Japan Brand Public Diplomacy Program

<u>Machiya</u> (old townhouse) Culture and its <u>Restoration Projects</u>

-Cultural Civic Participation at the Time of the Crisis-

Lecturer: Professor Yoshifumi Muneta

Date: November 13-14, 2014 Place: Milan, Italy

The MOFA dispatched Professor Yoshifumi Muneta, city planning expert, to Milan. He lectured about the charms as well as restoration efforts of *Machiya* culture in Kyoto at the opportunities, such as symposium in collaboration with think tank "Osservatorio Asia".

Professor Muneta introduced not only the autonomous town building civil efforts through *Machiya* restoration projects in Kyoto, but also town planning and the tourism policy of the Kyoto City government, presenting his views on Japanese culture and values to the audience at the same time.

In Milan, against the backdrop of the audience's strong interest in cultural heritage preservation and restoration as well as tourism and town development, Professor Muneta's visit became a wonderful opportunity for active exchange of opinions and for introducing the attractiveness of Kyoto and its people's engagement to cultural heritage preservations.







