

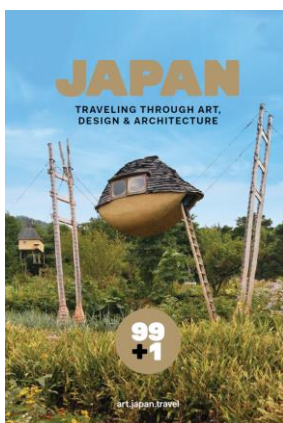
FOR IMMEDIATE RELEASE

Monday, March 13, 2017

**“99+1 JAPAN: Traveling Through Art, Design & Architecture”
Pocket book publication and website launch**

A new book and website promoting the appeal of
Japan’s best art, design and architecture to overseas visitors

- The first ever publication and website created by the Japan National Tourism Organization (JNTO) specifically promoting the appeal of modern art, design and architecture to overseas visitors.
- Foreign experts in each field, in collaboration with Japanese editors, crafted texts introducing 99 of the most interesting places to appreciate modern Japanese aesthetics, spanning museums, galleries, hot springs, gardens, and even including a volcanic geopark and pop culture mecca.
- JNTO will leverage the mutual cooperation established with the Japan Foundation in May 2016 to raise awareness of the project. JNTO will also carry out promotion at international tourism trade fairs, Japan travel seminars and through its website and SNS.



Pocket Book Cover: “Flying Mud Boat”
(Artist: Terunobu Fujimori)



Website: <http://art.japan.travel/>

99+1 JAPAN: Traveling Through Art, Design & Architecture

A compendium of 99 of Japan’s most interesting modern art museums, art events, public facilities, commercial buildings and more. Carefully selected by respected foreign and Japanese editors. (see Supplementary Sheet 1)

[Official Website]

<http://art.japan.travel/>

[Featured Sites]

Museums: The National Art Center, Tokyo, Shinshoji Zen Museum and Gardens
Public Facilities: Moerenuma Park, Onagawa Station Building, Genbi Shinkansen
Commercial Facilities: TOKYO CULTUART by BEAMS

[Other Content]

Commentary from world-renowned architects Hiroshi Hara, Mark Dytham, Kengo Kuma, and others

Essays by editor-in-chief Roland Hagenberg, including “Rethinking Reconstruction” (architecture and the Tohoku disaster recovery) and “The Infinity of Limited Space” (making use of narrow spaces in Tokyo)

[Website Content]

Aside from all 99 entries, the website features information on travel agencies that can arrange art-related tours to Japan and national museums offering later closing times (Fri/Sat until 8pm)

[Meaning of Title]

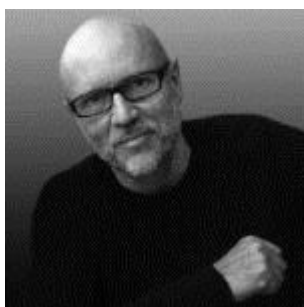
The “+1” expresses the projects’ desire for visitors to Japan to discover their own spot in addition to the 99 profiled.

Contact: Ryo Ito
Marketing Strategy Section, Inbound Strategy Department
Japan National Tourism Organization (JNTO)

www.jnto.go.jp

4-4-1, Yotsuya, Shinjyuku-ku, Tokyo 160-0004, Japan
TEL: 03-6691-3891 E-mail: strategy@jnto.go.jp

Supplementary Sheet 1: About the Editors



Roland Hagenberg

Born in Vienna, Austria. Roland is a writer, photographer and film maker, currently residing and working in Tokyo, who writes for a variety of publications. His essays, travel reports, stories and photographs have been published in global magazines such as “Vogue” and “Architectural Digest”. He is the initiator of the “Raiding Project”, collaborating with Japanese architects Terunobu Fujimori, Hiroshi Hara, Kengo Kuma and others to develop experimental micro-houses in Raiding, the birthplace of composer Franz Liszt in Austria.



Ian Lynam

Born in New York, U.S.A. Ian has a BS in Graphic Design from Portland State University and an MFA in Graphic Design from CalArts. He is Co-Chair and faculty at Vermont College of Fine Arts in the MFA Graphic Design program. In Tokyo, he is also faculty at Temple University Japan and Meme Design School. Currently, he writes for “Idea Magazine” (Japan) and “Slanted Magazine” (Germany), and is also a co-founder of “Néojaponisme”, a critical cultural online journal.



Renna Okubo

Born in Tokyo, Japan. Renna is a graduate of Columbia University’s Barnard College, where she received a BA in Art History. While at Barnard, she gained considerable experience as an intern at Printed Matter, Christie’s Auction House, the Whitney Museum, and MoMA. After returning to Japan, she worked for eight years at Wako Works of Art, and three years at the Tokyo branch of Blum & Poe. She currently works as a freelance writer, translator, interpreter and coordinator in the art field.

