

Japan Brand Program

Redesigning Japanese Traditions

Date: February 15-20, 2016 Sites: Belarus, Estonia

■ Dispatched Expert



Ryusuke Nanki

Architect and Planner

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.

■ 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.