

NOBODY KNOWS



# NOBODY KNOWS

Experience it for yourself.  
An undiscovered Japan looks forward to meeting you.

Experiencing someone's culture enables understanding.  
Becoming familiar with the history and interacting with people enables deeper understanding.  
There are some things that can only be understood by being there, experiencing the moment.

NOBODY KNOWS is a performing arts project showcasing Japan's traditional heritage.

The roots of Japan are expressed thorough its culture and art, with each region passing down its performing art traditions from generation to generation.  
Rather than viewing these arts like cut flower arrangements, we invite you to personally experience their "roots".

Delight in the discovery of the live entertainment merging professional music and dance with regional folk performances.  
Added to that, you are invited to meet and interact with the locals, enabling you to experience the lifestyle, the history, the culture and the traditional skills.

We are offering the rare opportunity of actually being an active part of the experience.  
Come, discover the Japan that still remains a mystery to most of the world.

23rd September (Mon) 2019

## Takayama Performance

Kusakabe Folk Museum  
Takayama City, Gifu Pref.



Takayama City, Gifu Prefecture. A town surrounded by heavily wooded mountains. Known for their deep relationship with nature and the trees surrounding them, the townspeople have been celebrated for their woodworking skills and their ability to bring out the beauty of the wood since the days of Asuka (538 – 710). The technique called “Hida Takumi” has been used for 1300 years, and these woodworking skills are part of the townscape, the hand-crafted works and the exhilarating festival that takes place yearly. When visiting Takayama, don’t be content with only walking the streets enjoying the sights listed in the guidebook or to just be intoxicated by the gorgeous Takayama Festival. Be sure to meet the people, observe their techniques, and feel their hearts. Takayama, which is still unknown to many, is there for you to discover.



As you stroll through town, you will become aware of the presence of wood everywhere.

The orderly streets, the serenity, and the authenticity. Ah, the aesthetic sense of Takayama.





The beams of the Kusakabe home are amazing!  
Tonight, there is a lecture performance explaining traditional entertainment and techniques.  
Takayama “*danna*” (heads of households) are famous for generously supporting the architecture, the wood crafts and festivals here.  
Which is why these craftsmanship skills continue to survive.





The Takayama Festival, ranked as one of Japan's most beautiful festivals, is a UNESCO Intangible Cultural Heritage.

Leading the festivities is the Shishimai, the lion dance. The crafted head worn by the dancers is indicative of the amazing skills of the Takayama artisans. When a young drummer beats on his drum, the lion springs to life.



The Takayama Festival has been heavily influenced by the entertainment that the Takayama "danna" brought back after working in Kyoto and Edo during the Edo period. In the live performance piece, Kabuki dances and Edo period music are also performed. The authentic and exciting performances by the young professionals are magnificent.





