

**Subject** Request of Kagawa Prefectural Government to find a participant of Forum



**Sender** 三木 誠 <dv4121@pref.kagawa.lg.jp>

**Recipient** <fro@ku.ac.th>

**Copy** 窪 保彦 <pc1516@pref.kagawa.lg.jp>, 象山 稔彦  
<qf8570@pref.kagawa.lg.jp>, 今瀧 哲之  
<sh8519@pref.kagawa.lg.jp>, 仲川 暁  
<ky0577@pref.kagawa.lg.jp>, 高尾 雅宏  
<ah8323@pref.kagawa.lg.jp>, 西村 達也  
<pj7350@pref.kagawa.lg.jp>

**Date** 23.08.2016 15:13

|                          |        |              |
|--------------------------|--------|--------------|
| หน่วยประสานงาน มคอ. ลอก. | วันที่ | 29 ส.ค. 2559 |
| เลขที่รับ                | 2371   |              |
| เวลา                     | 14.46  |              |

|                  |        |              |
|------------------|--------|--------------|
| กองวิเทศสัมพันธ์ | วันที่ | 02503        |
|                  | วันที่ | 25 ส.ค. 2559 |
|                  | เวลา   | 13.16 น.     |

|                                 |           |              |
|---------------------------------|-----------|--------------|
| กองส่งเสริมวิชาการและงานทะเบียน | เลขที่รับ | 005287       |
|                                 | วันที่    | 23 ส.ค. 2559 |

- Setouchi Asia Forum.docx (32 KB)

International Affaris Division  
Kasetsart University  
Thailand

Dear Sir,

My name is MIKI working for Kagawa Prefectural Government, Japan.  
I'm sending this e-mail to find a participant to our forum organized by Kagawa Prefectural Government.

Your university has long history of exchange between Kagawa University especially in the field of agriculture.

I learnt this from their International Office, and wondering some of your teaching staff might be interested in our project, which will take place in October this year.

Setouchi Triennale is said to be a very successful example as both a contemporary art event and revitalization of local depopulated communities.

We are going to share our experiences with Asian people who are interested in rural area redevelopment or pioneering art projects.

I attach detailed information on this Setouchi Asia Forum and Setouchi Triennale itself.

What I would like to ask you is to pass this information to those who might be interested in regional development or role of art.

Furthermore, we have our 2016 Triennale Guide book ready in English.

I would like to send one copy to your office or someone's office.

Could you please indicate me where to send it.

Thank you for your kind understanding beforehand.

Looking forward to hearing from you.

Yours sincerely,

MIKI makoto

三木 誠 Makoto MIKI

香川県文化芸術局参与

Senior Adviser, Arts and Culture Bureau,

Kagawa Prefectural Government

瀬戸内国際芸術祭推進課

Setouchi Triennale Promotion Division

Tel 087-813-0853 Fax 087-810-0858

[dv4121@pref.kagawa.lg.jp](mailto:dv4121@pref.kagawa.lg.jp)

<http://setouchi-artfest.jp/>

วิจัย คณะศึกษาศาสตร์ มหาวิทยาลัยศรีนครินทรวิโรฒ  
และอุตสาหกรรมศาสตร์

เพื่อป้องกันโรค

**รายนาม เภสัชกร**

(รองศาสตราจารย์ ดร. ชไมภัค เตชสุนันต์)

รักษาการแทนผู้อำนวยการกองวิเทศสัมพันธ์

25 ส.ค. 2559

## What is the Setouchi Triennale?

The Setouchi Triennale was launched under the theme of "Restoration of the Sea" aiming to revitalize local communities through contemporary art in the islands of Seto Inland Sea, known as the "jewel of the world."

The first Triennale was held in 2010, on seven islands and the Takamatsu port. The second Triennale, in 2013, spread to 12 islands and 2 ports. The number of the visitors has increased each time, and now at the third Triennale, we have welcomed even more guests, especially from Asian countries.

