

November 14th, 2022
To all members of the press

Japan Cultural Expo Secretariat,
Japan Arts Council

The beauty of Japan according to Japan Cultural Expo ambassador Kuroyanagi Tetsuko

Experience events symbolizing the beauty and the spirit of Japan
on the 150th anniversary of the opening of the Tokyo National Museum

The Japan Cultural Expo presents a range of events such as an exhibition of objects that are candidates for future national treasures, VR experiences, and play readings by popular voice actors, that will give the audience a more intimate experience of Japanese culture

November 3rd is Culture Day in Japan. The Japan Cultural Expo is a program of events that aims to bring the beautiful culture of Japan to a wide audience with a variety of events presented all over the country, including exhibitions and art events, VR video and workshop experiences, and a not-to-be-missed tour of the National Theatre of Japan. On this occasion, Kuroyanagi Tetsuko, public relations ambassador for the Japan Cultural Expo, visited the Tokyo National Museum, which is celebrating its 150th anniversary, and spoke, once again, about the appeal of Japanese culture that can be enjoyed while experiencing Japan Cultural Expo events.



Japan Cultural Expo ambassador Kuroyanagi Tetsuko during her visit
to the Tokyo National Museum (photo by Nikaido Ken)



An item on display in the 150th Anniversary Special Exhibition Tokyo National Museum: Its History and National Treasures
National treasure: Blade for a Long Sword (Tachi),
Named "Mikazuki Munechika"
(Heian period, 10th–12th century, Tokyo National Museum, Gift of Seiichiro Watanabe)



Tokyo National Museum 150th Anniversary Logo

SUMMARY OF THE NEWSLETTER

■A visit to the Tokyo National Museum by Japan Cultural Expo ambassador Kuroyanagi Tetsuko! Speaking, once again, about the beauty of Japan

Japan Cultural Expo ambassador Kuroyanagi Tetsuko visited the Tokyo National Museum, which is celebrating its 150th anniversary this year, and spoke, once again, about the beauty of Japan and the appeal of the Tokyo National Museum.

■Enjoy the history of Japanese culture and artworks with a focus on the future at Tokyo National Museum, which is celebrating its 150th anniversary this year

In commemoration of its 150th anniversary, Tokyo National Museum is presenting a special exhibition that will display all the 89 national treasures held in the museum's collection, together with an unusual exhibition of items that may become Japan's national treasures 150 years from now, in a program of events that allow visitors to experience both the past and future of Tokyo National Museum.

■A closer experience of Japanese culture! Introducing a variety of events for this fall and winter

Through media such as VR videos, workshops, and play readings, visitors can enjoy a range of content that will help them feel closer to Japanese culture.

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Japan Cultural Expo public relations ambassador Kuroyanagi Tetsuko makes a visit to the Tokyo National Museum! Speaking, once again, about the appeal of Japanese beauty

■Comments from Japan Cultural Expo ambassador Kuroyanagi Tetsuko on her visit to the Tokyo National Museum, which is celebrating its 150th anniversary this year

My name is Kuroyanagi Tetsuko and I'm honored to be acting as public relations ambassador for the Japan Cultural Expo. The concept of the Japan Cultural Expo can be expressed as none other than the beauty of Japan. As public relations ambassador, it is my great pleasure to promote, in a way that is easy-to-understand and accessible to a greater number of people, the beauty of Japan that has been passed down to us since days of old and cultural artefacts that allow visitors to the expo to feel the spirit of Japan. These cultural artefacts include kimono and washoku, which I myself adore, traditional theater such as Kabuki and Noh, and artworks on display at the Tokyo National Museum, which I am visiting today.