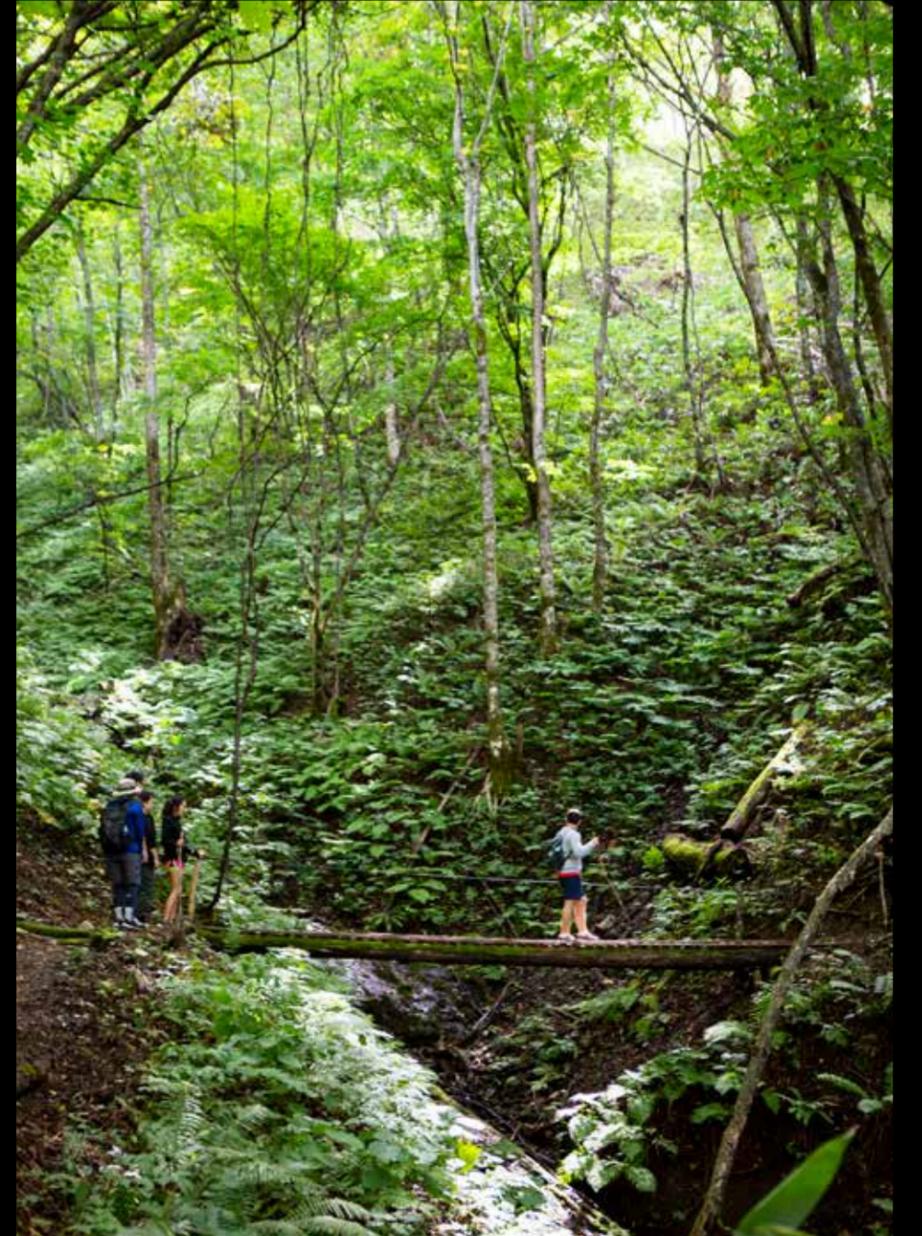
These children practice with the professional and are inspired by the technique.  
It is a special time that bonds the feelings of all for the festival music.





After the performance, both guests and the locals gather to chat while enjoying a local sake. Takayama cuisine is served on a lacquer tray. The lacquering technique known as “Hida Shunkei” is one of the area’s celebrated traditional crafts. Part of the fun of traveling is meeting people. And as the festival music echoes through the air, and unforgettable evening draws to a close.

Takayama is also famous for its incredible and awe-inspiring nature. Chubu Mountain National Park is only a 45-minute bus ride away. And to take you on a very unique trek are a mountain guide and a local forester. The source of “Hida Takumi” can be discovered while experiencing this magnificent nature.





A trip to experience the art and culture that's rooted in the land.

Live tourism enhances the pleasure of the sightseeing experience. The NOBODY KNOWS project proposes "traditional live tourism" as a new approach for the tourist. We promote enjoying the traditional performing arts while experiencing them in their local habitat surrounded by the traditional Japanese heritage structures, historic sites and the majestic nature that are celebrated in various regions of Japan. The program also arranges meetings with locals who can explain the traditions, in order to enable the tourist to learn and experience the history, culture and heart of the area. This journey enables encountering as well as experiencing "living traditions".

#### **An "intangible culture" that has been treasured for generations.**

This project wants to convey history, skills, lifestyle, festivals, prayers, food, entertainment, and the other "intangibles". The Japanese heritage story has no tangible shape. It is a new form of travel centered on an "intangible culture" that will be lost if it is not communicated, person to person.

#### **"Live" person to person communication.**

Intangible culture fascinates because it's passed on from person to person. It's important not only to exhibit, make commentary and VR, but also to enable an atmosphere of live communication that takes place, face to face. In this way, the dynamic expressions of tradition and culture can be experienced through all five senses. Due to performances, tours, workshops, and social gatherings, it will be an encounter where you can meet, learn and enjoy professional performers and local entertainers, guides, craftsmen, priests, local people and children.

