

# Center for International Academic Exchange

## Object

The Center for International Academic Exchange was established in April, 2010, with the aim of facilitating international exchange between academic organizations. Minpaku has, since its founding, brought a global vision to active engagement in research and museum-related activities in cooperation with overseas researchers and institutions. Our aim has been to be a pioneer among the members of the Inter-University Research Institutes in promoting international academic exchange. In most cases, however, academic exchange has depended on the initiative and connections of individual researchers. Strategic, organizational tie-ups lagged behind.

The IT revolution that began in the late 20<sup>th</sup> century has hugely accelerated the speed of information flow across national borders. As a result, Minpaku's international activities have now reached a stage where remaining dependent on the initiative and connections of individual researchers is no longer possible. We now need to develop international exchange on an organizational and strategic level. The Center for International Academic Exchange is taking full advantage of our previous achievements in international academic exchange and the collegial networks built up by our researchers to promote exchange and joint research projects with partner institutions around the world.

## Promotion of Research Coordination and Collaboration with Overseas Research Institutes

The Center is undertaking preparations for agreements with overseas research institutes in efforts to obtain research coordination and collaboration. During 2010, Minpaku signed cooperative agreements with the University of Edinburgh in the U.K. in May, the University of Antananarivo in Madagascar in November, and the Pontifical Catholic University of Peru in December.

**Institute of Ecology and Biological Resources (Viet Nam)** March 22, 2012  
Promotion of Academic Exchange Through Joint Research, Training, Publication, and Exhibition Projects.

**Peter the Great Museum of Anthropology and Ethnology of Russian Academy of Sciences (Russia)** October 21, 2011  
Promotion of interaction and cooperative relationships between the academic and cultural spheres.  
In 2011, research was conducted on materials collected by Siebold in Nagasaki found in Minpaku's vast collection of artifacts related to Japan.

**Institute of History, Archaeology and Ethnography of peoples of the Far East, FEB RAS (Russia)** June 1, 2011  
Joint research projects in archeology, anthropology, and ethnology.  
In 2011, fieldwork was carried out in the Khabarovsk region and coastal areas of Russia and in Heilongjiang Province, China, on "Cultural Adaptations to the Environment in the Forest Zone of the Russian Far East." It was funded by a Grant-in-Aid for Scientific Research.

**The Russian Museum of Ethnography (Russia)** December 3, 2010  
Collaboration and cooperation in museology, research methods, and cultural asset preservation. Researchers were dispatched from Minpaku to participate in preparations for joint research (AY 2011).

**The Pontifical Catholic University of Peru (Peru)** December 1, 2010  
Scholarly exchanges and collaborative research.  
In 2011, Minpaku reached a special agreement for academic cooperation concerning the core research project on "Anthropological Studies of Inclusion and Autonomy in the Human World" and carried out a project on Andean history and culture funded by a Grant-in-Aid for Scientific Research.

**The University of Antananarivo (Madagascar)** November 22, 2010  
Promotion of joint academic activities  
In 2011, research was carried out on wooden houses in Zafimaniri villages in the Amoron'i Mania region of Madagascar. In addition, a researcher was invited to Minpaku and a core research symposium conducted. In 2011, we lent photographs and other materials from the Mabuchi Toichi archive for a special exhibition, "Formosan Aborigines—A Century of Photographs and Historical Materials," at the Shung Ye Museum of Formosan Aborigines in Taiwan.

**The University of Edinburgh (U.K.)** May 17, 2010  
Promotion of academic exchanges and joint research.  
In 2011, Minpaku invited a visiting researcher from the University of Edinburgh and held an international symposium, in December.



## Minpaku Fellows

This is a network of foreign researchers who have worked with or for the Museum in the past, and foreign and domestic research institutions with close ties to the Museum. In order to promote awareness and improve information exchange, our English Newsletter (MINPAKU Anthropology Newsletter) is published bi-annually. There are 1,196 members in the Minpaku Fellows program.

## Minpaku Fellows breakdown by area

as of March 31, 2012

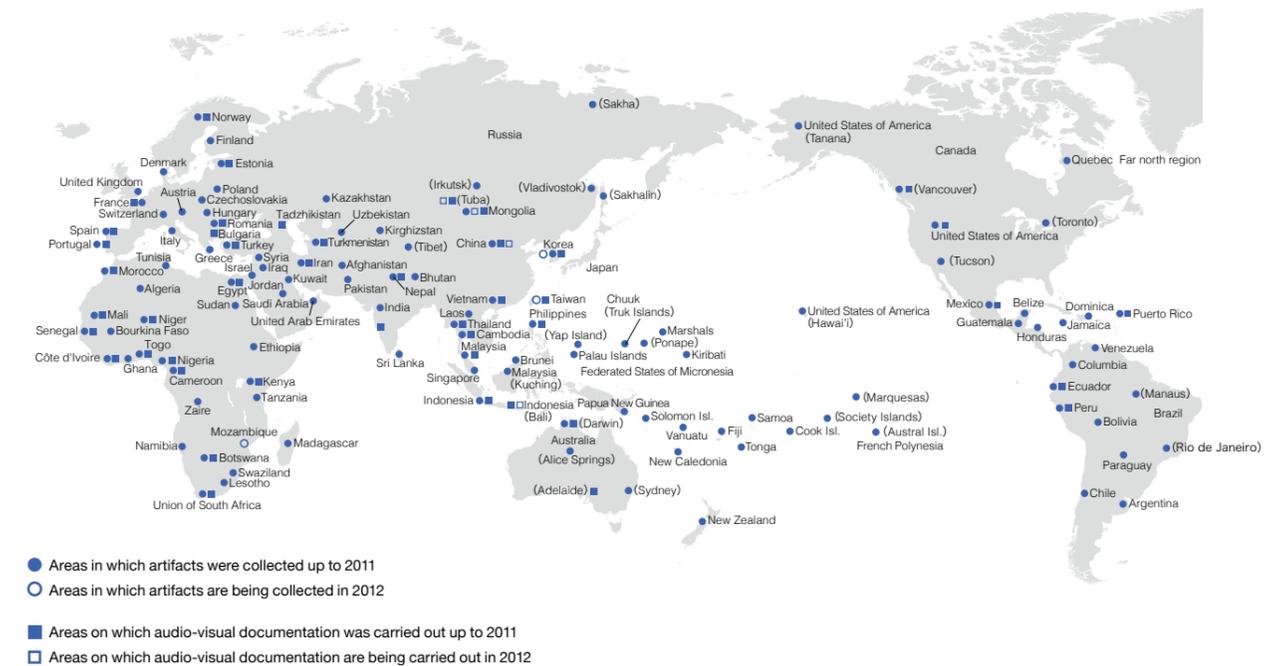
Area	Number of Fellows
Asia, the Middle East, and Oceania	699
Europe	232
North, Central and South America	215
Africa	50
Total	1,196

# Materials and Information Collection and Storage, and Public Relations

The Museum has collected and stored a vast amount of materials and information concerning ethnology and anthropology for researchers inside and outside the country, and has made them available to society through exhibitions and other activities. To carry out these activities efficiently, the Museum has been trying to develop better ways to collect and manage materials, organize and provide information, create database systems and contents, hold exhibitions, and implement various other activities.

## Materials and Databases

### Map of collection areas (Materials obtained from 1974 to the present)



## The Museum Collection of Artifacts and Other Materials

as of March 31, 2012

Artifacts	277,195
From abroad	175,019
From Japan	102,176
Audio-visual materials	70,507
Moving image	7,856
Sound recordings	62,651

Books and Periodicals	
Books	643,925
Japanese books	259,454
Books in other languages	384,471
Journals	16,635
Japanese Periodicals	9,935
Periodicals in other languages	6,700

## Human Relations Area Files (HRAF)

Area files (ethnic groups)	385 files
Original texts	7,141 volumes

## List of Databases as of March 31, 2012

Databases of research resources held in the Museum and outcomes of research projects are made and provided to researchers inside and outside of the Museum. (For each database description, the numerical value(s) on the right means the number of records contained in it. Databases with an asterisk are for use only inside the Museum.)