—Experiencing the Tokyo National Museum 150th Anniversary Special Program

One of the things embodying this beauty of Japan are the national treasures housed here at the Tokyo National Museum. The museum with the longest history in Japan, the Tokyo National Museum is home to 89 national treasures. This is a very valuable opportunity to see the museum's national treasures, which are not typically on view to the public, as the entire 89 will be on display to mark the memorial year this year. Japan has some 900 art and craft works that are designated as national treasures, and this is an amazing opportunity to be able to see 10% of them here. It was also my first opportunity to see them, and I can say that they were all wonderful. The sight of the Japanese swords lined up in a row was a highlight for me. I felt a sense of fear and awe as I found myself holding my breath as I viewed them. It is also interesting how calligraphy has changed to a softer style through time. I was able to learn about the history of the museum, and I enjoyed viewing the exhibitions while imagining how people who visited the museum 150 years ago must have been similarly impressed.

— A message to the public

To commemorate the 150th anniversary of its founding, the Tokyo National Museum is holding a special exhibition displaying national treasures introduced earlier, as well as an interesting event showing works that may very well be national treasures 150 years from now. We would like many people to experience the



Kuroyanagi Tetsuko visiting the exhibition "Tokyo National Museum: Its History and National Treasures"
(Photo by Nikaido Ken)



Japan Cultural Expo ambassador Kuroyanagi Tetsuko with Gate Guardians (Heian period, 12th century, Tokyo National Museum) (Photo by Nikaido Ken)

beauty and the spirit of Japan at the Tokyo National Museum, which is taking a broadly sweeping view from its inauguration 150 years ago to 150 years into the future.

Not only this, but the Japan Cultural Expo program will take place nationwide to allow for a multifaceted enjoyment of Japanese culture, such as through VR videos and workshops offering experiences of the Jomon period, and the final year of the National Theatre of Japan, which opened in 1966, before its refurbishment. Many events are coming as we head to the 2025 World Expo to be held in Osaka, so we welcome everyone to come along and take part.

Enjoy Japanese culture and art at the Tokyo National Museum, which is celebrating its 150th anniversary this year

■150th Anniversary Special Exhibition

Tokyo National Museum: Its History and National Treasures

In commemoration of the 150th anniversary of its founding, the Tokyo National Museum is holding its first-ever special exhibition, in which all 89 national treasures in the museum's collection will be on display. Including an impactful corner where all the museum's 19 national treasure swords are exhibited together, the museum is presenting the appeal of its national treasures on an unprecedented scale.

In addition to national treasures, the museum is also presenting its history from the Meiji through the Reiwa eras through items in the collection and related materials from each era. Also on display are reproductions of items that were on display in the Yushima Seidō Exposition, held 150 years ago, and from the time of the Imperial Museum. Offering a sense of the history of the museum and experiences of the surprises and emotions that people must have felt 150 years ago, this is a perfect exhibition for the memorial year. We welcome you to take this special opportunity to visit the Tokyo National Museum.



National Treasure: Tomb Sculpture (Haniwa): Warrior in Keikō Armor (From Iizuka-cho, Ota-shi, Gunma, Kofun period, 6th century, Tokyo National Museum)

*Some of the works on display will be changed during the exhibition period. For information on the works, such as titles and exhibition period, please visit [List of Works on the exhibition's official website](#).

《Exhibition official website: <https://tohaku150th.jp/>》

Venue: Heiseikan, Tokyo National Museum

Dates: October 18th (Tue) to December 11th (Sun)

■Our National Treasures: 150 Years in the Future

In an exhibition commemorating the 150th anniversary of the founding of the museum, candidates for national treasures that people hope to pass down into the future 150 years from now are displayed along with their background stories.

This exhibition is the first open-call exhibition in the history of the Tokyo National Museum. Personal treasures that could become national treasures 150 years into the future have been collected from individuals and companies. Putting our heads together to think about them offers a new opportunity to feel the appeal of such items for people who have had few chances to see cultural properties and those who have not yet visited the Tokyo National Museum.

Candidates for national treasure are daily-life items, such as mobile phones, cars, comics, games, and fashion. Please enjoy a magnificent time capsule that has never existed before, where the passage of 150 years will create new national treasures.

