

# Japan Brand Program

## Solving Riddles from Ukiyoe – The Worlds of Utamaro, Hokusai, and Hiroshige –

Schedule: January 22-30, 2016 Sites: Russia (Moscow), Poland (Warsaw, Krakow)

### ■ Dispatched Expert



**Kentaro Makino**  
Ukiyoe Producer  
NHK Promotions

Mr. Makino is a producer for educational programs, animated programs and events, and has been in charge of the Japanese side of a joint Ukiyoe digitalization project with the Museum of Fine Arts, Boston since 2003. He also actively conducts lectures communicating the appeals of Ukiyoe to other countries.

### ■ Review of Activities

#### ● Russia



Lecture at the Pushkin State Museum of Fine Arts



The event drew standing-room-only crowds



Many earnest questions in the Q&A session

#### ● Poland



Lecture at Warsaw National Museum



Ukiyoe exhibit at Warsaw National Museum



Lecture at the Museum of Japanese Art & Technology in Krakow

### ■ Achievements

Lectures were delivered on the analysis of the Ukiyoe details and on the related background. These details can be seen thanks to Japanese high-precision digitalization technology. The new dimension revealed by Mr. Makino attracted the interest not only of people with a keen interest in art, but also deepened the understanding of Ukiyoe and Japanese artisans among the general public. The fully packed audience put forward earnest questions after the lectures. The local museums also expressed strong interest in the advanced technology used in the digitalization project. Radio station Moscow FM (Russia), Polish newspaper Gazeta Wyborcza, and other media covered the events.