

Stories from Japan House London

2018 – 2022



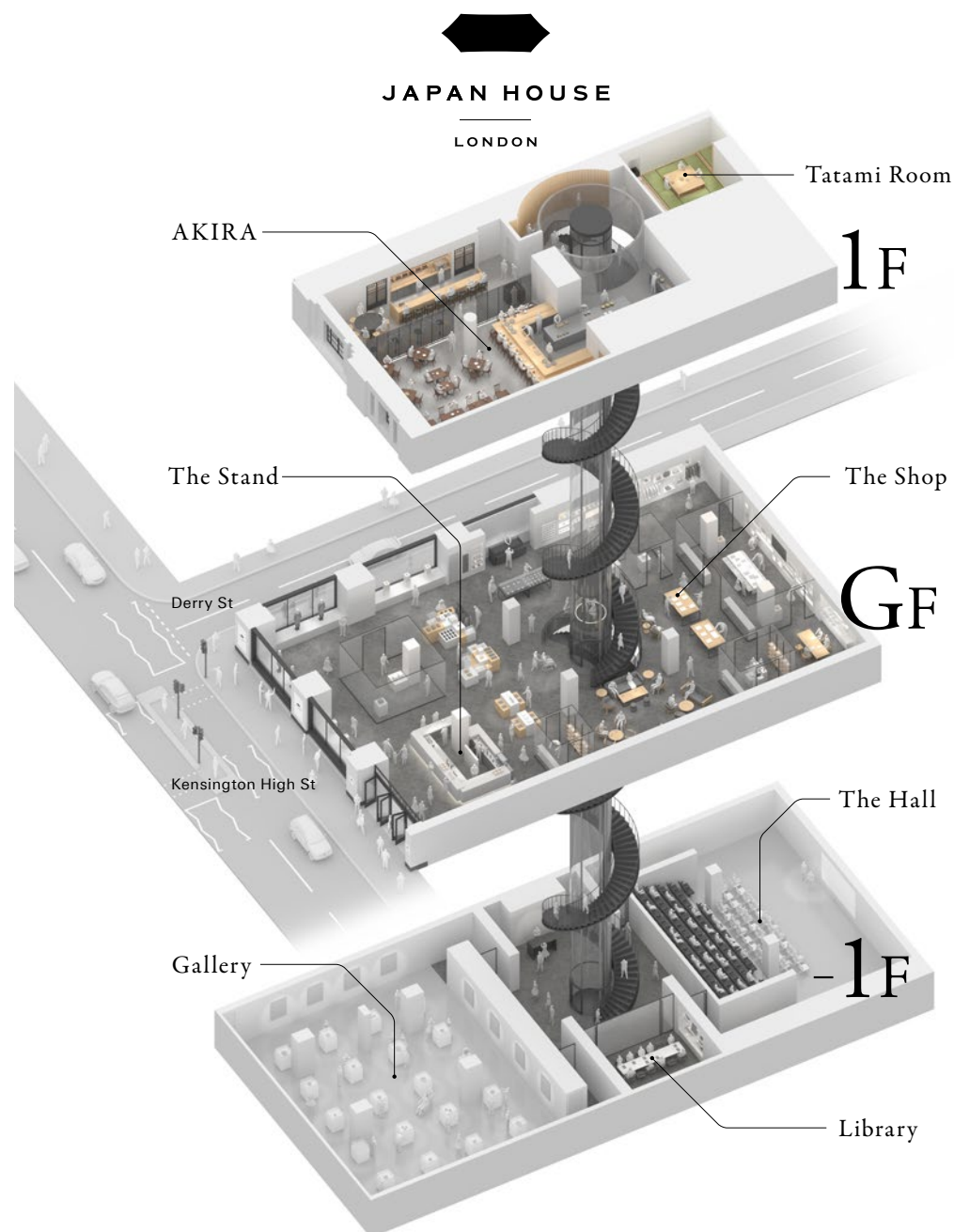
JAPAN HOUSE

LONDON



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Introducing Japan House London

Japan House London is the cultural home of Japan in London. Located on Kensington High Street, the experience is an authentic encounter with contemporary Japan, surprising even the most knowledgeable guests. By presenting the very best of Japanese art, design, innovation and cuisine through exhibitions, events, retail and gastronomic experiences, Japan House London is committed to telling stories from Japan.

Spread over three floors of an iconic art deco building, it comprises a gallery, events hall, library, The Shop, The Stand (a take-away café), Travel Information area, restaurant and bar. Japan House London is part of a global initiative alongside two other Japan Houses in Los Angeles and São Paulo.



Accurately presenting Japan through the creation of experiences and values

Since its opening in 2018, Japan House London has achieved remarkable results as a meticulous source of information on Japanese cultures. Thanks to sound management by Director General Michael Houlihan, with his deep understanding of the founding objectives, and earnest research and curation by Programming Director Simon Wright, the events presented at this venue have become so substantial that I feel it is rather Japanese people who need to see them. The exhibitions *Biology of Metal: Metal Craftsmanship in Tsubame-Sanjo* and *MAKING NUNO Japanese Textile Innovation from Sudō Reiko* are just two examples that come to mind. I found these exhibitions exceptional, in that they did not simply reproduce what had been done in Japan, but carefully considered how to convey the content to the people of the UK and Europe, and reconfigured it accordingly.

Seen from a different perspective, Japan House may now be starting to expand its role into an institution that not only invites people around the world to become more aware of Japanese cultures, but also awakens Japanese people themselves to their own cultures.

The original aim of Japan House London was to help people in the UK and Europe who had never really thought that much about Japan realize how little they truly knew about our country, and through this element of surprise, inspire them to learn more. Looking at the situation four years on, however, I feel this standpoint should be revised. Visitors to Japan House London have shown a sincere interest in Japan and Japanese cultures, and we need to respond by presenting Japan more accurately, at the same time as ensuring Japan itself develops

a deeper awareness of its own cultures. Japan needs to take stock of the fact that the basis of its identity is now evolving from an era of making things, into one of creating experiences and values and this transition needs to happen smoothly and swiftly.

With the relative increase in the value of 'local', brought about as a result of our move towards an era of active global exchange, I have come to a strong realization: the degree to which local people can look inwardly at themselves, and whether it is right to, by any means, push this into a global context, is something that needs careful consideration and is something with which the management of the Japan House London project should be aligned.

Hara Kenya

Japan House London Creative Advisor



Photo: Takashi Sekiguchi

Sharing the stories of Japan by Japan

Welcome to our stories. Since opening in 2018, Japan House London has established a distinctive reputation as both a significant cultural organization and as the place where London, the UK and, indeed, Europe can experience the authentic voice of Japan. This has been achieved simply by sharing the stories that Japan tells itself about itself.

Japan House London is a thoughtful and conscientious expression of Japanese cultures, the regional diversity of Japan, design, attention to detail, and authentic content. This clarity and integrity have enabled us to build cultural, academic, and business partnerships that inspire our creative and innovative programmes.

Importantly, for these partners, we act as a forum where knowledge can be exchanged

and shared between the UK and Japan. With over a million visitors since opening, and now an online reach that is international, we are using London's position as a national and global hub to reveal Japan's stories to a growing audience that, we have discovered, has a deep appetite to learn more about Japan. We have seen powerful evidence of this eagerness for deeper knowledge, understanding and engagement with Japan through our touring exhibition *MAKING NUNO Japanese Textile Innovation from Sudō Reiko* when it travelled to Scotland and Switzerland.

All of this is made possible by a collaboration between the Government of Japan, the Japan House London Trust, its subsidiary operating company Japan H. L. Limited, as well as our partners drawn

from so many sectors. Underpinning everything that we do is our passionate and dedicated team. Working together, we are creating a legacy of enduring commitment between the UK and Japan at personal, institutional, corporate and national levels.

Michael Houlihan

Japan House London Director General
(2016 – 2022)



Exhibition Stories

People, Places and Process: these three elements are at the heart of Japan House London's dynamic exhibition programme that presents inspiring, unusual and often surprising stories, told by people from Japan about themselves. Since opening, 947,979 guests have visited Japan House London exhibitions, with a further 9,122 viewing virtual exhibitions digitally.

From the places where things happen – be that Tsubame-Sanjo, Tokyo or Inujima – to the people who make and do things, and the processes they use, the stories that the exhibitions tell are authentic and the voices authoritative, coming from experts in their respective fields. Whether created and curated in-house, selected as a touring exhibition (for all three Japan Houses) by a panel in Japan, or sourced elsewhere and adapted, all of Japan House London's exhibitions are co-created and co-produced to align with its core purpose – to promote a deeper understanding of Japanese cultures through voices from Japan.

