Invigorate community development with unique arts and cultural resources through partnerships between the Tokyo Metropolitan Government, the national government, NPO, and arts and cultural organisation, among others.

Raise global awareness of cultural centres as the core element of the branding strategy for the Tokyo metropolitan area by bolstering public communication overseas through relationships with international media.

Promote the conservation of historical scenery and architecture where the cityscape, history, and culture blend together.

Cultural Strategy

Strengthen Tokyo’s message as a city of arts and culture by raising the allure of its diverse cultural centres

Potential of arts and culture in Tokyo

- Numerous diverse cultural institutions are concentrated in Ueno, Roppongi, Ikebukuro, areas around Tokyo Station, and Shibuya, such as museums, art galleries, performance halls, cinemas, and other venues.
- Akihabara is famous for anime, video games, and other forms of pop culture. Harajuku is known for generating kawaii *1 style and other global fashion trends. Kagurazaka retains the aura of Edo, pre-modern Tokyo. These are just a few of the many areas full of unique cultural resources.
- Tama region will undertake urban development, and has the potential to become a platform for arts and culture due to its high concentration of higher education institutions related to arts and culture.

Policy direction

- Invigorate community development with unique arts and cultural resources through partnerships between the Tokyo Metropolitan Government, the national government, NPO, and arts and cultural organisation, among others.
- Ueno represents the core of Japan’s foremost educational and cultural institutions that hosts “Ueno Bunka no Mori” project.
- Cultural resources are rising as a part of urban renewal in Ikebukuro, Shibuya-Harajuku, Roppongi, Akasaka, and areas around Tokyo Station. Major development projects are underway in the Minato-Shinagawa redevelopment area. In Tokyo’s waterfront area, arts and culture will form an integral part of the cityscape as the legacy of the Tokyo 2020 Olympic and Paralympic Games.
- Tradition and the modern come together in Ryogoku, Fukagawa, Kinshicho, with the Edo-Tokyo Museum and the Museum of Contemporary Art Tokyo at its core.
- In Tama and the islands, numerous types of local performing arts and other manifestations of traditional culture thrive. Tama area is also the home of many art universities.
- Raise global awareness of cultural centres as the core element of the branding strategy for the Tokyo metropolitan area by bolstering public communication overseas through relationships with international media.
- Promote the conservation of historical scenery and architecture where the cityscape, history, and culture blend together.

*1 The quality of cuteness in the context of Japanese culture.
● Performance Halls
   (Seating capacity: 1,000 or more)
   (Sources: Public halls were identified through the use of Directory of Public Theatres and Halls in Japan, published by The Association of Public Theatres and Halls in Japan; publicly-owned halls were identified through Musical Performance Yearbook 2014, published by the Japan Federation of Musicians (public interest foundation); and Theatrical Performance Yearbook 2014, published by the Japan Theatrical Actors Association (public interest association)).

● Museums
   (Source: Member museums of the Japanese Council of Art Museums)
   * Organisation established with the purpose of enabling museums nationwide to communicate and collaborate with each other, regardless of their ownership (national, public or private). (371 member museums as of May 20, 2014)

● Noh Theatres
   (Source: Nohgaku Performer’s Association (as of March 2015))
   * Member gardens of the Council of Japanese Gardens in Tokyo (hospitality)
   (30 member gardens as of September 25, 2014)

● Universities with related departments
   (the arts, artistic and cultural studies, art, formative arts, formative expression, fashion design, music)
   (Surveyed by the Bureau of Citizens and Cultural Affairs, Tokyo Metropolitan Government)

* There are many more museums, theatres and other cultural resources in addition to the ones shown above.
Many forms of local performing arts and other manifestations of traditional culture thrive in all the municipalities of the Tama Region, where several universities specialising in the arts find their homes.

### Northern Tama
- **Tachikawa City**: Shokushu-ten dance
- **Musashino City**: Nenbutsu (traditional music and dance)
- **Miura City**: Nenbutsu
- **Futako City**: Nenbutsu
- **Tokorozawa City**: Nenbutsu
- **Nishitokyo City**: Nenbutsu
- **Hachioji City**: Ogasawara no Minyo, Nenbutsu

### Southern Tama
- **Hachiouji City**: Futago, Kiyari, Kamiange no Seenokami
- **Edogawa City**: Momura no Hebiyori Gyoji, Shishimai

### Western Tama
- **Fuchu City**: Kiyari, Kamiange no Seenokami
- **Kasai City**: Momura no Hebiyori Gyoji
- **Tama City**: Nenbutsu
- **Takatsuki City**: Nenbutsu

### Islands

#### Ogasawara
- **Ogasawara Village**: Ogasawara no Kago (a folk dance of Ogasawara)
- **Kokubunji City**: Shishimai

#### Hachijo-jima
- **Hachijojima**: Kiyari, Kamiange no Seenokami

#### Izu
- **Izumisano City**: Shishimai

#### Aogashima
- **Aogashima Village**: Shishimai
- **Hachioji City**: Shishimai
- **Hachijojima**: Shishimai

#### Ogasawara
- **Ogasawara Village**: Ogasawara no Kago (a folk dance of Ogasawara)

#### Kanto
- **Saitama Prefecture**: Kiyari, Kamiange no Seenokami
- **Tokyo**: Kiyari, Kamiange no Seenokami

*Intangible folk cultural properties list compiled from the Comprehensive Catalogue of Tokyo Metropolitan Cultural Properties (December 2014), and it includes properties designated by national, metropolitan, and municipal authorities.

**Shokushu-ten**: Lion dance

**Kiyari**: Work song

**Kamiange no Seenokami**: Traveler’s guardian deity of Kamiange
Katsumi Asaba

I was born and raised in Tokyo, but it doesn’t mean that I know everything about the city. Tokyo I know is that there are 13.39 million citizens with each stories as well as 126.97 million citizens of Japan have their own stories of Tokyo. The culture consists of these stories interwoven with one another like a tapestry. And the tinge of colour wasn’t created in a day, but over a long period of time that has become the appeal of Tokyo.

Furthermore, a "new Tokyo" is being brought in Tokyo both from other cities of Japan and the world, and the city changes on a daily basis.

Promoting the arts and culture in Tokyo, I would like to put together "the Tokyo everyone knows" with the input of as many people as possible, and to think about the things that must change and that must not.

Tokyo is alive. What do you know about Tokyo?

Yasushi Akimoto

Songwriter
Producer
Committee member, Tokyo Arts and Culture Committee

Katsumi Asaba

Art Director
Committee member, Tokyo Arts and Culture Committee