#### **This "travel encounter" leads to the "support" of traditional culture**

Intangible culture can be said to be the "root" of a locality and is part of being Japanese. And that is why we go back to the source. It will most certainly be lost if there is no one to inherit it and develop it. How empowered will the inheritor of culture feel by communicating with people from this "person to person live" as they experience the honest excitement and joy of the visitors? The pleasure the travelers derive from the live performances will contribute to cultivate the motivation and pride of the next generation. It will lead to the creation of soil that is richly abundant in culture.

# Takayama City, Gifu Pref.

Kusakabe Folk Museum  
23rd September (Mon) 2019 - NOBODY KNOWS Performance  
24th September (Tue) 2019 - Chubusangaku National Park Tour

Majestic nature and the skillful techniques of “Hida Takumi”.  
The soft festival music echoes throughout the mountain town.



## Achievements

Joint project: to develop sightseeing contents and to train the young generation for Takayama Festival.  
The first combined tour of Japan heritage and a national park.

## Voice

- This program showed me our local culture and I was moved so much. (visitor)
- The performance of bamboo flute was fantastic! I felt a similar impact when I heard Mr. Children (Japanese famous pop musician) for the first time! (festival music performer)
- The performance by professional musicians at the rehearsal was splendid, and the children were inspired by practicing together. (city officer)
- Takayama has wonderful natural landscapes. I really enjoyed the Japanese traditional performances and local cuisine. I also had a chance to trek in the wonderful natural landscapes. This is a nice program to show tourists that Japan is not only about big cities. (foreign tour participant)

## Purpose

- Enhance the value of regional folk performance arts of Takayama Festival and train the young generation
- Give impact to bring out the attraction of cultural properties
- Promote the understanding of local cultural background and create its identity
- Trial implementation of a sightseeing tour in the night
- Provide the opportunities of guiding on the theme of Japan heritage (Japanese/English)
- Make opportunities to appreciate high quality traditional performing arts

# Nanto City, Toyama Pref.

Zuisenji Temple  
6th October (Sun) 2019 - NOBODY KNOWS Performance / Inami Akari Art

Immerse yourself in an overwhelming presence.  
An area known for wood carving,  
construction and dance.



## Achievements

Collaboration with existing local events and create valuable opportunities to gather all regional folk performances from the view point of Japan heritage.

## Voice

- It was nice to see different kinds of folk performances being performed together at Zuisenji Temple. This was the first time for me though I'm living nearby. (visitor)
- Please pass this on to younger generation and continue to do your best. (visitor)
- I was able to find new possibilities for Zuisenji Temple, which many people have inherited, and many folk performances that have been passed down in Nanto. (person in charge of tourism association)
- It is rare for the three major Toyama folk songs to perform together. We look forward to future developments. (tourist business)

## Purpose

- Combined effects by cooperation with existing local events
- Rediscover the value of regional folk performance
- Train the young generation of regional folk performance
- Direction to bring out the attraction of cultural properties
- New cooperation with various organizations
- Make opportunities to appreciate high quality traditional performing arts

# Kurashiki City, Okayama Pref.

Yata Otsuka Burial Mound  
13rd October (Sun) 2019 - NOBODY KNOWS Performance /  
Bamboo Woods Music Festival in Mabi

Merged with nature, music and history.  
Bamboo forests enveloped  
by light and burial mounds.



## Achievements

Support for disaster recovery, planned by young people in the community.  
Cooperation with existing local events and suggest a direction for a new  
space design of cultural properties.

## Voice

- Collaboration of Gagaku and Jazz piano were perfect for this occasion. (visitor)
- The event was very good. I was impressed so much! I want to come again next year. (visitor)
- It was very beneficial for Mabi-cho, which was struck by torrential rain, as many visitors from other areas could see that Mabi-cho is recovering. (local youth chamber)
- The illumination was so fantastic and wonderful that I wanted to use this technique for other occasions. (city officer)

## Purpose

- Disaster recovery support
- Regional activity cooperated with local young human resources
- Direction to bring out the attraction of cultural properties
- New cooperation with various organizations
- Make opportunities to appreciate high quality traditional performing arts

# Isehara City, Kanagawa Pref.

Oyama-Afuri Shrine and Tougakubou  
26th October (Sat) 2019 - NOBODY KNOWS Performance

Pray powerfully and play lightly.  
The travel culture practiced by the citizens of Edo.