Exhibitions since
opening

14

Total Number of
Exhibition Visitors

947,979

Figures up to 31 May 2022



Image: *Living Colours: Kasane – Language of Japanese Colour Combinations* (5 April – May 2019)

BIOLOGY OF METAL: Metal Craftsmanship in Tsubame-Sanjo

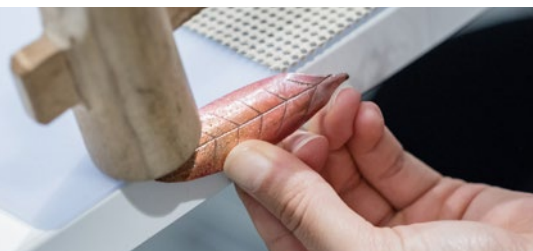
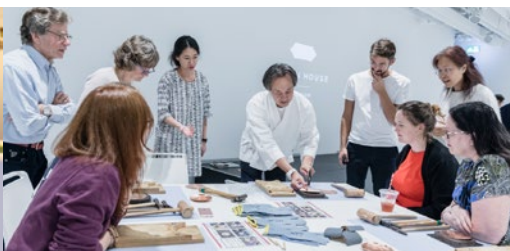
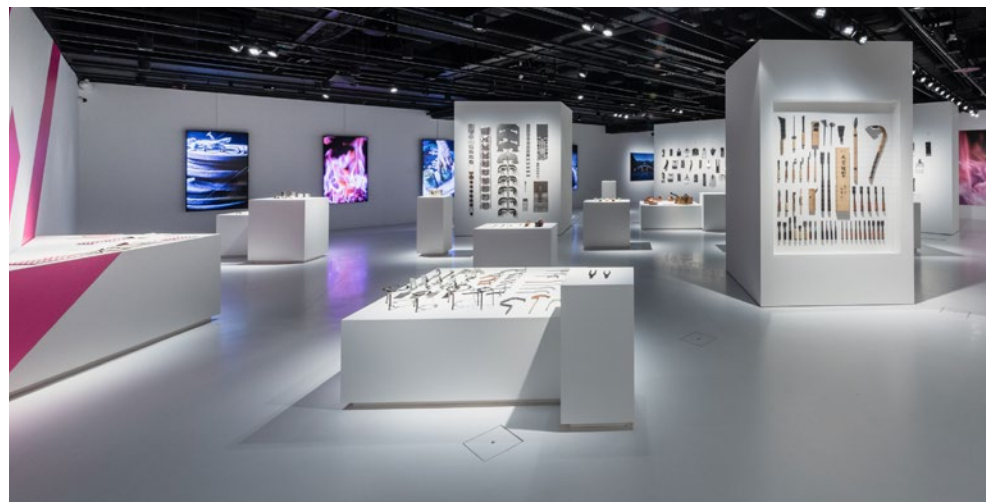
6 SEPTEMBER – 28 OCTOBER 2018

Described by London's *Financial Times* as a 'fascinating display', this exhibition revealed the story of metalworking traditions and small industry in the northern prefecture of Niigata. An original exhibition – conceived and curated by Japan House London, in collaboration with Tsubame-Sanjo Factory Festival (*Kouba no Saiten*), producer Yamada Yū and designers SPREAD (Kobayashi Hirokazu and Yamada Haruna) – *Biology of Metal* presented a rare insight into this important manufacturing industry in Tsubame-Sanjo. A key participant was Gyokusendō, an esteemed family workshop: works of sixth-generation Tamagawa Nori and seventh-generation Tamagawa Motoyuki, featured in both the exhibition and a dedicated booth in The Shop.

Part of London Design Festival 2018, *Biology of Metal* was supported by 77 events, including talks, demonstrations and workshops led by master craftspeople from Tsubame-Sanjo, one of whom even helped HRH Prince William, The Prince of Wales try his hand at copper-beating when he

officially opened Japan House London on 13 September 2018.

Winning a German Design Award Gold for Excellent Communications Design, *Biology of Metal* has had a lasting impact. The increased renown generated for the region and the Factory Festival also paved the way for Mizuochi Ryōichi from the Sanjō Seisakusho workshop – one of the last Japanese razor craftsmen in Japan – to find an apprentice to carry on his craft. Collaborations have also since been formed between Blenheim Forge in Peckham and Tadafusa knife makers in Tsubame-Sanjo; members of the Royal College of Art's architectural studio made a two-day research visit to Tsubame-Sanjo in January 2019; while Scottish metalsmith Kathleen Reilly was awarded a 2019 Daiwa Scholarship for an application inspired by *Biology of Metal*, which included a work placement in Tsubame-Sanjo. Gyokusendō subsequently engaged in a three-year plan to exhibit annually in London.





PROTOTYPING IN TOKYO: Illustrating design-led innovation

16 JANUARY – 17 MARCH 2019

Robots with life-like motion, athletics prosthetics exploring the 'expanded human body', and 3D-printed objects were among the cutting-edge exhibits in this interactive, touring exhibition that showcased the innovations of Yamanaka Shunji, a renowned design engineer and Professor at the University of Tokyo. Opening in London after success at Japan House Los Angeles, the exhibition invited visitors to observe and interact with displays that combined science and beauty, examining the potential of prototypes to connect advanced technology and society.

Nineteen events complemented the exhibition, with a strong emphasis on academic/educational exchange. Collaborations included those with

the Royal College of Art and industrial designer Ross Lovegrove, as well as a symposium, 'Design Futures', with Goldsmiths, University of London and contributions from Kingston University. It received extensive media coverage on BBC World News, *New Scientist* magazine and *Wallpaper**'s e-newsletter, with a growing buzz on social media leading to long queues of younger visitors in the final days of the exhibition. Support for the London exhibition from Ricoh Europe PLC created opportunity for brand alignment, idea-sharing and a visit by the members of the Prototyping and Design Laboratory at the University of Tokyo to Ricoh's European Centre for Excellence to exchange ideas and techniques related to additive manufacturing (3D-printing) technology.

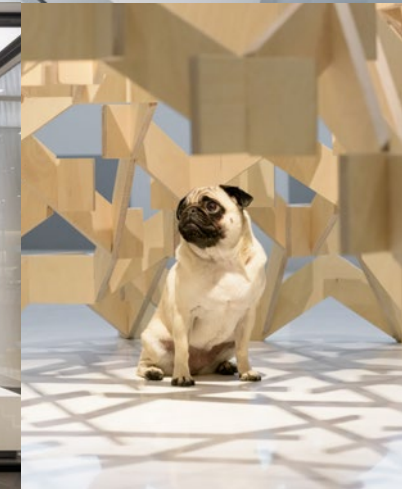
Architecture for Dogs

19 SEPTEMBER 2020 – 10 JANUARY 2021

A 'cloud' for a chihuahua and a mobile home for a *shiba inu* were among the diverse design responses in this light-hearted exhibition from Hara Kenya, President of Nippon Design Center and Japan House London Creative Advisor. The first incarnation of the exhibition *Architecture for Dogs* was shown at Design Miami in 2012 and presented architectural designs by architects working globally, including Ban Shigeru, Kuma Kengo, Itō Toyō, Sou Fujimoto, MVRDV and Atelier Bow-Wow. For the London exhibition, Asif Kahn, a UK architect known for adopting the latest technologies and materials, was commissioned to create a new piece. An open-source network allowed participants to become designers and makers themselves,

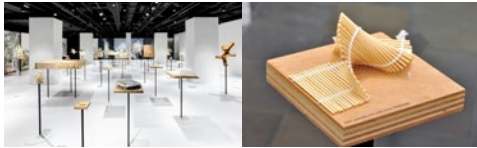
with blueprints available for download on the Japan House London website.

Among the related events were a talk hosted by Hara and a panel discussion with Khan, both of which were livestreamed on Facebook and YouTube, while further outreach was achieved via the *Architecture for Dogs Roadshow*, held at some of London's most popular dog-walking sites. The exhibition was planned and delivered during, and in response to, the COVID-19 pandemic, and included a virtual exhibition, created for the November 2020 'lockdown'. Event partners included the London Festival of Architecture and the Architectural Association School of Architecture.



Japan House London Exhibitions

2018–2022



SOU FUJIMOTO:
FUTURES OF THE FUTURE

22 June – 05 August 2018



Living Colours: Kasane – the Language of Japanese Colour Combinations

05 April – 19 May 2019



Architecture for Dogs

19 September 2020 – 10 January 2021



Windowology:
New Architectural Views from Japan

01 December 2021 – 24 April 2022



BIOLOGY OF METAL:
Metal Craftsmanship in Tsubame-Sanjo

06 September – 28 October 2018



This is MANGA – the Art of URASAWA NAOIKI

05 June – 28 July 2019



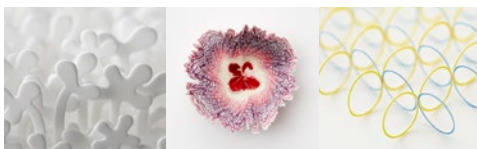
MAKING NUNO Japanese Textile Innovation from Sudō Reiko

17 May – 11 July 2021



Symbiosis: Living Island

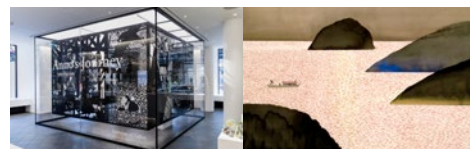
21 May – 04 September 2022



SUBTLE:
Delicate or Infinitesimal | Takeo Paper Show

13 November – 24 December 2018

Photo: Amana Group



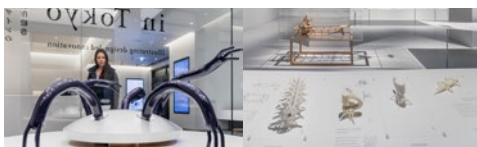
Anno's Journey: The World of Anno Mitsumasa

22 August – 27 October 2019



Tokolo Asao [CONNECT] Individual and Group

17 July – 16 November 2021



Prototyping in Tokyo:
Illustrating Design-led Innovation

16 January – 17 March 2019



WOW: City Lights and Woodland Shade Digital Art Encounters with Japan

21 November 2019 – 22 March 2020



Tokyo 1964: Designing Tomorrow

05 August – 07 November 2021

Event Stories

Japan House London is proud of its extensive and ambitious programme of in-person and online events, presenting the many voices and stories from Japan. Each season of events complements an exhibition with related products and displays in The Shop.

Since opening in 2018, Japan House London has held more than 621 events in close collaboration with a variety of partners in Japan and around the world. More than 27,105 people have participated in live events, including those online, at Japan House London – in one of the number of events spaces, such as The Hall, The Library, or the Ground Floor – hybrid events, or those at outside venues. Many events are livestreamed and recorded, and Japan House London continues to attract a growing geographical spread of audiences participating online. While some events run independently of the exhibitions, all are designed to inform and inspire.

