

Purpose

The measures against the spread of infections of the novel coronavirus and other contagious diseases include **installation of infrared camera devices to check people for fevers to detect possible infection as well as the provision of ventilation, air conditioning, and disinfectants to ensure hygienic safety. It must also include the development of a safe environment conducive to resuming public performances that have been suspended or canceled.** This project supports the expenses for these measures which cultural facilities such as theaters, concert halls, and museums are required to take.

Reducing congestion is also considered to be effective for preventing infections, and as such, this project supports the associated expenses for various museums that **introduce a time-reserved visitor system.**

Description

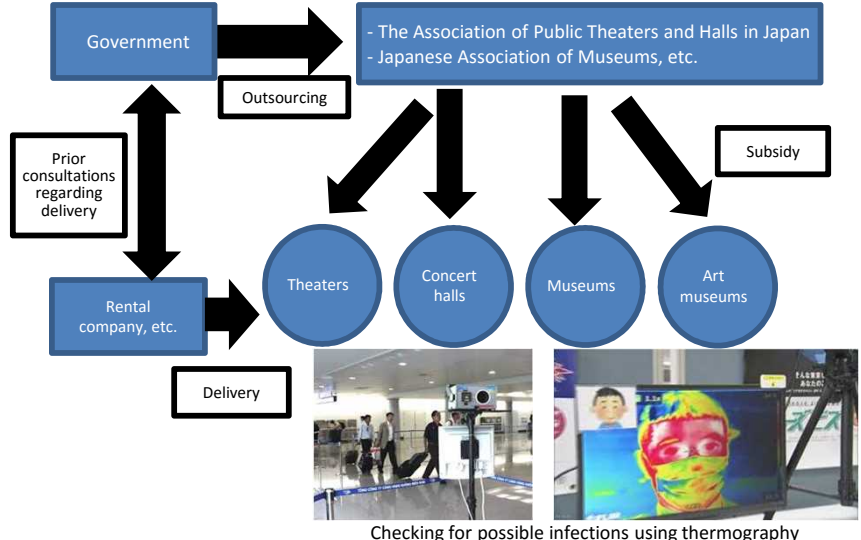
◎ Project outline

1) Project for Prevention of Infectious Diseases at Cultural Facilities

This project supports the expenses for cultural facilities such as theaters, concert halls, and museums to prevent infectious diseases by installing thermographic cameras to check people for fevers and air purification equipment to ventilate the venue. It also supports efforts to develop an environment conducive to resuming public performances. Renovation of air-conditioning equipment at large-scale cultural facilities and other facilities that meet certain requirements is also supported.

2) Support for Introducing Time-Reserved Visitor Systems

Time-reserved visitor systems at museums are highly effective at reducing congestion, and deserves to be promoted from now on. This project supports expenses for the introduction of the systems that are also combined with ticketless entry.



Support

- 1,735 million yen
- Applicable facilities: theaters, concert halls, museums
- Scope of support: infrared camera devices, air purifiers, disinfectants, environment development for resuming public performances, renovation of air-conditioning equipment
- Subsidy ratio: 1/2 (capped at 4 million yen (unless specified otherwise))

<Museums that have introduced time-reserved visitor systems>

◎ Artizon Museum



◎ Fujiko F Fujio Museum in Kawasaki City



- 300 million yen
- Subsidy ratio: 2/3 (capped at 3 million yen)
- * Applicable operators must verify and report to the government the benefits of the project, such as how far congestion was reduced.

* Outsourcing costs: 49 million yen

Art Caravan by Artists and Local Cultural Art Organizations Including Students and Amateur Performers

Overview

This project promotes activities that draw participation from local residents throughout Japan; for example, public performances and various exhibitions in the fields such as theatrical arts, media arts, traditional performing arts, lifestyle culture, and international cultural exchanges. Additionally, the project secures opportunities for diverse cultural workshops and presentations for children and the disabled. The activities are implemented by local cultural organizations and artists working in conjunction with freelancers and art organizations that include amateurs (approx. 180,000 people voluntarily suspended their local cultural activities, and 687 recital events by cultural clubs were canceled or postponed), and cultural art professionals who were forced to cancel their activities due to the novel coronavirus pandemic.

Through these initiatives, the project will raise the level of interest in cultural arts, encourage cultural arts that are diverse and distinctive, and promote the involvement of local residents in cultural art activities.

Description

(Principal organizers)

- Local cultural organizations, artists, and art organizations including amateurs freelancers, cultural art professionals, etc.

(Activities)

- Public performances and various exhibitions in the fields of theatrical arts, media arts, traditional performing arts, lifestyle culture, and international cultural exchanges
- Secure opportunities for diverse cultural workshops and presentations for children and the disabled

(Participating locations)

- Held in 25 locations throughout Japan



Expected project results

Execution of the Art Caravan

Collaboration and cooperation between the Agency for Cultural Affairs and art organizations from various genres, freelancers, prefectures, and cultural art professionals such as national or local cultural organizations.