### Artifacts

#### Artifact Catalogue

Basic information on the artifacts of economic activities, everyday life, rituals, and manufacturing tools held in the Museum, such as their names, images, dimensions and weight, place, culture, and the year of acquisition.

245,337

#### Detailed information on artifacts in the catalogue

Details about the artifacts held in the Museum, such as their local names and translation, images, materials used in their construction, dimensions and weight, when, where and how they are created or used and by whom, and the place and date of collection.

To the public: 47,196 Inside the Museum: 245,403

#### Published References to Artifacts in the Museum

Bibliographic information on published references to artifacts held in the Museum.

40,337

#### Korean Daily Commodities Collection

Information (including images) on all daily commodities owned and used by a family in Seoul, South Korea. For each item, its location in their apartment, manner of acquisition, and the family's memories about it are recorded.

7,827

#### The George Brown Collection

Basic collection information (including images) for materials collected by George Brown, a missionary and ethnographer who worked in the Pacific Islands from the late 19th century to the early 20th century, and now held in the Museum.

2,992

#### Prints by Indigenous People of Canada \*

Basic information and description (including images) on our collection of typical prints created by indigenous peoples of Canada, most of which were put on our special exhibition "Voices from the Land, Visions of Life: Beauty Created by the Indigenous Peoples of Canada" in 2009.

158

### Audio-Visual Materials

#### Visual Materials Catalogue

Information on our collections of movie films, videotapes and DVDs (photographs excluded).

7,825

#### Videotheque Database

Information on visual contents provided by the *Videotheque System* in the main exhibition hall of the Museum. It is searchable by keywords as well as by the menu of a Videotheque booth.

606

#### Performing Arts Film

Information on film records of music, dance and theater that the Museum has made at various places in the world since 1982. Videos are available only inside the Museum.

849

#### Nepal Photo Database (Japanese and English versions)

Photographs taken by TAKAYAMA RYUZO, a graduate student of Osaka City University at that time, and other members of the Japanese Scientific Expedition for Northwestern Nepal in 1958, and information (including images) on artifacts collected by the expedition and now held in the Museum.

3,879

#### The MATSUO Minori Postcard Collection

A database of postcards bought by MATSUO Minori in places visited during his service in the Japanese Navy from 1919–1923. High-quality digital images of the postcards and information related to them can be accessed and magnified on a sliding scale.

169

#### The ASAEDA Toshio Collection \*

Information on photographs of people, animals and plants in the Pacific Islands taken by ASAEDA Toshio when he visited there in the 1930s as a member of several academic investigation teams.

3,966

#### Ethnographic Images of the Spirit Dance in Thailand \*

Information (including images) on photographs and videos of the Spirit Dance in Thailand shot by TANABE Shigeharu, Professor Emeritus, National Museum of Ethnology. The photographs can be searched and viewed by category, place, and ritual host of the Spirit Dance, and are also related to one of the 41 research reports made about the dance.

10,082

#### Photographs from the Group of the Synthetic Research of Cultures of Southeast Asian Countries \*

The research group of the Synthetic Research of Cultures of Southeast Asian Countries was sent to those countries three times from 1957–1964. This database presents some of the photographs taken during the 1st and 2nd missions together with related information.

4,393

#### Photographs on Aboriginal Australian Culture \*

KOYAMA SHUZO, Professor Emeritus, National Museum of Ethnology, is known as the Japanese pioneer of research on Aboriginal Australian Culture. This database presents photographs taken by him from 1980–2000 showing various scenes including ceremonial scenes, daily life and landscapes.

8,043

#### Photographs on Northwestern Nepal and Manaslu \*

Photographs taken by the Japanese Scientific Expedition for Northwestern Nepal from 1958–1959, partly including ones probably taken by the science team of the first Japanese Alpine Club Manaslu Expedition in 1953. They are part of materials transferred from the former Ministry of Education Historical Archives to the Museum.

620

#### Photographs on Kyoto University African Scientific Expedition \*

Photographs taken by the Kyoto University African Scientific Expedition from 1961–1967.

11,663

#### The UMESAO Tadao Photo Collection \*

Photographs taken by UMESAO Tadao, the first director general of the Museum, during his fieldworks at various places in the world.

35,420

### Audio Materials Catalogue

Information on our collection of records, CDs and audio tapes.

62,453

#### Itemized information on audio records in the catalogue

Piece-by-piece information on music, and episode-by-episode information on traditional folktale records in our collection of audio materials.

346,772

### Library Materials

#### Book and Periodical Catalogue

Bibliographic information about the books and periodicals held in the Museum Library.

Books: 643,925 Periodical Titles: 16,635

### Languages

#### The NAKANISHI Collection: World Literary Materials

Information (with images of letter samples) on books, newspapers, manuscripts, and artifacts written in various languages and writing systems collected from all over the world by the late NAKANISHI Akira, former president of Nakanishi Printing Co. Ltd.

2,729

#### The YOSHIKAWA Database of Materials for a Sumerian Lexicon

Digitized notebooks with keywords for Sumerian language studies compiled by YOSHIKAWA Mamoru, Professor Emeritus, Hiroshima University.

Keywords: 33,450 Pages: 40,596

#### Talking Dictionary of Khinina-ang Bontok

An electronic dictionary of the Khinina-ang Bontok language spoken in Mountain Province, the Philippines, compiled by Lawrence A. Reid, Researcher Emeritus, University of Hawai'i. It contains image and sound data, as well as information typically found in a printed dictionary.

Headwords: 7,636

#### Japanese Traditional Folktales: The INADA Koji Collection

Information (including sound data) on Japanese traditional folktales, documented by INADA Koji at Kyoto Women's University and his group in 29 prefectures of Japan from 1967–1978 (446 tapes, about 190 hours recording). Sounds are available only inside the Museum.

3,696

### Clothing Culture

#### Clothing and Accessory Collection

Detailed information and images of clothing materials and accessory artifacts held in the Museum, and field photographs.

18,990

#### Publications Concerning Clothing Culture

Index of periodical articles and books that concern the culture of costumes and clothing. This database contains the following items: 1) Japanese periodical articles (current), 2) Japanese periodical articles (before the end of World War II), 3) Foreign language periodical articles, 4) Japanese books, 5) Foreign language ethnographies.

144,944

#### Chronology of Clothing Culture in Japan 1868–1945

A digital chronology of clothing culture in Japan from 1868–1945 when western style clothing was not popular. It consists of information on events, contemporary conditions, illustrations, and memoirs which were collected from newspapers and clothing magazines in that period.

9,858

### Miscellaneous

#### Research Reports of Materials Located in Japan \*

Location information compiled by researchers appointed by the Museum on persons and materials related to folklore and ethnology in Japan, containing 1) artifacts, 2) persons who disseminate traditional technologies, 3) visual materials, and 4) publications. This database was constructed based on the *Research Reports* published in 1980–2003 by the Museum.

21,373

## Items in the Museum Collections Offered for Loan during AY2011

In addition to using the items in its collection for internal research activities, the Museum offers items for loan to universities, other museums, and external organizations for educational and research purposes as part of its efforts to contribute to the public interest. To inquire about borrowing items from the Museum's collection, contact the Minpaku Collections Help Desk.

A total of 484 inquiries were received during AY2011.

