

# Outline of the Basic Plan for the Integrated Cultural Arts Event

## 1. Event purpose

As part of an effort to create an environment that fosters a culture of peace, we will hold an integrated cultural arts event (hereinafter Integrated Event) with the aim of creating cultural arts activities that symbolize Hiroshima as the International Peace Culture City, and that will contribute to forming an awareness of peace and encourage people to take action.

## 2. Basic policy for the Integrated Event Initiatives

### (a) Scope of cultural arts

Music (including opera and traditional performing arts such as kagura) and media arts (movies, manga, animation, arts using computers, etc.) will be the mainstays of the program, which will make use of the strengths that Hiroshima City has nurtured to date. In the medium to long term, however, the program will be developed into a comprehensive program that includes various fields such as art and dance.

### (b) Achieving four objectives at once with the Integrated Event

We aim to achieve the following four objectives:

- Fostering a culture of peace through cultural arts activities
- Increasing and fostering people to carry out cultural arts activities
- Promotion of cooperation among participating organizations and community development, including revitalization of local communities
- Promotion of tourism and other activities to create a lively atmosphere in Hiroshima

### (c) Town planning initiative related to increasing and fostering people to carry out cultural arts activities

Focusing on young people to increase and foster people to carry out cultural arts activities will contribute to building a city that fosters cultural richness and humanity. Therefore, by linking both efforts, we aim to establish a culture of peace in Hiroshima and to also convey the spirit of Hiroshima to the world through this culture of peace.

### (d) Fostering a culture of peace with a view to the Hiroshima Regional Urban Area.

We will work to ensure that cooperation among the various entities of the cities and towns that make up the Hiroshima Regional Urban Area will be utilized to develop the unique cultural arts activities of each city and town. In this way, we aim to strengthen the foundation for fostering a culture of peace in the entire region.

### (e) Steady and reliable efforts to make the Integrated Event a world-class event

In order for everyone who participates to realize the value of peace and the richness of culture, and

for Hiroshima, the International Peace Culture City, to be recognized for its world-class cultural arts activities, citizens, administrations, cultural organizations, educational institutions, and the business community will work together to improve the event and steadily build on its achievements to make it a major event, and to achieve these goals.

### 3. Outline of the Event

#### (a) Name of the Event

Hiroshima Festival

#### (b) Concept

Sowing the seeds of peace and nurturing the next generation.

This is a festival to sow the seeds of peace through art and, at the same time, provide opportunities for the next generation. We aim to create a festival where professionals and the children who are the next generation can interact, raise cultural arts literacy, and spread the meaning of peace in Hiroshima to the next generation.

Means to realize the concept

#### Combinations

The creation of something new by combining various things such as amateurs and professionals, tradition and innovation, art and innovation, and Hiroshima and the world.

#### Fusion

By gathering diverse music and art in one place, the Integrated Event provides a place for participants to fuse them together and create something new.

#### Sharing the same spaces together

By creating and nurturing places and content together, we can create dialogue and increase contact with the next generation.



Three pillars for realizing the concept

- Academies (lectures/workshops)
- Competitions
- Awards

+ Festival  
(concerts/exhibits and events)

#### (c) Theme

#### Proposed theme for the first Integrated Event

Art for peace makes life shine; everyone plays a leading role!

The theme of the first Integrated Event will be "Art for Peace Makes Life Shine; Everyone Plays A Leading Role!" in the hope that the participation of as many people as possible in this first Integrated Event will lead to a greater number of interactions with the wish for peace in Hiroshima. This will be a new type of public participation event that has never been seen before, where the performers, viewers, and creators all play a leading role.

(d) Medium to long-term strategy and goal images

2022-2024 A small and quick start

A period to establish a track record

2024-2026 A period to attain domestic status

2026- Status as one of Japan's leading culture and arts festivals garnering international attention

(e) Years the Integrated Event will be held/Span

The first Integrated Event will be held in 2022. For the time being, the Integrated Event will be held every two years.

