

MEDIA INVITATION
Press Conference on
“Japan Cultural Expo VIRTUAL PLATFORM”
Combining “real” and “virtual” experiences to promote the beauty of Japan
Real-time livestreaming available

The Agency for Cultural Affairs and Japan Arts Council are pleased to invite you to a press conference on August 17, at 11:00AM, for Japan Cultural Expo VIRTUAL PLATFORM.

Since 2019, the Japan Cultural Expo has promoted various cultural properties and performing arts – created and passed down by our ancestors – through exhibitions, performances, and hands-on programs in Japan and internationally. These cover the eight fields of: Art and Cultural Treasures; Performing Arts; Media Arts; Lifestyle Arts, Literary Arts, and Music; Food Culture and Nature; Design and Fashion; Inclusive Society and Coexistence of Cultures; Disaster Recovery.

Due to the difficulty in domestic and international travel following the COVID-19 pandemic, Japan Cultural Expo VIRTUAL PLATFORM, which will be launched in August, will promote digital contents online, and will aim to combine “real” and “virtual” experiences.

At the press conference, Tokura Shunichi, the Commissioner for Cultural Affairs, will share announcements on ongoing activities in the cultural arts, and their future development, as well as on the future development of the Japan Cultural Expo. Additionally, Kawamura Junko, the President of Japan Arts Council, will provide an overview of the Japan Cultural Expo VIRTUAL PLATFORM project, as well as a broad outline of some of its contents.

Due to the current COVID-19 situation, the press conference will also be available to watch via livestream.

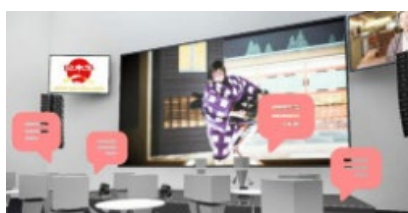
Details

- Date / time:** Tuesday, August 17, 2021 at 11:00AM-12:00PM
(Registration for media begins at 10:30AM.)
- Venue:** National Theatre
Traditional Performing Arts Information Centre, 3rd floor
4-1 Hayabusa-cho, Chiyoda-ku, Tokyo
- Access:** Approx. 5-min on foot from Hanzomon Station (Exit 6) on Tokyo Metro Hanzomon Line
Approx. 8-min on foot from Nagatacho Station (Exit 4) on Tokyo Metro Yurakucho / Hanzomon / Nanboku Lines
- Format:** Hybrid (in-person / online)
- Speakers:** Tokura Shunichi, Commissioner for Cultural Affairs
Kawamura Junko, President of Japan Arts Council
- Outline:** 1) Greeting and message by Tokura Shunichi
2) Overview of Japan Cultural Expo VIRTUAL PLATFORM
by Kawamura Junko
- Combining “real” and “virtual” experiences at the Japan Cultural Expo
- Broad outline of the contents to be distributed online
3) Q&A session

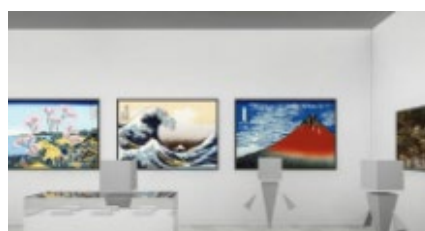
Precautions for media

- If you wish to attend, please notify us in advance using the contact details below. As part of the countermeasures for COVID-19, the number of seats for media will be limited, and will be provided on a first-come-first-served basis.
- Please wear a mask if you wish to attend in person. Please also refrain from attending this event if you have any symptoms including fever (37.5C or above), or have traveled / stayed abroad within the past two weeks, or have COVID-19 patients and those with close contact at your workplace or among your family.
- Please understand that a temperature check and the use of alcohol-based sanitizers will be required at the venue.

For your reference: Japan Cultural Expo VIRTUAL PLATFORM images



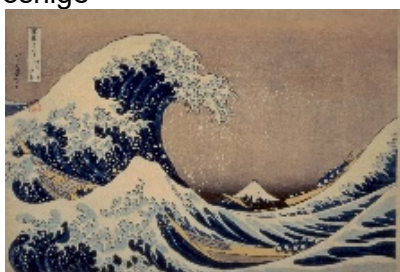
Viewing performing arts



Enjoying art exhibition contents using avatars

Examples of the contents at the Japan Cultural Expo VIRTUAL PLATFORM

- Edo-Tokyo Museum Special Exhibition – The Mount Fuji Challenges: Hokusai and Hiroshige

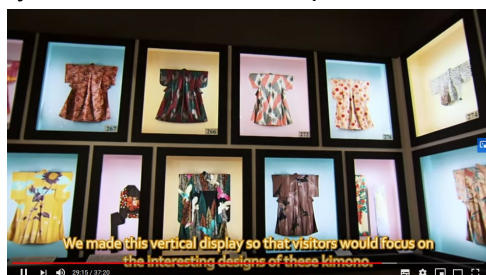


© The Great Wave off the Coast of Kanagawa / Katsushika Hokusai
c.1831-1833
Edo-Tokyo Museum

- Japanese Architecture: Traditional Skills and Natural Materials



- Tokyo National Museum Special Exhibition — KIMONO: Fashioning Identities



- National Theatre Special Program February 2021: Moon, Snow, and Flowers — Performing Arts Celebrating the Natural Beauty of Japan



- Artbrut Creation Nippon



- AINU Culture Festival



Please contact us in advance, using the contact details below, if you wish to use any images of Japan Cultural Expo VIRTUAL PLATFORM or any other content.

- The latest information on the Japan Cultural Expo can be found on the official website and various social media accounts.
Facebook - <https://www.facebook.com/JapanCulturalExpo/>
Instagram - <https://www.instagram.com/japanculturalexpo/>
Twitter - <https://twitter.com/enJPCultureExpo>
Official Webpage - <https://japanculturalexpo.bunka.go.jp/en/>
- Videos and VR of each project from the Japan Cultural Expo are showcased below for all to enjoy online.
DIGITAL GALLERY - <https://japanculturalexpo.bunka.go.jp/en/gallery/>

Contact:

Japan Cultural Expo PR Secretariat
TEL: 080-7092-2070 (Japanese only) E-Mail: press@japanculturalexpo.jp
Hours: 9:30 – 17:30 (except weekends and holidays)