

**The Japan Cultural Expo VIRTUAL PLATFORM,
extensively redesigned for the Metaverse**

**New Experiential Content Launched Today in the Metaverse
Featuring Joe Hisaishi, VTubers, and Influencers**

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 was first launched on August 17, 2021, and subsequently relaunched for the Metaverse on February 24, 2022. The platform has allowed a wide range of visitors from Japan and abroad, including digital natives and those who have difficulty visiting sites in person, to explore the Japan Cultural Expo's programs.

Beginning at 4:00 PM (JST) today, three new pieces of content will be released: a special video combining Joe Hisaishi's concert video with programs from the Japan Cultural Expo; special videos by VTubers; and Japanese influencers' reports on both 'THE HEROES – Chronicles of the Warriors: Japanese Swords x Ukiyo-e from the Museum of Fine Arts, Boston' exhibition and the Japan Cultural Expo VIRTUAL PLATFORM.

There will be further content added in future. The Japan Cultural Expo Secretariat hopes that everyone can experience the Japan Cultural Expo VIRTUAL PLATFORM.



Joe Hisaishi



Elira Pendra (VTuber)



Manami Nakamoto (Influencer)



Pomu Rainpuff (VTuber)



Rosemi Lovelock (VTuber)

● **New Content Launched on March 15**

1. Special Video of Joe Hisaishi's Concert Combining the Japan Cultural Expo's Programs
 - Located at: Wood Art Theater, 3F (large screen)

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. Along with the music conducted by Joe Hisaishi, the footage of the Japan Cultural Expo's projects illustrate the beauty of Japan that will continue to be passed down to future generations.

2. Special Videos by VTubers
 - Located at: Wood Art Theater, 2F-I

VTubers Elira Pendora, Pomu Rainpuff, and Rosemi Lovelock from NIJISANJI EN will present special content at the Japan Cultural Expo VIRTUAL PLATFORM. Videos of their experiences will also be available on the VTubers' own channels, starting today with Pomu Rainpuff.

The following content will be available from today onwards:

- 'Elira Pendora Sings a Japanese Nursery Rhyme!'
- 'Pomu Rainpuff Reads Haiku!'
- 'Rosemi Lovelock Experiences Japanese Calligraphy!'

3. Influencers' Reports on 'THE HEROES – Chronicles of the Warriors: Japanese Swords x Ukiyo-e from the Museum of Fine Arts, Boston' exhibition and the Japan Cultural Expo VIRTUAL PLATFORM
 - Located at: the landing page of the Japan Cultural Expo VIRTUAL PLATFORM
<https://japanculturalexpo.bunka.go.jp/en/vp/>

Japanese influencers including Manami Nakamoto will report on their experiences at 'THE HEROES – Chronicles of the Warriors: Japanese Swords x Ukiyo-e from the Museum of Fine Arts, Boston' exhibition and 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/>

To members of the media

● Recommended operating systems *

- Windows (PC):
Windows 10 or later / GPU / 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 / 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 app 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

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