



Culture and Social Innovation: Tokyo Conference 2013 Cultural Perspectives in Re-thinking Economics

The Tokyo Metropolitan Government and the Tokyo Metropolitan Foundation for History and Culture are engaged in the Tokyo Culture Creation Project to establish Tokyo as a city of global cultural creativity. As part of this effort, an international conference titled "Culture and Social Innovation: Tokyo Conference 2013", a special program of Tokyo Creative Weeks, will be held on Friday, 25 October 2013 at Tomin Hall.

Discuss "economics" from Cultural Perspectives

Culture and Social Innovation: Tokyo Conference 2013 will look at economics, which is a major force in shaping societies. Recent worldwide developments include the rise of the concept of Creative Cities, which aim to enhance the attractions of locales through strategic cultural policies, and projects to re-vitalize regions through arts and culture. The concept of Creative Industries harnesses creativity and intellectual capital across a wide swathe of industries in order to stimulate economic activity. These are examples of how we have become familiar with discussions relating to the economic aspect of culture, and its contributions to tourism and industry – in other words, "Culture seen from economic perspectives".

This year, the conference will take the alternative position of looking at economics from cultural perspectives. Globalization has proceeded to the point where it is no longer possible for our lives and societies to remain dissociated from the global economy. This conference will be an open forum that will set the scene for culture and the arts to engage proactively with issues such as the shape and visions of our economies, to exchange views in an international network, and to seek a new understanding of economics based on the ideas and examples of people from diverse backgrounds.

(1) Experts on Culture and Economics from Japan and Overseas

Keynote speeches will be delivered by cultural and media studies expert Joseph Vogl (Professor, Humboldt University in Berlin) and economics expert Katsuhito Iwai (Visiting Professor, International Christian University) and then, Pascal Brunet (Director, Relais Culture Europe), Felencia Hutabarat (Consultant for creative economy), Kazuhiko Yazaki (President and CEO, Felissimo Corporation) whose management philosophy espouses "Happiness in harmony with others" ; Jun'ya Yamaide, who runs the "BEPPU PROJECT" contemporary art festival are join with them for a panel discussion on new visions of the economy.

(2) The 3rd International Conference

In 2011, "FUTURE SKETCH Tokyo Conference" addressed the topics "For New Society Designing and for Making New Linkages" and "Power of Culture After 3.11". For 2012, the conference served as a forum for exchanging views about the importance and potential of culture under the theme "Culture and Social Innovation—Creating a New Vision for Society". In preparation for this year's conference on 25 October, we have held a series of seminars with a corporate executive, an artist, a designer, and a representative from the Arts Council England. In light of the success of these events, this year's conference will look at new visions of the economy that are grounded in the power of culture.

(3)Program

Event: Culture and Social Innovation: Tokyo Conference 2013

Theme : Cultural Perspectives in Re-thinking Economics

Day & Time : 16:00-20:00 (Open: 15:30) Friday, 25 October 2013

Venue: Tomin Hall (2-8-1 Nishi-shinjuku, Shinjuku-ku, Tokyo)

Fee: Free (Simultaneous interpreting between Japanese and English will be provided.)

Capacity: 200 (A lottery will be held if there are more applicants than places.)

Official Website: <http://tokyo-conference.jp>

Application: By website or fax. See page 3 below for details.

Organizer: Tokyo Metropolitan Government, Tokyo Culture Creation Project Office (The Tokyo Metropolitan Foundation of History and Culture)
Association for Corporate Support of the Arts

Special Cooperation : The Japan Foundation,

Arts Council Tokyo (The Tokyo Metropolitan Foundation of History and Culture)

Cooperation : British Council

(4)Speakers' Profiles

Joseph Vogl | Professor of German Literature, Cultural and Media Studies, Humboldt University in Berlin. Permanent Visiting Professor of German Literature, Princeton University. Born in 1957. After graduating from the Faculty of Philosophy at LMU Munich, completed the doctoral program at the LMU graduate school. Doctor of Philosophy. Professor for the Theory and History of Artificial Worlds at the Bauhaus University, Weimar, prior to taking his current post in 2006.

