

OUTLINE OF TOKYO CULTURE CREATION PROJECT

■ Tokyo Culture Creation Project

Tokyo Culture Creation Project is implemented by the Tokyo Metropolitan Government and Tokyo Metropolitan Foundation for History and Culture in collaboration with art and culture organizations and art NPOs, in order to implement the vision of “A global culture creation city TOKYO.” Through establishment of the bases for culturally creative activities and provision of creative opportunities to kids and youth in various areas in Tokyo, the Project will help enhance the environment where more people will play an active role in creation of a new culture, and lead to creation of a new Tokyo culture and its dissemination to the world through events such as international festivals.

■ Development of the Tokyo Culture Creation Project

The Tokyo Culture Creation Project was launched in 2008 by the Tokyo Metropolitan Government and the Tokyo Metropolitan Foundation for History and Culture in collaboration with arts and culture organizations and art NPOs to promote arts and culture in Tokyo.

In 2008, the Project began with two categories: ‘Festival’ aiming for Tokyo to become highly competitive among other major cities in the world in creating arts and culture, and ‘Kids’ to nurture children through arts and culture. And in 2009, ‘Artpoint’ was newly launched in addition to the two categories mentioned above to create cultural hubs in various areas in Tokyo.

As a result, highly unique programs on par with those of major cities in the world have been achieved through ‘Festival’, and quality programs expected to make a substantial contribution to children’s development have been realized through ‘Kids.’ ‘Artpoint’ created cultural hubs in various parts of the city through unique activities and mechanisms. Thus, the Tokyo Culture Creation Project has produced significant results in the three categories for the past three years.

Making the most use of vitality and diversity of the city as an advanced megacity and the depth of its culture base, the Tokyo Culture Creation Project will establish Tokyo’s cultural presence in the world by creating and communicating the charm of Tokyo, and play a leading role in developing a variety of programs to make Tokyo a world-class cultural hub.