Japan Brand Program

Redesigning Japanese Traditions
Date: February 15-20, 2016  Sites: Belarus, Estonia

■ Dispatched Expert

Mr. Nanki is involved in a wide range of activities including space design, content development, exhibition planning, product design, and urban planning. His key works are the Rosanjin Exhibit at the Guimet Museum in Paris and the IKKOAN wagashi book. In his work, he re-examines modern values of culture and creates pieces that reconfigure those values.

Ryusuke Nanki
Architect and Planner

■ Review of Activities

■ Belarus

Lecture at the National History Museum in Minsk (Annex)
Wagashi books, display model, and a dry confections (higashi) exhibit
High interest in the event resulted in standing audience members

■ Estonia

Lecture at the Tallinn-based TTK University of Applied Sciences
Opening remarks by TTK University Rector Enno Lend
Interview with a journalist

■ Achievements

Mr. Nanki delivered lectures to students, artists, and others regarding efforts to “redesign culture” by interpreting old culture and understanding how they connects to the present and future, using the Rosanjin exhibit, the production of the wagashi book, and other activities as examples. Representatives from universities and museums asked about the possibility of organizing future exhibits, and expressed interest in exchange opportunities. State-run TV and radio programs broadcasted an interview in Belarus. Architecture & interior magazine “IDEE”, design magazine “Diivan”, and cultural magazine “Sirp” also interviewed Mr. Nanki in Estonia. This initiative helped broadly communicate Japan’s appeal.