(f) Dates and duration of the Integrated Event

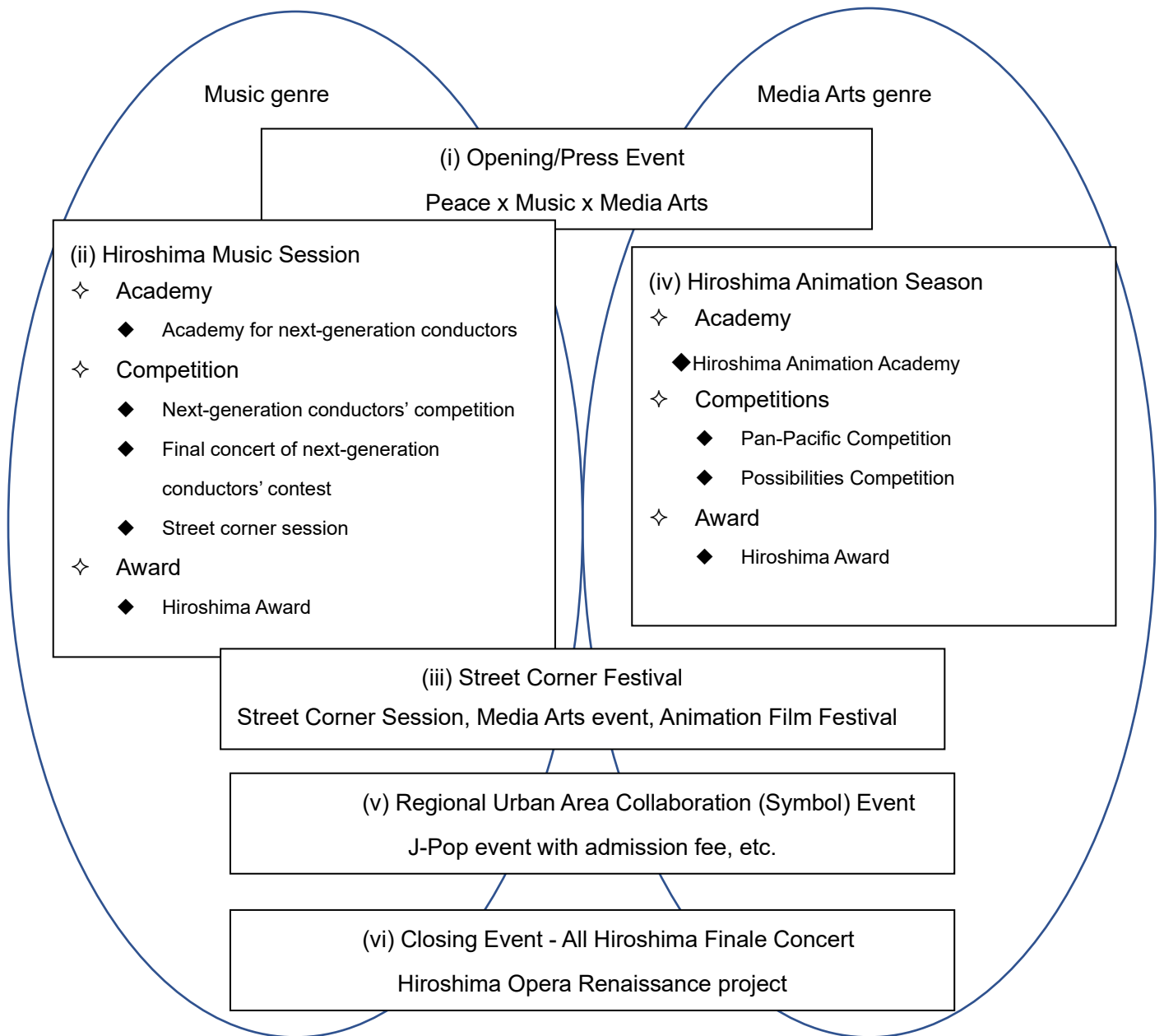
The Integrated Event will be held in August 2022 for a period of about one month (August 1-28, tentative).