- Secured opportunities for cultural workshops and presentations for children
- Nationwide promotion of distinctive local cultures
- Regained interest in and enthusiasm for cultural art activities

- Establishment of a network of cultural art organizations throughout Japan
- Activated domestic cultural art activities
- Raised skill levels and stimulated activity by local cultural organizations
- Improved recognition and image of each prefecture
- Stimulated local economy and boost in tourism activity

Breakdown

51.5 million yen each x 25 locations = 1,287 million yen, plus 30 million yen in outsourcing costs

- Strive to enhance opportunities for children in the compulsory education period to experience cultural art of good quality.
- Call on local public organizations to enable as many opportunities as possible for appreciating and experiencing cultural arts. In the future, aim at establishing an environment for appreciating and experiencing cultural arts once a year during the compulsory education period, including self-sponsored projects by local public organizations.
- By augmenting the conventional performing arts with the field of media arts, strive to enrich art education by further nurturing inspiration and creativity.
- Secure learning opportunities for teachers of art-related subjects such as art and music, which lack studying opportunities compared to other subjects in school, through various forms of training. Additionally, study the future direction for art education and the establishment of an integrated curriculum for both culture and education.

- 1 Traveling public performance project (government-selected top-class cultural art organizations conduct demonstrations and public art performances at elementary and junior high schools, etc.)
- 2 Jointly organized projects (demonstrations and public art performances are held jointly at elementary and junior high schools, etc., located in areas with few opportunities for appreciating art, such as mountain areas, remote areas, and remote islands.)
- 3 Artist dispatch project (individuals or small groups of artists visit schools to lecture, demonstrate practical skills, and provide practical instruction)
- 4 Communication skills improvement project (artists use their method of expression to conduct systematic and ongoing workshops, etc.)
- 5 Art teacher training project (teachers of art subjects at elementary and junior high schools, etc., train and watch actual demonstrations; teachers are given an opportunity to exchange opinions, such as a networking event)

[Additional project] Creating opportunities for children to appreciate and experience culture

Art appreciation workshops, such as children's plays, had to be canceled as all schools temporarily closed due to the novel coronavirus infection; this special project creates opportunities for children to experience cultural arts of good quality, and restores the waning interest in cultural arts. To do this, we will request the cooperation of children's play groups which have canceled many of their public performances to go on special public performance tours that prioritize impacted schools or schools that were originally not selected for this project. The tour is conducted separately from that for the schools on the FY2020 performance tour schedule.

- 750 additional public performances (504 canceled art appreciation workshops in schools + 246 events to promote and popularize cultural arts)



Nourish rich creativity and imagination

Acquire skills required for a member of society such as the ability to think and communicate

Develop future artists and audiences to help create outstanding cultural arts

Project to Strengthen the Earning Capacity of Cultural Facilities by Utilizing Cutting-edge Technologies

FY2020 Supplementary Budget

1,420 million yen



Purpose

Many non-profit theatrical art organizations, theaters, and museums sustain their operation primarily on admission fee revenue, but these operations are now at risk as earnings have significantly declined due to the novel coronavirus pandemic. This project aims at drastic reform of earning structures of theatrical art organizations, theaters, and museums that enable a self-reliant operation. The reform includes maximum use of the streaming of high-resolution contents, such as 8K, in addition to actual viewing, to put new appreciation models that leverage the characteristics of each genre into practical use. Also, as an initiative that contributes to the sustainable operation of museums, a model project, such as an exhibition that utilizes high-resolution contents, is conducted in order to expand the number of new domestic viewers and attract demand from outside of Japan. Through these model business operations, we will validate cost effectiveness and search for a sustainable model.

Description

◎ Project outline

(1) Project to establish an appreciation model using cutting-edge technologies

This project practices a new appreciation model that leverages the characteristics of each genre of theatrical art. The earning structure for theatrical art makes it difficult to earn beyond the occupancy capacity of the venue. This project explores new earning structures, such as video streaming of no-audience performances due to the novel coronavirus.

As for museums, the project practices new appreciation models, such as exhibitions and educational projects that leverage high-resolution contents of the museum's cultural resources.

- Creation of global customers through global streaming
- Expansion of earning opportunities through live viewing and other simultaneous streaming
- Enhanced streaming content based on archiving using high-resolution imaging
- Video streamed art exhibitions with descriptions provided by curators
- Creation, streaming of education contents usable in school education, etc.

(Biwako Hall)

Event date: March 7 to 8, 2020

Venue: Biwako Hall (no audience)

Format: Free live streaming on YouTube, the video streaming site

Views: approx. 12,000 viewers per day, total 200,000 viewers (as of media reports on March 12)

(Reference) "Reached the apex even without an audience", Asahi Shimbun, March 12 (evening edition)



(2) Project to establish a collaborative model of different genres for museums

The combinations of entertainment contents and museums, for example, museums x anime, museums x games, museums x manga, and so forth, are conducive to collaboration in terms of explaining and exhibiting cultural resources. This project will study and analyze museum initiatives from the viewpoint of "earning with culture."

◎ Different genres (anime, games, manga, etc.)



◎ Museums (art, history, natural history, zoological, marine, and botanical)

≒ 2.5 dimension



Support

■ 920 million yen (Targets non-profit theatrical art organizations, theaters, and museums)

- Theatrical arts: 720 million yen (@24 million yen x 5 genres x 6 projects)
- * 5 genres: music, Japanese traditional dance, theater, traditional performances, popular entertainment
- Museums: 200 million yen (@10 million yen x 4 genres x 5 projects)
- * 4 genres: art, history, natural history, and zoological, marine, and botanical

■ 500 million yen

- 16 projects (cross-genre collaboration) x 30 million yen per event
- * 4 genres: art, history, natural history, and zoological, marine, and botanical
- Outsourcing costs: 20 million yen