## Achievements

New cooperation between shrines, companies, and art organizations.  
Trial implementation of a pilgrimage tour including visiting the shrine and  
the live performance of Shojin-otosi, a ceremony which embodies Japan  
heritage.

## Voice

- The professional guide through earphones provided good explanation during the walk to Mt.Oyama. Though I've been here several times, I could see Oyama in a new perspective. (visitor)
- The atmosphere and the performance, especially the experience of the formal worship at Oyama-Afuri shrine was very good. (foreign visitors)
- At first, the children performing the Yamato -mai were a bit timid because the stage is different from what they are used to, so they practiced a lot. It was a good opportunity for the future generations of the region to gain confidence. (shrine priest)

## Purpose

- Cooperation between shrines, companies, and art organizations
- Develop tours for foreigners on the theme of Japan heritage
- Train the young generation of regional folk performances
- Direction to bring out the attraction of cultural properties
- Provide the opportunities of guiding on the theme of Japan heritage (Japanese / English)



# Tsuruoka City, Yamagata Pref.

Sanjin Gosaiden in Dewa Sanzan Shrine  
2nd November (Sat) 2019 - NOBODY KNOWS Performance + Bus tour

Surrounded by nature, spiritualism and art  
A new life experience that expands your sensitivity.



## Achievements

Develop a program to experience the essence of Japanese culture from a new viewpoint of Noh and Shugendo, Japanese mountain asceticism incorporating Shinto and Buddhist concept in Dewa Sanzan

## Voice

- I was deeply moved by the performance of Noh. Through this event, I could experience the essence of Japan so much that brought me to tears. (visitor)
- It was a creative tour plan of cultural events at a historical place. (foreign visitors)
- I was surprised to see that the worship hall was turned in to an atmosphere of fantasy. I found many good ideas from the way the local religious culture of Dewa was newly introduced. (shrine priest)
- The main hall of Dewa Sanzan Shrine was filled with solemn atmosphere. It was a valuable event which gave us the awareness beyond the mere appreciation of art, such as the gratitude for nature's grace and the importance of living in good physical and mental conditions, which we tend to forget while living in the city. (performer)

## Purpose

- Realize the value of local culture by a new approach
- Direction to bring out the attraction of cultural property
- New cooperation with various organizations
- Trial implementation of a sightseeing tour in the night time
- Create new sightseeing contents and tours
- Provide the opportunities of guiding on the theme of Japan heritage (Japanese / English)
- Make opportunities to appreciate high quality traditional performing arts



# Bungotakada City, Oita Pref.

Tennenji Temple  
30th November (Sat) 2019 - NOBODY KNOWS Performance + Bus tour

Bathe in the sparks of happiness.  
A miracle peninsula where the demons live,  
“Kunisaki”

## Achievements

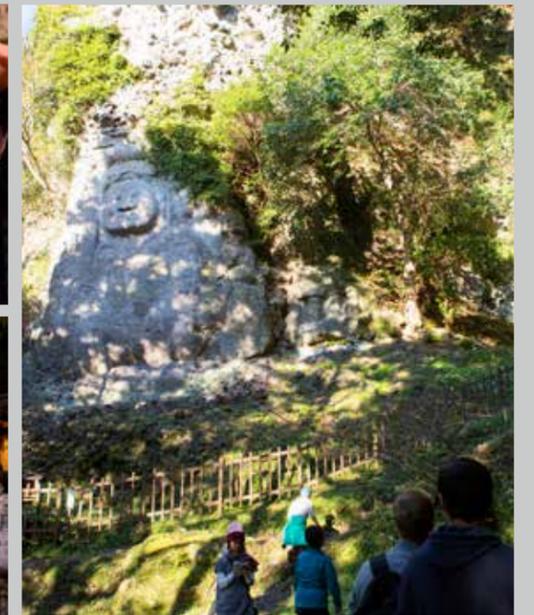
Special reproduction of an annual event “Fire Festival”  
Created the good use of local resource and the opportunities to celebrate the festival by cooperating with a preservation society, which is facing a shortage of successors