(g) Business structure

The main genres of the Integrated Event will be music and media arts. In the music genre, content will be mainly orchestral music, including brass band, opera, chorus, pops, songs from anime, jazz, and traditional performing arts and culture. In the media arts genre, the content will be mainly animation, movies, manga, etc.

No. 1 Proposal for the main events structure

Hiroshima Festival



1. Opening/Press Event

In order to inform as many people as possible about the start of the Integrated Event, we will invite the press and hold an event that combines classical music, chorus, and media arts such as animation, manga, etc.

## 2. Hiroshima Music Session

The three pillars for realizing the concept of the Integrated Event are Academy, Competition and Awards, and for the music genre, they will be known as the Hiroshima Music Session.

### ◇ Academy

#### ◆ Academy for next-generation conductors

As a project to foster the next generation of conductors, the Next Generation Conductor Academy and the Next Generation Conductor Competition will be held for pre-selected young conductors by General Music Director Tatsuya Shimono of the Hiroshima Symphony Orchestra.

### ◇ Competition

#### ◆ Next Generation Conductor Competition

#### ◆ Next Generation Conductor Competition Final Concert

#### ◆ Street Corner Session

A music and performance festival in the city, by the water, and on streetcars/trains. The festival is expected to be held at two locations in the city every weekend. During the festival, music performances and media art exhibitions will be held in the center of Hiroshima City to raise awareness of the Integrated Event.

### ◇ Award

#### ◆ Hiroshima Award

The award will be presented to an individual or music group active in Hiroshima, or a piece of music related to Hiroshima, based on votes and recommendations by music professionals and experts, as well as votes from the public, to honor their contributions and to publicize the significance of holding Hiroshima Festival.

## 3. Street Corner Festival

### ◇ Street Corner Session/Media Arts Event

By inviting groups not only from within Hiroshima City, but also from within the Hiroshima Regional Urban Area to participate, the Integrated Event aims to foster a cultural arts climate within the area by holding concerts and media art exhibitions throughout the city.

### ◇ Animation Film Festival

As the Hiroshima Animation Season collaborative project, special programs and award-winning works selected by the curator team\* will be screened and exhibited in collaboration with various facilities in the city.

\*Curator Team: A group of experts from Japan and abroad who are in charge of selecting the screening programs for the Hiroshima Animation Season.

#### 4. Hiroshima Animation Season

The Hiroshima Animation Season will consist of three pillars: two Competitions (Pan-Pacific Competition and Competition by Genre) that focus on the potential of animation; an Award (Hiroshima Award) to recognize the achievements and accomplishments of Japanese animation; and an Academy (Hiroshima Animation Academy) to nurture the next generation of youth in animation (or through animation).

##### ◇ Competition

###### ◆ Pan-Pacific Competition

The competition is limited to Asia, America, Oceania and other regions that find it difficult to access the existing animation film festival scene, which is mainly centered in Europe, to increase our regional and international presence.

###### ◆ Possibilities Competition (by genre)

The competition is open to countries throughout the world, including regions outside the Pacific Rim. Today, animation is being used in a variety of genres and fields. Against the backdrop of this situation, the Possibilities Competition sets up multiple categories each time for competition by category (i.e., genre) without dividing into short and feature films.

##### ◇ Award

###### ◆ Hiroshima Award

Modeled after the US Academy Awards, awards will be given in various categories to works and people that are considered to have made significant achievements in the past two years. In particular, we will establish the Staff Award, which is not covered by other existing awards, so that it can function as a place to recognize the achievements of the Japanese animation industry. By becoming Japan's representative award for animation, we aim to make the achievements of Japanese animation more visible internationally.