《Special website: <https://150ourtreasure.jp/>》

Venue: Hyokeikan, Tokyo National Museum

Dates: November 2nd (Wed) to January 29th (Sun)



■Regular Exhibitions

In the Regular Exhibitions, Japanese and Asian cultural assets from various fields such as archeology, fine arts, and crafts, together with historical documents are on exhibit in five exhibition halls: the Tokyo National Museum Japanese Gallery (Honkan), Japanese Archaeology and Special Exhibition (Heiseikan), Asian Gallery (Toyokan), the Gallery of Horyuji Treasures, and Kuroda Memorial Hall. A total of 3,000 items are on exhibit, and a range of items in the collection and on loan are viewable at any time. Exhibits are changed about 300 times a year, so you are sure to discover something new each time you visit.

In 2022, as a project commemorating the 150th anniversary of the museum's founding, special thematic exhibitions will be held throughout the buildings. We welcome you to come enjoy them.



150th anniversary commemorative project special thematic exhibitions, held in November and December

■Future National Treasures: Masterpieces of Painting and Calligraphy from the Museum Collection (※ exhibits will change during the exhibition period)

Venue: Japanese Gallery (Honkan) Room 2 / Dates: April 12th (Tue), 2022 to April 9th (Sun) 2023

■Future National Treasures: Masterpieces of Sculpture, Decorative Art, and Archaeology from the Museum Collection (※ exhibits will change during the exhibition period)

Venue: Japanese Gallery (Honkan) Room 11 and 14 / Dates: September 6th (Tue) to December 25th (Sun), 2022

■Rediscovered! Tracing the Journeys of Ancient Textiles and the Ōtani Expeditions

Venue: Asian Gallery (Toyokan) Room 5 / Dates: September 21st (Wed) to December 4th (Sun), 2022

■Islamic Ceramics from the TNM Collection

Venue: Asian Gallery (Toyokan) Room 5 / Dates: October 4th (Tue), 2022 to January 22nd (Sun), 2023

■Conserving Ancient Textiles: An Endeavor Spanning Five Decades

Venue: The Gallery of Horyuji Treasures Room 6 / Dates: October 18th (Tue) to December 11th (Sun), 2022

■The Gō Seinosuke Netsuke Collection

Venue: Japanese Gallery (Honkan) Room 12 / Dates: November 2nd (Wed) 2022 to January 22nd (Sun), 2023

■The Prince Takamado Collection of Netsuke—A 20th Anniversary Exhibition Dedicated to the Memory of His Imperial Highness Prince Takamado

Venue: Heiseikan Thematic Exhibition Room / Dates: November 15th (Tue) to December 25th (Sun), 2022

Become more intimate with Japanese culture! Introducing events to be held this fall and winter, from VR experiences to play readings by popular voice actors

The Japan Cultural Expo offers a variety of VR videos, workshops, and play readings by popular voice actors to bring the appeal of Japanese culture to a greater number of people. We invite you to enjoy content that will help you feel more intimate with Japanese culture.

■JOMON DAYS/JOMON DAYS SATELLITE

Learning about the sustainable way of living in the Jomon period through original VR and workshops

Jomon Days is an exhibition and event where visitors can experience the sustainable way of living in the Jomon period through a look at its life and culture. Through videos produced for this project and exhibits of stone tools, dogū (clay figurines), earthenware, and fossilized fish bones excavated from the Sannai-Maruyama archaeological site in Aomori, which was registered as a World Cultural Heritage site in 2021 as part of the Jomon Prehistoric Sites in Northern Japan, this exhibition introduces the sustainable way of living of the period.



Earthenware excavated from the Sannai-Maruyama site

Jomon Days brings you an original VR experience where you can enter a Jomon period pit dwelling, a workshop where you can make miniature earthenware and comma-shaped beads, and also a time capsule project “To us in 2025” through which participants can set goals for how to work toward SDGs and keep these as a time capsule until 2025.

