

## FEATURES

# The Allure of Cultural Tourism in Japan's Regions



Above: Renowned architect Ban Shigeru designed the Oita Prefectural Art Museum. The building's beautiful latticed appearance was created using the bamboo art *henso*, a technique for weaving bamboo strips into a precise pattern.

Middle: Visitors are greeted by Choi Jeonghwa's artwork "Flower Horse" (height: 5.5 meters). The street where the art museum is located represents Towada City's historical connection with horses, coming from the facility's past involvement in raising and supplying military horses.

Below: The Japanese sword *Tachi Mumei Ichimonji*, known as *Yamatorige* (and commonly referred to as *San-cho-mo*), a National Treasure. Blade Length 79.1 cm, Curvature 3.3 cm, Weight 1.06 kg.

In Japan, the government is working to promote “Cultural Tourism” in regions centered on hub facilities, like art galleries, museums and other base facilities for cultural tourism. In this month’s issue of *Highlighting Japan*, we feature some exemplary initiatives recognized by the government. These include traditional Buddhist temples with valuable cultural properties, a museum dedicated to the Japanese sword, and a contemporary art museum, each important in promoting cultural tourism in their respective regions.

