

Setouchi Fram Lecture Series and Training Program
“The Creation of a Community-Based Art Festival”

“Art opens up local regions”

Starting with the 2010 “Setouchi International Art Festival,” staged on the islands in the Seto Inland Sea, and the “Echigo-Tsumari Art Field” first held in 2000, initiatives for regional revitalization with art as an intermediary set off an art festival trend throughout Japan, following the “Art Field/Setouchi” model. At the same time, this method—which cannot be found in Europe or America—has increasingly drawn international attention, earning great interest in particular from Asian countries, and is now spreading across the world.

In preparation for the 4th Setouchi Triennale to be held in 2019, the Setouchi Triennale Executive Committee has teamed up with Echigo-Tsumari to hold the Setouchi Fram Lecture Series and Training Program, “The Creation of a Community-Based Art Festival” starting from next year. This is stemming off of the results from the “Setouchi ‘Food’ Fram Lecture Series” and the “Setouchi Asia Forum,” to further spread and deepen knowledge of “the creation of an art festival.” The series and trainings aim to foster the development of professionals for regional revitalization, artwork creation, event management, and culinary development and growth.

Why is it that art festivals are now becoming an opening in this increasingly cold and closed-off society? This program starts from gaining basic knowledge of the ways in which art is involved with local regions and society, followed by learning about regional development planning, artwork creation, event management, and culinary development through experience training, working alongside with instructors and professionals. Then, using that preparation, participants will learn through hands-on practical training. The lecture series will be held in Takamatsu, and the experience training and practical training will be held in the Seto Inland Sea area and in Echigo-Tsumari. Now, when the role of connecting travelers to local regions is growing increasingly vital, I would like to invite passionate individuals to participate.

Program Director Fram Kitagawa

Purpose: In preparation for the 2019 Setouchi Triennale International Art Festival, we are recruiting individuals who will support the Triennale in a variety of different ways, from the creation of artworks and projects by artists, to holding events and other activities, to local revitalization initiatives through art development with locals and volunteer support staff, to providing food, drink, and accommodations, and more.

Host: Setouchi Triennale Executive Committee Secretariat

Co-Sponsor: Fukutake Foundation

Program Director: Fram Kitagawa (General Director of the Setouchi Triennale International Art Festival)

Advisor: Masahiro Mitsuya (Chairman, Kagawa Prefecture Tourism Association)

Guest Lecturers: Mitsuteru Tsukamoto (CEO/Producer, 4D/GROUNDWORK Ltd., Inc.)

Takuya Naruse (CEO/Producer, Willforward Inc.)

Eshin Uno (Chief of the Services Development Department, Fukutake Foundation)

Ayako Amari (Director/Secretary General, Setouchi Koebi-Tai Network NPO)

In Collaboration With: Setouchi Koebi-Tai Network NPO, Teshima “Food Project” Promotion Council, Echigo Tsumari Satoyama Cooperative NPO, and more

Guidelines

Participant Eligibility

1. Those who have a strong desire to participate in the activities of the 2019 Setouchi Triennale, bearing the important responsibility of facilitating local regional revitalization through the art festival.
2. Those who want to be actively involved in the Setouchi Triennale through art management, working in collaboration with locals in creating artwork and events, participating in the local activities and energizing the islands, and facilitating local revitalization and regeneration through the provision of food, drink, and accommodations on the islands
3. Those who in the future would like to join local communities and be involved in regional revitalization
4. Those who have at least basic conversational-level Japanese language skills (all nationalities accepted)

Number of Participants: Up to 50 people (for the Lecture Series only)

Attendance Fee: ¥5,000 (for all three lectures)

*For those who wish to participate in the Experience Training and Practical Training, separate payment of the additional participation fees is required.

*Transportation fees to the training location, accommodation fees, etc., are not included.

