

Key to the restoration is ‘Art and Culture’

Announcement of the 12th GBFund (The Northeast Japan Earthquake Restoration Fund) selection results

In this selection, new activities were introduced; a revival and industrialization of Japanese traditional crafts; new way of communication between artists and people in affected areas. For example, in order to revive the technology of Yanagyu Japanese Washi paper and its tradition, which was almost lost due to the tsunami in 2011, Ushioyama Japanese Washi factory has been working on a new and stronger material for Washi, and this year, aims the product sales of this new type of Washi. There are artists’ activities that are expressing the feelings of affected people; ‘Human Celebration: Sanriku International Art Festival 2015’; ‘Haruka Komori + Natusmi Seo Traveling Exhibition “under the wave, on the ground”’. These activities show a new approach of arts and culture towards the earthquake restoration.

Kigyo Mécénat Kyogikai (Association for Corporate Support of the Arts) held the 12th GB Fund selection committee, and newly adopted 15 activities. Of these, to support the local festivals and traditional performing arts in Tokoku region, the “Hundred Festivals Revival Project” adopted 5 activities. The total amount of funds this time was 4,950,000 yen. GBFund total donation is 145,464,736 yen (as of July 2015).



Investigation of new possibilities of Hand-Made Japanese Paper (Ushioyama)



Human Celebration: Sanriku International Art Festival 2015 (NPO Japan Contemporary Dance Network)



‘Storytellers’ Tohoku Screening & ‘Express/Listen’ Performance (Silent Voice)

Culture is our everyday life, and Culture is our nutrients - Mr. Makoto Ozone (Jazz pianist)

I think that most fearful thing for those who in Tohoku region is ‘to be emotionally forgotten’. What I like to express through my donation to GBFund is; ‘Please do not worry, and please believe there are many people who will not forget what happened to you and who will continue to support’. I really hope something that makes people smile, something that affected people enjoy, will happen through this GBFund.

Culture is always in our everyday life, enriching our hearts. It is different from entertainment or consumptions. Culture is very important nutrients for us to live. Culture is the energy shared between those who are living. And it is necessary for us to share and communication using our all five senses in order to keep living.

*He has been contributing the sales of charity CDs, produced by ‘Live & Let Live’ project, established by Mr. Ozone and his musician friends in order to support the affected area and people, to GBFund since 2011.



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Activity Report: The Great East Japan Earthquake Restoration Fund through arts and culture

GBFund total donation: 145,464,736 yen | GBFund grant total: 140,959,923 yen | Total number of grant: 239 activities

GBFund (The Great East Japan Earthquake Restoration Fund through arts and culture)

Launched in 23 March 2011, GBFund is supporting artistic and cultural restoration activities to support the affected areas and people, and to revive tangible and intangible cultural resources of the affected areas. Next selection is scheduled in October 2015.

Hundred Festival Revival Project

Established in March 2012, this grant system particularly supports traditional arts and Matsuri (Japanese festival) activities.

GBFund (The Great East Japan Earthquake Restoration Fund) Selected Activities【12th】