Areas of expertise and research are contemporary German literature, literature and culture, media, history and theory of knowledge, history of danger and risk in modern times, discourse theory, media theory, and history of literature from the 18th to the 20th century. *Das Gespenst des Kapitals (The Spectre of Capital)* 2010 won widespread acclaim and interest. Also known for his translations of contemporary French philosophers such as Gilles Deleuze and Jean-François Lyotard.



Katsuhito Iwai | Visiting Professor, International Christian University. Distinguished Fellow, Tokyo Foundation. Professor Emeritus, University of Tokyo.

Born in 1947. After graduating from the Faculty of Economics at University of Tokyo, received his Ph.D. in Economics at MIT. Prior to taking his current posts, has served among others, in posts such as Assistant Professor of Economics, Yale University; Senior Research Associate, Cowles Foundation for Research in Economics, Yale University; Visiting Associate Professor at Princeton University; Visiting Professor at University of Pennsylvania; Professor at Faculty of Economics, University of Tokyo, and Member of the Science Council of Japan. Publications include *Disequilibrium Dynamics*, *Venice no Shōnin no Shihonron (Capitalism According to the Merchant of Venice)*, *Kaheiron (Ontology of Money)*, *21 Seiki no Shihonshugiron (On the 21st Century Capitalism)*, *Kaisha wa Korekara Dounarunoka? (What Will Become of the Corporation?)*, *Shihonshugi kara Shiminshugi he (From Capitalism to Civil Society)*. Awards include the Gran Prix, Nikkei Economic Books Award, the Kobayashi Hideo Award, the Suntory Academic Award, and the M&A Forum Prize. Recipient of the Purple Ribbon Medal from the Japanese Government, and an Honorary Doctorate from the University of Belgrade.



Pascal Brunet | Director, Relais Culture Europe

Director of Relais Culture Europe, which supports European cultural operators and is financed by the French Ministry of Culture and Communication, the European Commission, and the French Ministry of Foreign Affairs. Community programs, cultural policies, and grant programs are a particularly important component of the information that Relais Culture Europe disseminates, and they provide support in strategization and project creation. Prior posts include executive director of the Centre chorégraphique de Rennes et de Bretagne, co-director of Isadora (a project of choreographic development) and secretary general of the Groupe de musique expérimentale de Bourges. Involved for several years in European and international cultural cooperation, he is a founder member of DBM, the Euro-Mediterranean cooperation network.



Felencia Hutabarat | Consultant for creative economy

Born in Jakarta, 1978. Previously Hivos Regional South East Asia Program Officer for the Arts and Culture sector until 2011, and was involved in national and international network building, knowledge exchange, financial sustainability, tax deduction, cultural diversity issues, creative economy and other aspects of cultural policy advocacy. Was particularly successful in creating a close relationship between strategic cultural organizations in Indonesia, India, and South Africa. From 2012 to 2013, studied Cultural Economics and Cultural Entrepreneurship at the Master's Programme of Erasmus University Rotterdam, Netherlands. Currently Consultant for creative economy for the British Council in Jakarta.



Kazuhiko Yazaki | President and CEO, Felissimo Corporation

Born in Osaka, 1955. Graduated from the Faculty of Economics, Gakushuin University, and the School of Business Administration, Kobe University. Joined Hi-sense Corporation, now known as Felissimo, in 1978, appointed President and CEO in 1987. "Happiness in harmony with others" is the philosophy that continues to underpin Felissimo's involvement in direct marketing and foundation activities. From 1995, the company has been co-organizer of the Design 21 Project with the UNESCO Headquarters. Is particularly interested in the concept of Corporate·Style·Design business management which aims to merge profitability, originality, and social relevance. Previously served in posts such as Chairman of Kobe Association of Corporate Executives, member of the board of Kobe City's Design Advisory, and Executive Advisor of Social Business Networks. Recipient of the Mainichi Newspaper Keizaijin Award in 2010.