## Voice

- It was wonderful to see the professional performance matched with the historical site! (visitor)
- The warm hospitality of the local people was great. (visitor)
- I reaffirmed the culture which Japanese should cherish and I could take pride in this culture. (visitor)
- It was an amazing once-in-a-lifetime experience which I will never forget. (foreign visitors)
- I never thought of decorating Oo-taimatsu (big torches) like this. That was cool! (traditional event preservation society)
- Seeing the performance, I was deeply moved. How wonderful the culture of Rokugo Manzan, and the activities and the connection of the people who live there are. (city officer)

## Purpose

- Promote the understanding of the local culture background and create its identity
- Train the young generation of traditional events
- Direction to bring out the attraction of cultural properties
- New cooperation with various organizations
- Create new sightseeing contents and tours
- Provide opportunities of guiding on the theme of Japan heritage (Japanese / English)
- Make opportunities to appreciate high quality traditional performing arts



## Project Structure

The cooperation with many people in various parts of the country was realized through holding NOBODY KNOWS project.

It was a good opportunity to celebrate the traditional culture together and to share new attempts or know-how as well.

Organizer: Agency for Cultural Affairs, Government of Japan, Japan Arts Council,  
Japan Council of Performers Rights & Performing Arts Organizations  
Cooperation: Nagauta Association, Japanese Classical Dance Association, The Nohgaku Performers' Association, Rakugo Geijutsu Kyokai  
Support: Ministry of the Environment, Regional Revitalization and Inbound Tourism Council

Planning / Production: Japan Council of Performers Rights & Performing Arts Organizations [Geidankyo]  
Production Cooperation: Okumura Yuko (koen kikaku)  
Script & Direction: Murano Reiko (NICK-PRODUCE), Sato Shinya (Analog Switch)  
Stage Direction: Yamazoe Toshito (KANSAI BURAI Co.Ltd.), Okada Naoya (Okadabutai Co.Ltd.)  
Lighting: Matsumoto Ei (eimatumoto Co.Ltd.)  
Sound: Hashimoto Kiyoshi, Saito Akihi (S.C. ALLIANCE Inc.)  
Sound Advisor: Matsuki Tetsuyuki  
Sound Equipment Provision: ARTWIZ Inc.  
Photos / Movies: Project Company Inc & augment5 Inc  
Photographer: P2~P15, P18 Minamoto Tadayuki (TADAYUKI MINAMOTO PHOTO OFFICE), P16, P17, P20~P23, P25 Kudoh Hiroyuki (PHOTO MIO JAPAN), P24 Hiroshi Sakai (Hirotsui Photo Studio)  
Art Direction: Kosuke Niwano (Shinmura Design Office)  
Copywriter: Nito Yasuhisa (Que Inc.)  
Web: augment5 Inc., Theo Inc.

### PERFORMERS (Professional)

Gagaku: Nakamura Kanako, Nakamura Hanako, Nakamura Hitomi  
Guitar: Jozuka Yohei  
Shamisen: Kineya Katsujiro, Kineya Gosakichio, Kineya Hirotarou, Kineya Rokushiro, Touon Minamidani Mai  
Daikagura (traditional juggling): Kagami Michiyo, Maruichi Kosuke / Kotoki Tsugaru Shamisen: Yoshida Kenichi (Yoshida Brothers)  
Japanese classical dance: Hanayagi Genkuro  
Nohgaku: Inoue Yoshiaki, Ubaura Risa, Okamoto Haruna, Sugiyama Toshihiro, Tsukuda Yoshikatsu, Nomura Manroku, Fujita Asataro, Masaki Tetsuji, Murase Kei, Yamai Tsunao, Yamanaka Kazuma, Yoshizumi Ko  
Piano: Kihara Kentaro  
Classical percussions: Katada Shinjuro, Sumikawa Takeshi, Sumida Fukujuro, Fukuhara Hyakutaka, Fujita Kazuya, Mochizuki Satasuke, Mochizuki Daiki, Mochizuki Harumi, Mochizuki Hideyuki

### TAKAYAMA

Co-organizer: Takayama City, Kusakabe Folk Museum  
Cooperation: Hida-Takayama Tourism & Convention Bureau, Hida Takayama Ryokan Hotel Cooperative  
Production Cooperation: Hida Takayama Jazz Festival Executive Committee  
Talk: Kusakabe Masaru, Ushimaru Takehiko, Genda Bokuzan  
Performers: Sakurayama Hachimangu Shrine Shishi-renju, Hachiman Hououtai-gumi, Hisada Kazusa (Guitar), Mori Makoto (Djembe)  
Tour Guide: Goshikigahara-no-mori Information Center, Nakahata Taigo (maruhromokuzai Limited Partnership)  
Interpreter: Ishihara Hisa