Name of Activities / Organizer(Prefecture) / Period of activities / Place of Activities (City & Prefecture)	Details
Great East Japan Earthquake Damaged Equipment Maintenance Business 2015 Sunagohata Doudou Tramai 1 July 2015- 31 December 2015 Kuribayashi-cho, Kamaishi-shi, Iwate Prefecture	Japanese Traditional Tiger Dance, passed along since long ago in Kuribayashi-cho, Kamaishi-shi, has been performed in local festivals and city events. However, equipment used in this traditional dance were washed away by the tsunami in 2011. After the earthquake, the population in this area has been increased due to temporary housings, and there have been an increasing number of children who would participate in this Japanese Traditional Tiger Dance. Therefore, they would repair a hand-made tiger head that was washed away and damaged, and aim to pass this tradition on to many people including new residents.
Investigation of new possibilities of Hand-Made Japanese Paper General Incorporated Association Ushiogami 1 June 2015 – 31 December 2015 Tesuki Washi Factory Ushiogami Kawasaki-cho, Shibata-gun, Miyagi Prefecture	Yanagyu Japanese Washi factory, which had been run for 400 years in Miyagi Prefecture, was washed away due to the tsunami in 2011. It seemed that this tradition of Japanese Washi had been lost. However, in 2013, former workers of the factory succeeded in developing a test type of forcing Japanese Washi by developing a new material for Washi (adopted at 9th GBFund selection). Today, as a next step, they are trying to find a possibility of vegetable leather as a new material of this forcing paper: Yanagyu Japanese Washi. The factory aims to produce 'everyday use Japanese Washi' by making the best use of the hard texture of the leather and elegance feature of hand-made Japanese Washi as well as adopting current social trends into its design.
Revive Asahi-za – in your heart - Association of 'Enjoy Asahi-za' 13 June 2015 – 13 February 2016 Asahi-za Minami Souma-shi, Fukushima Prefecture	Asahi-za was built as a permanent theatre and picture house by local gentlemen at Hara-cho, Minami Souma-shi in 1923, then changed its name to Asahi-za in 1952 as a permanent movie theatre. It was closed in 1991, since then the preservation activities had taken place. It was reopened in 2008, with the establishment of Association of 'Enjoy Asahi-za', and designated as a registered tangible cultural property of Japan in 2014. This association promotes the regeneration and revitalization of the community through the film culture, having Asahi-za as the centre of the town that there are more many elderly households since the accident of Fukushima Daiichi nuclear power plant.
Photos of People and Port-City Landscape Contest and Photography Class Nakanosaku Project 1 June 2015 – 31 August 2015 Seiko-kan, Iwaki-shi, Fukushima Prefecture	Seiko-kan, where this project is located and based at, is an old house dating back 200 years. Despite of its renewable state, this house was about to be destroyed due to the dismantling fund for disaster damaged buildings provided by the city council. But luckily it was bought by the people of this project, and has become a community hub since then. Photography class and contest are carried out as a commitment to the local issues such as the depopulation of the community spurred on by the earthquake, aging problem and preservation of old-fashioned streets. In Nakanosaku District, where the damage of the tsunami was miraculously small, the view of ocean from the harbor is extremely beautiful unlike neighboring towns that are surrounded by high breakwaters. This project aims to promote the community's appeal with full of atmosphere by setting a theme of 'people and landscape of port-city'. This is the third year of this project, inviting photographers Mr. Hidenao Tan and Mr.Arata Shiga, who are both from this region, as guest lecturers.
'Create Nostalgic Future Project' – Rikuzentakata Artist in Residence Program 2015 Natsukashii Mirai Souzou 1 June 2015 – 31 March 2016 Rikuzentakata-shi、Alios Iwaki Performing Arts Center (Iwaki-shi), Iwate Prefecture	This artist-in-residence program aims to revive and restore the mind of people in Rikuzentakada-shi. This is the 3rd year of this project. There are many events in this project; Foreign Artists Invitation Program; Networking Program which London-based dancer, Sloned Huws creates and presents a new work in each site of Tohoku area; Rikuzentakada Meeting 'Future' inviting art managers working in Tohoku area and discussing local activities; Performances with works of artists invited in last three years.

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Wawa Newspaper 2015 General Non-Profit Incorporated Artistic Organization Command N 1 July 2015 – 31 March 2016 Editing Team : KANDADA3331 (Command N office)	Wawa newspaper is a community newspaper with the purpose of earthquake disaster reconstruction, and has been issued four times a year with 35,000-40,000 copies since September 2011. Readers are mainly temporary housing residents, and it aims to introduce good case studies of reconstruction process in each region, provide information of regions that are tended to seal inside the local area, and create connections between disaster areas. Now, the completion of disaster public housings is expected in many regions and it is expected that many people will leave their temporary houses. Therefore, the organization considers it as a second phase, plans to find new readers of the newspaper and develop the website.
Residents Survey Business of the Library Reconstruction in Rikuzentakata Hokkaido Book-Sharing (Hokkaido) 1 June 2015 – 31 December 2015 Rikuzentakata Library, Rikuzentakata Takemagoma Community Center (Iwate) / Sapporo Public Activity Plaza Seien, Sapporo Ooba University (Hokkaido)	Rikuzentakata City Library was completely destroyed by the earthquake, and all the library staff were dead or missing. Hokkaido Book-Sharing has been continuing to support activities towards this city's reconstruction, and now going to do the residents' intention survey by interviews in parentheses visit. They provide a report based on this survey to the Board of Education of the city, with the aim of library reconstruction through residents' eyes.
Rikuzentakata-shi Takata-cho, Moving Tanabata Festival, Chuo Matsuri-gumi Chuo Matsuri-gumi (Iwate Prefecture) 19 May 2015 – 16 August 2015 Old Takata-cho, Rikuzentakata-shi, Iwate Prefecture	The neighborhood association is planning to create floats and decorations for the Tanabata festival. After the foundation of floats the earthquake, although it continues to use it rescued from the rubble, and the repair/rework are needed due to advanced corrosion. They aim to keep the previous community and bustle earthquake, moving out the people who are going to leave come home back, by continuing to participate in the festival.
YIDFF 311 Documentary Film Archive and Great East Japan Earthquake Documentary Film Screening Project 2015 NPO Yamagata International Documentary Film Festival (Yamagata Prefecture) 19 May 2015 – 31 March 2016 Yamagata Documentary Film Library, Yamagata Museum	This film festival started from 1990, and since 2011, the festival has continued to hold the East Japan earthquake reconstruction volunteer screenings. They established '3.11 Documentary Film Archive' in 2014, since then have collected and preserved documentary films about the Great East Japan Earthquake. They created a database on the website and outreaching nationally and internationally. They also conduct archive regularly, and hold a screening event of registered works.
Haruka Komori + Natsumi Seo Traveling Exhibition 'under the wave, on the ground' Haruka Komori + Natsumi Seo (Iwate Prefecture) 19 May 2015 – 31 March 2016 Rikuzentakata-shi, Morioka-shi (Iwate) / Sendai-shi (Miyagi), Kanazawa-shi, Shizuoka-shi (Ishikawa), Minami Souma-shi, Fukushima-shi (Fukushima) / Koube-shi (Hyogo) / Osaka-shi (Osaka)	They moved to their work base at Rikuzentakata in 2012, while living there, they have been recording the residents' voices and city landscape via photography, videos, texts, drawings and painting. In 2014, they exhibited an installation of three-year recordings configured on a wall. This time, they will be doing Traveling Exhibition with the aim of delivering these recordings nationwide, and of collecting voices of the people in various places while creating opportunities for workshops and talk-dialogue.
Great East Japan Earthquake Damaged Equipment Maintenance Business 2015 Sunagohata Tannai Kagura (Iwate Prefecture) 1 July 2015 – 31 December 2015 Kuribayashi-cho, Kamaishi-shi (Iwate Prefecture)	Sunagohata Tannai Kagura was an intangible cultural heritage of Kamaishi-shi, and also a familiar local traditional art in this area performed in festivals and taught in the elementary schools through dance instructions. However, all the equipment used in this tradition was washed away at the time of the earthquake, and currently it cannot be taught nor performed. By preparing all equipment and resuming the previous activities, they aim to pass on this Kagura tradition to many people, not only young people who left the local but also new citizens after the earthquake disaster.

