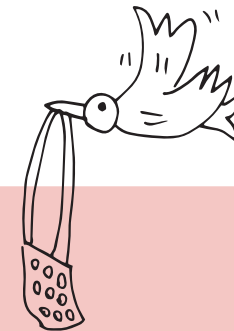




Gateways to iUeno

Making the museum
your favorite place to go
over and over again.



This booklet serves as an introduction to “Museum Start iUeno” and “Tobira Project,” projects conducted in collaboration between Tokyo Metropolitan Art Museum and Tokyo University of the Arts.

In these pages, we will provide an overview of the activities within each program, as well as highlight some of the voices of project participants.

As numerous programs and projects are always happening within Ueno Park even today, there are many things that will not fit within this booklet.

For those who wish to explore any particular project in greater detail, please visit our website.

Museum Start iUeno <http://museum-start.jp>

Tobira Project <http://tobira-project.info>

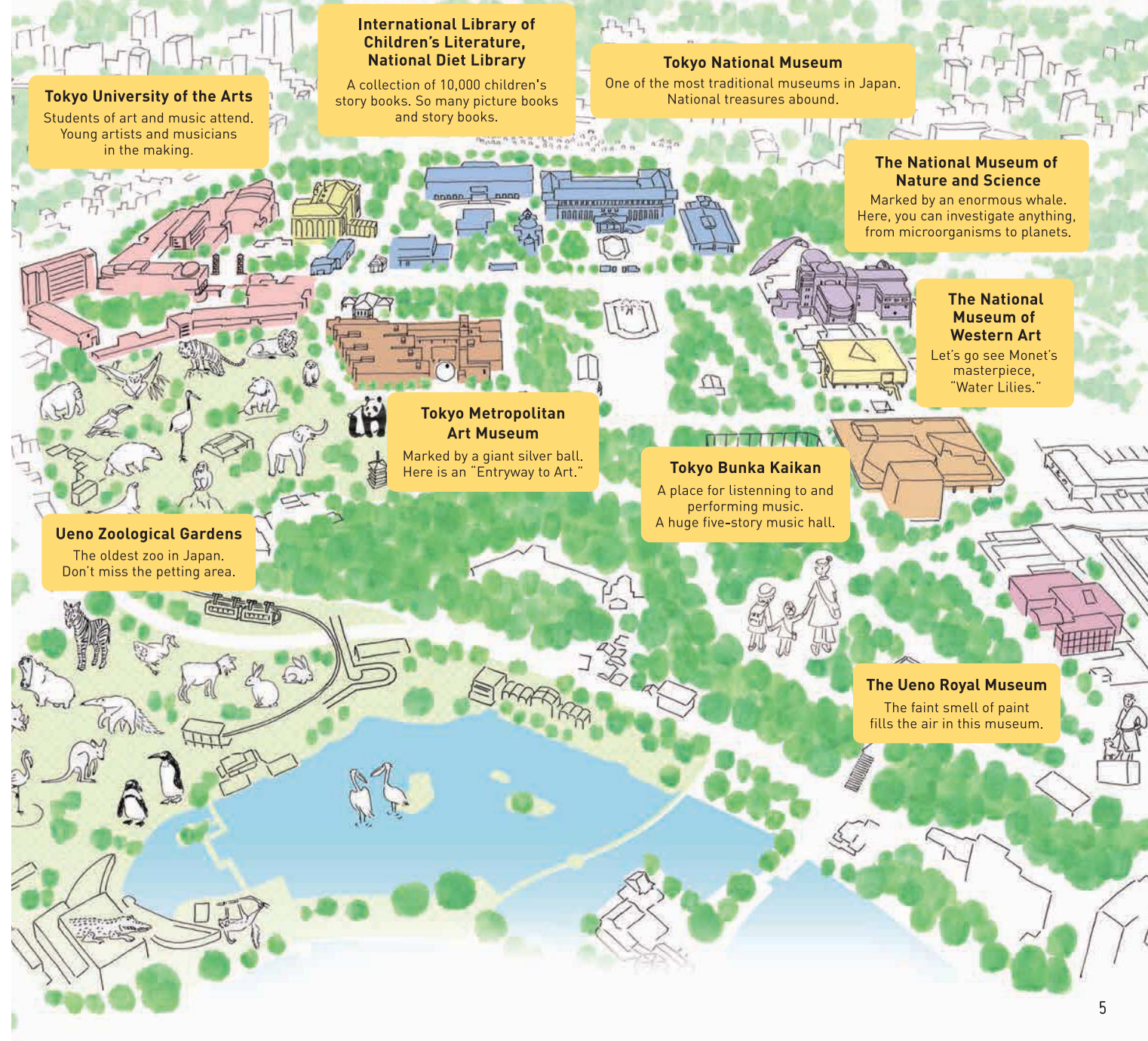
Museums in Ueno Park

Ueno Park is a rather unique place, considering the sheer number of museums and cultural institutions assembled within it. Within this park, two new projects have begun: “Museum Start iUeno,” which aims to foster children’s museum debut; and “Tobira Project,” in which “art communicators” known as *Tobira* practice activities to revitalize communication through art. Tokyo Metropolitan Art Museum proposed the basic concept for these projects when they re-opened after renovations:

Tokyo Metropolitan Art Museum aspires to become an “Entryway to Art,” open to all people for compelling art experiences—a place where children can visit, budding artists can debut their work, and people with disabilities can come to enjoy art without hesitation. The Museum will strive to build an “art community as a place for creativity and coaction,” where people can encounter new values, re-examine themselves, and deepen their bonds with the world. It will seek to be a place where people engage in art as “nourishment for living.” The Museum will strive to become “a haven for the enrichment of the heart.”

We wish to provide opportunities in which both children and adults can encounter cultural assets and artworks, and share various experiences they encounter together. Furthermore, we hope to encourage them to build their own environments by forging connections between themselves and their society through museum experiences.

