

Yamato Culture & Arts Promotion Master Plan [3rd]

--- Summary Version ---

Period **2019** → **2023** (5years)

The Yamato Culture & Arts Promotion Master Plan [3rd period] (the “Plan”) was designed in March of 2019 to develop the further promotion of culture & arts in Yamato City as well as to improve the general and systematic approach to it while taking into consideration the changing surroundings. In this approach, the diverse values produced by culture & arts will contribute to various fields. This summary version is written to provide citizens an accessible overview of the “Plan.” The complete version is available on the Yamato City website.

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The Yamato Culture & Arts Promotion Ground Plan was made available on our website.

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History of the “Plan’s” Development

Yamato City established the “Yamato Culture & Arts Promotion Code (the “Code”)” in 2009 to achieve the future vision of the city from the culture and arts perspective, as described in the general plan.

The “Code” clearly represents our intention to advance fundamental culture & arts promotion by defining the purposes and fundamental philosophy of culture & arts promotion in Yamato City, and to aim for a realization of activeness in the local society and enjoyment in civil life.

Also, based on the “Code,” the “Yamato Culture & Arts Promotion Master Plan” was designed in 2011 to promote a general and systematic approach to culture & arts from which come various kinds of culture & art projects.

Characteristics of the “Plan”

To Achieve the Future Vision of the City from the Culture & Arts Perspective

The plan is designed with the goal to achieve the vision of the city’s future based on the master plan from the perspective of culture & arts.

To Materialize the Concept and Basic Philosophy of the “Code”

The plan presents the target vision and lays out measures to realize it in such a way that it embodies the purpose and basic philosophy of the “Code.”

To Clarify the Roles of Citizens and the City, and to Share Them

The plan clarifies the roles of each agent involved in regard to culture & arts and how to share them.

To Cooperate with National Policies in Line with the Goals of the “Basic Act on Culture and the Arts”

The plan is designed as a “Basic Plan on the Promotion of Local Culture and the Arts” and functions in line with the “Basic Act on Culture and the Arts” in cooperation with the national policies appropriate for driving general culture & arts promotions in this city.

Genres Targeted by the “Plan”

The “Plan” targets the various genres explained in the “Basic Act on Culture and the Arts” in order to promote wide-reaching activity in culture & arts.

Additionally, “new culture & arts” which don’t fit clearly in any set genre are also included in the target.

And, we cooperate with any front that is involved with or working on any of the target fields.

“Basic Act on Culture and the Arts” Examples

Art : literature, music, art, photography, theater, dance and other arts

Media Art : film, comic, animation and computer other art using electronic devices

Traditional Performance : Gagaku, Nogaku, Kabuki, Kumiodori and other traditional performance

Performing Arts : Kodan(storytelling), Rakugo, Rokyoku, Mandan, Manzai, singing and other performing arts

Life Culture : Sado (tea ceremony), Kado (flower arrangement), calligraphy, cuisine culture and other lifestyle involving cultures

National Entertainment : Igo, Syogi and other national entertainment

Publications and Records, etc.

Cultural property etc. : tangible and intangible cultural property and its preservation technology

Culture and the Arts in the region : Traditional arts and Folk arts Unique to the region, such as Culture and the Arts Performances and Displays in each region, Art festivals

Changes Surrounding Culture & Arts

Action in Response to Depopulation and Diversified Lifestyles

It is expected that the effects of low birthrate and longevity will impact Yamato City in the near future and the composition of the population will significantly change. At the same time, the attitudes regarding life are also changing. Lifestyles are diversifying, as stated in “the period of 100 years.” We work to improve the environment for people to enjoy the culture & arts widely, as well as facilitating cooperation with other fields.

Points	Weakened base to support	Method	Improvement of environment
	Critical shortage of agents		Succession for future
	Anxiety in decline of community		Identity through culture & arts

Utilize ICT (Information and Communication Technology) widely

The utilization of ICT brings considerable convenience to our lives in various fields. For example, we can utilize ICT’s positively to promote culture & arts. On the other hand, the reduced intimacy in human relationships becomes a social problem. From this observation, culture & arts are expected to become a great social value.