Name of Activities / Organizer(Prefecture) / Period of activities / Place of Activities (City & Prefecture)	Details
Trial seminar of a traditional carpentry course for 'Kesen School for Craftsmen' that is to inherit the culture of historical 'Kesen' Society of Traditional Wooden Structures (Iwate Prefecture) 1 June 2015 – 31 March 2016 Hakoneyama Terrace, Kesendaikusakan Denshoukan, Sugi House (Iwate Prefecture)	The goal of this society is to establish 'Kesen School for Craftsmen' in order to hand 'Kesen Craftsmanship'- a tradition since the ancient times- down to the next generations. In the past, they created and published an educational textbook of 'Kesen Craftsmen Guide' (adopted at the 5th GBFund selection), and held 'Kesen Craftsmen Seminar' as a next step in 2014 (adopted at the 10th GBFund selection). They are planning to hold the seminar again this year, obtained the support from local citizens. They expect to build the continuity in order to keep the tradition alive as well as to nurture the next generation's craftsmen.
Human Celebration: Sanriku International Art Festival 2015 NPO Japan Contemporary Dance Network (JCDN) (Kyoko Prefecture) 16 August 2015 – 18 October 2015 Kesendaikusakan Denshoukan, Ofunato-shi Goishi Coast Camping Area etc (Iwate Prefecture)	It is the second year since this festival was established, and its objectives are to international exchanges through rediscovering the charm of traditional arts and transmission of these nationally and internationally, creation and presentation of theatrical works that focus on people in Sanriku area with the aim of reconstruction of the community through culture and art as well as creation of new culture through art. The festival period is two month and a half focusing more on exchange such as expanding the foreign artist invitation program, involving local citizen in Tohoku area.
Yamada Daikagura Preservation Association Yamada Daikagura Preservation Association (Iwate prefecture) 19 May 2015 – 31 March 2016 Yamada-cho, Shimohei-gun (Iwate prefecture)	Yamada Daikagura traces its origin to Isejingu (Ise Shrine) Daikagura, which a group of performing artists who were purveyors of Iwate Southern Clan, learned and passed through in the coastal area of Iwate Prefecture in Edo period. It was then taught first time in Sekiya district, Yamada-cho, in the beginning of Meiji period, and had been inherited as Yamada Daikagura since then. It is dedicated in every year's local festival as a cleansing ritual and exorcism. It will be performed as a cleansing ritual and will lead the van for Yamada Abare Mikoshi (rampaging portable shrine), moving across the ocean, at Yamada Hachimangu Shrine and Osugi Shrine festival in September. They would like to redesign the costumes that are no longer in use.
'Storytellers' Tohoku Screening & 'Express/Listen' Performance General Incorporated Association Silent Voice (Miyagi Prefecture) 19 May 2015 - 31 March 2016 Community Center in temporary housing areas, Tohoku Coast Line	This association offers a place of relaxation and gathering for affected people and elderly in Tohoku coastal areas, by conducting a free screening of 'Storytellers', the third part of Tohoku documentary film trilogy. It is also aimed to rebuild the cultural tradition of folklore through the movie. After the screening, there will be 'Express/Listen' session, in order to create a place that is beyond the generations and regenerate the community.



※Hundred Festival Revival Project grantees

■ Kigyō Mécénat Kyōgikai (Association for Corporate Support of the Arts) is a Public Interest Incorporated Association. And many corporations and organizations that are involved in cultural sectors participate and cooperate. The aim of the association is to contribute to the establishment of rich society with full of creativity and vitality as well as valuing diversity, and its business is varied such as the promotion of corporate mecenat as a main, research/investigation, certification/award, exchange, and transmission of cultural promotion.

Mr. Tatsuyoshi Takashima (Chairman of Dentsu Inc.)/ Mr. Motoki Ozaki (Chairman of the Board of Kao Corporation)

Members: 171 corporations and organizations/ 20 individuals (As of July 2015)

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