### Minpaku Collections Help Desk

TEL/FAX +81-6-6878-8213

URL <http://www.minpaku.ac.jp/english/research/sharing/helpdesk>

### 1. Number of loans made: 9, number of items loaned: 530

Among the projects listed above, those for which the Museum's lending resources comprise more than 50% of the entire exhibit items are the following:

Borrower	Exhibition title	Exhibition period	Items loaned / total number of items loaned / % of loaned items relative to the entire exhibition
<b>Commemorative Organization for the Japan World Exposition '70</b>	"Okamoto Taro: The Sun at the Bottom of the Earth"	August 27, 2011 – October 10, 2011	Masks, etc. / 121 items, 69%
<b>Ulsan Museum (Korea)</b>	Special exhibition "Back to 1936 Dal-ri, Ulsan"	November 29, 2011 – April 29, 2012	Wedding garments and farm implements, etc. / 78 items, 78%
<b>Tokushima Prefectural Museum</b>	Exhibition "Taiwan through the eyes of Torii Ryuzo"	January 28, 2012 – March 11, 2012	Toys and fire starters, etc. / 116 items, 51%

### 2. Number of special loans (i.e., loans for the purpose of photo-shooting or close examination for research, or loan of original film): 74

Of the above, 9 loans were made to universities. (Use of photos as references for survey research and writing)

### 3. Number of loans of audio-visual materials: 187, number of items loaned: 2,866

Of the above, 43 loans were made to universities (265 items), and 56 loans to individual researchers and research groups (543 items).

### 4. Inter-library services

Number or special use (Use of original film or photo-shooting) 12 (of which 8 were for the use of photos as references for survey research and writing)

Photocopy orders, accepting: 8,211 Photocopy orders, requesting: 280  
(of which 3,410 were from universities) Inter-library loans, borrowing: 283

Inter-library loans, lending: 888  
(of which 845 were from universities)

## Storage of Academic Materials

The Museum has accumulated a large collection of academic materials through its research. Many of the materials are organic artifacts that generally have the least resistance to insect and fungus damage. Therefore, the Museum takes special measures to repel and kill insects and protect its collection. For example, newly acquired artifacts from abroad are taken to a fumigation chamber where they are treated with chemical insecticides and germicides, because the natural environment and ecosystem of their place of origin are substantially different from those of Japan. Artifacts that have insect damage in Japan, however, are subjected to a non-chemical insecticidal process as required, due to the nature of the materials. In this way, different insecticidal processes are used, depending on the place of origin, the extent of damage, and the nature of the materials. To enhance insecticidal efficiency and better protect artifacts from insect damage in a unique way, in 2007 a large high/low temperature walk-in treatment chamber was installed in the Museum and the existing fumigation chamber was upgraded to a multi-functional chamber capable of carbon dioxide treatment and low oxygen concentration treatment. Also, a catalytic combustion type chemical abatement system was introduced to ensure the safe treatment of waste chemicals, thus realizing a materials management system that is friendly to people, artifacts, and nature.

These state-of-the-art systems are one of the results of the research on the conservation science of artifacts that the Museum and other university researchers have been jointly conducting to ensure effective use of its artifact collection.



Artifact storage area



The high/low temperature walk-in treatment chamber



A multi-functional fumigation chamber capable of carbon dioxide and low oxygen concentration treatments

## Minpaku Library

### Service information

Daily from 10 a.m. to 5 p.m., except Sundays, National Holidays, and days that the Museum is closed.  
 Visitor qualifications: The library is open to all. Library books (except rare books) may be used and borrowed by anyone. Visitors must present documentation for verification of name and address (e.g., a driver's license or student identification card).

### 1. Encouraging educational and research activities

Minpaku's library collection includes many highly specialized works. Facilities include three microfilm readers and a color copy service. The library is staffed by qualified librarians and provides full support for the educational and research activities expected of an Inter-University Research Institute.

### 2. Promoting public disclosure of the Library's catalog

During AY2011, the Library registered data on books in a total of 46 languages in its library catalog. Also in the NACSIS-CAT database, the Library registered about 29,000 books in Japanese, 13,200 books in Spanish, in German, in Swedish, in Portuguese, in other languages, and in languages difficult to read.

### 3. Social contributions

All users can check out materials from the library. As of fiscal 2011, the library had 262 outside registered users making regular use of the library, who borrowed 1,988 items.

### 4. MINPAKU Library Catalog

The library catalog is open to the public and can be searched by anyone, anywhere from a personal computer or mobile phone. In 2011, the catalog was accessed from computers 77,028 times and from mobile phones 3,175 times.



Library Reception Counter



Current Periodicals Section

## Minpaku Repository

The Minpaku Repository, opened to the public in January, 2010, includes in its holdings Minpaku's own publications, *Senri Ethnological Studies*, *Senri Ethnological Reports*, *the Bulletin of the National Museum of Ethnology*, *Senri Ethnological Research Reports Supplements*, and *Senri Ethnological Monographs*. Copyrights have been registered and permissions for use have been obtained to make them available for public use. As of the end of 2011, downloads averaged 21,000 per month of 3,600 items.

## Ethnology Research Archives

Since its establishment, the Museum has accumulated a wide range of resources such as research notes and papers of anthropologists and ethnologists, including audio-visual records from their fieldwork. In order to make good use of these materials, the Archives group under the Library Committee has continued work to investigate the condition of archive resources and to develop inventory lists in 2011. The results are being released through the "Ethnological Studies Archive" website, which is widely used by researchers across the country. The Museum plans to continue investigating the status of its archive materials, developing inventory lists, and releasing them to the public in due course.



Neatly arranged archived materials

## Exhibitions

### Concept and Organization of Exhibitions

At the National Museum of Ethnology, exhibitions are designed to present the latest achievements of anthropological, ethnological and other related scientific research to the public through a variety of media. In doing so, the Museum hopes to enhance public awareness of different cultures around the world and foster greater cross-cultural understanding. The exhibitions consist of the Main Exhibitions and the Special Exhibitions. The Main Exhibitions are mostly permanent, and are designed to deepen understanding among visitors of cultural diversity and commonality. The Special Exhibitions, on the other hand, highlight specific topics and are held several times annually for a limited period of time.

### Main Exhibitions

The Main Exhibitions are arranged into regional and cross-cultural exhibitions. The regional exhibitions cover Oceania, the Americas, Europe, Africa, and Asia, including Japan. The regional exhibitions start with Oceania, and progress as if traveling eastwards around the world to finish in Japan.

This arrangement allows visitors to view Japanese culture in comparison with other cultures. In designing the exhibitions, the National Museum of Ethnology adhered to the notion that all human cultures around the world have equal value; the notion has remained unchanged since the inception of the Museum. Accordingly, the exhibitions are designed to help visitors respect cultural differences among peoples, represented in the rich diversity of human lifestyles. These exhibitions are also characterized by their emphasis on clothing, food and housing, which gives visitors a clear idea about lives in different regions around the world. The cross-cultural exhibitions, on the other hand, focus on specific themes, not regions, and currently accommodate exhibitions on music and language.

Given the substantial changes in global conditions and academic fields since Minpaku's founding over 30 years ago, the Museum began renovating its exhibitions in 2008.

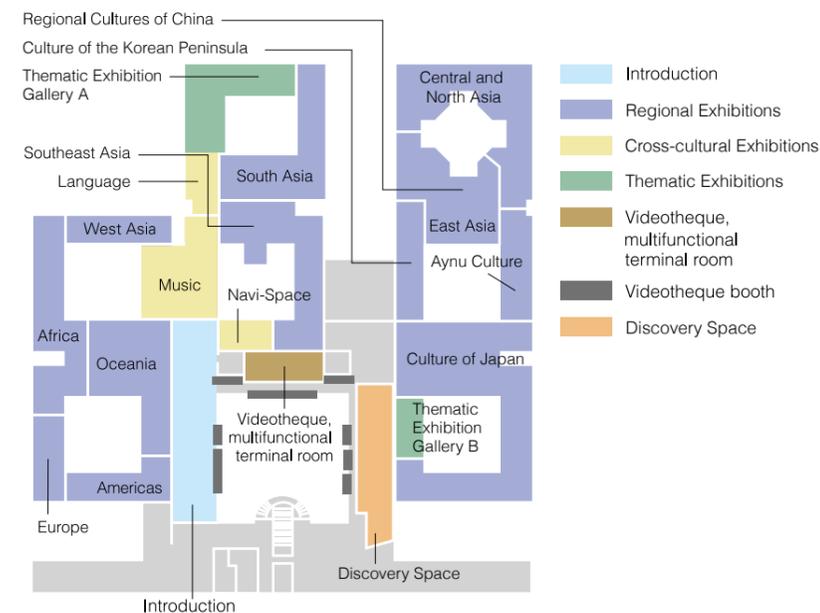
The basic renewal strategy can be summarized in five points. (1) Making use of its function as an Inter-University Research Institute, where the insights of researchers inside and outside Japan are gathered. (2) Developing exhibits where the three parties (researchers who create exhibitions, persons presenting cultures as exhibition objects, and exhibition users) can enlighten each other through interaction, in other words, exhibitions as forums that span cultural differences. (3) Innovating "glocal exhibitions" which demonstrate changes in historical as well as modern times, alongside linkages between local areas, Japan, and the world. (4) Advanced and integrated systems for access to information. (5) Accommodating diverse requests from the user community.