Events since opening

over **621**

Event attendees

over **27,105**

Figures up to 31 May 2022



Scan the QR code for a full list of Japan House London events



Image: *Flower Messenger* by Azuma Makoto (22 June 2018)



Photo: Tango Textile Industrial Association

KYOTO Design Lab Series

MAY – JUNE 2021

The production of high-end *chirimen*, a type of silk crêpe, in Kyoto's northernmost region of Tango was the focus of a trio of international, online panel discussions held in collaboration with Kyoto Design Lab (D-Lab). Inspired by the 300th anniversary of Tango *chirimen* in 2020, and by the Tokyo exhibition *Alternative Futures – contemporary design responses to the Tango chirimen tradition*, the webinars explored new ways of reinventing this textile tradition. A panel of artists, designers, academics and experts from Japan, Portugal, Germany, the Netherlands and the UK, including the Royal College of Art, participated in the events, which were chaired by Professor Julia Cassim of the Kyoto Institute of Technology, who was responsible

for setting up Kyoto Design Lab. The series complemented the exhibition *MAKING NUNO: Japanese Textile Innovation from Sudō Reiko* (17 May–11 July 2021) in the Gallery at Japan House London and the specially created Tango *chirimen* display, outlining particular weaving techniques, in The Shop.

Exploring Tango Chirimen – Structure
20 MAY 2021 | ONLINE

Exploring Tango Chirimen – Surface
26 MAY 2021 | ONLINE

Exploring Tango Chirimen – Scenario
10 JUNE 2021 | ONLINE



Sakai Series: Ancient Technology and Industrial Heritage

SEPTEMBER – DECEMBER 2021

Live metalwork demonstrations broadcast from Sakai City were key events in a four-part, online series exploring the history, culture and industrial heritage of this Japanese region renowned for blade craftsmanship. The demonstrations of the centuries-old production and sharpening of hand-forged Sakai knives were held as part of London Craft Week, in collaboration with Sakai Industrial Promotion Center in Sakai City, the second largest city in Osaka Prefecture. Other events explored Sakai's long history of trade, its famous *kofun* burial mounds and its rich food culture, including its tradition of processing and shaving kelp, known as *oboro kombu*. Guest speakers included those from Sakai City Museum and the UK's

Sainsbury Institute for the Study of Japanese Arts and Cultures. A selection of hand-crafted knives from Sakai City were made available in The Shop.

The History of Sakai: in Conversation with Simon Kaner and Sakai City Museum
9 SEPTEMBER 2021 | ONLINE

Sakai Forged Knives:
Workshop Visit & Conversation
7 OCTOBER 2021 | ONLINE

Sharpening Japanese Knives:
Masterclass with Sakai City's Yamatsuka Mitsuo
11 NOVEMBER 2021 | ONLINE

Oboro kombu – The Art of Shaved Seaweed with Sakai Craftsmen Gōda Mitsunobu and Hasegawa Yū
9 DECEMBER 2021 | ONLINE

Nara: Rites and Rituals, Buddhist and Shinto Tradition

OCTOBER – NOVEMBER 2019

Japan House London echoed with the meditative sounds of *shōmyō* Buddhist sutra chanting by monks from four of Nara's most venerated temples, as part of a collaboration with Nara Prefecture. For this rare recitation – made especially for and at the request of Japan House London – all participating temples learnt Tōdai-ji *shōmyō* in order to be able to perform together, under the direction of Sagawa Fumon, Abbot of Tōdai-ji. It was followed by a lecture by the Abbot and was one of a number of live performances, workshops and in-person talks introducing visitors to Buddhist and Shinto customs and traditions.

Other highlights included an immersive encounter with *gagaku* court music from Tenri University Gagaku Music Society, Nara *ittōbori* (lit. 'one blade [wood] carving') with sculptor Araki Yoshindo, and a tea ceremony demonstration with Abbot Nishiyama Myōgen of Tōshōdai-ji.

The chief priests of Kasuga Taisha and Niukawakami Shrines presented *kagura* music and dance, and Shinto *shosha* calligraphy, while a monk from Yakushi-ji demonstrated *shakyō* Buddhist calligraphy. A well-attended talk on Buddhist wooden sculpture with Professor Yabuuchi Satoshi from Tokyo University of the Arts included a demonstration of the *kirikane* decorative technique used on Buddhist statues and the opportunity for visitors to use augmented reality technology to view 3D digital versions of iconic Buddhist wooden sculptures from Nara while still in London.

The event series – which was unique and unusual in its bringing together of temples and shrines to perform rituals and demonstrations outside of their own precincts – ran alongside *Nara: Sacred Images from Early Japan*, a display of Buddhist and Shinto treasures from Nara at the British Museum.



Kagura and Shinto: Performance & Talk by Kasuga Taisha and Niukawakami Shrine with Chief Priests Kasannoin Hirotsada & Kusaka Yasuhiro
4 OCTOBER 2019

Buddhism and the Way of Tea: Talk by Tōshōdai-ji Abbot Nishiyama Myōgen & Tea Ceremony Demonstration
5 OCTOBER 2019

Shōmyō: Japanese Buddhist Sutra Chanting and Talk with Tōdai-ji Abbot Sagawa Fumon
5 OCTOBER 2019

Reconstructing Buddhist Wooden Sculpture: Talk with Professor Yabuuchi Satoshi
5 OCTOBER 2019

Gagaku: Concert-Lecture by Tenri University Gagaku Music Society
24, 25 OCTOBER 2019

Nara Ittōbori: Wood-carving demonstration by Araki Yoshindo
25, 26 OCTOBER 2019

An Introduction to Gagaku: Workshop with Tenri University Gagaku Music Society
26 OCTOBER 2019

Shosha: Shinto Calligraphy Workshop with Kasuga Taisha and Niukawakami Shrine
22 NOVEMBER 2019

Shakyō: Buddhist Calligraphy Workshop with Yakushi-ji
23 NOVEMBER 2019

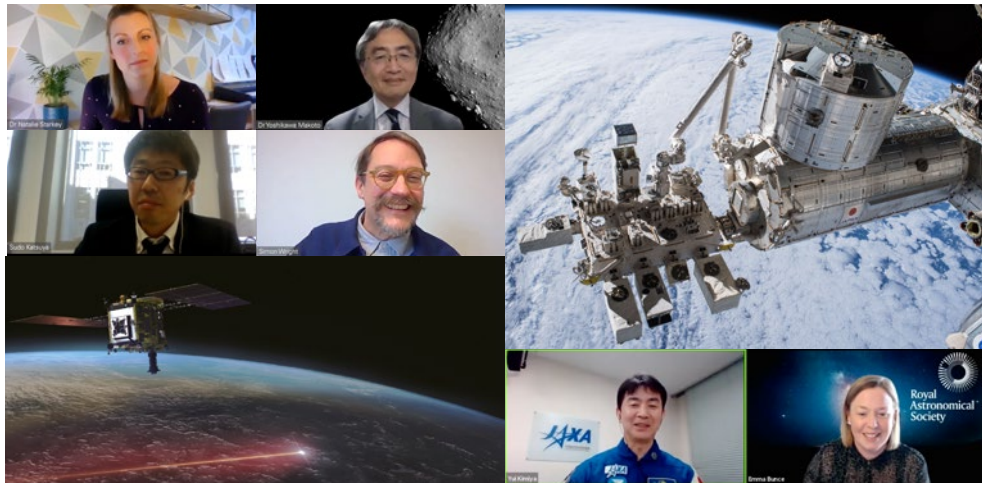


Photo bottom left: JAXA, top right: JAXA / NASA

JAXA Series: Space Development for Humankind

NOVEMBER 2020, FEBRUARY & APRIL 2021

Members of the public were invited to explore the universe from the comfort of home, with expert guides from JAXA, the Japan Aerospace Exploration Agency. Through a trio of webinars – hosted online as part of Japan House London's COVID-19 response – the series explored JAXA's work in asteroid exploration, earth observation satellite launches, and its participation in international space exploration projects. Special guest speakers included JAXA Astronaut Yui Kimiya, who discussed his 142 days on board the International Space Station, with the 2021 webinars held in partnership with the Royal Astronomical

Society. The webinar format allowed for lively, post-talk, online discussions from attendees and experts on the fundamental question of 'where do we come from?'

Part 1: Searching for the Origins of the Universe
18 NOVEMBER 2020 | ONLINE

Part 2: Space Transportation & Earth Observation Satellites
18 FEBRUARY 2021 | ONLINE

Part 3: The International Space Station & Space Exploration with Astronaut Yui Kimiya
21 APRIL 2021 | ONLINE

Chatham House Series

MARCH 2019 – PRESENT

'Japan and the Future of the Liberal International Order' was the topic of the inaugural event (8 March 2019) of a since well-established and respected lecture series – in partnership with Chatham House, the Royal Institute of International Affairs – stimulating intellectual exchange between key thinkers on Japan and UK issues.

Held online since the pandemic, the series has gone from strength to strength, regularly drawing new audiences, as it addresses issues of international relations, the environment, economic partnerships and medical co-operation, with expert speakers and a global audience of interested professionals, academics, government representatives (including Foreign Affairs and Defence ministries) and journalists. The March 2021 lecture, 'National Security Challenges Facing Japan and Europe in 2021', was typical in its reach, with viewers from 11 countries, two-thirds of whom said that this was their first Japan House London event. The 2021/22 edition – organized by Chatham House and co-organized by Japan House London – featured lively discussions on how Japan and the UK utilize soft power diplomacy in their diplomatic exchanges.

Japan and the Future of the Liberal International Order

8 MARCH 2019

The UK-Japan Relationship: Security and Political Cooperation

20 JULY 2020 | ONLINE

Responding to COVID-19: Prospects for UK-Japan Cooperation

16 DECEMBER 2020 | ONLINE

UK-Japan Comprehensive Economic Partnership: The View from Both Sides

5 FEBRUARY 2021 | ONLINE

National Security Challenges Facing Japan and Europe in 2021

5 MARCH 2021 | ONLINE

Net-Zero by 2050:

UK and Japan Efforts to Address Climate Change

31 MARCH 2021 | ONLINE

Soft Power Diplomacy in a Post-Covid Era

2 DECEMBER 2021 | ONLINE

Japan-UK Cooperation in International Economy and Trade

19 JANUARY 2022 | ONLINE

Japan-UK Cooperation in Africa: Looking Ahead at TICAD8

24 FEBRUARY 2022 | ONLINE

Prospects for Collaboration Between Universities in Japan and the UK

30 MARCH 2022 | ONLINE

UPOPOY: Ainu Musical Culture & Crafts

JANUARY – FEBRUARY 2020

To coincide with the opening of Upopoy, Japan's first national museum of Ainu history and culture, in Shiraoi, Hokkaido, this collaboration, with Hokkaido Prefecture, threw a spotlight on Japan's northernmost region and the role music plays in Ainu culture. Japan House London hosted performances from renowned Ainu musicians, including *tonkori* player Oki, female group Marewrew and singer Toyokawa Yoko.