Setouchi Triennale is very unique, with many special traits separating it from other art festivals and events.

To begin with, its venues are the islands in peaceful Seto Inland Sea. Visitors walk up and down the narrow streets to find and appreciate the works of art, which emerge from abandoned houses and along the sea shore, profoundly reflecting the island landscape and the lives of the local people.

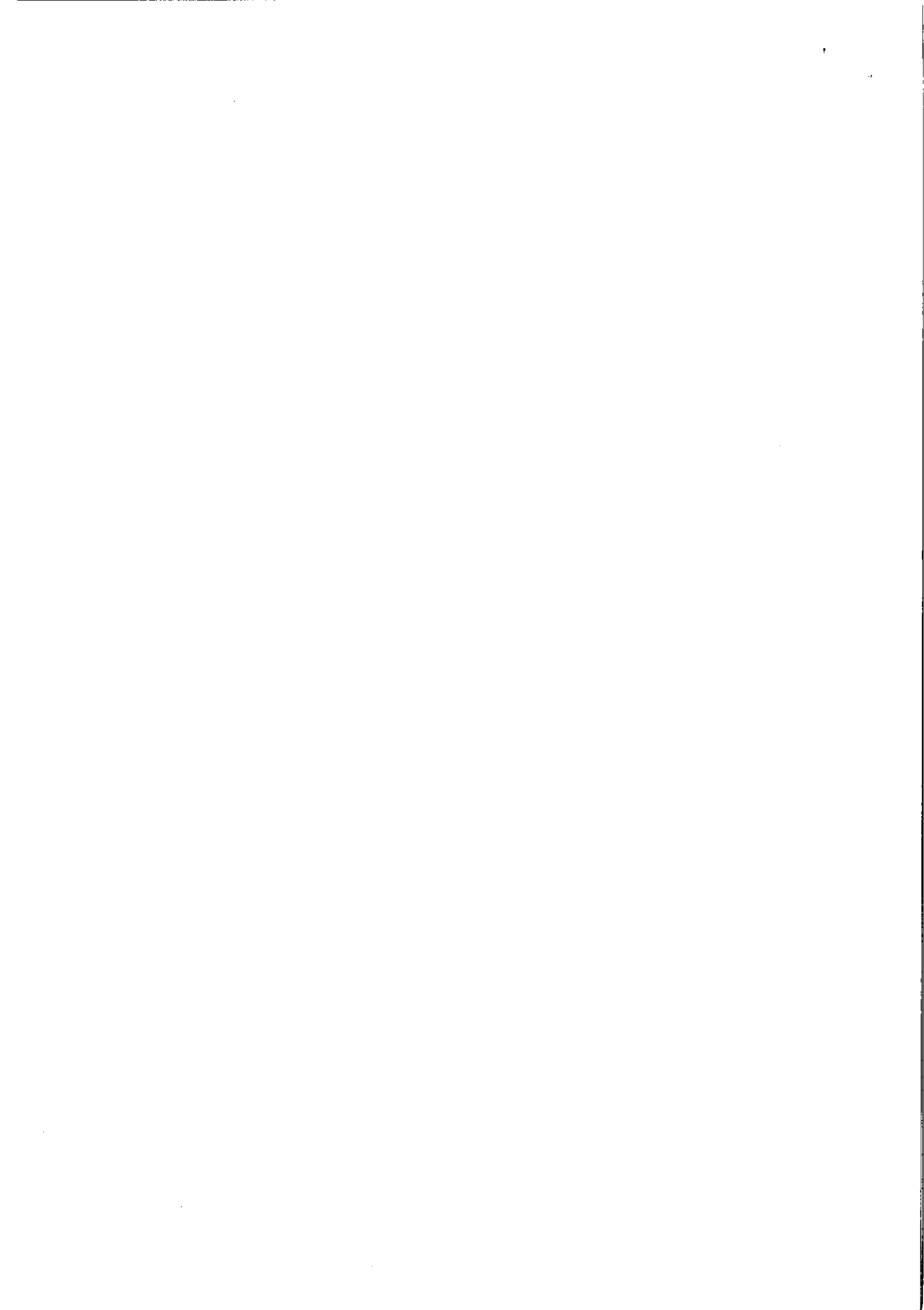
Artists stay on the islands, creating artworks with support from the local residents and the "Koebitai," a group of volunteers from all parts of Japan.