In March 2009, totally transformed Africa and Western Asia exhibitions were opened to the public. These were followed in March 2010 by cross-cultural Music and Language exhibitions, new spaces for shared use, and partial renovations of the Information exhibitions. March 2011 saw the opening of the new Oceania and Americas exhibitions. New Europe and Information Zone exhibitions were opened on March 2012.

In the two areas for thematic exhibitions that are located in the Museum exhibition hall, temporary exhibits displaying themes related to contemporary issues or cutting-edge research topics are provided. The thematic exhibition gallery can also be used as a shared exhibition gallery to expedite displays of the latest research outcomes of universities and other institutions in Japan and overseas.

The Museum also encourages the introduction of information devices for its exhibits. The Videotheque is the world's first on-demand video library of its kind, developed by the Museum. Visitors can select video programs from the Museum's collection of about 600 titles, which give visitors a glimpse of the living cultures of the world's peoples and let them see how the artifacts shown in the Main exhibitions are actually used. The Minpaku Digital Guide, the world's first portable audiovisual device that explains exhibits, was updated in AY2007. The new version is smaller and lighter and boasts greater usability than the conventional one.

In the Discovery space, visitors can use the terminals to access and compare a wealth of information on artifacts currently on display. Related books and journals as well as Minpaku publications are also available.



Navi-Space



Minpaku Digital Guide  
 Our audio-visual guides use video and sound to explain where artifacts were found, how they were used, and by whom. Explanations are currently available in Japanese, English, Chinese and Korean.  
 (The Minpaku Digital Guide was used by 9,380 visitors in total during AY2011.)

## Regional Exhibitions

The regional exhibitions focus on Oceania, the Americas, Europe, Africa, West Asia, South Asia, Southeast Asia, Central and North Asia, and East Asia. The figures appearing next to each exhibition space's name indicate the exhibit area in square meters.

### Oceania 660m<sup>2</sup>



| Human dispersal into Oceania | Living off the sea | Living on islands  
| Contact with the outside world | Expressions of indigenous identity

Innumerable large and small islands speckle the oceans that cover almost all of Oceania. Here lived peoples highly skilled in navigation and the growing of root crops. The "Human dispersal into Oceania", "Living off the sea", and "Living on islands" sections present the varied skills required to sustain life on islands with limited natural resources. "Contact with the outside world" and "Expressions of indigenous identity" explore how local traditions have been maintained and developed in the midst of encounters with other cultures from other places.

### The Americas 320m<sup>2</sup>



| Encounter | Eating | Clothing  
| Prayer | Creativity

The huge expanse of the Americas stretches from polar to tropical environments. Here human beings developed lifeways adapted to those environments. Then European conquest and colonization left their marks, as alien cultures permeated every corner of daily life. Here we focus on clothing, food and religion, illuminating the variety of Native American cultures and the impact of history upon them. At the same time, we introduce artists and craftsmen whose work uses indigenous materials to display new values.

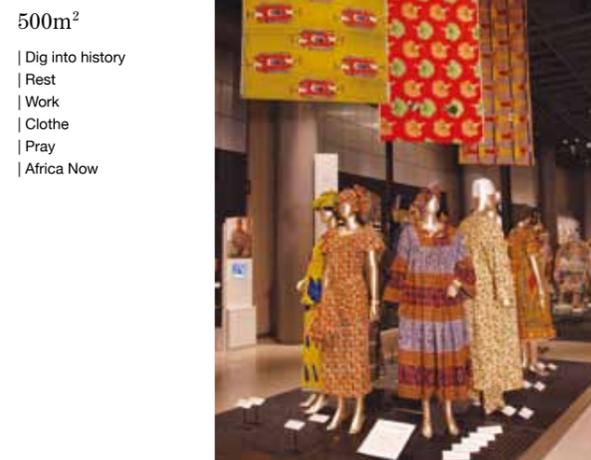
### Europe 250m<sup>2</sup>



| Agriculture and the Annual Cycle | Religions and Beliefs  
| Industrialization | Europe in Transformation

From the 16th to the 20th centuries, Europe was the center from which Christianity and modern institutions, technologies, and knowledge spread around the world. Now the tide has turned, and immigrants from all over the world are making themselves part of European society. Here we explore the interactions of tradition and religion, rationalization and industrialization, and immigration in the formation of modern Europe, focusing on the concept of "time".

### Africa 500m<sup>2</sup>



| Dig into history  
| Rest  
| Work  
| Clothe  
| Pray  
| Africa Now

As a result of its contact with the outside world, Africa, considered to be the land of human origins, has undergone many changes. We can acknowledge today that at least some of the diversity in the cultures and languages of the African continent is a result of these changes. In addition to paying attention to people's activities that "dig into history," the exhibition is divided into four sections (to rest, to work, to clothe, to pray) in order to introduce the lives of people living in contemporary Africa.

### West Asia 310m<sup>2</sup>



| Faith  
| Life in the desert  
| Diaspora, Palestine  
| Japanese views of the Middle East  
| Sound culture and pop culture

People living in West Asia, also known as the Middle East, call the area they live in *Mashriq* 'land where the sun rises' and maintain deep relationships with North Africa, called *Maghrib* 'land where the sun sets.' The region is mostly arid land, where nomadic people migrate. On the other hand, cities such as Baghdad and Cairo have thriving urban cultures. While most inhabitants are Muslim, it is also the region where Judaism and Christianity were born. The exhibition introduces the way people's lives are changing in the era of global change.

### South Asia 600m<sup>2</sup>



| Urban life | Crafts | Living and science | Pastoral lives  
| Farming lives | Fishing lives | Gods and humans

The Indian subcontinent and the surrounding areas show social, cultural, and linguistic diversity. The gallery exhibits this diversity of ethnic cultures both in their traditional and modern forms, focusing on urban and rural lives and religious practices.

### Southeast Asia 730m<sup>2</sup>



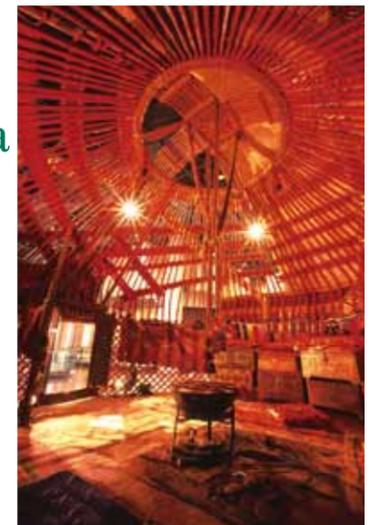
| Rice-growing cultures | Maritime life | Living in the mountains  
| Everyday utensils | The world of belief | Clothing and accessories  
| Wayang theater | Theravada Buddhism | Urban landscapes

Bearing influences from Indian, Chinese, and other civilizations, Southeast Asia has a long and complex history of indigenous development in each country, as well as among the diverse population of the region as a whole. Typical indigenous elements of Southeast Asian cultures include rice growing and spirit worship. The exhibition represents the diverse and interwoven aspects of Southeast Asian cultures.