Jun'ya Yamaide | Executive Director, NPO "BEPPU PROJECT", Artist

Born in Oita, 1970. After participating in the International Studio Program at PS1 (2000 – 2001, New York), resided in Paris as an external scholar of the Japanese Agency for Cultural Affairs (2002 - 2004). Has been shown at many exhibitions including the 2001 *Taipei Biennial* at the Taipei Fine Arts Museum, *Gift of Hope* at the Museum of Contemporary Art Tokyo, and *Exposition Collective* at Palais de Tokyo in Paris. Launched BEPPU PROJECT in Beppu, Oita Prefecture in 2005, aiming to create an international art event that would be made possible through alliances between local communities and diverse organizations. General Producer of the *Mixed Bathing World* Contemporary Art Festival (2009 & 2012), and General Director of the *Kunisaki Art Project* (2012, 2013). Recipient of the Japanese Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize for New Artists (Arts Promotion Category) in 2008.



Taneo Kato | Executive Advisor, Tokyo Metropolitan Foundation for History and Culture

Since being appointed Section Director of the Asahi Breweries Ltd. Corporate Cultural Activities Department in 1990, has been involved in all of the company's cultural activities, and has continued to be a leader in wide-ranging corporate support for the arts. Director for Association for Corporate Support for the Arts from 2010, Executive Director since 2012. Advisor, board member and member of the board for many NPOs, charitable organizations, corporations, and government organizations. Chair, Council Board of Arts Council Tokyo. Recipient of the Japanese Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize (Arts Promotion Category) in 2008.



(5) Time Schedule

16:00-16:10	Opening address
16:10-16:55	Keynote Speech I) by Joseph Vogl "The Sovereignty Effect. Markets and Power in the Economic Regime"
17:05-17:50	Keynote Speech II) by Katsuhito Iwai "Traditional Arts in Japan and a New Form of Capitalism – Identifying Ethics at the Base of Arts and Capitalism"
18:00-20:00	Panel Discussion Joseph Vogl Professor, Humboldt University in Berlin Katsuhito Iwai Visiting Professor, International Christian University Pascal Brunet Director, Relais Culture Europe Felencia Hutabarat Consultant for creative economy Kazuhiko Yazaki President and CEO, Felissimo Corporation Jun'ya Yamaide Executive Director, NPO "BEPPU PROJECT", Artist [Chair] Taneo Kato Executive Advisor, Tokyo Metropolitan Foundation for History and Culture

(6) Registration Procedure

Web:	Please use the application form at http://bit.ly/tokyoconference2013eng
Fax:	Please complete the application form and submit to 03-5439-4521. • The application form can be downloaded from http://tokyo-conference.jp . (The form is Japanese only) • If you have difficulty downloading the form, please write the following information on a separate sheet and fax to the number above: 1) Name; 2) Affiliation (Company, Title, etc.); 3) Address; 4) Phone/Fax; 5) Email address (if available); 6) Preferred contact method (email or Fax)
Deadline:	17:00 on Friday, 11 October
Results:	Results will be provided to all applicants by no later than 15 October, using their preferred contact method. (Note that if capacity is not reached by the deadline, applications will continue to be accepted on a first-come, first-served basis after that date.)

●Tokyo Culture Creation Project

Tokyo Culture Creation Project, organized by the Tokyo Metropolitan Government and the Tokyo Metropolitan Foundation for History and Culture in cooperation with arts organizations and NPOs, aims to establish Tokyo as a city of global cultural creativity. The project facilitates involvement of a larger number of people in creation of new culture, by building regional bases for culture creation across the city and offering opportunities for creative experiences to children and young people. Moreover, it creates and globally disseminates new Tokyo culture through organizing international festivals and other diverse events. www.bh-project.jp/en

●Tokyo Creative Weeks

Tokyo Creative Weeks is a Five-Week Cultural Festival across Tokyo. From traditional performances to contemporary arts, this festival presents a full palette of art experiences in one series.

* Tokyo Creative Weeks is organized by the Tokyo Metropolitan Government and the Tokyo Culture Creation Project Office
tcw2013.jp



Tokyo Creative Weeks
10/1 Tue - 11/4 Mon

Inquiry from the press should be directed to:
PR Office Secretariat of the Tokyo Culture Creation Project
Tel: 03-3818-2465 Fax: 03-5689-0455 E-mail: tokyobunka@prinfo.co.jp