



# JAPAN CULTURAL EXPO

## Project Brief

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日本博 JAPAN CULTURAL EXPO

# THEME

Humanity and Nature in Japan:  
Exploring the Arts from Antiquity to the Present

# OBJECTIVES

1. Expanding inbound tourism to Japan before, during and after the Tokyo 2020 Olympic and Paralympic Games
2. Attracting more international visitors to various regions around the country, beyond the main urban centers
3. Articulating national branding through arts and culture
4. Building stronger foundation as “arts and culture hub” and and leveraging economic growth

# PROJECT OVERVIEW for FY 2019

1. Developing major programs in each category from Jomon to now
2. Focusing on international arts festivals in various regions
3. Developing new interactive programs
4. Creating momentum for regional culture including Ainu and Okinawa
5. Organizing projects with nationwide tour leveraging the cultural resources of regions and areas

# BUDGET

FY 2019	3.46 Billion JPY
FY 2020 plan	4.53 Billion JPY

# CURRENT PROJECTS

Presented and co-presented projects: 69

Grant-supported projects: 68

Participating projects: 232



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