Application and Confirmation of Participation

For those who would like to participate, please fill out in the attached form or submit the necessary information (as written below) in the format of your choice, attach a passport-photo style photograph of yourself, and send it to the Setouchi Triennale Executive Committee Secretariat. Your private information contained in the application will only be used as necessary for conducting the Setouchi Fram Lecture Series and Training.

If there is an excess of applications, participants will be chosen based on the content of their applications, and then will be informed of the decision/confirmation of participation.

Necessary Information: Full name, Gender, Date of Birth, Age, Address, Telephone and FAX Numbers, Email Address, Affiliated Organization/Employer, Position/Profession, Work Experience, Official Certifications/Licenses, Whether or not you have visited the Setouchi Triennale, Your experience participating in art festivals (festivals other than the Setouchi Triennale included), What you would like to be involved in during the 2019 Setouchi Triennale, etc., Your response to the essay question

Application Deadline: Must be received by Wednesday, December 20, 2017

Send your application (and any inquires) to:

Setouchi Triennale Executive Committee Secretariat "Setouchi Fram Lecture Series and Training"

Takamatsu Terminal Bldg. 3F, 1-1 Sunport, Takamatsu, Kagawa 760-0019, JAPAN

TEL: 087-813-0852 FAX: 087-813-0858

Email: info@setouchi-artfest.jp

Additional Notes: After the Experience Training and Practical Training, participants will receive a certificate of completion for each training completed. Using the knowledge and experience gained from the lectures and training, under the direction of General Director Kitagawa, participants will be involved in various activities and initiatives related to the 2019 Setouchi Triennale. (Including those who only participate in the Lecture Series, as well as those who participate in the Experience Training.)

Outline of the Lecture Series and Training

Lecture Series January-March 2018, 3 times in total

Approx. 50 Participants (In the case of an excess of applicants, participants will be chosen based on the content of their applications)



Those wishing to participate in the Experience Training submit their report



Experience Training February-July 2018, a few days to up to 10 days
No limit on number of participants



Those who wish to participate in the Practical Training must submit a report after completing the Experience Training. The Series Director will select the participants, judging based on the content of the report and the motivation of the applicants.



Practical Training July-November 2018
A few participants for each theme

[(General Meeting) Exchange of opinions on issues such as the time intervals between the festival periods]

*Using the knowledge and experience gained in each training, participants will be involved in various activities and projects related to the 2019 Setouchi Triennale. (Including those who only participate in the Lecture Series as well as those who participate in the Experience Training.)

1. Lecture Series

Dates and Times

- ① Sunday, January 21, 2018 10:30am-4:30pm
- ② Sunday, February 18, 2018 10:30am-4:30pm
- ③ Sunday, March 11, 2018 10:30am-4:30pm

Location: Takamatsu Symbol Tower Hall 1F "Exhibition Hall"

Participants: Up to 50 people

Attendance Fee: ¥5,000

Lecturers: General Director KITAGAWA Fram and Guest Lecturers

Theme: About the recent art festivals and regional revitalization initiatives, examples of regional revitalization through the Setouchi Triennale, and guidance on after completion of each of the Experience Training themes

2. Experience Training

Participants will go on-location and experience first-hand a variety of activities.

Participation Fee: ¥15,000

*It is possible to apply for multiple different training themes. However, the participant will be charged the fee for each training theme.

*If you would like to change the selected training theme for a different training theme, up to one switch is acceptable.

*The participation fee will be split into two payments. (¥7,000 for the 2017 financial year, and ¥8,000 for the 2018 financial year, totaling in ¥15,000)

General Meeting (combined for all training themes)

Content: Studying the history, culture, and art of the islands, as well as an exchange of opinions and more

Date: Summer 2018 (2 times)

Location: Takamatsu City, Kagawa Prefecture

*Attendance fee for the General Meeting is included within the Experience Training fee

Training Theme Options:

① Art Creation

“Art Connects Communities, Artists, and Visitors”

Theme: Assisting with the creation of artwork

Time Period: February to July 2018 (From a few days to up to 10 days)