### Central and North Asia 710m<sup>2</sup>

710m<sup>2</sup>

| Pastoralism and agriculture of Central Asia  
| Nomadic culture in Mongolia  
| Hunting and fishing cultures in North Asia  
| The world of shamanism



The exhibition covers a vast region from Central Asia, east of the Ural Mountains and the Caspian Sea, to North Asia including Mongolia and Siberia. The exhibition features Kazakh and Mongolian tents and introduces the Turkmen and Kirgiz pastoral cultures, the Uzbek and Tajik farming cultures, and Siberian hunting and fishing life. Siberian shamanism is featured to round out the exhibition.

## East Asia Culture of the Korean Peninsula 330m<sup>2</sup>



| History and culture | Food culture | Clothing  
| Dwelling | Performing arts

Based on shamanism, Korean culture has been influenced by the diverse foreign cultures of Buddhism, Confucianism and Christianity. The exhibition focuses on the history and culture of modern Korean society. On the patio is a traditional pub-restaurant, a *jumak*.

## East Asia Regional Cultures of China 660m<sup>2</sup>

Regional Cultures of China

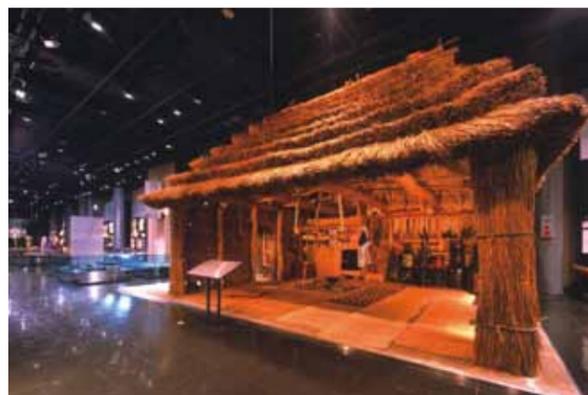
660m<sup>2</sup>

| Festivals and performing arts  
| Life-styles in the mountains  
| Life-styles in the prairies  
| Life-styles in the plateau area  
| Urban life topical exhibits  
| The Yunnan Region and indigo dye  
| The indigenous cultures of Taiwan



The exhibition focuses on the lives of people in various parts of China, highly multiethnic and multicultural in composition, and diverse in life styles. Especially, the theme 'Festivals and performing arts' symbolically features traditional festivals and entertaining activities unique to specific ethnic groups.

## East Asia Aynu Culture 270m<sup>2</sup>



| Hunting, fishing, and farming  
| Iomante (The Aynu 'Bear Ceremony')

The Aynu exhibition displays a traditional house with a thatched roof, as well as exhibits on the fishing and hunting life of the Aynu, the bear ceremony, crafts, and the modern life of Aynu people.

## East Asia Culture of Japan 1,260m<sup>2</sup>



| Japanese festivals and performing arts | Japanese dwellings  
| Tools for farming and transportation | Hunting and forestry  
| Implements used in daily life | Footwear and headdresses

As well as showing the relationship between festivals and the performing arts in different places, this exhibition makes a comparison of the worlds of festive life (*hare*) and everyday life (*ke*). It also shows a variety of lifestyles of low-land, mountain and fishing villages from across the country.

## Cross-cultural Exhibitions

### Music 550m<sup>2</sup>



| Taiko drums - thundering sounds | Gongs - messages through sound  
| Charamela flutes - evocative sounds | Guitars - sounds steeped in history

We humans have a long history of using sounds and music to convey our thoughts and feelings to understand our place in the world, to carry our minds to unseen places and bygone times, and to excite and soothe our souls. We have also used sound and music to communicate with entities that we cannot see, such as Shintoist and Buddhist deities as well as spirits. This exhibit contemplates the relationship between sound, music, and our existence using examples of musical instruments from all over the world.

### Language 170m<sup>2</sup>



| The components of language | The diversity of language  
| Writing systems of the world

Through the media of speech and gesture, language is capable of conveying a great deal of information, from emotions to scientific knowledge, using highly developed means of communication. Not only reflecting cultural diversity but also giving rise to human cognitive ability and creativity, language is an irreplaceable asset of humanity. This exhibit invites people to experience the richness of the world of language and the languages of the world through interactive displays.

## Information Zone

### Introduction



The exhibits in the Introduction section are designed to enable visitors to experience directly how anthropologists and ethnologists think and how Minpaku exhibits could be explored. Here is where your global journey starts.

### Videothèque



The Videothèque was developed by the Museum in 1977 as the world's first on-demand video library of its kind. It contains video programs that introduce rituals, performing arts, and the living cultures of peoples around the world, as well as information on the artifacts on exhibit at the Museum. We have continued to make improvements, making available multimedia programs and rare research videos shot by our researchers during their fieldwork. 2012 improvements in our existing system will include fuller menus that allow retrieving programs from multiple perspectives. Booth interiors have been upgraded to offer a brighter, more pleasant atmosphere and improved audio environment. Three wheelchair-accessible terminals featuring Universal Design have been added.

(There were 66,447 requests for Videothèque programs in AY2011.)

### Discovery Space



| Research Desk Deepen your knowledge  
| Voices from the Field Connect to the World  
| Touch the World Widen your perspectives

In the Discovery Space, visitors may search for more information about exhibits at the Research Desk. Materials related to Minpaku researchers' projects can be found at Voices from the Field. Touch the World provides an opportunity to handle as well as see exhibit materials, to gain a deeper understanding of them. Visitors are invited to learn more about the artifacts on exhibit, to satisfy their curiosity about what Minpaku researchers are studying, and to experience artifacts directly.

## Special Exhibitions

### UMESAO Tadao: An Explorer For the Future

March 10–June 14, 2011

Organizer: National Museum of Ethnology

Project leader: KONAGAYA Yuki

Organizing Committee members:

[Internal members] IIDA Taku, KUBO Masatoshi, NAKAMAKI Hirochika, OTA Shimpei, UEDA Yoko, YASUGI Yoshiho, YOSHIDA Kenji

Minpaku's founder and first director, UMESAO Tadao, devoted himself to establishing and building Japan's National Museum of Ethnology. His vision transcended disciplinary boundaries in his unending quest for new knowledge. This special exhibition traces the steps of his career, highlighting both the pioneering concepts and the ability to get things done for which UMESAO Tadao is remembered. We showed for the first time his handwritten manuscript of *The Art of Intellectual Production* (in Japanese, Iwanami Shoten, 1969) and took this opportunity to revisit the 22 volumes of UMESAO's collected works, in which we could trace the sources of his inspiration. He was a man of enormous curiosity who hiked on foot all over the world, never missing a chance to discover new insights, envision new futures, and construct a new theory of civilization. By following the tracks of his observations, visitors to the museum might discover a compass that guides the way to building a future in which the confusions of the current era can be overcome.



### Devotion to the Arts of Living Daily Life among the Aynu of the Kurile, Sakhalin and Hokkaido Islands

Objects from the Late 19<sup>th</sup> – Early 20<sup>th</sup> Century Collections of Ethnological Museums in Germany and Japan

October 6–December 6, 2011

Organizer: National Museum of Ethnology, the Foundation for Research and Promotion of Ainu Culture

Project leader: SASAKI Shiro

Organizing Committee members:

[Internal members] ITO Atsunori, KISHIGAMI Nobuhiro, SAITO Reiko

[External members] DERIHA Koji (Historical Museum of Hokkaido),

KAYANO Shiro (Director, Kayano Shigeru's Nibutani Ainu Museum),

SASAKI Toshikazu (Hokkaido University Center for Ainu & Indigenous Studies),

TEZUKA Kaoru (Hokkai-Gakuen University),

YAMAZAKI Koji (Hokkaido University Center for Ainu & Indigenous Studies)

This special exhibition on Aynu (Ainu) culture was focused primarily on materials from the collections of museums in Germany and is part of the celebrations in 2011 of 150 years of exchanges between Japan and Germany. During the flourishing of anthropology and ethnology in 19<sup>th</sup> century Europe, European scholars took a keen interest in the Aynu. German scholars, in particular, assembled important collections of both everyday and ritual implements. For this exhibition, we borrowed 152 artifacts and 30 photographs from the Leipzig and Dresden ethnological museums. To this we added some items from our own collection, collected at around the same period as these borrowed items. Together, the items on display provided a realistic glimpse of Aynu lifeways a century ago while, at the same time, demonstrating the superb skills embodied in Aynu crafts from this period.



