

# Overseas Study Visit Program for Arts Management Professionals

FY2023 Project Report







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# Project Overview

## Project Details

### Objectives

- **Nurturing future leaders in arts management:** This program aims to foster the development of young arts management professionals who hold the potential to become essential liaisons between artists and the society. To achieve this, we provide participants with short-term opportunities to attend international arts festivals and other cultural events, facilitating engagement with international counterparts within the arts and cultural sector. This initial exposure serves as a first step towards their active contribution in the global artistic landscape.
- **Fostering international creative inspiration:** By offering direct access to groundbreaking artistic works and innovative and creative spaces abroad, this project aims to cultivate a dynamic environment that fosters inspiration and propels creative endeavours from a global perspective.
- **Building and strengthening international networks:** Looking forward, this program envisions fostering deeper collaboration between Tokyo and participating destinations, culminating in the establishment and reinforcement of a robust network connecting Tokyo with the international arts community.

### Target Participants

Eligibilities: The specific artistic field targeted for each delegation is determined in accordance with the collaborating destinations.

- \* Performing Arts (theatre, dance, music): producers, directors, stage technicians etc.
  - \* Visual Arts: directors, curators, and other arts management professionals etc.
- All the following conditions must be met for each field.
- Demonstrated interest in international performances, exchanges, and co-productions. Limited or no prior working experience overseas
  - At least three years of working experience in a relevant artistic field
  - Residents of the Tokyo Metropolitan area who primary work in Tokyo

### Programs

A one-week program will be offered to selected participants, comprised of two components: a pre-determined Basic Program and Original Program. Both elements will be finalized in collaboration with the organizer once the participants are selected.

#### [Basic Program]

Developed and administered by the organizer, this component offers structured experiences. The organizer will arrange visits and meetings at specific locations relevant to the program's goals. Participating in this program is mandatory during the on-site stay.

#### [Original Program]

This component provides participants with the opportunity to take an active role in shaping their learning experience. Participants will independently research their assigned destination, identifying sites and individuals they wish to visit or interview. This independent program will be developed in collaboration with the organizer to ensure feasibility and alignment with overall objectives.

### Support

- Round-trip economy class airfare from Japan to the designated destination airport.
- Local accommodation throughout the program duration.
- Program Management: Dedicated schedule and program coordination at the destination to ensure a smooth and enriching experience.
- Networking and Support: Introductions to relevant local contacts and ongoing assistance to facilitate connections and address any inquiries.

## Destination and Program Flow

The program offers opportunities to participate in immersive cultural exchanges through dispatch to various international destinations throughout the year. In FY2023 we have chosen 3 destinations, Edinburgh Festival (Scotland), Thailand Biennale (Chiang Rai) and Broadway (New York City).

### Program Flow

- Open Call for Application
- Selection Process:
  - Interview
  - Announcement of Selected Participants
- Pre-Departure Activities:
  - Online Orientation
  - Pre-departure Meeting
- Dispatch Period (on-site stay)
- Post-Program Activities:
  - Reporting and Debriefing meeting
  - Project Report Session with all program participants



## Program Overview

# Edinburgh, Scotland



## Destination Overview

The Edinburgh International Festival is a prestigious performing arts festival held annually in Edinburgh, Scotland. Spanning three weeks from August to September, it showcases world-renowned artists in opera, theatre, music (particularly classical), and dance. Beyond the festival, military tattoos take place nightly at Edinburgh Castle, and street performers bring the city alive with their artistry, creating a vibrant and festive atmosphere within the city's historic backdrop.

### [Target Participants]

This program was opened to young professionals involved in performing arts, such as producers, directors, and individuals in related roles within theatre, dance, and music.

### [Program Objectives]

With a focus on the Edinburgh Festival in August, participants engaged with professionals in theatre and music through organized meetings and gained firsthand insights through visits to relevant facilities and institutions.

### [Program Period]

August 21 - August 28, 2023

### Program Advisor

#### Chika Sudo

(Director, Arts Department, British Council)



### Program Participants

#### Hayato Okada

(Fringe organizer for YPAM Fringe Centre at PARC – Japan Centre, Pacific Basin Arts Communication)

#### Sae Takamoto

(Production and Art Management Professional who currently serves for a theatre company Gekidan Awai)

#### Yoshifumi Nomura

(Administrative Manager at the Kuma Foundation)

#### Haruna Matsunami

(Secretariat for the Open Network for Performing Arts Producers, and The National Association of Public Theatres and Halls in Japan)

## Basic Program

This program component offered participants a structured experience, providing them with opportunities to gain key insights into the Edinburgh Festival and its surrounding cultural landscape.

### Meetings and Interviews

#### [Interviewees]

Head of Arts (British Council Scotland)

Multi-artform Manager (Creative Scotland)

Participants met with representatives from British Council Scotland and Creative Scotland to gain a comprehensive understanding of the Edinburgh Festival's history, current operations and management, and recent trends. This includes information on visitor statistics, the festival's role for international creators, and local arts education initiatives etc.