The Jomon culture, which survived for more than 10,000 years, was nurtured by the Jomon people, who adapted to climate change and lived as a part of nature while experiencing various natural disasters. The Jomon culture was a culture that respected all living things in the natural world and wished for the regeneration and circulation of life, and it is believed to have been a culture without major conflicts and in which villages helped each other, a culture unparalleled in the entire world. Jomon cultural values encapsulate our concept of SDGs, which is exactly what is required of us today. Taking a fresh look at Japan’s Jomon culture can enable us to see what the future of the Japanese people and of Japan in the international community should be.

Dates: October 1st (Sat), 2022 to January 9th (Mon), 2023

Venue: 4F, Tokyu Plaza Ginza (5-2-1 Ginza, Chuo Ward, Tokyo)

■ National Theatre Open House : In Commemoration of the Reconstruction Project – Towards a New Adventure –

A unique experience that can only be enjoyed at the National Theatre before its redevelopment.

The National Theatre, which opened in 1966, will be undertaking refurbishments for six years commencing in the fall, 2023 in a new step toward its future. National Theatre Open House is an event that is part of the “National Theatre Reconstruction Project – Towards a New Adventure –” before the theatre’s redevelopment. Its lobby and auditorium that are normally only accessible to performance ticket holders will be made widely open to the public.

The National Theatre has many noteworthy features including its distinctive façade, its vestibule and interior, and gallery showcasing works by some of Japan's leading artists. Through the Self-Guided Audio Tour of the Theatre Lobby, visitors will be able to explore the inside of the theatre and its hidden charms using the audio guide app.

This program also offers a Stage Tour, where visitors can enjoy a first-hand experience of Kabuki stage mechanisms such as the *Hanamichi* and the revolving stage. Standing on the same stage as the actors, visitors can have a behind-the-scenes glimpse into the gorgeous world of the kabuki stage.

Furthermore, as a special event to celebrate the 150th anniversary of the birth of sculptor Hirakushi Denchu, the project is presenting a lecture and demonstration in which you can enjoy the delights of one of his masterpieces “Kagamijishi”, a symbol of the National Theatre that has been much loved over the years. In addition to a special lecture by an invited lecturer from the Kodaira Hirakushi Denchu Art Museum, visitors will also be able to appreciate a live performance of “Shunkyo Kagamijishi,” a famous *Nagauta* piece.

Dates: December 11th (Sun) and December 12th (Mon), 2022
Venue: Large Theatre, National Theatre (Chiyoda Ward, Tokyo)



“Kagamijishi” sculpted by

Hirakushi Denchu

■The 43rd World Heritage Theater—Daigoji Temple—A Symphony of Esoteric Buddhism and Culture, Nature and Culture

Experience the teachings of esoteric Buddhism through play readings by popular voice actors

The founder of Shingon Buddhism, Kobo Daishi—also known as Kukai—has had a great influence on the Japanese people. His teachings will be presented at Daigoji Temple in a variety of media such as play readings and noh performances over the course of two days from Saturday December 17th to Sunday 18th. Daigoji Temple, a leading temple of the Shingon sect, is a registered World Cultural Heritage site.

On Saturday 17th, popular voice actors Namikawa Daisuke, Masuda Toshiki, and Ueda Hitomi will appear in the play reading of *The Saint of Mt. Koya* (by Izumi Kyoka) and *The Earth God and the Fox* (by Miyazawa Kenji). Visitors can enjoy powerful performances by famous voice actors in a solemn art space surrounded by the Buddhist statues and works of art of Daigoji Temple. In particular, *The Saint of Mt. Koya* presents the fantastic world experienced by monks training deep in the mountains. It is a wonderful opportunity to learn about the teachings of esoteric Buddhism, founded by Kukai, through a play reading. Also part of the program is *The Culture of Esoteric Buddhism and the History of Daigoji Temple*, a lecture that will be presented in an accessible way for younger generations by scholar of Japanese literature Nakanishi Susumu.