Points	Society overflowing with information	Method	Platform for sending information
	Utilizing new information media		Fulfilling info-media (SNS, etc.)
	Reduced intimacy in relationships		Promote interaction through culture & arts

Create Allure, Bringing to Realization a Unique Town

The growth of globalization and ICTs have facilitated the exchange of people and things to the point that various services can now be delivered to our living rooms. This causes “homogenized areas” which reduce the uniqueness of local love and patriotism. Creation of allure and attachment of local towns through culture & arts is expected to counter this.

Points	Become familiar with various cultures	Method	Create International exchange through Culture & Arts
	Develop attachment and understanding to one’s own area		Utilize and conserve historical treasures
	Enhance the energy of a town		Create allure through culture & arts

Ideas of the “Plan”

“The Code” shows the purpose and basic ideas for developing a comprehensive promotion of culture & arts in Yamato City. The target image of the “Plan” and the measures to promote it are based on these ideas.

Yamato Culture & Arts Promotion Code (extract)

Section 1 (Purpose)

○This code aims to develop the comprehensive promotion of measures in regard to citizens’ activities and the cultivation of culture & arts by setting up the fundamental items for basic ideas, defining a citizen’s and city’s role and explaining the measures planned for culture & arts promotion. It also aims to contribute toward the creation of a fertile, charming and vigorous society.

Section 2 (Basic ideas)

- Regarding the promotion of culture & arts, everyone has the fundamental right to create and enjoy them. So, an environment for citizens to get acquainted with culture & arts should be provided.
- Regarding the promotion of culture & arts, a citizen’s autonomy and creativity is to be respected, as well as the diversity of culture & arts.
- Regarding the promotion of culture & arts, a conservative culture & arts is to be maintained, while a new culture & arts is being created at the same time.
- Regarding the promotion of culture & arts, the municipal authorities cooperates with a citizen and shall cooperate.

Target Image



Cultural Town: A Healthy City Yamato

The Culture & arts are expected to nurture imaginative hearts, cultivate relationships and make a more active town.

Furthermore, conserving local original culture and history--and helping citizens involved in the various activities of culture & arts to play a larger role--grows pride and affection for the town and creates originality and appeal.



Yamato City has developed the comprehensive promotion of culture & arts "Cultural Town: A Healthy Yamato City," so that people/town/society can shine through culture & arts and realize a rich life and active society.



Policy of Approach



The priority methods are selected by setting a "policy of approach", based on change in the environment of culture & arts.

Empowerment Improve Citizen's Creativity & Cultural Capability

Selected priority methods

- Target policy 1 Method 1-1
- Target policy 3 Method 3-1
- Target policy 4 Method 4-1

Environments will be improved to provide opportunity for everyone to get acquainted with culture & arts and to approach them both independently and spontaneously. Also, more opportunities for people to meet various cultures in the area will be provided.

Promotion Enhance Dissemination for Culture & Arts

Selected priority methods

- Target policy 2 Method 2-1
- Target policy 5 Method 5-1

Information on the activities of culture & arts in the city will be more widely delivered to citizens. The sharing of information will be enhanced by using a variety of media types with the aim to interest and inspire citizens to join.