Workshops on how to play the *mukkur* – a bamboo mouth harp – and Ainu decorative needlework provided visitors with practical insights into the efforts to preserve and develop Ainu culture for future generations, while recordings of Ainu music were played throughout Japan House London for the duration of the season. A display of *tonkori* and *mukkur* was presented in one of the Ground Floor booths, alongside a colourful *ruunpe* – a decoratively embroidered and appliqué cotton garment, worn by Ainu on Hokkaido's Pacific coast. A variety of Ainu-related items were available for purchase in The Shop.

Tonkori: Performance by Oki with Marewrew
16 JANUARY 2020

Upopo: Performance by Marewrew with Oki
17 JANUARY 2020

How to Play Mukkur: Workshop with Marewrew and Oki
18, 19 JANUARY 2020

Upopoy – A New National Centre for Ainu History & Culture: Talk by Tone Toshiya
23 JANUARY 2020

The Beauty & Power of Ainu Patterns:
Talk by Igarashi Satomi
31 JANUARY 2020

Ainu Patterns: Embroidery Workshop
1, 2 FEBRUARY 2020

An Evening of Ainu Song:
Performance by Toyokawa Yoko
14, 15 FEBRUARY 2020



Image: © Agency for Cultural Affairs



Manga Series

MAY – AUGUST 2019

Live drawing sessions, talks, book signings and even a live musical performance were among the dynamic and varied events offered by legendary manga artist Urasawa Naoki to coincide with Japan House touring exhibition *This is MANGA – the Art of URASAWA NAOKI* (5 June – 28 July 2019). One of Japan's greatest living manga artists, Urasawa also gave a talk, concert and a live drawing demonstration in collaboration with multi-channel technology experts WIRED. Visitors to Japan House London can still see his dog graffiti on a wall on the Lower Ground Floor. Further events to coincide with *This is MANGA* included a fully-booked film screening of *The Manga Master*, about manga artist Kitazawa Rakuten. The Library, meanwhile, hosted *LGBTQ+: Diversity in Manga* (20 May – 31 August 2019), a display of books depicting diverse representations of gender and sexual expression, selected by curator Haba Yoshitaka, a leading expert in the emerging field of 'book direction'. Supporting the display were talks with internationally renowned manga artists Hagio Moto and Tagame Gengoroh, with Tagame's manga *My Brother's Husband* being a ground-breaking work on gay acceptance in contemporary Japan.

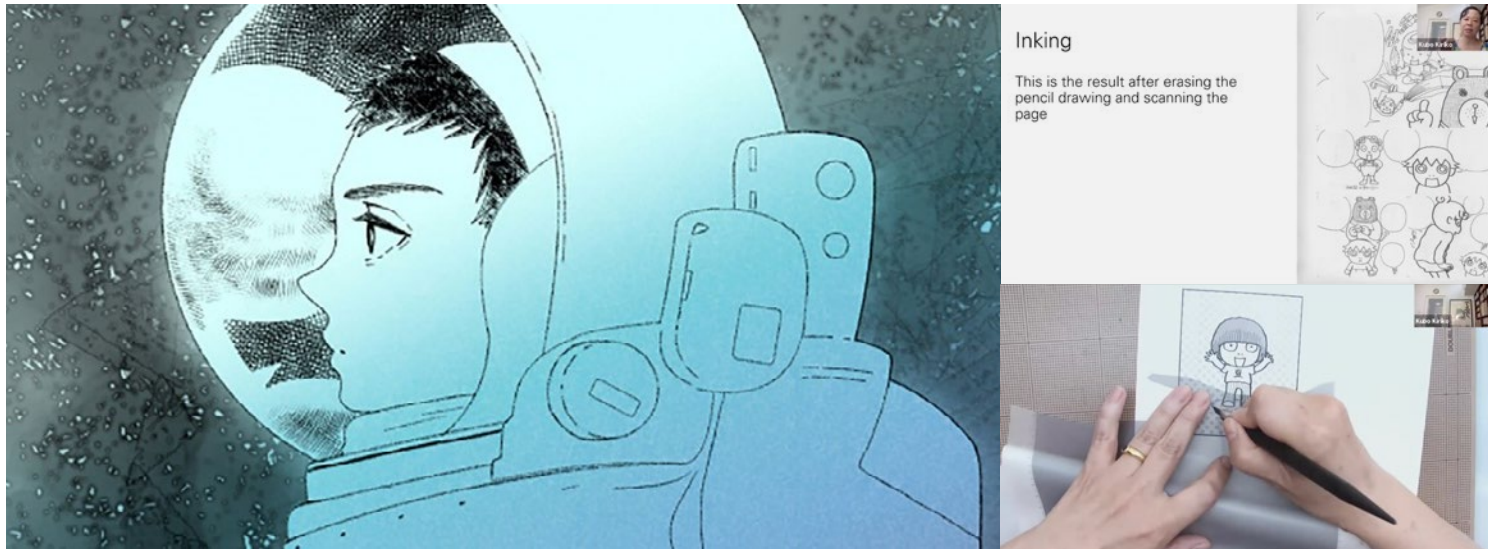


British Museum Event Partnership

MAY – JUNE 2019

Screenings of popular Studio Ghibli anime, including *My Neighbour Totoro*, *Pom Poko* and *The Wind Rises*, featured in a series of events at the British Museum, in which Japan House London collaborated, complementing the Citi exhibition *Manga* (23 May – 26 August 2019), the largest exhibition of manga ever to take place outside Japan. Japan House London's own sake bar, in collaboration with Dassai sake brand, popped up at the British Museum's 'Friday Late' (5 July 2019), celebrating Japanese manga, art, fashion and design, with students from the University of the Arts London, British artist Grayson Perry and the late, influential Japanese fashion designer Yamamoto Kansai. This was followed by a talk by Kansai, hosted at Japan House London the following day.





Online Manga Masterclasses

MAY – AUGUST 2020

A series of online masterclasses with three UK-based *manga-ka*, Kubo Kiriko, Kutsuwada Chie and Elena Vitagliano – launched in response to the COVID-19 pandemic and UK-wide ‘lockdown’ – brought Japan House London’s unique programming directly to new audiences, with a growth in engagement from children and young adults. As the series progressed, so too did its global reach, with attendees from the UK and other European countries, Japan, USA, Philippines, Australia, New Zealand, India and South Africa. Exploring all aspects of manga creation, from storyboards to digital drawing, inking patterns to applying manga screen tones, participants shared their works on social media using the hashtag #japanhouselondon.

Drawing Your Manga Character:
Online Demonstration with Kutsuwada Chie
1 MAY 2020

Exploring Manga:
Online Demonstration with Elena Vitagliano
5 MAY 2020

Drawing Kimono: Online Session with Kutsuwada Chie
15 MAY 2020

Food in Manga: Online Session with Elena Vitagliano
19 MAY 2020

Manga Faces and Expressions:
Draw-Along with Kutsuwada Chie
29 MAY 2020

Inking a Character: Draw-Along with Elena Vitagliano
2 JUNE 2020

Faces in Profile:
Drawing Session with Kutsuwada Chie
12 JUNE 2020

How to Draw a Chibi Character:
Drawing Session with Elena Vitagliano
16 JUNE 2020

Masterclass:
Develop a Manga Storyboard with Kubo Kiriko
15 JULY 2020

Masterclass:
Inking Manga Patterns with Kubo Kiriko
29 JULY 2020

Masterclass:
Applying Manga Screentones with Kubo Kiriko
12 AUGUST 2020

Symposium: Classical Arts × Digital Technologies

29 JUNE 2019

The *Yōkai Hikimaku*, a theatre curtain painted with Japanese demons by the famous artist Kawanabe Kyōsai (1831–1889), was the main subject of this symposium which explored how classical works can be made accessible with the assistance of digital technology.

The symposium complemented the British Museum’s Citi exhibition *Manga* (23 May – 26 August 2019) which featured the theatre curtain, loaned by Waseda University’s Theatre Museum. This exhibit had recently been digitized in high definition by the team at Waseda University in collaboration with Toppan Printing, bringing the still images of the demons to life in vivid animation. The afternoon event hosted art students and academics, representatives from the world of publishing and members of the public. It was organized by The Tsubouchi Memorial Theatre Museum at Waseda University and Japan House London, in co-operation with the University of Birmingham, Global Japanese Studies Model Unit, Waseda University, and Top Global University Project, Japan.

Tōhoku Events Series

JUNE – JULY 2019, MARCH 2021, MARCH 2022

The recovery of Japan's north-eastern region of Tohoku, affected by the Great East Japan Earthquake, tsunami and subsequent nuclear disaster in 2011, has been the focus of a variety of activities throughout the building, including those undertaken in collaboration with Japan's Reconstruction Agency. In 2019, the 'Our Road to Recovery' event series enabled visitors to hear about Tōhoku's recovery through talks by presenters from three prefectures with Gaina animation studio in Fukushima, Riku Café in Rikuzentakata, Iwate and a lacquerware initiative in Sendai, Miyagi, and others.

More recently, 'Tōhoku 3.11 Forward to the Future' featured a week-long exhibition telling the story of the reconstruction of the three prefectures and introducing their craft and gastronomic cultures. The display was accompanied by sake tastings, talks on education and social enterprise, and workshops, including *sashiko* embroidery from Iwate, and *okiagari kobōshi* and *kokeshi* colouring from Fukushima and Miyagi. Many events were livestreamed, and, in addition, downloadable activity sheets for both series of events were created by the Japan House London team and made available online.