##### ◇ Academy

###### ◆ Hiroshima Animation Academy

This project aims to nurture the future of the animation industry and contribute to the development of the next generation through animation. Each initiative will be implemented throughout the year starting from April, the year of the Integrated Event.

###### ● Hiroshima Animation Artist-in-Residence (Hiroshima-AIR)

People eligible to be invited: Animation and visual artists from around the world and Japan (screenwriters, manga artists, and other animation-related professionals are also eligible).

The invited artists will stay in the greater Hiroshima area for six months with a view to collaborating with the Hiroshima Regional Urban Area. In addition to researching the history of Hiroshima and creating their own works, the invited artists will participate in other programs of the academy and convey the appeal of media arts to citizens and the Hiroshima Regional Urban Area.

###### ● Street Corner Animation Class (Aimed at Hiroshima citizens)

People from various fields who are interested in animation production spend several months making short animations under the guidance of the invited artists for Hiroshima-AIR and the program's own coaches, and the results are screened and presented at the Event.

- Hiroshima Media Arts Education (HIME) (Aimed at Hiroshima citizens)  
This is an education program for improving media literacy and cross-cultural understanding of citizens through animation, in cooperation with educational institutions, community halls and other city facilities. A curatorial team will be involved to ensure professionalism.
- Hiroshima Animation Conference and Talk (Aimed at Hiroshima citizens, fans, and related parties)

In the allotted period, themed conferences, talk programs and lectures will be held. In addition to lectures and workshops by people who have been selected and awarded in competitions and awards, the curatorial team will also hold conferences on set themes.

#### 5. Regional Urban Area Collaboration [symbol] Event

##### ◇ Main venue, August 26 (Friday) - 28 (Sunday)

The main outdoor stage will feature performances by the Hiroshima Wind Orchestra and other music groups from the Hiroshima Regional Urban Area. In the indoor space, there will be exhibitions of original drawings of anime and manga, etc.

In addition, food and beverage and product sales areas from each city and town will be set up, as well as related corporate exhibit booths. After sunset, animation projection mapping fused with music will be performed.

##### ◇ Indoor venue August 21 (Sunday)

This event, with an admission fee, will feature live J-pop performances by well-known anime singers and artists associated with Hiroshima.

#### 6. Closing event All Hiroshima Finale Concert

A concert will be held at the venue of the Regional Urban Area Collaboration [symbol] Event in collaboration with organizations active in Hiroshima City. The event will also be linked to the Hiroshima Opera Renaissance project by showing opera performances on monitors at the venue.

### No. 2 Related events

Events held by the cities and towns of the Hiroshima Regional Urban Area or other cultural organizations during or around the time of the Integrated Event will be designated as Related Events. A system will be set up for deciding on conditions and benefits for the organizers. We will also collaborate with them in terms of public relations.

#### 4. Venue

In addition to the many cultural facilities owned by the government and private businesses, Hiroshima City also has several open spaces where cultural activities can be held, making it possible to conduct a variety of cultural arts activities.

For the Integrated Event, we will make the most of these regional characteristics and set up venues where citizens and tourists can come into contact with cultural arts throughout the city.