Location: Tsunan Town and Tokamachi City, Niigata Prefecture

Includes assisting with the creation of artworks in the 2018 Echigo-Tsumari Art Triennale, which will be held prior to the 2019 Setouchi Triennale (learning about the process of artwork production)

② Event/Workshop Planning and Execution

“How to Gather People from all Over the Country to a Local Region”

Theme: Event/Workshop Planning and Execution

Time Period: February to July 2018 (From a few days to up to 10 days)

Location: The islands on which the 2019 Setouchi Triennale will be held, Tsunan Town and Tokamachi City, Niigata Prefecture

Includes assisting with putting on events as part of ART SETOUCHI, Echigo-Tsumari Art Triennale, etc.

③ A Coordinator Who Can Uncover Local Resources and Utilize Their Appeal

“On Becoming an Expert on the Local Region and Utilizing the Local Resources”

Content: On organizing regional development on the islands

(Gaining an understanding of the current situation of the islands, art project management and operation, accommodation facilities (Teshima) etc.)

Time Period: March to July 2018 (From a few days to up to 10 days)

Location: Takamatsu City, Kagawa Prefecture, etc. (Teshima, Megijima, Oshima, Inujima), Tsunan Town and Tokamachi City, Niigata Prefecture

Includes participation in local events, reception at the Setouchi Triennale Executive Committee Secretariat management facility, walking tour of the islands, etc.

④ Serving Food

“Food is the Essence of the Local Culture, and it is Further Improved with the Involvement of Many People”

Theme: Assisting with the operation of food-related facilities

Time Period: March to July 2018 (From a few days to up to 10 days)

Location: Kagawa Prefecture (Teshima, Megijima), Tsunan Town and Tokamachi City, Niigata Prefecture

Lecturers: YONEZAWA Fumio (Executive Chef of Jean-Georges Tokyo), EAT&ART TARO (Artist)

Includes assisting with the operation of restaurants and cafes connected to art festivals

3. Practical Training

Participants will go on-location and put their training into practice.

- The instructor will have a meeting with the participants about the timing and content of the training, and advise the participants one-on-one.
- The Practical Training will be based off of the theme the participant chose for the Experience Training.
- Even if a participant has been involved in multiple different Experience Training themes, the Practical Training will be for only one of the themes.
- The General Meeting will be held once. After the end of the Practical Training, there will be a debriefing session separated by Experience Training/Practical Training theme.

Setouchi Fram Lecture Series and Training: “The Creation of a Community-Based Art Festival”

Application Form

*If you need more space to write than the form provides, please attach a separate sheet.

Full Name	(Given) _____ (Surname) _____ M / F		<Attach Your Face Portrait Here> [Standards] About 4cm (height) x 3cm (width) Only the applicant pictured Facing forward, no hat
Date of Birth		Age _____	
Address		Nationality _____	
Telephone Number and FAX Number	Tel. () —	FAX () —	
Email Address			
Affiliated Organization/Employer			Position/Profession
Working Experience (In Brief)	_____ _____ _____		

Official Certifications/Licenses	
Have you ever been to the Setouchi Triennale?	Yes (2010 / 2013 / 2016) / No
Have you ever participated in an art festival? (Including art festivals other than the Setouchi Triennale)	Yes (Please write your main activities below) / No
What you would like to be involved in during the 2019 Setouchi Triennale? Why should you be chosen?	
<p>[Essay Question] Imagine you a staff member of the Setouchi Triennale. One morning, you go to the ferry ticket office by the port to prepare for an event to be held in the afternoon on an island. The artist and other staff members have already gone to the island and have begun making preparations there. You are trying to buy a ferry ticket and go to the boarding dock, but you have to carry on three large cardboard boxes full of heavy equipment for the event, which is preventing you from acting as planned. The ferry is leaving momentarily and the situation is urgent. In this situation, what would you do?</p> <p>Please write your response (within one A4 page) and attach it as a separate sheet. You can write your response in English or Japanese.</p>	