### NANTO / Inami Akari Art

Organizer: Akari Art Executive Committee, Sanrokhachi-dori promotion association  
Co-organizer: Club Tourism International Inc.  
Cooperation: Inami Japan Heritage Promotion Committee, Nanto City Tourism Association  
Talk: Fujii Keiichi, Tsunemoto Tetsuo, Mitani Naoki, Maekawa Daichi  
Performers: Inami Kiyari Group, Etchu Gokayama Kokiriko Preservation Society, Etchu Gokayama Mugiyabushi Preservation Society, Johana Ioriuta Preservation Society, Etchu Yatsuo Owara Preservation Society Fukujima Branch  
MC: Takagi Nana  
Lighting: Matsuda Minoru (Matsuda Denki Co., Ltd.)  
Sound: Tsujimura Naozumi (MIX BOX Co., Ltd.)

### KURASHIKI / Bamboo Woods Music Festival in Mabi

Organizer: Bamboo Woods Music Festival Executive Committee  
Co-organizer: Kurashiki City, Kurashiki City Japan Heritage Promotion Consortium  
Cooperation: Mihara Teppi Lab. (Faculty of Design, Okayama Prefectural University)  
Sponsor: 50 companies in Okayama Prefecture  
Talk: Fujiwara Noriyoshi  
Performers: Kibino Makibi Taiko, Kurashiki Tenryo Daiko  
MC: Hatanaka Yosuke  
Stage Direction: Nakata Hideaki (Stage Okayama Co.Ltd.)  
Lighting: Asahara Yuki (Stage Okayama Co.Ltd.)  
Sound: Ieno Yuko (PROSOUND, inc.)  
Illumination: Takahashi Kyota (Artist)

### ISEHARA

Co-organizer: Oyama-Afuri Shrine  
Cooperation: Isehara Tourist Association  
Support: Isehara City  
Tour organizer: Odakyu Electric Railway Co., Ltd., Odakyu Travel Co., Ltd.  
Talk: Meguro Kunihiko  
Performers: Yamato-mai Dance of Oyama Afuri Shrine (Students of Oyama Elementary School)  
Stage Direction: Nakamura Makoto (PARE TOTAL SOUND CREATOR)  
Lighting: Take Hiroaki (Office BASE Co., Ltd.)  
Tour Guide: Shimura Isao (Isehara Tourist Association)  
Interpreter: Kanagawa SGG Club

### TSURUOKA

Co-organizer: Association for Promotion of "A Journey to Rebirth" of Dewa Sanzan, Tsuruoka City, Tsuruoka City Board of Education  
Talk / Workshop: Yoshizumi Toshiki, Nakano Yuichiro, Hasegawa Chiko  
MC: Yamazaki Noriko  
Stage Direction: Ueno Masato (Stage Ensemble Tohoku Co., Ltd.)  
Lighting: Kaiya Yoshinobu (Stage Ensemble Tohoku Co., Ltd.)  
Sound: Nagase Hirokazu (SOUND PLUS)  
Tour Guide: Haguro Tourist Association  
Interpreter: Suzuki Takashi

### BUNGOTAKADA

Co-organizer: Bungotakada City  
Cooperation: Nagaiwaya Shujo Onie Preservation Society  
Talk: Danjo Tatsuo  
Performers: Nagaiwaya Shujo Onie Preservation Society  
MC: Saito Mie  
Stage Direction: Yokoyama Kazumi (Fukuoka Shiminhall Service)  
Lighting: Awato Tomoki (garage one Co.,Ltd.)  
Sound: Shiyoa Minoru (Staff Co.,Ltd.)  
Tour Guide: Goto Hiroyuki  
Interpreter: Sato Tomoko



文化庁  
Agency for Cultural Affairs  
Government of Japan



GEIDANKYO



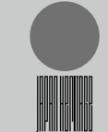
環境省



Club Tourism International Inc.