The islands, left behind during the period of rapid economic growth in Japan after World War II, have suffered from an aging community and depopulation. However, this art festival has changed these islands dramatically. Once-deserted communities are now filled with tourists from all around the world. The elderly island residents were stunned by hustle and bustle of the port area.

One elderly woman, eager to talk to visitors, started to sell beverages which she bought from the vending machine nearby for the same price in front of her house. Other residents, overwhelmed by all of the tourists, said, "the island is sinking." Some young visitors have decided to move to the islands. This has brought an increase in children, and a once-closed elementary school and day care center have reopened for the children of the migrants. As a result, the Setouchi Triennale has been highly acclaimed as a successful example of regional revitalization.

The Setouchi Triennale has two origins.

One is the "Benesse Art Site Naoshima" project, over 20 years of art-related activities by Mr. Soichiro Fukutake (of Benesse Holdings and Fukutake Foundation) on the islands of Naoshima, Teshima and Inujima.



Their goal is to create special and unique spaces by intertwining contemporary art and architecture with the pristine nature of the Seto Inland Sea, a landscape with a rich cultural and historical fabric.

Another origin is Echigo Tsumari Art Triennale (General Director, Fram Kitagawa). It is held once every three years since 2000 in the Echigo-Tsumari region (Tokamachi city and Tsunan town, Niigata Prefecture), known for heavy snowfall in the winter. Its overarching concept is "humans are part of nature." In viewing the artworks, the visitor passes through Satoyama, the outskirts of rural areas such as rice fields and forests, experiencing the landscapes and culture of Echigo-Tsumari through all five senses. This Triennale has received both domestic and international attention as a pioneer of community-building through art.

Lastly, Kagawa Prefecture was considering a new art project to promote the islands on the Seto Inland Sea. Kagawa is renowned for buildings designed by world famous architects and museums bearing the names of prominent artists, and the residents of Kagawa have great interest in the arts.

The Setouchi Triennale began under the supervision of Mr. Fukutake as general producer, Mr. Kitagawa as general director, and the Kagawa prefectural government and local authorities as the managing body.

For about 100 days, Kagawa Prefecture, its cities and towns, venues for Triennale, and the Fukutake foundation work together to manage the Triennale.