Our Road to Recovery: Revitalizing Sendai Through Lacquerware

25 JUNE 2019

Our Road to Recovery: A Café Building Communities in Rikuzentakata

26 JUNE 2019

Our Road to Recovery: The Rugby World Cup – A Driving Force for Recovery in Kamaishi

1 JULY 2019

Our Road to Recovery: An Anime Studio in Fukushima

2 JULY 2019

Tōhoku Craftsmanship – Kokeshi Workshop Visit

25 MARCH 2021

Sashiko Embroidery Experience from Iwate Prefecture

5 – 13 MARCH 2022

Kokeshi Colouring Experience from Miyagi Prefecture

5 – 13 MARCH 2022

Okiagari Kobōshi Colouring Experience from Fukushima Prefecture

5 – 13 MARCH 2022

Toasting the Recovery of Tōhoku's Sake Industry

11 MARCH 2022

Regional Revitalization through Education in Tōhoku: Building Sustainable Communities

12 MARCH 2022

Social Enterprise in Tōhoku: Smart Strawberries

13 MARCH 2022

The Fishermen who Plant Trees: In Conversation with Hatakeyama Makoto from Mori-wa-Umi-no-Koibito

17 MARCH 2022 | ONLINE



Feature Season

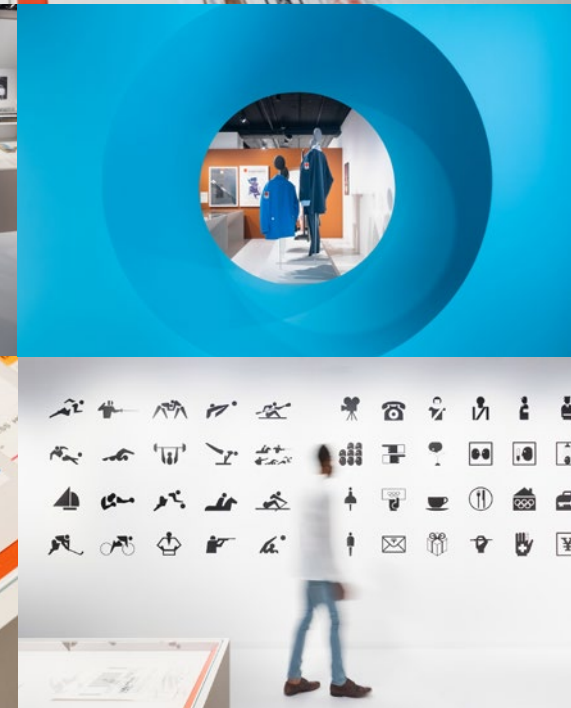
Tokyo 1964: Designing Tomorrow

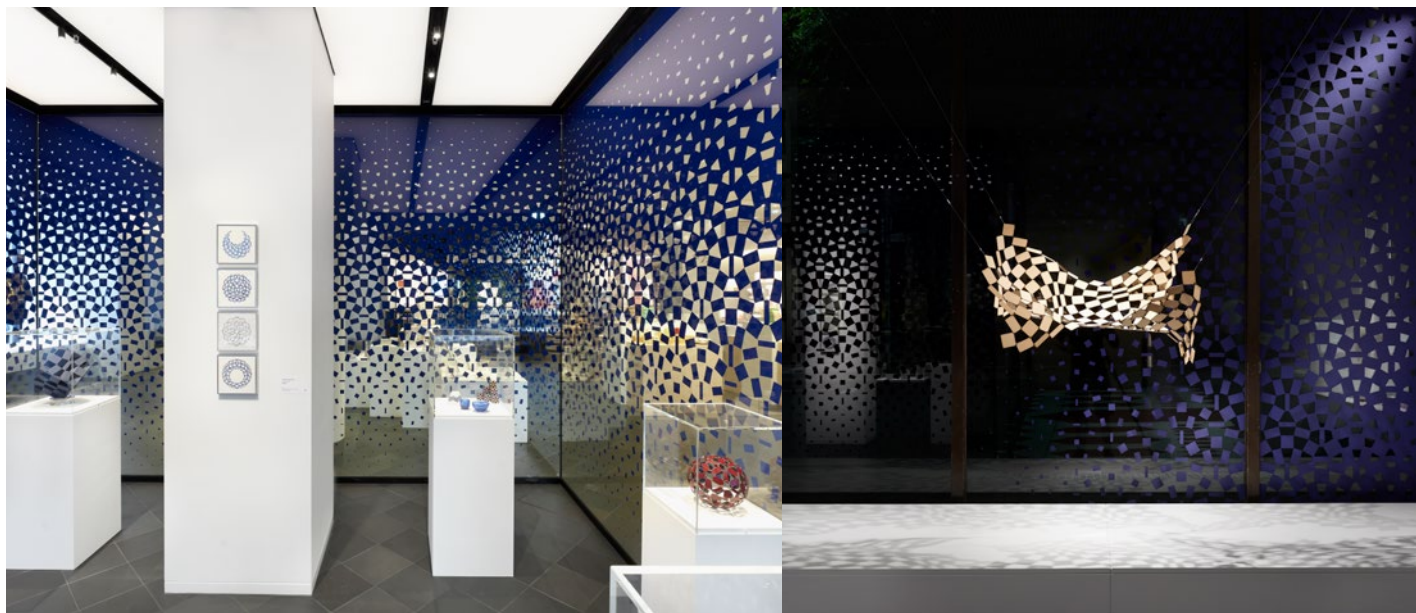
5 AUGUST – 7 NOVEMBER 2021

This major exhibition, curated by Japan House London and produced in collaboration with the Prince Chichibu Memorial Sports Museum and Library of the Japan Sport Council, explored the pioneering strategy and lasting legacy of the Tokyo 1964 Olympic Games, the first to be held in Asia. The exhibition presented numerous objects on loan from Japan for the first time. It also explored the technological 'world firsts' made possible as a result of the Games, including the construction of the bullet train (*shinkansen*) between Tokyo and Osaka, precision timekeeping, and television broadcasting of an Olympic Games by satellite. As well as increasing audience awareness of the innovative design and architecture of the Tokyo

1964 Olympic Games, the exhibition gave rise to some key international partnerships (detailed overleaf) and a host of complementary events, such as gallery talks and a live online event with a member of the 1964 Olympic Torch Relay.

Highlights of the film screening programme were Ichikawa Kon's *Tokyo Olympiad*, widely regarded as one of the greatest sports documentaries of all time, and *Tokyo Paralympics – Festival of Love and Glory*, by director Watanabe Kimio. Screenings of the latter were preceded with talks by Coventry University Associate Professor and Paralympic scholar Dr Ian Brittain, and Noel Thatcher MBE, six-time Paralympian and five-time gold medallist.





Tokolo Asao [CONNECT] Individual and Group

17 JULY – 16 NOVEMBER 2021

This display of works by interdisciplinary artist, designer and educator Tokolo Asao was shown on the Ground Floor, running concurrently with *Tokyo 1964: Designing Tomorrow*. Designer of the Tokyo 2020 Olympic and Paralympic Games emblems, Tokolo has created works on the theme of 'connection' for over 20 years. Exhibits displayed included a number of his collaborations with skilled craftspeople in a variety of media, such as lacquer, porcelain from Arita and cut glass from Tokyo. For Japan House London, Tokolo designed an original street crossing, installed outside the entrance in collaboration with the Royal Borough of Kensington and Chelsea, and personally took part in a number of online presentations, such as with the University of Tokyo, as well as workshops with visitors to Japan House.

Tokyo 2020 Olympic and Paralympic Torches by Yoshioka Tokuji

13 JULY – 12 SEPTEMBER 2021

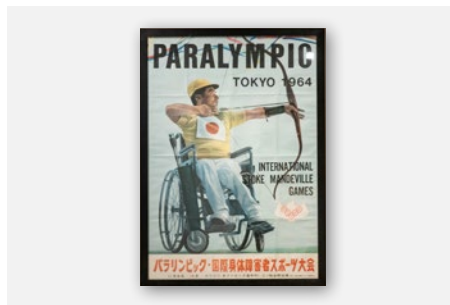
These rare pieces, by the influential designer whose works are held by MoMA, New York and the V&A in London, were available to view – and photograph – throughout the Olympic and Paralympic summer in one of the Ground Floor display booths. Resembling cherry blossom petals, and inspired by Yoshioka's visit to Fukushima in 2015, they were created using aluminium waste from the temporary housing used after the Great East Japan Earthquake and tsunami of 2011.



Partnerships

Seiko

The world's first, quartz-crystal chronometer – created by Seiko and measuring times up to one one-hundredth of a second – was one of the noteworthy exhibits of *Tokyo 1964: Designing Tomorrow*. Secured for loan through a partnership with Japan House London Corporate Member Seiko UK Limited, Seiko Holdings Corporation and The Seiko Museum Ginza, the portable timepiece was one of four brought to Japan House London from Japan. It illuminated the story of how Seiko became the first watchmaker outside Switzerland to be the official timekeeper for the Olympic Games, and whose involvement in Tokyo 1964 transformed the future of sports timekeeping. This story garnered significant global media coverage in the *New York Times* and *The Guardian*, while the partnership also resulted in the creation and screening of the short film *1964 Sports Timers* at Japan House London and The Seiko Museum Ginza. This partnership continues to develop.