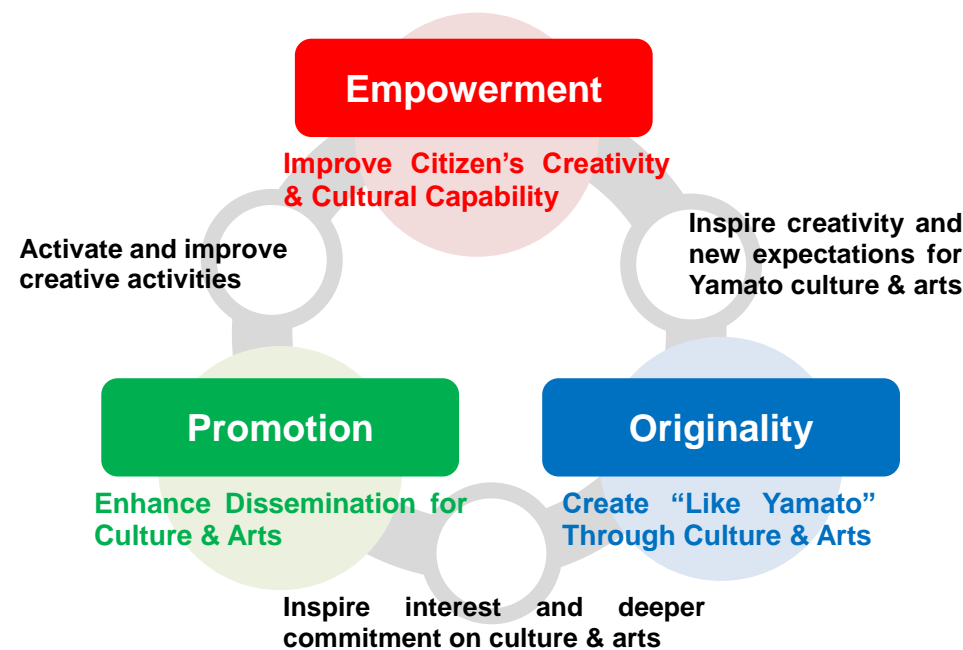
Originality Create "Like Yamato" Through Culture & Arts

Selected priority methods

- Target policy 2 Method 2-1
- Target policy 6 Method 6-1

Taking advantage of an area's character, cultural appeal and the traditional local events which are conserved in Yamato, projects with unique and original culture & arts are developed so that the town appeals with a more "Like Yamato" feel created by culture & arts.

The three elements above are defined as the fundamental policies. The effectiveness of each target policy will be enhanced by the comprehensive promotion of culture & arts promotion, achieving the best of synergy with each element involved.



Target Policy & Method

Target policy

1 Develop Connection Between a Citizen's Life, and Culture & Arts

- Method 1-1 : Consider environment to get acquainted with C&As**
- Method 1-2 : Support citizen's spontaneous activities for C&As
- Method 1-3 : Increase opportunities to reach high quality C&As
- Method 1-4 : Develop the power of C&As in use with society

Target policy

2 Conserve Local Culture and Pass Down to the Next Generation

- Method 2-1 : Conserve, succeed and use historical resources**
- Method 2-2 : Increase opportunities to know and learn local history/culture
- Method 2-3 : Discover and promote historical/cultural sites that are "Like Yamato"

Target policy

3 Establish an Environment Where All Children Can Get Acquainted with Culture & Arts

- Method 3-1 : Increase genuine opportunities for children to shine**
- Method 3-2 : Arrange support systems for children's C&As activities
- Method 3-3 : Increase opportunities to present the results of their activities

Target policy

4 Raise Leaders to Promote Culture & Arts

- Method 4-1 : Arrange a support system for C&As activities**
- Method 4-2 : Support the youth's creative activities
- Method 4-3 : Raise successors of traditional culture

Target policy

5 Make a Public Appeal for Yamato Culture & Arts

- Method 5-1 : Enhance dissemination of information on C&As**
- Method 5-2 : Hold C&As events to attract many people
- Method 5-3 : Celebrate people contributing to the promotion of C&As
- Method 5-4 : Promote a connection between BunkaSozoKyoten and surrounding areas

Target policy

6 Realize a Multi-cultural Society and Become Acquainted with Various Cultures

- Method 6-1 : Increase opportunities for multi-cultural exchanges through C&As**
- Method 6-2 : Promote C&As' exchange with cities abroad
- Method 6-3 : Create opportunities to meet international C&As