Daigoji Temple

Meanwhile, the program for Sunday 18th also features a concert of shomyo, a style of chanting used in Buddhist rituals; a Noh performance of *Jinen the Lay Monk* by living national treasure Otsuki Bunzo and others; and a forum *Thus Spoke Kukai*, where experts from various fields including biologist Fukuoka Shinichi and sociologist Furuichi Noritoshi will talk about the significance of esoteric Buddhism in this day and age.

Dates: December 17th (Sat), 2022 Opening time: 3:30 p.m. Start time: 4:30 p.m.

December 18th (Sun), 2022 Opening time: 3:00 p.m. Start time 4:00 p.m.

Venue: Reihokan, Daigoji Temple (Kyoto, Kyoto Prefecture)

《Other events scheduled for the fall and winter》

| Event name | Location | Venue | Dates |
|--------------------------------------------------------------------------------------------------|------------|----------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Japanese Modernization Heritage—Utilizing the Strength and Beauty of Nature | nationwide | nationwide✕ Please check here for details. https://www.zenkin.jp/koukai/ | Oct. 1st–Nov. 30th, 2022 |
| Sinpokan Special Exhibition “Creating the Heart of Karatsu Pottery Nakazato Taroemon Exhibition” | Fukuoka | Munakata Shrine Shinpokan Museum (Munakata City) | Season 1 Oct.1st–December 4th Season 2 Dec.7th 2022– February 5th, 2023 |
| Special Exhibition Chanoyu: Tea in the Cultural Life of Kyoto | Kyoto | Kyoto National Museum, Heisei Chishinkan Wing (Kyoto City) | Oct. 8th–Dec. 4th, 2022 |

News Letter

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| Toshima Ward 90th Anniversary Commemorative Project Exhibition: Manga Edutainment! | Tokyo | Tokiwaso Street Showa Retro Museum (Toshima Showa Museum of History and Culture) (Toshima Ward) | Nov. 3rd, 2022– Feb. 28th, 2023 |
| New National Theatre, Tokyo (drama) Series: Bridge to the Future Vol. I My Month (Nov.) Vol. II Beaching at Dawn (Dec.) | Tokyo | New National Theatre, Tokyo (Shibuya Ward) | Nov. 2nd–20th/ Dec. 1st–18th, 2022 |
| Fireworks for Everyone | Tokyo | Summerland Parking Lot 2 (Akiruno City) | Nov. 19th, 2022 |
| Kōgei Dining 2022 Kōgei and Gastronomy | Fukuoka | Ryoeti Sagano (Fukuoka City) | Nov. 22nd, 2022 |
| Food culture experience event Cultural Exchange Program between Japan and the Vatican —A day to experience the unknown charms of Nagasaki and Sotome | Nagasaki | Former Shitsu Aid Center and other locations (Nagasaki City) | Nov. 27th, 2022 |
| STAND BY FESTIVAL | Osaka | Creative Center Osaka (Osaka City) | Dec. 23rd–25th, 2022 |

Reference section



■What is the Japan Cultural Expo?

The Japan Cultural Expo is an initiative to rediscover the charm of Japanese culture by offering experiences of the beauty and the spirit of Japan through events such as exhibitions, stage performances, and art festivals held all over the country.

The Japan Cultural Expo is distinctive for:

- presenting a top-class cultural festival by artists carefully selected from a range of artistic genres
- being a project that rediscovers the charms of regional Japan through a cross-fertilization of local cultural resources and food culture
- offering ultra cutting-edge virtual experiences through cutting-edge technologies such as the Metaverse
- being a project that is open to the participation of all and that opens up to the future through the power of youth
- working in collaboration with international artists and cultural facilities

Japan Cultural Expo official website:

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