Supplementary Sheet 2: About the listings

No.	Spot Name	Prefecture
1	Suiboku	Hokkaido
2	The Barn	Hokkaido
3	Moerenuma Park	Hokkaido
4	Sapporo International Art Festival 2017	Hokkaido
5	ZABORIN	Hokkaido
6	space 1-15	Hokkaido
7	AOMORI MUSEUM OF ART	Aomori
8	Towada Art Center	Aomori
9	Akita Museum of Art	Akita
10	Akita International University Nakajima Library	Akita
11	Onagawa Station	Miyagi
12	Iwate Museum of Art	Iwate
13	Ginzan Hot Spring Fujiya Inn	Yamagata
14	Yamagata Biennale 2018	Yamagata
15	Ken Domon Museum of Photography	Yamagata
16	Tendo Mokko Yamagata Head Office Show room	Yamagata
17	Sendai Mediatheque	Miyagi
18	Kankaku Museum	Miyagi
19	HAJIMARI ART CENTER	Fukushima
20	TOKYO CULTuART by BEAMS	Tokyo
21	KAWAII MONSTER CAFÉ	Tokyo
22	SunnyHills at Minami-Aoyama	Tokyo
23	Nezu Museum	Tokyo
24	Taka Ishii Gallery	Tokyo
25	TOTO GALLERY-MA	Tokyo
26	21_21 DESIGN SIGHT	Tokyo
27	The National Art Center, Tokyo	Tokyo
28	Mori Art Museum	Tokyo
29	The National Museum of Modern Art, Tokyo	Tokyo
30	HOSHINOYA Tokyo	Tokyo
31	Mitsubishi Ichigokan Museum, Tokyo	Tokyo
32	Jiyu Gakuen Myonichikan	Tokyo
33	The Japan Folk Crafts Museum	Tokyo
34	Nakano Broadway	Tokyo
35	The Peak Bar	Tokyo
36	The National Museum of Western Art, Tokyo	Tokyo
37	Tokyo National Museum, The Gallery of Horyuji Treasures	Tokyo
38	National Museum of Nature and Science	Tokyo
39	Yokohama Museum of Art	Kanagawa
40	Yokohama Triennale 2017	Kanagawa
41	The Hakone Open-Air Museum	Kanagawa
42	Sayama Forest Chapel	Saitama
43	Art Tower Mito	Ibaraki
44	Genbi Shinkansen	Niigata
45	Echigo-Tsumari Satoyama Museum of Contemporary Art / KINARE	Niigata
46	SATOYAMA JUJO	Niigata
47	Kyu-Hyuga-Bettei at Atami Hyuga Villa	Shizuoka
48	Asaba	Shizuoka
49	IZU PHOTO MUSEUM	Shizuoka
50	Takasugan	Nagano

No.	Spot Name	Prefecture
51	Japan Alps Art Festival 2017	Nagano
52	Maru Factory	Nagano
53	D.T. Suzuki Museum	Ishikawa
54	SUZU 2017: Oku-Noto Triennale	Ishikawa
55	NAKAYA UKICHIRO MUSEUM OF SNOW AND ICE	Ishikawa
56	Yoshijima Heritage House	Gifu
57	21st Century Museum of Contemporary Art, Kanazawa	Ishikawa
58	MOSAIC TILE MUSEUM Tajimi	Gifu
59	SITE OF REVERSIBLE DESTINY - YORO PARK, GIFU	Gifu
60	HOTEL ANTEROOM KYOTO	Kyoto
61	KOU-AN Glass Tea House	Kyoto
62	Toraya Kyoto Ichijo Shop	Kyoto
63	SOMUSHI	Kyoto
64	The National Museum of Modern Art, Kyoto	Kyoto
65	Kawai Kanjiro's House	Kyoto
66	Higashi Honganji	Kyoto
67	Kaho Gallery	Kyoto
68	Kyoto National Museum, Heisei Chishinkan	Kyoto
69	Katayama Bunzaburo Shoten	Kyoto
70	Kyoto International Manga Museum	Kyoto
71	Kyoto Art Center	Kyoto
72	Nara National Museum	Nara
73	The National Museum of Art, Osaka	Osaka
74	Sakai City Traditional Crafts Museum	Osaka
75	Aquaxignis	Mie
76	Taneya CLUB HARIE at La Collina Omihachiman	Shiga
77	MIHO MUSEUM	Shiga
78	Onomichi U2	Hiroshima
79	Shinshoji Zen Museum and Gardens	Hiroshima
80	Peace Bridge, West Peace Bridge	Hiroshima
81	Adachi Museum of Art	Shimane
82	Onsaka no ie	Okayama
83	Mushi Bunko	Okayama
84	Inujima	Okayama
85	Teshima Art Museum	Kagawa
86	Marugame Genichiro-Inokuma Museum of Contemporary Art	Kagawa
87	Setouchi Triennale	Kagawa
88	The Isamu Noguchi Garden Museum Japan	Kagawa
89	Kagawa Prefectural Government Office East Wing	Kagawa
90	Toyo Ito Museum of Architecture, Imabari	Ehime
91	The Kochi Prefectural Makino Botanical Garden	Kochi
92	MTSUBISHI ESTATE ARTIUM	Fukuoka
93	Fukuoka Asian Art Museum	Fukuoka
94	Kyushu National Museum	Fukuoka
95	Kyushu Geibunkan	Fukuoka
96	Nagasaki Prefectural Art Museum	Nagasaki
97	Contemporary Art Museum, Kumamoto	Kumamoto
98	Kirishima Open-Air Museum	Kagoshima
99	Okinawa Prefectural Museum & Art Museum	Okinawa

Contact: Ryo Ito
Marketing Strategy Section, Inbound Strategy Department
Japan National Tourism Organization (JNTO)

www.jnto.go.jp

4-4-1, Yotsuya, Shinjyuku-ku, Tokyo 160-0004, Japan
TEL: 03-6691-3891 E-mail: strategy@jnto.go.jp



Japan. Endless Discovery.