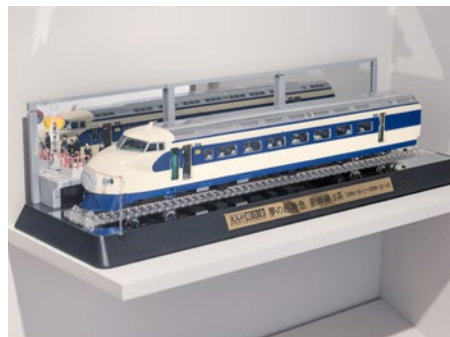


Parasport

Tokyo 1964 was the first time the word 'Paralympic' had been used in conjunction with the International Sports Competition for the Physically Disabled (previously known as the International Stoke Mandeville Games). For *Tokyo 1964: Designing Tomorrow*, Japan House London worked with the National Paralympic Heritage Trust and WheelPower (British Wheelchair Sport) in Stoke Mandeville, to tell the story of only the second time the competition was held in the same city as, and in 'para-lllel' with, the Olympic Games. This was in large due to the work of Japanese orthopaedic surgeon Nakamura Yutaka, who was inspired by the 'Father of Paralympic Sports', Professor Sir Ludwig Guttmann, and was instrumental in realizing the Paralympic Games in Tokyo in 1964. A highlight of the objects loaned was a contemporary film recording of the British team's journey from Stoke Mandeville to Tokyo, alongside the Official Programme and an example medal.

Central Japan Railway Company

The first 'Series 0' *shinkansen* (bullet train) was launched just days before the Tokyo 1964 Olympic Games. A fruitful partnership with the London team of Japan House London Corporate Member Central Japan Railway Company helped mark this ground-breaking achievement by securing important items for loan to *Tokyo 1964: Designing Tomorrow*, from the SCMAGLEV and Railway Museum in Nagoya. Meanwhile, a model of the latest bullet train, the 'N700S', was loaned by Central Japan Railway Company for display on the Ground Floor (September to November 2021). Supporting the partnership were public talks with Central Japan Railway Company and Imperial College London, screenings, in Japanese with English language assistance, of 1964 archive footage of *Tokaidō Shinkansen*, and a narrative history of the *shinkansen*, published on the Japan House London website.



Japan Sport

Japan House London's partnership with the Japan Sport Council was integral to realizing *Tokyo 1964: Designing Tomorrow* (5 August – 7 November 2021). The exhibition was produced in collaboration with the Prince Chichibu Memorial Sports Museum and Library of the Japan Sport Council, whose curators were instrumental in securing the loan of numerous noteworthy items – many of which were displayed for the first time in the UK. These included a model of the Yoyogi National Gymnasium by Tange Kenzō, original 1964 posters by Kamekura Yūsaku, and The Design Guide which, for the first time in a worldwide sporting event, set out the visual brand, including logotype, typography and the set of newly created pictograms, which continue to influence the visual identity of international sporting activities to this day.

Surprising Spaces

The Library

The Library on the Lower Ground Floor is a place for spontaneous discovery. More than just a library, it features a roster of carefully curated, thought-provoking book displays – often linked to the current exhibition – designed by book specialist Haba Yoshitaka. Haba is an expert in the field of book curation and a champion of paper books in the digital era; his displays encourage engagement by prioritizing curation

over quantity. Display topics have ranged from graphic design in Japan to *mingei* (folk crafts), from nature to food. In October 2018, The Library hosted a pop-up display of cover art from the works of popular author Murakami Haruki, in collaboration with Vintage Books, to coincide with the UK publication of his novel 'Killing Commendatore'. The Library also hosts talks and workshops and is available for hire.



Tatami Room

With its tatami mat floor and *tokonoma* alcove for temporarily displaying art objects, this intimate room on the First Floor is reminiscent of Japan in every aspect. Used for private dining events and special occasions, the Tatami Room is a tranquil space where guests can see pieces linked to the exhibitions and displays that are unseen by the wider public. For example, hanging scrolls by textile

designer Sudō Reiko and manga artist Urasawa Naoki, ceramic work designed by Tokolo Asao, architectural models by Sou Fujimoto and a paper sculpture by UK-based designer Azumi Tomoko.



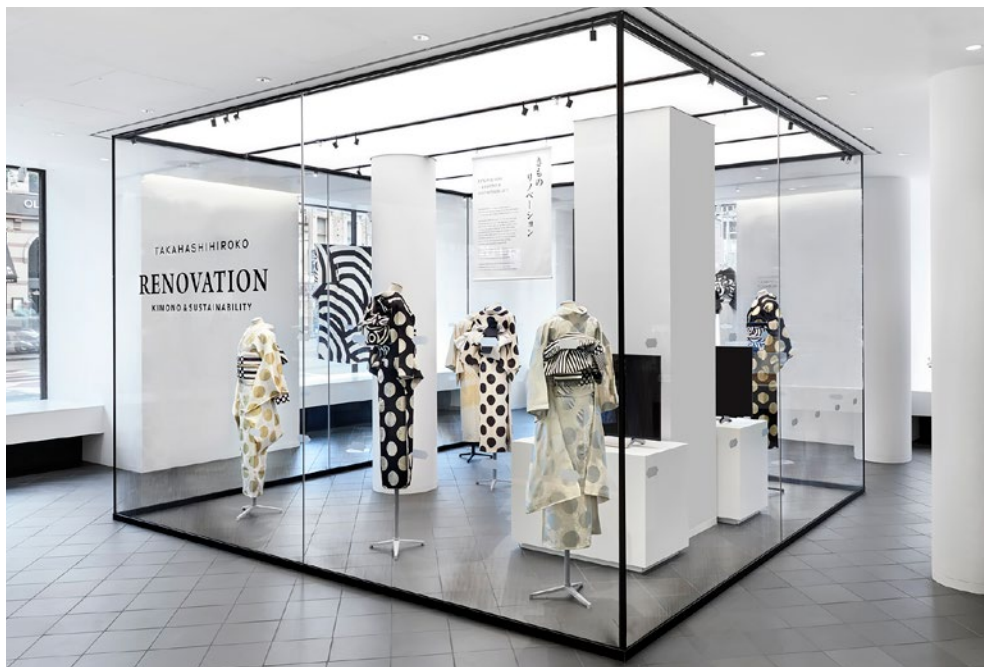
Regional Showcases

Celebrating the diversity of Japan's regions is at the heart of everything Japan House London does. The Ground Floor booths – which present regional goods for sale alongside the stories of their creation and creators – are key elements of this endeavour. The booths have variously featured the evolution of craftsmanship including *washi* by Sugihara Shoten wholesalers in Echizen in Fukui Prefecture, Edo *kiriko* cut glass from Sumida in Tokyo, and Nanbu ironware from Mizusawa in Iwate Prefecture.

The adjacent Travel Information area is a place similarly dedicated to the discovery of Japan's diverse regions.



Image: Tango *Chirimen* installation in a Ground Floor booth (17 May – 11 July 2021)



RENOVATION: Kimono & Sustainability

5 AUGUST – 7 SEPTEMBER 2020

RENOVATION, a display of kimono by visionary, contemporary textile artist, and founder of the brand Hirocoledge, Takahashi Hiroko, featured in the windows and Ground Floor booths. Inspired by the kimono's potential for sustainability, Takahashi de-colourizes old kimono, re-dyeing them in her signature bold graphic patterns, before retailoring them. Takahashi collaborates with master dyers and weavers, working with them to preserve, revive and update traditions. Since 2018, she has designed *yukata* (informal summer kimono) for wrestlers at the prestigious

Kokonoe sumo stables, not far from her studio in Sumida, Tokyo. In July 2020, the artist also hosted an online workshop visit, and, as the UK emerged from its first COVID-19 'lockdown', a demonstration of how to make a face covering using *tenugui* (simple cotton cloth). In September 2020 she visited to meet guests at Japan House London in person.



Kokeshi and Otaka Poppo

25 NOVEMBER 2019 – 15 JANUARY 2020

The long winters of Japan's north-eastern Tōhoku region have given rise to a rural tradition of characterful folk toys, hand-crafted by farmers using skills passed down through generations. Many of these toys – which often double as talismans – were available to view on the Ground Floor to coincide with the Gallery exhibition *WOW: City Lights and Woodland Shade* (21 November 2019 – 22 March 2020), which, in part, used projection technology to explore new ways of understanding Tōhoku wood crafts. They included the blue Matsukawa

daruma – a 'Designated Traditional Craft' of Miyagi Prefecture – which is handcrafted using a papier-mâché technique known as *hariko*; a red bobbing *hariko* cow, known as *akabeko*, from Aizu in Fukushima Prefecture; and Hijiori *kokeshi*, wooden dolls from the remote, hot spring town of Hijiori. Also featured were small *otaka poppo* – hawk-shaped sculptures associated with strength and good fortune – hand-carved from single pieces of wood in Yamagata Prefecture using the Sasano *ittobori* (one-knife carving) method.



Chazutsu tea canisters from Kyoto and kioke wooden buckets from Shiga

15 FEBRUARY – 31 MAY 2022

The works and tools of prominent Kyoto *chazutsu* (tea canister) maker Kaikadō, and important creators of *kioke* wooden buckets, Nakagawa Mōkōgei, based in Kyoto and Shiga, featured in a Ground Floor booth, revealing the future of tradition for these historic crafts that embrace function and beauty. Founded in 1875, Kaikadō was the first to design tinplate tea canisters that could store fresh tea leaves for long periods. Its sleek designs, in brass, tin and copper, are still handmade by artisans using a 130-step process, and are loved for their

versatility and colour tones that deepen with age. Meanwhile, *kioke* by Nakagawa Mōkōgei reveal the design evolution of wooden buckets once commonplace in Japanese households. The Nakagawa Mōkōgei workshops continue to use age-old methods to make typical *kioke* – by binding wooden strips using bamboo or metal rings – alongside innovative forms, such as their curved-rim champagne buckets, all without the use of nails.

Travel Information

Run by the Japan National Tourism Organization (JNTO), this area offers guidance and recommendations to travellers on places to visit across Japan via 'drop-in' consultations with its experts. Visitors can take away maps and brochures to help plan their adventures and dive deeper into Japan's regional destinations and cultures.