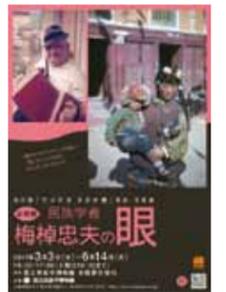
## Thematic Exhibitions

### The Eye of the Ethnologist: UMESAO Tadao

March 3–June 14, 2011

Project leader: YOSHIDA Kenji

Synchronized with the Spring 2011 special exhibition, *UMESAO Tadao: An Explorer For the Future*, Minpaku is also planning to recreate the traveling exhibition of UMESAO Tadao's photographs, *The Eye of the Ethnologist: UMESAO Tadao*, that Tadao himself initiated and took to all parts of Japan starting in 1982. While revisiting what UMESAO Tadao, an ethnologist, saw through his camera lens, we are also able to catch glimpses through this "eye" of the peoples he encountered during his research. By examining how UMESAO chose, photographed, and commented upon his subjects, we saw how his ethnological interests focused his gaze and defined his stance toward them and the world he shared with them. We thus deepened our historical understanding of UMESAO Tadao, a man whose career played a critical role in the development of anthropology and ethnology in Japan.



### Indian Popular Art: Encounter with Colonial Modernity

September 22–November 29, 2011

Project leader: Mio Minoru

In the latter half of the 19th century, Indian popular art, deeply rooted in Indian religious traditions and miniatures, was profoundly influenced by layouts and motifs from Western Europe. In religious paintings, posters, calendars, and package design, it developed into a distinctive art genre. This type of art, with its roots deeply planted in everyday life and defined at a semiconscious level by religion and worldview, now exerts an enormous influence on contemporary Indian images and popular taste. In this exhibition we show 150 works from the collections of the former director of the Indira Gandri National center for the Arts, JAIN, Jyotindra, spanning the period from the emergence of Indian popular art down to the present. Our focus was the way in which this art was incorporated in everyday products and reflected changes in both Indian worldviews and Indian society.



## Co-Host

### UMESAO Tadao: An Explorer For the Future

December 21, 2011–February 20, 2012 (Miraikan)

Project leader: KONAGAYA Yuki

Minpaku cooperated with the Miraikan in Tokyo to present a special exhibition devoted to Minpaku founder UMESAO Tadao. As in the earlier Minpaku exhibition from March 10 to June 14, 2011, the Miraikan featured materials related to UMESAO's *The Art of Intellectual Production*. In addition, the Miraikan exhibition includes a fuller section on his Information Industry Theory, a significant upgrade from the presentation in our earlier exhibition.

The Miraikan exhibition also included, as its own original section, an area entitled "The Future of Mankind," taken from UMESAO's unfinished book of that title. It focused on what he termed his "scales" or bits and pieces—the notes, sketches, and journals in which he accumulated the material for his work. At the Miraikan, visitors can experience writing what they think are key words for the future on "scales" themselves. UMESAO's ideas about the future may stimulate us, people living in our present, to think about the future of mankind. In thinking about the future, UMESAO emphasized the importance of those of us alive today trying to sketch our own ideas about the future. The record left to us by museum visitors who participated in this experiment is a valuable body of data.

## Traveling Exhibitions

### A Fateful Journey: Africa in the Works of El Anatsui

February 5–March 27, 2011 (The Museum of Modern Art, Hayama)

April 23–May 22, 2011 (Tsuruoka Art Forum)

July 2–August 28, 2011 (The Museum of Modern Art, Saitama)

Project leader: KAWAGUCHI Yukiya

El Anatsui is an internationally renowned sculptor and artist. Born in 1944 in Nigeria and currently residing in Ghana, his work has twice been exhibited at La Biennale di Venezia. Presented by Minpaku in 2010 as a special exhibition, this exhibition was planned to speak not only about the art itself, from the perspectives of art history and art criticism, but also to consider the art from the perspective of cultural anthropology. As an exploration of the potential of cooperative relationships between art history and anthropology and art and ethnological museums, after the exhibition ends at Minpaku, we experimented with it as a traveling exhibition at museums of contemporary and modern art.

### Mandala Deities in Tibet and Nepal

July 30–September 4, 2011

Project leader: MINAMI Makito

The *mandala* originated as a ceremonial altar used in an esoteric religion (Tantrism). As time passed, however, it came to mean a microcosm, a diagram of the cosmos as a whole. This exhibition presents examples from Tibet, Nepal, and Japan, introducing the construction and history of mandalas and providing an easy-to-understand answer to the question "What are mandalas?" This traveling exhibition was the outgrowth of a special exhibition held at Minpaku in 2003.

## Partnership between the Museum and Society

The Museum has been working to build networks to ensure the more systematic and viable use of cultural resources through academic collaboration with museums and universities, both in Japan and overseas. The Museum is also promoting various projects and activities that benefit local communities and international society, in cooperation with many organizations.

### Conduct of *Kamuynomi* and Craftsmanship Training at the Ainu Association of Hokkaido

The Museum is carrying out two projects under an agreement with the Hokkaido Ainu Association. One is an implementation of the *Kamuynomi* rite. *Kamuynomi* is an Aynu (Ainu) word meaning 'prayer to the gods'.

By implementing the *Kamuynomi* rite, the Museum aims to ensure proper storage of its Aynu collection and handing down of this traditional rite to future generations. In the past, this rite was privately performed by the late Mr. Kayano Shigeru (former director of the Nibutani Ainu Museum). From 2007, branches of the Utari Association (currently the Ainu Association) gave public performances of ancient Aynu dance together with the *Kamuynomi* prayer ceremony, and we received cooperation from the Association's Iburi local federation. In 2011, the other project is to accept traditional artisans sent by the Ainu Association, which will help the Museum to further improve its academic research and collection on Aynu culture, and also promote the cultural development of Aynu people.



The Kamuynomi rite

### Music Day at Minpaku

World Music Day, a festival which began in France to celebrate the summer solstice with a musical performance, was introduced in Japan in 2002. On this day, various musical events are held nationwide. Since 2003 the Museum, in support of the event, has been making its space available for concerts to members of the public who enjoy music since 2003. On June 26, 2011, 19 groups and individuals gave musical performances using various instruments.

### Min-pack

In order to contribute to a better understanding of our research, the Museum has developed a learning-kit for children, called Min-pack. It is rented to schools and other educational institutions. Min-pack is a learning kit carried in a suitcase that contains a variety of materials including clothes, musical instruments, and everyday commodities, of the world's countries and regions, with children's learning aids. 20 packs and 11 types are now available.

As of April 2011, the following ten types are available:

- Living in the Extreme North – Anoraks and Duffle Coats from the Inuit in Canada
- Treasure Box of the Andes – The Festivals and Life of the Peruvian Southern Highlands
- Understanding Javanese Culture through Wearing their Costumes – Salun and Kain
- Islam and Life of the Arab World ● School Life in Bhutan ● Seoul Style: A Day in the Life of Children in Seoul
- Indian Costumes: Saris and Kurtas ● Bricolage Art ● The Arabian Nights
- Aynu Culture Encounter ● Aynu Culture Encounter 2 – Clothing made from bark fiber

Number of loans in 2011: 208 in total



Min-pack  
"Aynu Culture Encounter 2 – Clothing made from bark fiber"

### Museum-School Partnership Program

Twice each year, in spring and fall, Minpaku presents "Guidance for Teachers", an event at which teachers are introduced to tools for use before and after visits to the museum as part of school trips or other extramural activities. Our aim is to promote greater use of the museum in education. The Museum also provided opportunities for a "Work Experience Program" to junior-high school students, and 9 participants were accepted during 2011.

