

Initiative 16

Promotion of reconstruction projects while paying attention to the protection of cultural properties

[Outline of Approach]

- In order to actively promote cultural activities, Iwate Prefecture has used the arts fund promotion services provided by the Iwate Cultural Promotion Institute to provide support and encouragement to the activities of cultural groups.
- As there are a lot of traditional art groups and folk art groups whose activities were greatly affected in the Great East Japan Earthquake Tsunami, the prefecture has helped with the reconstruction of practice and other facilities; in addition, the Great East Japan Earthquake support service for the Art Fund Promotion Services has also sponsored the purchase of folk art equipment lost or damaged as well as the public performance expenses incurred by the groups themselves.
- In order to expand the tradition-related preservation activities while providing a place for announcing the daily activities of folk arts groups and promoting the activities of each group, folk art tournaments have been held to deepen the recognition and understanding of citizens toward general folk arts.

Approach 1: Grants provided to traditional arts groups affected by the tsunami

With the cooperation of municipalities, Iwate Prefecture has assisted the preparation of practice facilities and vaults for storing the equipment of traditional performing arts groups affected by the disaster through folk art reconstruction support projects. It assisted three groups in fiscal 2012, and another four in fiscal 2013.

The Iwate Cultural Promotion Agency has provided grants to traditional arts groups with their headquarters in the 12 municipalities affected by the disaster, for the purchase of equipment.



Shiroyama Tora-mai Dance (Otsuchi)
Practice facility: Assisted in 2012

Cultural Fund Program [equipment maintenance operation]		
Year	# of cases	Grant content
2011	32	“Akazawa Armor and Sword Dance” equipment maintenance and other
2012	24	“Hirota Celebration” equipment maintenance and other
2013	20	“Akedo Armor Avatar Dance” equipment maintenance and other

Monnakagumi Tiger Dance (Ofunato): Assisted in 2011
(Prefecturally Designated Intangible Folk Cultural Property)

**Approach 2: Provision of venues to showcase regular activities**

With the titles “Reviving Traditional Culture and not being Beaten by the Disaster!” for fiscal 2012 and “Revival by Prayer to Heaven and Harth” for 2013, folk arts tournaments were held to provide opportunities to showcase the results of daily activities, to help citizens deepen their understanding and recognition of general folk arts, as well as to contribute to local society.



2012 folk arts tournament



2013 folk arts tournament