“ Japan House London, with its deep insight and sophisticated interpretation of Japan, never fails to impress. Products based on techniques from highly skilled craftspeople and design generated through history, genuine cuisine with delicate attention to detail and thought-provoking exhibitions. Every piece of Japan you find there will inspire your imagination to dream of unseen destinations and will introduce you to a world of endless discovery. This is why JNTO is proud to be a partner. ”

Jinushi Jun, Executive Director
Japan National Tourism Organization (JNTO) London Office



Craftsmanship from Japan

Designed as a 'social retail' space and inspired by the Japanese concept of *yō no bi* – beauty found in practical, crafted objects – The Shop is where visitors can enjoy the pleasure of shopping while experiencing the culture and history of Japanese craftsmanship through all kinds of products, including many unlike anything else seen before in the UK market. The Shop's collection ranges from utensils to conceptual products, with each item selected from across Japan and curated to communicate the history of industry and the evolution of Japanese authentic crafts. A visit can surprise and delight with the discovery of beauty in high quality materials, craftsmanship and functionality.

“

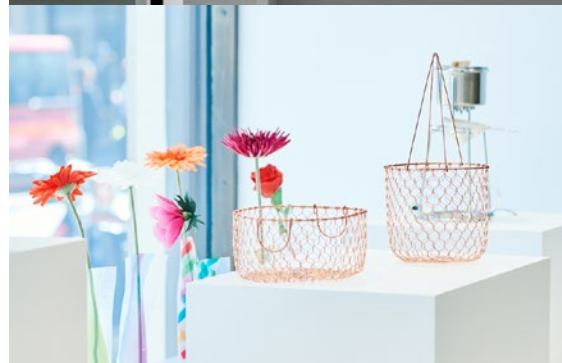
The concept for Japan House London's interior design was the *tokonoma* [a space in a Japanese home where guests can admire temporary displays of art such as a hanging scroll or a seasonal flower arrangement]. Just as the impression of an entire room is altered when the hanging scroll or flowers in the *tokonoma* are changed, we aimed to create a space with a uniquely Japanese character in which the atmosphere changes depending on the items that are placed inside it and the events that take place within it.

The intentional creation of empty booths affords the exhibits inside them the power to draw people's attention. Furthermore, by examining the relationship between the successive placement of these 'empty' spaces, we can reflect the interactive Japanese spatial concept of '*ma*', which is variously redefined depending on who uses the space and how.

The shelves on the walls are a modern interpretation of *kazaridana* [display shelves], which are fixed at different levels within the *tokowaki* [the space] adjacent to the *tokonoma*.

”

Katayama Masamichi
Interior Designer of Japan House London





Yoshioka Dyeing Workshop

Elegant silk stoles, incense sachets and business card holders in textiles of many colours created by the Yoshioka Dyeing Workshop were presented for sale in The Shop during *Living Colours: Kasane – the Language of Japanese Colour Combinations* (5 April – 19 May 2019), a Gallery exhibition celebrating the 200-year-old traditions of this Kyoto workshop. Now led by sixth-generation Yoshioka Sarasa – daughter of the late Yoshioka Sachio, who was head at the

time of the exhibition – the Yoshioka Dyeing Workshop uses historical documents and textiles to recreate colours from Japan's history. From light cherry blossom pinks to deep shades of indigo, its colours are created with natural, plant-based dyes, using age-old techniques. Each item reveals Yoshioka's deep appreciation of colour – something visitors could also experience in the forest of hand-dyed silk that cascaded from the Gallery ceiling.



Ceramics by Ogata Atsushi

With rich, deep colours, drawn out of naturally sourced clay, the tableware of potter Ogata Atsushi features among craft items hand-picked for sale in The Shop at Japan House London. Born in 1960, Ogata turned to pottery in his 30s, studying first in Seto City, an historic centre of ceramics in Aichi Prefecture, before establishing his studio in the countryside of Nara Prefecture. Ogata's highly recognizable, ash-glazed pieces are created in unrefined clay,

then shaped on the wheel, before being fired in a gas kiln or wood-fired in his self-built, climbing kiln (*noborigama*). Ogata's ceramics are powerful yet warm in appearance, with each piece revealing the distinct qualities and intrinsic beauty of the earth.



Photo: Mitsue Nagase

Lacquer Craft by Sugita Akihiko

Authentic techniques from Wajima, an important centre of Japanese lacquer craftsmanship, are on display in The Shop in the functional yet beautiful works of lacquer craftsman Sugita Akihiko. Born in Tokyo, Sugita trained for six years with Wajima master craftsman Akagi Akito before establishing his own workshop in Kanazawa, Ishikawa Prefecture. Sugita uses a painstaking process of painting and drying

12 coatings of high-quality *urushi* (Japanese lacquer) onto wooden pieces. The resulting cups, bowls and plates have a delicate yet durable quality, as well as rustic appeal, with the beauty of the wood grain revealed beneath the lacquer.



Washi and Chiyogami Products by Haibara

Envelopes and postcards in high-quality, smooth-textured *washi* (Japanese paper), by the long-established Haibara paper company, feature among the covetable Japanese-made items of stationery in The Shop. Founded in Nihonbashi, Tokyo in 1806, Haibara was the first company in Edo to specialize in *washi* made from hardwearing *ganpi* (a group of native Japanese shrubs), and its papers were held in

high esteem by calligraphers, *ukiyo-e* painters and woodblock printers. Haibara's *chiyogami* (printed *washi*) continues to be printed with a familiar range of themes, long appreciated for their aesthetic and symbolic qualities, while its signature *chiyogami* pattern – a striking, geometric design of diamond shapes arranged in a chequerboard pattern – is reminiscent of Edo-*kiriko*, a cut-glass craft developed in Edo in the 19th century.

Food Culture Stories

“

At AKIRA Restaurant, our chefs add a touch of delicacy and their own unique flair to two of the best known examples of Japanese cuisine – sushi and chargrilled robata.

We pay particular attention to the tableware used to present our food, using bespoke items made for us in Japan and crockery chosen by the chefs themselves, thereby ensuring a sense of harmony between the food and the dishes in which it is served.

While preserving the original concept, and building on numerous past achievements, we now aspire to becoming a one-of-a-kind Japanese restaurant, bringing to our menu the seasonality and regional traditions of the whole of Japan and serving specialities, the likes of which cannot be found elsewhere in London.

”

Inoue Morio
Founder and CEO of the Salt Group

“Currently my favourite restaurant on the entire planet”

William Sitwell for The Telegraph,
January 2019

“If you’re after an extremely aesthetically-pleasing taste of Japan, or want to feel like an absolute giant, Japan House London’s Michelin Bib Gourmand status restaurant, Akira, is serving up a tiny and impeccably intricate afternoon tea – all in Wes Anderson-friendly colours.”

Time Out London, February 2020

“I have another reason to visit Japan House: the restaurant upstairs, Akira, serves my favourite bento (boxed lunch) in London. It is a work of art and not to be missed.”

Quote by Rebecca Salter, President of the RA,
for the Royal Academy Magazine, March 2022

“For those who revel in watching while eating, Akira offers an especially exciting and dynamic dining experience – marvel as the chefs create and cook over the Robata charcoal grill, in a theatre-style kitchen at the restaurant’s centre.”

Best Restaurants in London, The Luxury
Editor, March 2020





Exhibition Collaborations

AKIRA Restaurant regularly collaborates on special menus that complement the exhibitions. The 'Kyoto Colours' cocktail celebrated both the region and the theme of the *Living Colours* exhibition while a mikan crème brûlée was created to honour Ehime Prefecture, the birthplace of Professor Yamanaka whose work was the focus of *Prototyping in Tokyo*.

The Stand

Serving more than 26,000 matcha lattes since opening, The Stand is a place to try authentic, hot and cold Japanese teas, matcha and *hōjicha* lattes, pour-over coffee and seasonal sweets. The takeaway drinks and snack bar, located at the entrance of Japan House London, also hosts experiences with past activities including tastings of Kōshū wine, Japanese gins, sake, tea and even *sayu* – hot water – boiled in Nanbu cast-iron kettles. In 2019, The Stand was transformed into a pop-up ramen bar for three days, serving noodles from AKIRA restaurant.



Japan House London Online

Since the launch of japanhouselondon.uk in 2018, Japan House London Online, encompassing web, social media and digital communications, has brought the Japan House London experience to a wider audience, including those unable to visit in person. The importance of this resource grew exponentially during the pandemic when, during several lockdowns, it was the only engagement Japan House London could offer.

In what was a highly competitive market, the team succeeded in attracting new audiences through the creation of new, original content, and the use of new formats which appeal to a broader base, such as 3D virtual exhibitions and live streaming of online events. This complemented the established programme of stories, videos and quick-reads on the website, content-rich posts on social media and popular eNewsletters.

An overhaul of website's 'Discover' section has improved the discoverability of content for visitors and expanded the breadth of material available, with new page types including activity sheets and recorded online events.

The creation of exclusive content such as the 'Essentials of the Japanese Kitchen' video and stories series, produced in collaboration with Shimizu Akira, continues to drive engagement online and prompt deeper discovery of Japanese culture.