#### [Interview Topics]

- History of the Edinburgh Festival
- Current operations and management
- Recent trends (visitor statistics, domestic/international visitor ratio, art trends, etc.)
- The festival's role as a hub for creators from Japan and abroad
- Local arts education and outreach programs
- The UK/Scotland's creative industry work environment and improvement measures

#### [Interviewee]

Deputy Chief Executive (Edinburgh Festival Fringe Society)

Participants engaged with a representative from the Edinburgh Festival Fringe Society to learn about the festival's impact and role within the local community, its operations and management structure, and the factors that attract global audiences and artists.

#### [Interview Topics]

- Fringe Festival's impact and community development.
- Fringe Festival operations and management.
- Strategies for attracting international artists and audiences.

### Theatre Productions to watch

Participants had the opportunity to experience the magic of live theatre through curated selections, including ; *FOOD*, *Life is a Dream*



Meeting with Edinburgh Festival Fringe Society



At the *FOOD* venue



## Program Overview

# Thailand Biennale (Chiang Rai), Bangkok



### Destination Overview

The Thailand Biennale is a renowned international contemporary art exhibition held biennially, rotating locations within Thailand. Established in 2018, it has previously been hosted in Krabi (2018) and Nakhon Ratchasima (2021). The latest edition (3rd) was held from December 2023 in Chiang Rai, the northernmost city in Thailand.

#### [Target Participants]

This program was opened to young professionals working in the visual arts, such as curators, directors, and other arts professionals.

#### [Program Objectives]

Participants were provided the opportunity to explore pressing global challenges from an artistic perspective, leveraging the ancient city of Chiang Rai's rich history and diverse cultural tapestry. The program also fostered connections with international art professionals gathering for the Biennale, creating a valuable networking platform. Participants embarked on a tour of Bangkok, complementing their experience in Chiang Rai.

#### [Program Period]

December 8 - December 15, 2023

#### Program Advisor

**Mami Kataoka**

(Director, Mori Art Museum)



Photo: Ito Akinori

#### Program Participants

**Natsuki Tanji**

(Art Project Coordinator, Director)

**Sung Nam HAN**

(Director, Curator, Filmmaker, Representative of Interdisciplinary Art Festival Tokyo IAFT, Art in Country of Tokyo AICOT, Interdisciplinary Art Project Kobe IAPK)

## Basic Program

This program component offered participants a structured experience, providing them with opportunities to engage with the Thailand Biennale and its surrounding art scene.

Starting from the opening day of the Thailand Biennale, participants had the opportunity to network with art world professionals and attend an organizer-hosted reception and tours, designed to foster connections with those involved in the Thai art scene. In addition, the Japan Foundation Bangkok Office held informative sessions focusing on the art scene in Thailand, particularly Bangkok, providing valuable insights into the Thai festival system.

### Site Visits

#### Thailand Biennale 2023 (Chiang Rai)

Participants joined guided tours for stakeholders and media representatives alongside the Artistic Directors, Rirkrit Tiravanija and Gridthiya Gaweewong. Over the span of four days, the tour encompassed 17 venues across Chiang Rai, showcasing works by over 50 artists. Each venue visit has facilitated direct interaction with artists, networking with art professionals from participating countries and Biennale organizers.

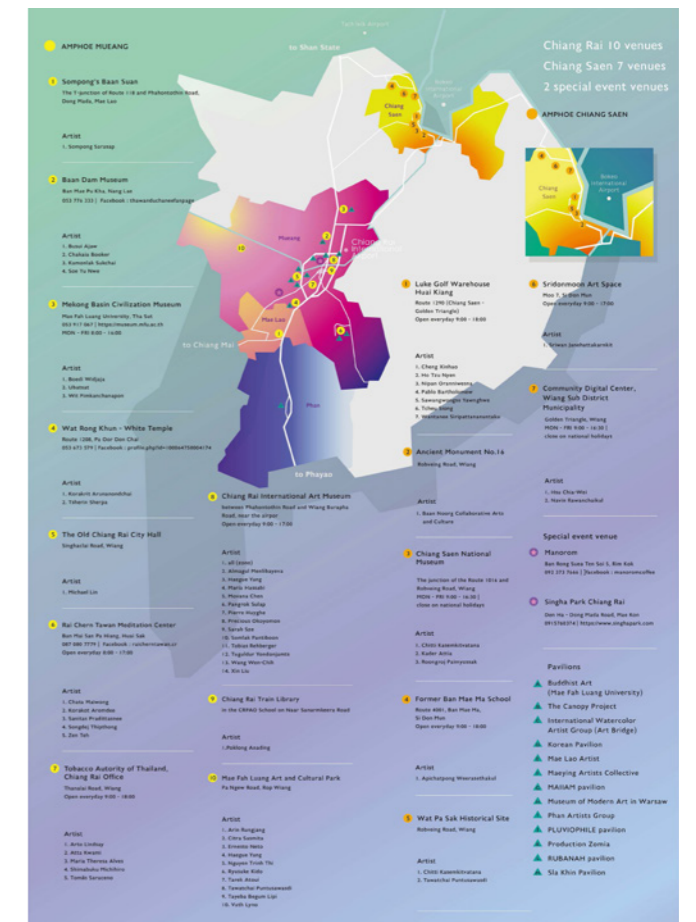
### Meetings and Interviews

#### [Interviewee]

Director of the Arts and Culture Department (The Japan Foundation Bangkok Office)