### Museum-School Partnership Workshop for Teachers

Based on case studies of educational activities that have used the Museum's exhibits or other resources, this workshop for teachers provides ideas and insights into how to build collaboration between museums and schools.

In 2011, the workshop was offered on August 5, and 109 teachers (mainly from elementary schools) attended. The workshop has already achieved practical outcomes. For example, teachers who attended the workshop are willing to use the Museum in their social science classes. The workshop this year is also scheduled in the summer vacation time, coordinated with other educational institute schedules.

### Volunteer activities

Minpaku Museum Partners (MMP) is a group of volunteers established in September 2004, to assist the Museum in the planning and implementation of its activities. MMP members work closely with Museum staff to show visually-impaired persons around the exhibitions, plan and implement special holiday events, and undertake a wide range of activities.

Another group of volunteers, the Earth's Story-telling Village, was formed in October 2005, inspired by the "West African Story-telling Village", a special exhibition held at the Museum in 2003. This group plays African musical instruments and tells folktales not only at the Museum, but also at children's centers, elementary schools, and children's welfare facilities in the vicinity.

## International Cooperation

### JICA Group Training Program: Administration of Comprehensive Museology

This course is intended for museum curators around the world, aiming at providing them with practical skills in collection, materials management and storage, research, and exhibition, which are indispensable for museum operation. In so doing, the course will train museum personnel with an ability to contribute to cultural promotion around the world through museum activities. The Comprehensive Museology is a four-month training course, provided jointly by the Museum and the Shiga Prefectural Lake Biwa Museum. The course was newly introduced in 2004 at the request of the Japan International Cooperation Agency (JICA), and replaced the conventional three-week "International Cooperation Seminar on Museology" previously offered by the Museum as part of the JICA Group Training Program's "Technical Training Course for Museum Curators." Approximately ten trainees from a number of countries are accepted every year.



The other collaborative training projects are as follows:

September 26, 2011 – October 14, 2011

Japan International Cooperation Agency

Grand Egyptian Museum Conservation Center  
Project (Phase2) (9 participants from one country)



Closing Ceremony



Preparation of CO<sub>2</sub> Experiment

# Events and Public Relations

In its efforts to increase public awareness of the research activities undertaken by the Museum and knowledge about other peoples and cultures of the world, the National Museum of Ethnology organizes a variety of events and activities to publicize the Museum's latest research results in formats easily accessible and understandable by the general public.

## Minpaku Seminars

On the third Saturday of every month, the Museum's academic staff and others give lectures in plain language to the general public on the newest research findings. The relevant topics are selected to provide an excellent learning experience for all who attend. During the period of special exhibitions, lectures are given on related topics.

### 2011 Total Attendance in the AY2011: 2330 (in the AY2010: 2391)

indicates Seminars associated with special exhibitions.  
 indicates Seminars associated with new exhibitions.

No.	Date	Lecturer	Title
<input type="checkbox"/> 395	Apr.16	YAMAGIWA Juichi (Kyoto University) Master of Ceremonies: KONAGAYA Yuki	UMESAO's Theory of Civilization: From the Viewpoint of Primatology
<input type="checkbox"/> 396	May.21	NAKAO Katsumi (J. F. Oberlin University) Master of Ceremonies: KONAGAYA Yuki	The Knowledge Foundation of the Young UMESAO Tadao
397	Jun.18	SEKIMOTO Teruo	Cloth, Mankind, Skills and Environment
<input checked="" type="checkbox"/> 398	Jul.16	INTOH Michiko	Human Dispersals into Oceania: Living Strategies in Island Environments
<input checked="" type="checkbox"/> 399	Aug.20	KOBAYASHI Shigeki	Life-styles in Oceania: Distant Voyaging Tying Islands Together
400	Sep.17	IYOTANI Toshio (Hitotsubashi University) SUDO Ken'ichi	Migration in the Era of Globalization
<input type="checkbox"/> 401	Oct.15	SAITO Reiko	Regionality of the Aynu Culture: through Comparison with the Artifacts of Neighbor Ethnic Groups
<input type="checkbox"/> 402	Nov.19	SASAKI Toshikazu (Hokkaido University)	Aynu Life in Japanese Paintings
403	Dec.17	SUGASE Akiko	Christians in the Middle East -Tough and Flexible Minority
<input checked="" type="checkbox"/> 404	Jan.21	ITO Atsunori	Native American Jewelry: The Past and the Present
<input checked="" type="checkbox"/> 405	Feb.18	NAKAMAKI Hirochika	Modern Religions Seen through Calendars
406	Mar.17	TAMURA Katsumi	Culture and Identity: The Present of Burma/Myanmar



No.400 "Migration in the Era of Globalization"



No.405 "Modern Religions Seen through Calendars"

## Minpaku Forum

Renovation of the museum's galleries began in 2008. To introduce the new Oceania and Americas exhibits, AY 2011 saw summer and spring programs devoted to the themes "2011 Summer Minpaku Forum: Immerse yourself in Oceania!" and "2012 Spring Minpaku Forum: Stories of the Americas." Programs included lectures open to the public, film showings, seminars, and gallery talks. In AY 2012, programs celebrating our new Study Area will include the Minpaku Summer Forum "Learn, Touch, Investigate—Explore the Minpaku Way." The following spring will see a forum linked to the opening of our new Europe exhibit.

## Minpaku Film Shows

Some of the Museum's finest films related to anthropology and ethnology are shown to the general public a few times a year.

### 2011 Total Attendance in the AY2011: 2,285

indicates Film Shows associated with special exhibitions.  
 indicates Film Shows associated with new exhibitions.

Associated with special exhibition, "Devotion to the Arts of Living: Daily Life among the Aynu of the Kurile, Sakhalin and Hokkaido Islands" Past and Present of Aynu

Date	Lecturer	Title	Attendance
<input type="checkbox"/> Oct. 9	UKAJI Shizue (Ainu Embroidery Artist, Ainu-Utari Liaison Committee) KISHIGAMI Nobuhiro	TOKYO Ainu	243
<input type="checkbox"/> Oct.30	OKADA Masako (Independent Media Researcher) SAITO Reiko	Beautiful Japan	184
<input type="checkbox"/> Dec. 4	UCHIDA Junko (National Museum of Japanese History) SASAKI Shiro	AINU Past and Present: The Legacy of Neil Gordon MUNRO's Film	233

### Minpaku World Cinema: "Inclusion and Autonomy" as Depicted in Images

Selecting appropriate movies for the new core research project theme, "Anthropological Studies of Inclusion and Autonomy in the Human World", the Museum offers a series of film showings accompanied by researcher commentary. Through the events, we will discuss how we might realize an equitable and egalitarian society based on a mutual understanding of different views and a cosmopolitan world outlook.

Date	Lecturer	Title	Attendance
10 <sup>th</sup> May 28	KOBAYASHI Masahiro (Institute Of Advanced Media Arts And Sciences), SUZUKI Motoi	MAR ADENTRO	240
<input checked="" type="checkbox"/> 11 <sup>th</sup> Jul. 9	KUBO Masatoshi, SHIRAKAWA Chihiro	Rabbit-Proof Fence	297
<input checked="" type="checkbox"/> 12 <sup>th</sup> Aug. 21	IIJIMA Shuji (Kyushu University), SUZUKI Motoi	Samson and Delilah	351
<input checked="" type="checkbox"/> 13 <sup>th</sup> Jan. 14	MATSUSHITA Hiroshi (Kyoto Women's University), SUZUKI Motoi	Proxima Salida	307
<input checked="" type="checkbox"/> 14 <sup>th</sup> Feb. 19	SEKI Yuji, SUZUKI Motoi	El regalo de la Pachamama	430

## Special Lectures and Performances

Performing arts are staged about three times a year for the general public in order to deepen cultural, anthropological and ethnological knowledge and understanding.