#### 5. Estimated event costs and method of securing funds

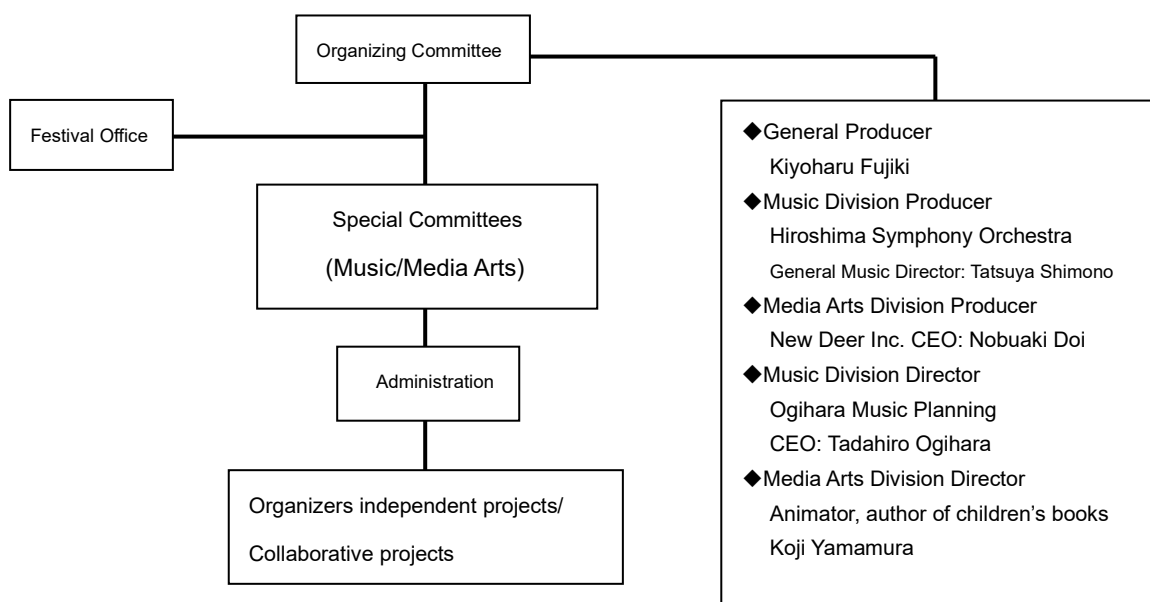
##### (1) Estimated event costs

The total cost for the Integrated Event, including the two years of preparation and hosting, is expected to be around 200 million yen.

##### (2) Method of securing funds

In order to ensure that the Integrated Event does not end up as a one-time event, but can be managed sustainably, the necessary project expenses will be secured by utilizing subsidies from the national government and other organizations, as well as cooperation from not only the public sector but also the private sector, including the business community, through sponsorship and other contributions, and crowdfunding.

#### 6. Implementation and management organization





## **7. PR Strategies**

Policies and methods

(1) In addition to the creation of logos, printing tools, and websites (HP), we also send out detailed news releases and select and distribute web advertisements suitable for the target audience, use Twitter and Instagram, and focus on a combination of PR, the internet and social media services, with the aim of spreading the content both domestically and internationally.

(2) An ambassador will be appointed to bring the Integrated Event to the attention of the general public and to attract more visitors. Supporters who are celebrities from or associated with Hiroshima will be recruited to serve as PR spokespeople and gain exposure in the national media.

(3) We will work with the media (TV, newspapers, etc.) in the prefecture to increase the exposure of the project beyond the budget.

(4) Efforts will be made to produce event-related goods and travel products.

## **8. Implementation Schedule**

August 2021: One year prior PR event

April 2022: 100 days prior event

July 2022: 30 days prior event

August 2022: Integrated Event kicks off

## **9. Holding of pre-events**

One year before the Integrated Event will be held, a pre-event will be held in the center of the city, featuring a collaboration of music and media arts, to build momentum for the main event.

## **10. Other items**

### **(1) Countermeasures against COVID-19**

We will take measures in accordance with the Event Guidelines for the New Normal to thoroughly prevent COVID-19 infection. In addition, we will use our website to create and distribute multilingual contents of cultural arts activities online.

### **(2) Eat/Drink Local Collaboration – Hiroshima Festival Ticket Sets**

In order to make Hiroshima Festival take root in the local community, we will collaborate with local restaurants and other businesses and consider plans for creating fans.

### **(3) Hiroshima Festival Passport and interactions amongst the performers**

We will create opportunities for many people to enjoy cultural arts by issuing passports that allow them to participate in music and media arts events across the board for a single fee. It will also provide an opportunity for performers of music and media arts events to deepen their interaction with each other through guest appearances.