How Can Local Cultural Institutions Be United?
A Case Study on the Ueno Welcome Passport as a Tool for Local Cultural Connection

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1. UENO PARK
KAN'EI-JI TEMPLE FOUNDED IN 1622
POPULAR AS A TOURIST ATTRACTION
CIVIL WAR IN 1862
FIRST PUBLIC PARK BUILT IN 1873
2. UENO WELCOME PASSPORT
11 CULTURAL INSTITUTIONS
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NEW VISION TO 2020

“UENO, A GLOBAL CAPITAL OF CULTURE”
WEBSITE
上野文化の杜

アーツフェスタ・2016春

3月25日(金)・26日(土)・27日(日)

11:00～19:00
NATIONAL MUSEUM OF WESTERN ART
DESIGNED BY LE CORBUSIER
AMEYOKO SHOPPING STREET
CONNECTION EXPANDED

2015: 3 MUSEUMS

2016 W/S: 11 CULTURAL INSTITUTIONS

2016 S/A: 14 CULTURAL INSTITUTIONS + SHOPPING STREET
4. CONCLUSION
CONCLUSION

• CULTURAL CONNECTION HAS BEEN CREATED IN CULTURAL INSTITUTIONS IN UENO-PARK THROUGH CO-CREATED TICKETS
• MORE CONNECTION WILL BE REQUIRED FOR 2020
THANK YOU!

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