### 2011 Total Attendance in the AY2011: 3,823

indicates Special Lecture and Performance associated with special exhibition  
 indicates Special Lecture and Performance associated with new exhibition

#### Steppe in the Heart: A Mongolian Concert

Date	May. 5
Lecturer	AYUSH BatErdene, (Morin Khuur Player), KONAGAYA Yuki
Performers	AYUSH BatErdene, et al.
Attendance	498

#### Kapa Haka: The Maori Performing Arts with Nga Hau E Wha

Date	Aug. 6, 7
Lecturer	MAOATE, Junko (Nga Hau E Wha), KOSUGI Sei (Osaka University)
Performers	MATTHEWS, Peter Joseph Nga Hau E Wha
Attendance	843



#### Aynu Music: Tonkori & Upopo Live

Date	Oct.16
Lecturer	SAITO Reiko
Performers	OKI, MAREWREW
Attendance	443

#### Songs of Andes

Date	Feb.11
Lecturer	SEKI Yuji
Performers	SEGI Takamasa, KOSHIDA Taroma, SAYAMA Kota
Attendance	450

#### HOPI Social Dance and Flute Music

Date	Mar. 20
Lecturer	ITO Atsunori
Performers	ANDREWS, Fredrick LOMAVENTEMA, Gerald, et al.
Attendance	563

#### Kava Ceremony and the Creation Story from Fiji

Date	Jul. 30, 31
Lecturer	TAMATA, Apolonia, NIWA Norio, et al.
Performers	Vakavovotu
Attendance	578

## Minpaku Weekend Salon: A Chat with a Researcher

This event, for a better understanding of our research provides an opportunity for the public to talk directly with research institute staff in the Museum's exhibition hall. It was launched in 2007 as part of the Museum's 30<sup>th</sup> Anniversary project. The event was held 48 times last year. Receiving favorable reviews from visitors, the Museum has continued to organize the event nearly every Sunday since April 1, 2012. In addition to talks relating to the special and thematic exhibitions, we are also planning themes on renewed galleries.



Weekend Salon

## Basic Partnership Agreement Concluded with Suita

In September 2006, the National Museum of Ethnology and the city of Suita signed a basic partnership agreement. This agreement will encourage more effective use of historical and cultural resources and promote exchanges of intellectual and human resources between the parties for the sake of mutual development and prosperity and to facilitate regional partnerships in the fields of industry, education, culture and community development. In addition, the Museum is involved in the "Suita City Five Universities and Research Institute Lifelong Learning Navigation" (<http://www.suita5u.com/index.html>), and is committed to disseminating information about the project.

## Publicity through the Mass Media

In order to convey information about Minpaku's research and the Museum's activities to the public, publicity activities are developed through the mass media. In 2009, through "Meeting for Media and Minpaku Staff" (monthly meetings every 3<sup>rd</sup> Thursday), new programs called "Cutting-edge Research at Minpaku" and "Local Report on the Earth" were launched to actively introduce Minpaku's research to the press. The Museum has been mentioned in a total of 891 programs and articles: 19 on television, 35 on radio, 661 in newspapers, 60 in major magazines, 61 in minor magazines, and 55 in other media. Minpaku has also featured in regular radio broadcasts and newspaper series as it did last year.

\* "Tabi, Iroiro Chikyujin [Journeys: Various People on the Earth]"  
Published every Thursday in the evening edition of the *Mainichi Shimbun* newspaper since April 2009.

Published as a series under the title "The Study of Other Cultures" from April 2005 to March 2009.

\* From AY2009 to 2011, we used Takarazuka star SAGIRI Seina as Minpaku's image character.



## Materials for the General Public

### Survey and Guide

National Museum of Ethnology:  
Survey and Guide 2011 (in Japanese)  
National Museum of Ethnology:  
Survey and Guide 2011-12 (in English)

### Publicity

MINPAKU Anthropology Newsletter  
*Gekkan Minpaku* [Minpaku Monthly]  
Minpaku Calendar

### Guidebooks and Catalogs

*Guide to the National Museum of Ethnology* (Japanese)



### Special Exhibition Catalogs (in Japanese)

*Devotion to the Arts of Living Daily*  
*Life among the Aynu of the Kurile, Sakhalin and Hokkaido Islands*

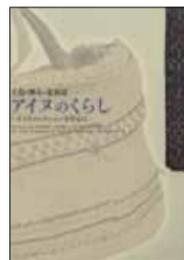
### Pamphlets

Minpaku General Information Leaflet  
(Japanese, English, Children's, and Braille versions)

Exhibition Description Sheets (Japanese, English, Chinese, and Korean versions)

Minpaku Group Tour Guide  
General Information on Special Exhibitions

Guide to Educational Resources at Minpaku for University Students and Their Teachers

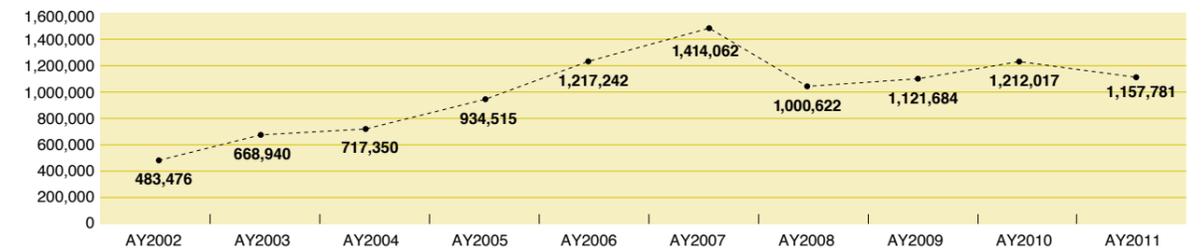


design: mitsuo katsui

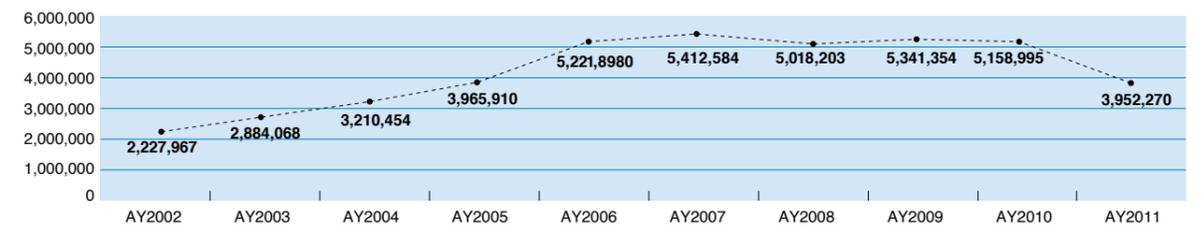
## Website <http://www.minpaku.ac.jp/english/>

In AY2011 our renewed and improved home page will feature Minpaku research, exhibits, and other activities, along with information on postgraduate education, publications, and materials in our library and collections. "Minpaku E-news" is issued every month (in Japanese) and sent to subscribers by e-mail to provide information on ongoing research activities, monthly "Minpaku Seminars," as well as information on symposia and forums, research dissemination programs, film days and special exhibitions that are organized from time to time. In AY2006, to better meet the needs of the society, the Museum started a website in Japanese for mobile phone users that allows them to access current information on the Museum's events and services.

### Number of visitors to the Minpaku website 1,157,781 (AY2011)



### Number of web pages accessed 3,952,270 (AY2011)



## Number of Visitors in Academic Year 2011

### Annual Number of Visitors (Individuals and Groups)

Total number of visitors	219,880
Daily average	714
Total number of visitors since the establishment of the Museum	9,695,990