So, what exactly is happening here?
Allow us to explain in detail.





Museum Start iUeno



Organized by:
Tokyo Metropolitan Government / Tokyo
Metropolitan Art Museum and Arts Council
Tokyo, Tokyo Metropolitan Foundation for
History and Culture / Tokyo University of
the Arts

Co-organized by:
The Ueno Royal Museum / Ueno Zoological
Gardens / The National Museum of Nature
and Science / International Library of
Children's Literature, National Diet Library
/ The National Museum of Western Art /
Tokyo National Museum / Tokyo Bunka
Kaikan

In museums, you can find so many things—
things that are hundreds of years old,
things that tell us about the future, or unsolved mysteries from the past.
Opening doors of museums leads you to new adventures.
However, you might feel lonely if opening those doors alone.
Museum Start iUeno is here to assist those children.
iUeno Programs show you how to enjoy the adventure.
iUeno Website helps you find your destination.
Museum Starter Pack becomes your partner for the journey.
Programs organized throughout the year are designed for everyone
to experience the joy of museums.
Within each program,
art communicators known as *Tobira* will work with you
to enrich your museum experience.



Nobi-nobi Yuttari Inclusive Workshop

This is a program open to everyone, including children with disabilities. We encourage children to move their hands and bodies, to encounter art, and to express themselves in their own way. Each child receives one-on-one support by the same *Tobira* during all six sessions of the program. We pay special attention to ensure a program comfortable and enjoyable for all.



One autumn morning,
Children gather at the museum.
It's been two weeks since the last time.
Smiles on all faces.
“What shall we do today?”
“Let's hunt for signs of autumn in the park!”
They collect fallen leaves and branches, and look for their
favorite colors and shapes.
Everyone is different.
Everyone moves at their own pace :
freely [*nobi-nobi*] and easily [*yuttari*].
Time drifts by.