#### [Interview Topics]

- The current state of the Thai art scene, with a specific focus on Bangkok.
- The distinction and interaction between government-led (Thailand Biennale) and private sector-led (Bangkok Biennale) art festivals.
- The recent increase in art museums, galleries, and art centers in Bangkok and surrounding areas.
- Support initiatives offered by the Japan Foundation in Bangkok.



Thailand Biennale2023 Venues and Artists



## Program Overview

# Broadway, New York City



### Destination Overview

Broadway theatres located in Manhattan, New York City, represent one of the world's premier centres for live theatre, alongside London's West End. Renowned for its large-scale musicals, Broadway significantly contributes to New York City's status as a vibrant cultural hub.

#### [Target Participants]

This program was opened to young professionals working in the performing arts, including producers, directors, technicians, and performers (theatre, dance, music, etc.).

#### [Program Objectives]

In New York, the world's hottest entertainment centre, participants had the opportunity to experience and learn about the appeal of the "entertainment business" from a variety of perspectives, including people's lives and culture and Broadway's cutting-edge musicals. During their stay in New York, the participants had the opportunity to see musicals, visit museums, explore the city, go on backstage tours of Broadway musicals, and had discussions and exchanges with local producers and artists. This program provided a unique opportunity to experience the vastness

and unique characteristics of the American entertainment industry, contrasting it with the landscape in Japan.

#### [Program Period]

January 8 – January 15, 2024

#### Program Advisor

**Makoto Matsuda**  
(Theatre Producer)



#### Program Participants

**Nanami Endo**  
(Producer, Artist, Dancer)

**Mare Kasuga**  
(Actor)

**Ikumi Takada**  
(Business Strategy and Marketing at Shiki Theatre Company)

**Fuyuko Mezawa**  
(Produced, Manager, Production at Dance Unit Baobab and Theatre Company GORCH BROTHERS)

### Basic Program

This program component offered participants a comprehensive understanding of Broadway's diverse landscape through various engaging activities.

#### Meetings and Interviews

Participants had the opportunity to engage with a diverse range of industry professionals, gaining unique insights into various aspects of Broadway.

#### [Interviewees]

Founder (Museum of Broadway),  
Production Manager (Juniper Street Production),  
Entertainment Lawyer, Co-CEO (Broadway.com),  
Situation Interactive (digital marketing company),  
Marketing Director, CMO (Broadway League),  
Producer (Gorgeous Entertainment),  
Composer, Costume Designer, Set Designer, Music Director, Resident Choreographer of *Hamilton*, etc.

#### [Interview Topics]

- Production Process: Interviews with personnel involved in various stages of production, catering to individual participant interests.
- Business and Systems: Discussions on topics like:
  - Work environment and systems within Broadway productions.
  - The role of the Broadway League
  - Ticketing operations: business and organizational aspects.
  - Public relations and marketing strategies, encompassing traditional and digital media.

These interactions have illuminated the intricacies, appeal, and scale of the Broadway's entertainment industry.



Interview at the Juniper Street Productions

#### Site Visits

Participants embarked on enriching visits to key locations, further expanding their understanding

- Museum of Broadway: Learn the rich history and evolution of Broadway.
- Open Jar Studios: Creative hub where renowned theatrical productions come to life.
- Foresight Theatrical Office: Leading theatrical production company.
- THE JOHN GORE ORGANIZATION: Prominent theatrical production and management company.
- Broadway League: Industry's national trade association, representing Broadway producers, theatre owners, and attractions.

#### Theatre Productions to watch

Participants had the opportunity to experience the magic of live theatre through curated selections, including: *SIX the Musical*, *Moulin Rouge! The Musical*, *MJ the Musical*, *Hamilton*, *Sleep No More*

#### Arrangement Cooperation

Gorgeous Entertainment



Museum of Broadway





**Overseas Study Visit Program  
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FY2023 Project Report**

Issued in March 2024

**Organizers:**

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

**Report prepared by:**

Arts Council Tokyo, Grants Division, Initiatives and Grants  
Department (Yuko Ishiwata, Haruhisa Sunami, Naoko Yuki,  
Nobuyuki Sawada, Riho Hosoda)

**Report edited by:**

Hiroyuki Masuda (TARO Inc.)

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