

Media Invitation
“Tokyo 2020 Cultural Olympiad Kickoff Event”
Special event to celebrate the occasion in FUKUTOKU GARDEN, Nihonbashi

Tokyo Metropolitan Government, The Tokyo Organising Committee of the Olympic and Paralympic Games (Tokyo 2020), Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture) and Mitsui Fudosan Co., Ltd. will jointly host a “Tokyo 2020 Cultural Olympiad” kickoff event to mark the beginning of the four-year program of artistic and cultural activities leading up to Tokyo 2020.

The announcement of the kickoff takes place in Nihonbashi area of Tokyo, the birthplace of Edo culture which even today retains traces of its more than 400 year-old history. The Tokyo 2020 Cultural Olympiad plans to invite people from every corner of Japan to join in the various programmes, which are designed to merge the traditional and the modern, and to disseminate the allure of Japanese culture all over the world

■About the Tokyo 2020 Cultural Olympiad

The Olympic Charter clearly states blending sport with culture and education as one of the Fundamental Principles of Olympism. The Olympic and Paralympic Games therefore aim to incorporate cultural aspects of the host country with the celebration of sporting achievements, and provide opportunities for the whole population to feel the spirit of the Olympic and Paralympic Games.

In the buildup to the Tokyo 2020 Games, Tokyo 2020 aims to enrich the culture of every region of Japan, encouraging the youth of the nation to participate in the various programmes and to thereby inspire their creativity. In order to spread the message, and with the support of central & local government and other organisations, Tokyo 2020 will continue to promote the diverse Tokyo 2020 Cultural Olympiad across the country

Event Details

■DATE: October 7th, (FRI) 2016

13:00: Venue Open

13:30: Ceremony

14:00: Performance

(subject to change)

■VENUE: Nihonbashi FUKUTOKU GARDEN, 2-5-10 Nihonbashi Muromachi, Chuo-ku, Tokyo

■ADMISSION: FREE

■ORGANISERS: Tokyo Metropolitan Government

The Tokyo Organising Committee of the Olympic and Paralympic Games

Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture)

Mitsui Fudosan Co., Ltd.

Event Outline

The ceremony will commence with addresses by Yuriko Koike, Governor of Tokyo, and Yoshiro Mori, President of Tokyo 2020, Hisashi Hieda of Chairperson of Tokyo Metropolitan Foundation for History and Culture and Masanobu Komoda of President and Chief Executive Officer of Mitsui Fudosan Co., Ltd.. This will be followed by a performance of traditional ” Sanbaso” celebratory dancing and more. Each performance is intended to blend the historical with the contemporary, creating a powerful portrayal of Japanese culture soaring into the future.

website: <https://tokyo2020.jp/en/news/event/20160923-01.html>

Event Enquiries

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Tokyo 2020 Cultural Olympiad Enquiries

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