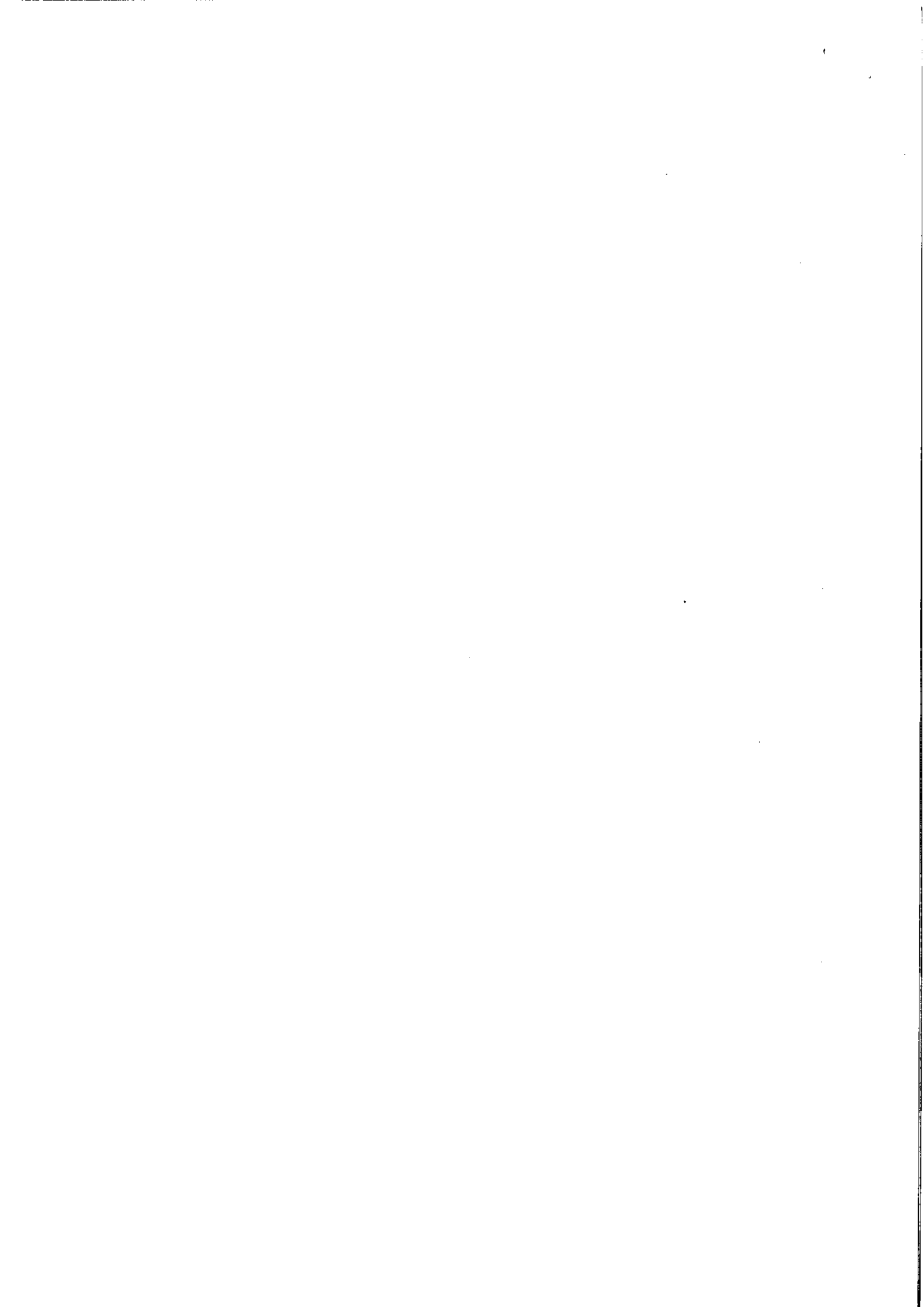
General Director Mr. Kitagawa is in charge of direction of the whole art work and support for the creation of the artwork, reception at art site, and management of art programs are the responsibility of the volunteer group "Koebitai."

Art exhibitions are managed mostly by art-related professionals, however, at Setouchi Triennale in total more than 20,000 man-days are involved in the festival, including not only artists but also volunteers, local residents, and administrative staff.

With its enormous scale, and its unique location on the islands of the sea, the Setouchi Triennale is truly of a kind worldwide. With its enormous scale, and its unique location on the islands of the sea, the Setouchi Triennale is truly of a kind worldwide.

#### <History>

- 1992 Opening of Naoshima Benesse House Museum
- 2000 Echigo-Tsumari Art Triennale commenced, held once every three years
- 2001 Naoshima "Standard" Exhibition, featuring displays across a variety of houses, facilities, and alleyway on Naoshima. The second "Standard" exhibition was held in 2006
- 2008 Setouchi International Art Festival Executive Committee was established
- 2010 Setouchi International Art Festival (Setouchi Triennale) 2010
- 2013 Setouchi Triennale 2013
- 2014 Ogi Elementary-Junior high school reopened for the children of migrants who have moved to Ogijima island, a venue of the Setouchi Triennale.



