo 2025 Osaka, Kansai, Japan. The speakers were Kundo Koyama, Theme Producer of EARTH MART, and Hitoshi Hokamura, a member of the Earth Foods Review Committee. A variety of uniquely Japanese ingredients were introduced, and in collaboration with an LA-based Japanese chef, a tasting session was held featuring *bentō* boxes incorporating these ingredients. The event provided participants with a valuable opportunity to deepen their understanding of Japanese food culture.

## Demonstration

JRA-Sushi & Sake for  
Wildfire Relief

June 9, 2025

Organizer: Japanese Restaurant Association of America  
Cooperation: Consulate-General of Japan in Los Angeles and JETRO Los Angeles



In collaboration with the Japanese Restaurant Association of America and food industry businesses, a charity event was held to support recovery from the wildfires that struck Los Angeles in January 2025. With participation from 29 companies and organizations, approximately 90 attendees enjoyed authentic Japanese cuisine and sake at 15 booths. All ticket sales proceeds were donated to a recovery fund, making the event a meaningful platform for social contribution through food.

## Screening

Paper Lanterns  
80 Years After Hiroshima  
– A Tribute to Peace

June 21, 2025

Co-organizer:  
Consulate-General of Japan in Los Angeles

## Panelists

Barry Frechette | Director of *Paper Lanterns*  
Nobuko Saito Cleary | Producer of *Paper Lanterns*



To mark the 80th anniversary of the end of World War II, JAPAN HOUSE Los Angeles hosted a screening of *Paper Lanterns*, a documentary depicting the story of American prisoners of war who were exposed to the atomic bombing of Hiroshima. A discussion with the director and producer and an exhibition of images conveyed the devoted efforts of hibakusha (atomic bomb survivors) to pass on their memories to future generations. The event provided a space for historical reflection and dialogue, offering an opportunity to deepen understanding of Japan-U.S. reconciliation and peace.

## Talk

Japan Visit Presentation  
by the 2025 KAKEHASHI  
—LA Latin American  
Young Leaders Delegation

December 9, 2025

Co-organizer:  
Consulate-General of Japan in Los Angeles

## Panelists

Diego Andrades | Assistant Director, USC Dornsife Center for  
the Political Future  
Matthew Sanchez | Founder / CEO, MATTEO PARFUMS  
Alejandra Acosta | Founder and CEO, One Degree Hotter  
College Advising



JAPAN HOUSE Los Angeles hosted a presentation event featuring members of the LA Latin American Young Leaders Delegation, who had visited Japan through the KAKEHASHI Project, a people-to-people exchange program administered by the Government of Japan. The delegation members, having deepened their understanding of Japanese culture and society during their visit, shared key highlights and reflections from their time in Japan, deepening ties between Japan and the Latino community in the United States. The event served as a valuable opportunity to build a foundation for future friendship and cooperation through people-to-people exchanges.



# JAPAN HOUSE

## JAPAN HOUSE SÃO PAULO

Av. Paulista, 52 - Bela Vista,  
São Paulo - SP, 01310-900, 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—— JTB Corp. (From April 2024)

DENTSU INC. (Until March 2024)

London—— Japan H. L. Limited (From July 2019)

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

Los Angeles—— Yoshimoto Kogyo Co., Ltd. (From April 2024)

DENTSU LIVE INC. (Until March 2024)

ESP Co., Ltd. (Until June 2019)



[www.japanhouse.jp](http://www.japanhouse.jp)



SÃO PAULO



LONDON



LOS ANGELES