beyond 2020



JAPAN CULTURAL EXPO

<https://nobodyknows.tours>

## 2019 Performance Overview

Location	Takayama City, Gifu Pref.	Nanto City, Toyama Pref.	Kurashiki City, Okayama Pref.	Isehara City, Kanagawa Pref.	Tsuruoka City, Yamagata Pref.	Bungotakada City, Oita Pref.
Story of Japan Heritage	Hida Takayama's Wood Artisans 1300 Year-Old Lineage of Skill and Spirit	Inami Woodcarving Museum Born from the Chisels of Master Carpenters	Okayama, the Birthplace of the Legend of Momotaro Ancient Kibi Heritage Conveying Tales of Demon Slaying	Isehara City and the Mt. Oyama Pilgrimage Destination for the Faith and Leisure of Edo's Commoners	A Journey to Rebirth Amid the Sacred Nature of Dewa Sanzan	Kunisaki — Where Oni and Buddhas Coexist as One
Venue	Kusakabe Folk Museum	Zuisenji Temple	Yata Otsuka Burial Mound	Oyama-Afuri Shrine and Tougakubou	Sanjin Gosaiden in Dewa Sanzan Shrine	Tennenji Temple
Talk	Master of the Kusakabe Family Takayama City Officer Carver	Inami Japan Heritage Promotion Committee Zuisenji Temple Priest Carver	Kurashiki City Board of Education	Oyama-Afuri Shrine Priest Isehara Tourist Association Edokko Traveler(Actor)	Dewa Sanzan Shrine Priest Yamabushi Noh performer	Beppu University Professor
Folk Performance	Matsuri-Bayashi Shishimai	Inami Kiyari Odori, Kokiriko, Mugiyabushi, Johana Ioriuta, Etchu Owara	Wadaiko	Yamato-mai Dance	-	Shujo Onie
Professional Performance	Japanese Classical Dance with Nagauta Shamisen Music	Japanese Classical Dance with Nagauta Shamisen Music	Gagaku + Jazz Piano Tsugaru Shamisen	Daikagura (traditional juggling) Japanese classical dance with Shamisen	Bamboo Flute + Guitar Noh	Traditional Japanese Music (Bamboo Flute, Percussions, Shamisen) Kyogen
Date	23rd September (Mon) 2019 18:30-19:45	6th October (Sun) 2019 ① 17:00-18:30 ② 19:00-20:30	13rd October (Sun) 2019 17:00-19:10	26th October (Sat) 2019 ① 8:45-14:50 ② 11:15-17:35	2nd November (Sat) 2019 16:30-18:30	30th November (Sat) 2019 17:30-19:45
Number of Audience (Capacity)	Approx. 120 (100)	① Approx. 260 (200) ② Approx. 240 (200)	Approx. 400 (400)	① 17 (40) ② 27 (40)	Approx. 70 (60)	Approx. 140 (100)
Number of People Involved	Approx. 100	Approx. 110	Approx. 120	Approx. 35	Approx. 55	Approx. 75
Related Events and Tours	<ul style="list-style-type: none"> <li>Ohayashi Workshop for children (8/21)</li> <li>After Party (9/23)</li> <li>Chubusangaku National Park Tour (9/24)</li> </ul>	<ul style="list-style-type: none"> <li>Inami Akari Art</li> <li>Tour organized by Club Tourism</li> <li>Trial Package Tour, Shogawa Pleasure Boat and Making Sake Cup.</li> </ul>	<ul style="list-style-type: none"> <li>Bamboo Woods Music Festival in Mabi</li> <li>Tour organized by Kurashiki Convention &amp; Visitors Bureau</li> </ul>	<ul style="list-style-type: none"> <li>Trial Tour in cooperation with Odakyu Electric Railway Co., Ltd. and Odakyu Travel Co., Ltd.</li> </ul>	<ul style="list-style-type: none"> <li>Trial Tour</li> </ul>	<ul style="list-style-type: none"> <li>Trial Tour</li> <li>Outdoor Lounge</li> </ul>
Utilization of Local Resources	Crafts / Nature / Food / Folk Performance / Traditional Architecture / Festival	Crafts / Nature / Folk performance / Traditional Architecture / Festival	《Disaster recovery support》 Historic Site / Nature / Food / Folk Performance / Contemporary Art	Nature / Food / Religious Festival / Folk Performance / Traditional Architecture	Nature / Food / Religious Festival / Traditional Architecture	Nature / Food / Religious Festival / Traditional Architecture

