

Japan Arts Council
February 24, 2022

Japan Cultural Expo VIRTUAL PLATFORM Relaunches as the Metaverse

Avatar Feature can be Enjoyed from PC and Smartphones

Since 2019, the Japan Cultural Expo Secretariat has been developing the Japan Cultural Expo to promote Japanese culture and art. The project aims to create a better future by communicating the diverse and universal appeal of the beauty of Japan, both within the country and beyond, and passing it on to future generations.

The Japan Cultural Expo VIRTUAL PLATFORM, a space for experiencing culture through digital content, opened on August 17, 2021. In addition to in-person experiences in various parts of Japan, the platform offers the opportunity for digital natives to enjoy virtual experiences, and to those for whom visiting on-site is difficult.

On February 24, at 4 P.M., the Japan Cultural Expo VIRTUAL PLATFORM will have a major relaunch as part of the much-talked-about Metaverse. The avatar function will allow visitors to have a more immersive experience and to enjoy playing with multiple avatars. Furthermore, three new areas have been added to the Japan Cultural Expo VIRTUAL PLATFORM (in addition to the current Water Museum): Main Square, Forest Village and Wood Art Theatre.

All features will be available through PC browser, as well as on smartphones and tablet devices by downloading the app. This will mean that a wide range of people, both within Japan and beyond, will be able to enjoy the Japan Cultural Expo VIRTUAL EXPO.

Future plans include the launch of a video that combines the music of Joe Hisaishi with each of the Japan Cultural Expo's programs, as well as an online live tour.

There will be further interactive content and online events added in future. The Japan Cultural Expo Secretariat looks forward to having everyone experience the renewed Japan Cultural Expo VIRTUAL PLATFORM.



Japan Cultural Expo VIRTUAL PLATFORM

URL: <https://japanculturalexpo.bunka.go.jp/en/vp/>

Launch date: February 24, 2022 at 4:00 PM (JST)



English



Japanese

■ Overview of the Japan Cultural Expo VIRTUAL PLATFORM

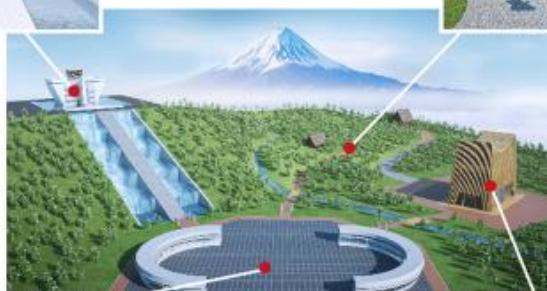


Water Museum



Forest Village

NEW



Main Square

NEW



Wood Art Theatre

NEW

● Main Square:

The Main Square is the first area that visitors to the Japan Cultural Expo VIRTUAL PLATFORM will visit. A large display will be used for events.

● Forest Village:

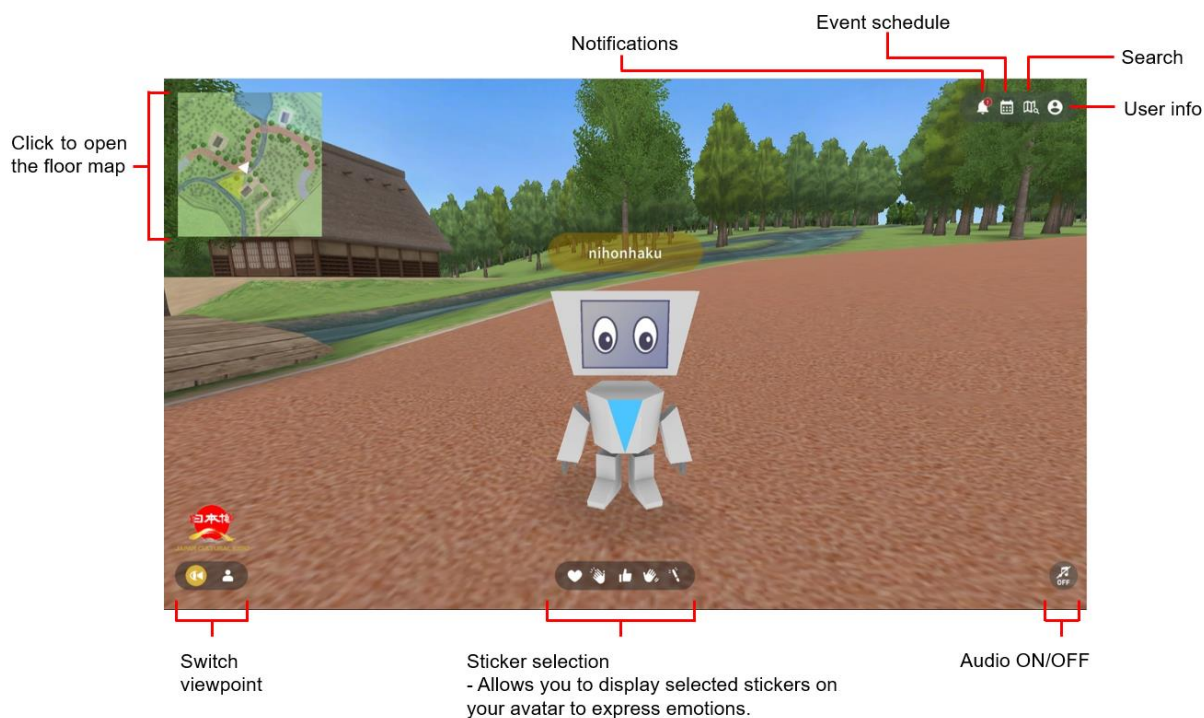
This is an area where visitors can explore and browse content throughout the forest, and displayed in an old folk house. Over 20 pieces of content related to art festivals and outdoor art will be showcased.