## &lt;Data&gt;

| Triennale  | 2010  | 2013  |
|--|---|---|
| Venue  | 7 islands and Takamatsu port  | 12 islands and Takamatsu and Uno ports        |
| Duration   | 105 days  | 108 days (divided into 3 seasons)             |
| Participating artists                                  | From 18 countries and regions, with 75 teams  | From 26 countries and regions, with 200 teams |
| Total visitors   | 938 thousand people   | 1,070 thousand people                         |
| Executive Committee Budget including preparation years | 727 million yen   | 1,015 million yen                             |
| The migrants to islands                                | Some 300 people to Shodoshima Island a year<br>30 more people to Ogijima in 3 years |   |

## &lt;Response from islanders&gt;

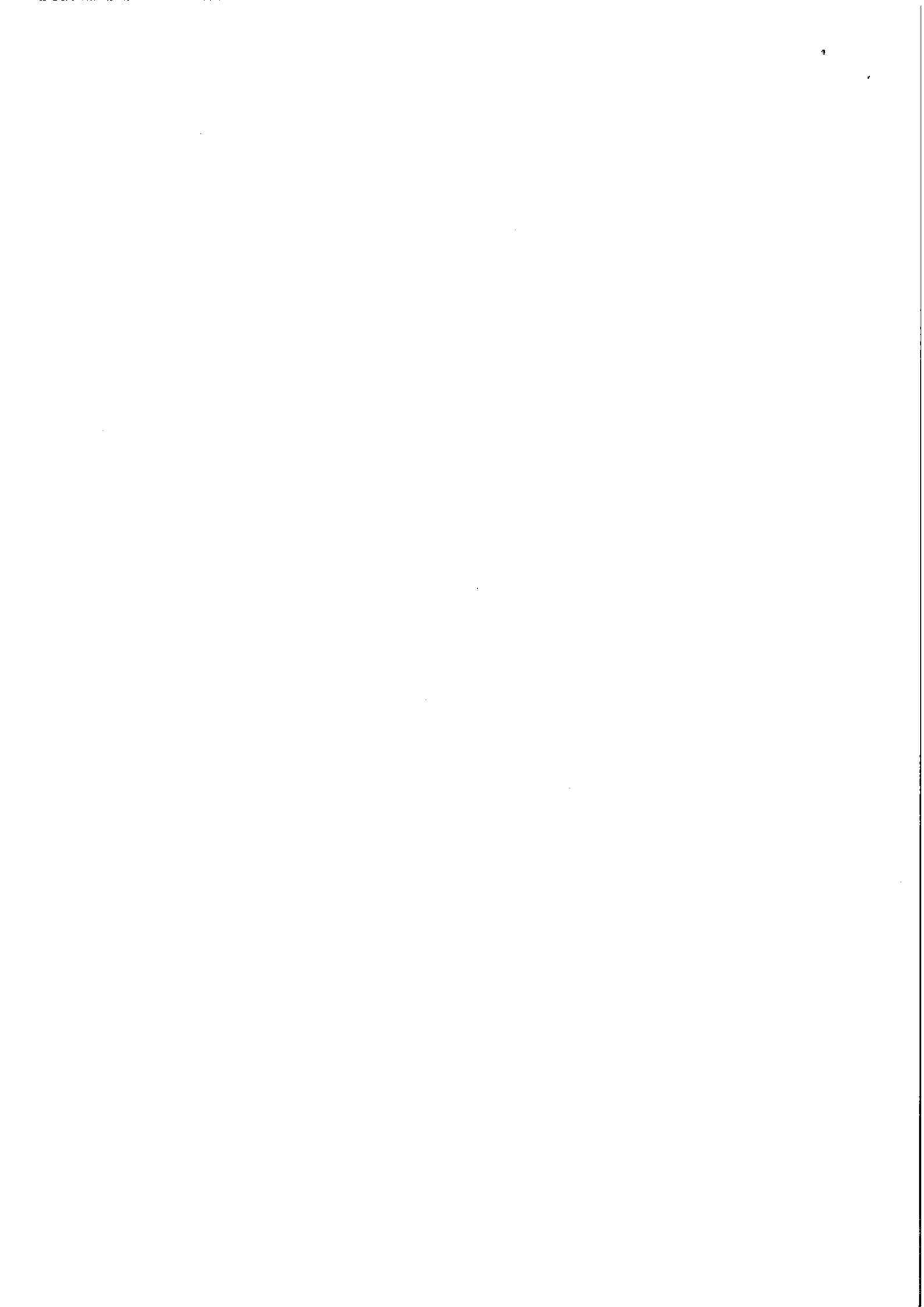
Talking to young people from urban areas made everyone lively again, and cheered up the elderly people. (Teshima, 2010)