Unique visitors to the website since launch

1,429,254



Live views of online events

195,046



Total Social Media Followers

99,533



eNewsletter subscribers

54,681



Social media engagements since launch

2,335,967



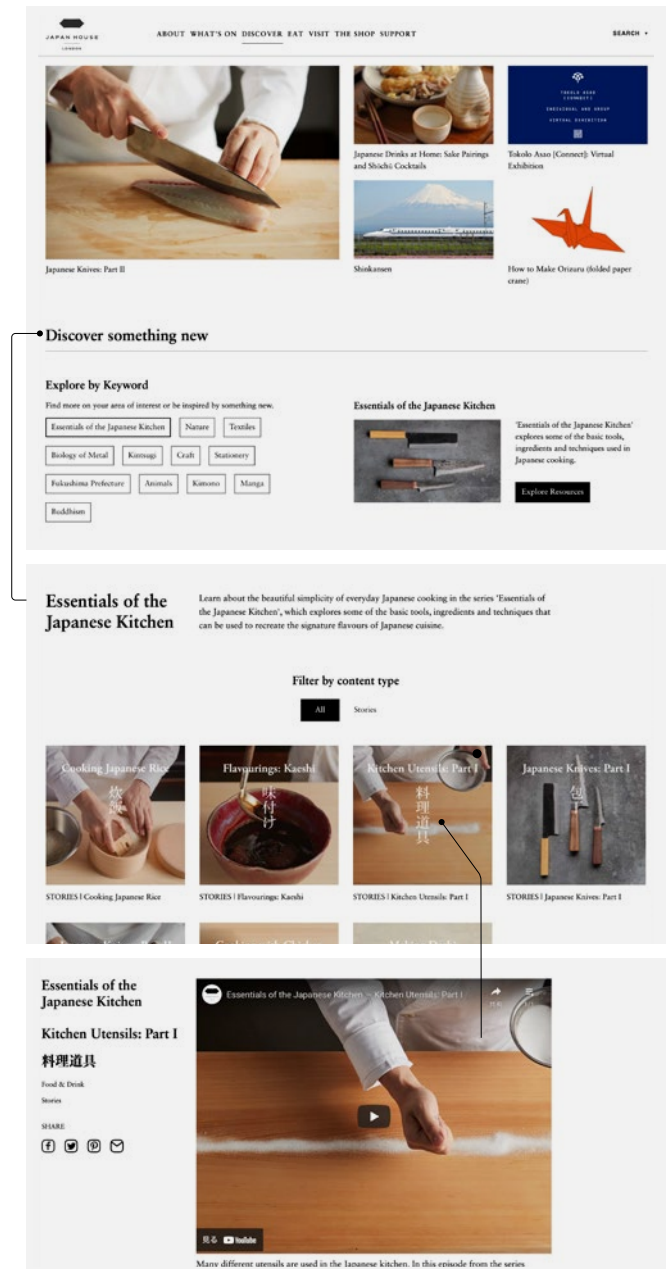
Newsletter – average open rate

28.4%*

*The 2022 benchmark for average open rate across all industries is 21.5%

*percentages relate to FY21 | Figures up to 31 May 2022

JHL website's 'Discover' section



Corporate Partnership Stories

Corporate partners are vital to the growth and sustainability of Japan House London. With a focus on long-lasting, meaningful relationships, the Partnerships Team works with supporters in a variety of ways including bespoke partnerships, sponsorship, in-kind support, and Corporate Membership. This flexible programme enables partner organizations to engage both employees and clients by hosting events, to expand their networks with special invitations and to reach new audiences through collaboration.

Since opening in 2018, Japan House London has worked with a diverse community of nearly 50 corporate partners, all united in their commitment to enabling Japan House London to present the very best of Japan. Supporters include both Japanese and European businesses across a variety of sectors such as financial services, food and beverage, trading, insurance, telecommunications, technology, electronics, design, travel, energy, shipping and more. Japan House London's commitment to high-quality collaboration received early recognition when it was awarded 'Best UK-Japan Partnership' at the 2018 British Business Awards (BBA) – only five months after opening.



Partnership Story: Cultural Awareness & Employee Engagement

Japan House London × Mizuho

Japan House London worked with Mizuho's Cultural Diversity Network to co-create a week-long programme (23–27 May 2022) of Japan-focused engagement for Mizuho's 1,400 Europe Middle East and Africa (EMEA) employees. The key objectives of the programme were to explore different perspectives, promote links with Japan and appreciate diversity.

The thoughtful series of both online and in-person engagements leveraged the Japanese financial institution's 150-year-old heritage and its partnership with Japan House London to increase cultural awareness and engage employees. Japan House London's *Symbiosis: Living Island* exhibition (21 May – 4 September

2022) was at the core of the programme which was launched by Mizuho Financial Group's CEO for EMEA. The programme included an online lunchtime exhibition introduction, an evening exhibition tour and reception at Japan House London, an online *ikebana* demonstration, a photography competition inspired by the exhibition, and bespoke mailshots featuring insights from the exhibition curator as well as resources for further learning for employees and their families. As a result of the positive response to the exhibition and the week's programme of events, further events celebrating the company's Japanese heritage are now being considered by Mizuho.



Corporate Members – Past and Present

(as at May 2022)

All Nippon Airways Co., Ltd
BECK
Brunswick Group
Central Japan Railway Company
Dai-ichi Life International (Europe) Limited
Eisai Europe Limited
ENEOS Europe Limited
Fujitsu Services Limited
Hankyu Travel International
Hitachi Europe Limited
InsideJapan Tours
ITOCHU Europe plc
JTI
Kaizen Institute UK
KDDI Europe / TELEHOUSE Europe
Keechdesign UK Ltd
K Line (Europe) Limited
Marubeni Europe plc
Mitsubishi Corporation London Branch
Mitsubishi Electric Europe B.V.
Mitsubishi Heavy Industries Europe, Ltd
Mitsubishi UFJ Trust and Banking Corporation
Mitsui & Co. Europe PLC
Mitsui Sumitomo Insurance Group
Mizuho Financial Group

MOL (Europe Africa) Ltd
MUFG Bank, Ltd
NEC Europe Ltd
Nomura
NTT Limited
NYK Group Europe Ltd
Panasonic UK
Ricoh Europe PLC
SEIKO UK Limited
Shiseido Group
SMBC Group
Sojitz Europe Plc
Sompo Japan Insurance Inc.
Sumitomo Corporation Europe Limited
Sumitomo Mitsui Trust Bank, Limited
SW7 Group
The House of Suntory
The Oblique Life
The Prince Akatoki London
Tokio Marine HCC
Yamaha Music Europe GmbH



Scan the QR code for a current list
of Corporate Members

“

As a creative agency that specialises in helping Japanese companies, our membership of Japan House London is very important to us. It continues to catalyse exciting collaborations and provides a context for dialogue with our Japanese partners both existing and new. Furthermore, the excellent events and exhibitions are a source of inspiration to our team, and provide an invaluable link to Japanese culture. In short, the distance between London and Tokyo now feels considerably less.

”

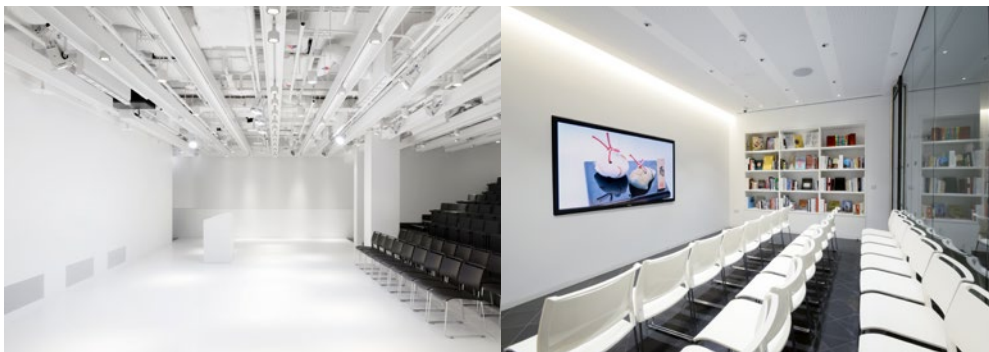
David Keech
Managing Director of Keechdesign UK Ltd

Venue Hire

Conferences, meetings, product launches, fashion shows and shoots, drinks receptions, workshops and screenings are among the plethora of special events held in Japan House London's diverse spaces since opening.

The Venue Hire spaces are made available to organizations whose activities support and promote culture, society and business from Japan, and from opening until the end of March 2022, the Japan House London team worked with 90 organizations on 136 special events, all held in the minimalist surrounds of this versatile

venue, in an iconic Art Deco building in the heart of Kensington. The spaces available for hire are the Ground Floor social retail area, with its gallery-like setting and café stand serving refreshments; the First Floor Japanese restaurant AKIRA with its intimate Tatami Room; and the Lower Ground Floor Gallery, Hall and Library – each of which is individual in its size and range of uses. For the full Japan House London experience, organizations can also request talks or private tours of the seasonal exhibitions with Japan House London's expert team.



Visitor Stories

In its first four years, Japan House London welcomed over 1.19M visitors into its inspiring spaces and stimulating exhibitions. Its wide appeal has attracted a broad range of audiences, with a more diverse visitor profile than seen in peer museums and galleries.

On arrival, guests to Japan House London are greeted by specialist Visitor Experience Assistants, trained in *omotenashi*, the Japanese concept of hospitality and care for guests. The assistants share their knowledge and personalize the experience for each guest to help them discover more during their visit. Visitors regularly comment on how these interactions have contributed positively to their experience.

Japan House London responded to the prolonged periods of closure caused by COVID-19 by increasing its focus on online content, attracting new audiences, initially to its digital platforms, and subsequently as in-person guests. First-time visits to Japan House London represented more than half of all visits in 2020, demonstrating that new audiences continue to discover Japan House London.



Comments from our Visitors

Japan House exceeded my expectations and I look forward to visiting again in the future.

– 28 August 2020

I found out about Japan House during Lockdown when I have spent some time researching the country/language, looking for where to travel to next. Japan has emerged as absolutely the country we would most like to visit as soon as it is possible. My visit to Japan House re-enforced it. I was spell bound – by the objects on display and by the behaviour of the Japanese staffing it.

– 4 July 2020

The kimono exhibition was beautiful, the space was very nice and the objects on display were very unique and interesting to explore and learn about the tradition and craftsmanship. I purchased different teas that I like and the coffee I bought as takeaway was delicious.

– 9 August 2020

The space has a special serene harmonious aesthetic & quality, both relaxing & inspirational. Japan House continuously showcases beautiful / artisanal items and narratives. The team are great...welcoming in a quietly warm way. It's my happy place where I retreat for my me time & relaxation plus inspiration.

– 4 July 2020



Photo: Nacása & Partners Inc



% of visitors who have learned something new about Japan or Japanese cultures:

94%



% of visitors who have learned something new about Japan or Japanese cultures:

92%



% of visitors who have said that they are more likely to visit Japan following their visit:

62%



Countries and regions of origin of in-person visitors to Japan House London

113



Countries and regions of origin of online visitors to japanhouselondon.uk

220

*percentages relate to FY21
Other figures up to 31 May 2022



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