● Water Museum:

A museum-like space set on top of a large waterfall, where visitors can view content. Over 250 works of art, cultural treasures and other content from various fields will be on display.

● Wood Art Theatre:

With a Japanese touch and a variety of displays, this area offers a unique experience in a virtual space. More than 80 pieces of content related to the performing arts and traditional arts will be showcased.



■ About avatars and other features

- Avatars: Choose from a total of four colours, register a nickname (up to 30 characters, including alphabets, numericals and symbols), and log in.
- Other features: You can use your avatar to communicate with other users, and you will be able to send heart and other stickers to show emotion.

■ About the future development of the Japan Cultural Expo VIRTUAL PLATFORM

1. Online live performance (March 9 and 10)

- Live tour with commentary on the special video, 'Fashion in Japan' (scheduled for March 9, at 6:00 PM – 7:30 PM (JST)):
A special guided tour of the exhibition 'Fashion in Japan 1945-2020', held at the National Art Center, Tokyo from June 9 to September 6, 2021, will be available for avatars to view.
- Live tour with commentary on the special video, 'Behind the Scenes at the National Theatre' (March 10, at 6:00 PM – 7:30 PM (JST)):
Avatars will be given a behind-the-scenes tour of the National Theatre, which would not normally be accessible to the public.

- Application period
 - Live tour with commentary on the special video, ‘Fashion in Japan’:
February 24 – March 6
 - Live tour with commentary on the special video, ‘Behind the Scenes at the National Theatre’:
February 24 – March 7
- Capacity
50 people per tour
- How to apply
 - Live tour with commentary on the special video, ‘Fashion in Japan’
Japanese website:
<https://www.his-j.com/oe/detail/T4/?area=O9&country=OEA&city=HOJ&product=HOJ2037>
English website:
<https://bushisgo.rezio.shop/ja-JP/product/OET9004>
 - Live tour with commentary on the special video, ‘Behind the Scenes at the National Theatre’
Japanese website:
<https://www.his-j.com/oe/detail/T11/?area=O9&country=OEA&city=HOJ&product=HOJ2038>
English website:
<https://bushisgo.rezio.shop/ja-JP/product/OET9005>

2. Japan Cultural Expo x Joe Hisaishi collaboration video (during March)

Visitors will be able to view a special video that combines footage from the World Dream Orchestra 2018 concert by Joe Hisaishi, who has composed music for numerous Studio Ghibli films and commercials, with footage from various projects from the Japan Cultural Expo.

3. Further developments

- Vtuber content:
Special content in collaboration with Vtubers to be launched on the Japan Cultural Expo VIRTUAL PLATFORM, and videos of Vtubers experiencing the virtual platform to be launched on their channels.
 - Influencers’ reports:
Influencers will report on their experience of the special exhibition, ‘The World of Traditional Performing Arts’ and the Japan Cultural Expo VIRTUAL PLATFORM, which will be posted on the landing page of the Japan Cultural Expo VIRTUAL PLATFORM.
- 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 website - <https://japanculturalexpo.bunka.go.jp/en/>

- Recommended operating systems *
 - Windows (PC):
Windows 10 or later
GPU, and memory (RAM) 8GB
Video memory 2GB or above
Latest version of Google Chrome recommended as browser
 - Mac:
10.12 (macOS Sierra), 10.13 (macOS High Sierra), 10.14 (macOS Mojave), or later
GPU, and memory (RAM) 8GB
Video memory 2GB or above
Latest version of Google Chrome recommended as browser
 - Smartphone
iPhone (iOS13.4 or later) / Android (9 or later)
(Screen display available on landscape mode only)
 - Tablet
iPad (iPadOS13.4 or later) / Android (9 or later)
(Screen display available on landscape mode only)

* Please note the following:

Please update your browser to the latest version and access from a stable communication environment. The programs may not be available to view depending on your security settings.

The apps can be downloaded from the URL's below.

AppStore (iOS):

<https://apps.apple.com/app/id1609018647>

GooglePlay (Android):

<https://play.google.com/store/apps/details?id=com.Nihonhaku.NihonhakuApp>

Contact:

Japan Cultural Expo PR Secretariat

TEL: 080-7092-2070 (Japanese language) E-Mail: press@japanculturalexpo.jp

Hours: 9:30 AM – 5:30 PM JST (except weekends and holidays)