We've had the largest number of visitors ever to Ogijima Island. Meeting with them was such fun. I enjoyed chatting over saké with the young people who I hosted in my home. (Ogijima, 2010)

A new wind blows in Shodoshima. The Triennale has changed the range of visitors to Shodoshima Island. (Shodoshima, 2013)

The Triennale has brought the local residents together. (Honjima 2013)

Being chosen as a venue was marvelous. Triennale has change the mindset of the community. (Takamijima, 2013)



## Setouchi Asia Forum (draft)

アートを軸にすえた地域づくりを通してアジアのネットワークをつくる。

Building a network in Asia based upon community building through art

### <Agenda>

\*Study community building based upon location-specific assets (nature, culture, history and people) through art as a main catalyst, with reference to pioneering community-building projects such as the Setouchi Triennale/Echigo-Tsumari.

\*Exchange and share ideas and experiences on how to increase the power of culture in the region amongst practitioners at the forefront.

\*Learn the business models and structures which sustain such projects.

\*Consider how art could contribute to society and the economy in the future, and explore the possibility of public interest capitalism.

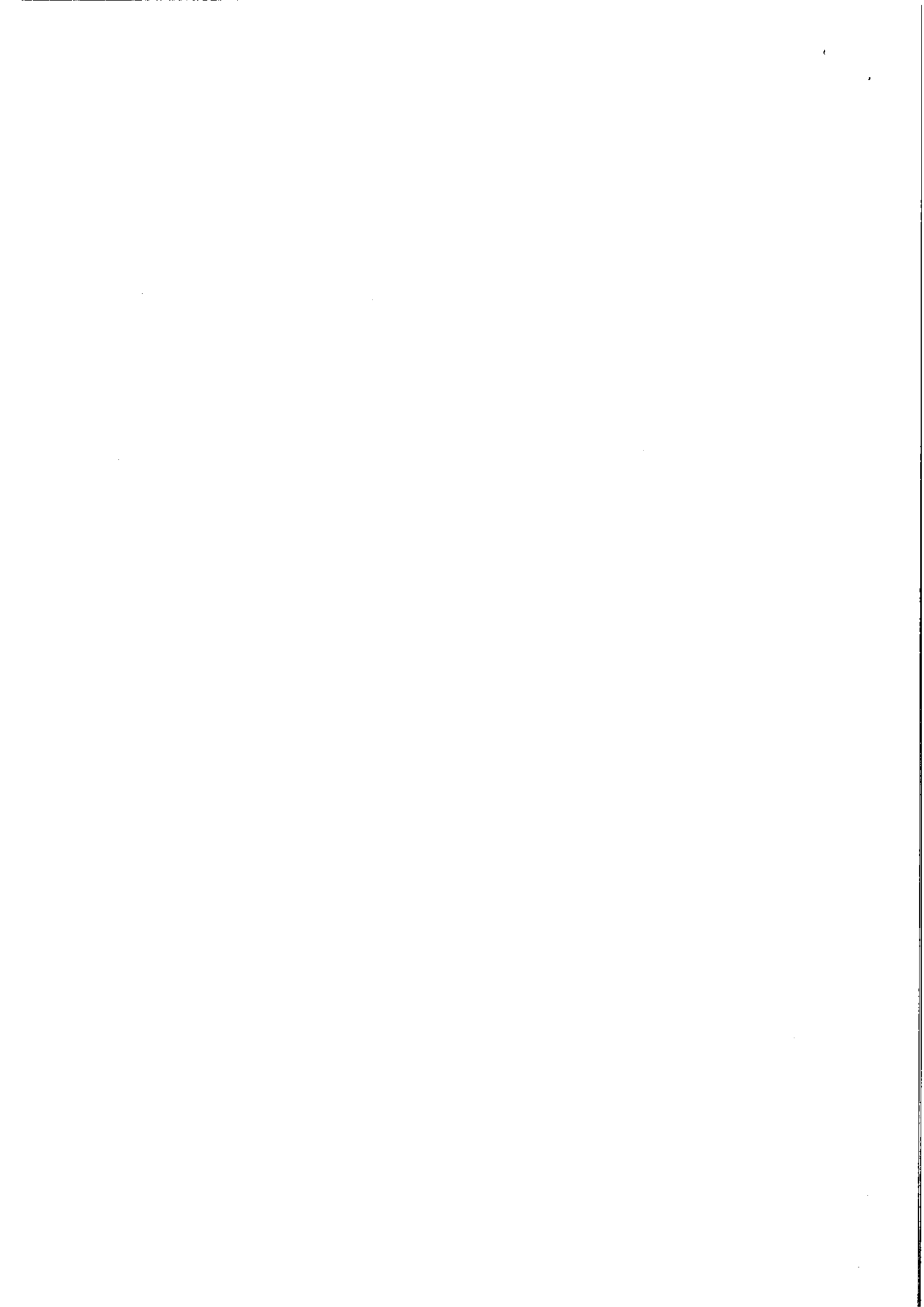
\*Build a network of people in Asia sharing a common interest in community building through art.

\*Launch this forum as the start of a continuous program in conjunction with the autumn session of the Setouchi Triennale 2016.

### Schedule

Monday, October 17<sup>th</sup> – Friday, October 21<sup>st</sup> 2016 (Monday the 16<sup>th</sup>, Saturday the 22<sup>nd</sup>, and Sunday the 23<sup>rd</sup> are optional)

|                          | Morning  | Afternoon                                      | Evening                        | Notes    |
|--------------------------|--|--|--------------------------------|----------|
| 10/16 Sun.               |  | Naoshima tour                                  |                                | Optional |
| 10/17 Mon.               | Teshima, Ogijima, Megijima tour                    |  | Art as cooperation             |          |
| 10/18 Tues.              | Community building and art                         | Opening / Keynote speech and opening address   | Reception                      |          |
| 10/19 Wed.               | Shodoshima tour                                    |  | “On the Forefront of the Arts” |          |
| 10/20 Thurs.             | “Industry and art”                                 | “Looking at the world of the same era”         |                                |          |
| 10/21 Fri.               | Closing reception and presentation                 | Closing Departure to Echigo-Tsumari (Optional) |                                |          |
| 10/22 Sat.<br>10/23 Sun. | Optional tour to Echigo-Tsumari, Nigata Prefecture |  |                                | Optional |



Participants: 50 people in total  
Those who are engaged with community building in regions and countries in Asia  
Participants will be selected by the project office

Participation Fee (tbc): approx. 300,000 JPY  
Includes accommodations, meals, and transportation during the forum in Kagawa; excludes the transportation fee between one's home country and Takamatsu City center.

Venue: Takamatsu City, Shodoshima Island

Organizer: Kagawa Prefectural Government, Setouchi Triennale Executive Committee, Naoshima Fukutake Foundation

Co-operation by (tbc):  
The Japan Foundation, Ministry of Foreign Affairs, Agency for Cultural Affairs

Project office: Kagawa Prefectural Government, Fukutake Foundation, Art Front Gallery Co., Ltd.

Contact: +81-087-813-0851 MIKI Makoto e-mail dv4121@pref.kagawa.lg.jp