A day in the program

- 10:00 Play with soap bubbles.
- 10:30 Head to Ueno Park with *Tobira*.
Collect fallen leaves and branches.
- 11:10 Return to the atelier.
Play with the materials, cut and paste them.
- 11:40 Exhibit everyone's creations.
- 11:50 Look at each other's work.
- 12:00 End



After School Museum

In this program, the museum space serves as an art atelier or laboratory. Children and *Tobira* work together to experiment on or create something based on questions and ideas that come to the children while exploring Ueno Park museums. Elementary to high school students, *Tobira*, and staff members of all ages work as a team to design their own after school program. Meets for a total of twelve sessions on Wednesdays.



On a Wednesday, a conversation between children and grown-ups:

“The mouth is closed, but it’s smiling.”

“I think it’s crying.”

Today, everyone is a *Bi-bi-ha-do-to-ka-da-bu* adventurer (a magic word derived from the first syllable of each Ueno Park museum!).

Explore Ueno Park museums and

take notes of what you experience or feel.

When we return to the atelier, let’s reflect on those feelings by moving our hands.

Children begin to construct their own world view by encountering many objects and individuals.

After school is a new beginning.



The National Museum of
Nature and Science

A day in the program

- 15:00 Choose a place to visit.
Discuss the theme of the day.
- 15:30 Different groups go to The National Museum of Western Art, The National Museum of Nature and Science, or the atelier to meet “others.”
- 16:30 Return to the atelier.
Play with materials and reflect on experiences from the trip.
- 17:15 End

Special Monday Course

[for Schools]

The exhibition space, usually crowded, will be opened exclusively for program students on a Monday, when the museum is otherwise closed to the public. *Tobira* focus on children's voiced opinions, and conduct a program of art appreciation through dialogue. Museum curators and university faculty assist schoolteachers with preparations for the children's visit. We also offer a complimentary bus service from school.



The museum is closed.
All is silent in the exhibition halls.
Today, however, children are here.

"What's happening in this picture?"
"I saw this in another painting too!"
Look carefully. Try to put your observations into words.
Look together. Ideas from your friends might surprise you.
Look alone. You may notice something that no one else sees.
Slowly and thoroughly,
everyone spends quality time in front of the works of art.

*We also offer a "Weekday Course," which allows schoolteachers to bring their students to visit the museum during normal operation hours on weekdays.



A day in the program

- 9:00 Meet at the exhibition entrance.
Separate into small groups and meet the *Tobira*.
Explain the plans for the day.
- 9:40 Take a brief look at the whole exhibition.
- 10:00 Look more carefully at individual works of art
through dialogue with *Tobira*.
- 10:40 Look at the works alone.
Draw or write about what you see in the art, and
how it makes you feel.
- 11:15 Return to the exhibition entrance and get
Museum Starter Pack.
- 11:30 End

"Impressionist Masterpieces from
Marmottan Monet Museum" Exhibition,
Tokyo Metropolitan Art Museum

Hi! Zai Art Laboratory

In this “creative reuse” workshop, discarded articles (*hi-zai*) and everyday objects transform into sources of artistic inspiration. Children touch and feel the objects, imagine their origin stories, sort them into groups, and create handicrafts using the materials. A variety of objects serve to stimulate the children’s imaginations to soar as freely as a bird.

“It’s very shiny! What was it before?”

Encountering discarded articles (which, in turn, become artistic materials) allow us to imagine their individual histories.

Let’s try to discover principles on our own.

Colors, shapes, weights, textures, and characteristics.

Make a box and place your precious materials inside of it.

A microcosm is born, right here.

A day in the program

- 10:00 Introduce *hi-zai* of the day and discuss where they come from.
- 10:30 Separate into groups and give self-introductions. Go to see an exhibition.
- 11:30 Come back to the atelier and share each other’s experiences.
- 11:40 Imagine the stories of these discarded objects.
- 12:00 Lunch time.
- 13:00 Creative activities.
Deconstruct the materials, or build something from them.
- 15:00 Show and tell.
- 16:00 End



Tokyo Metropolitan Art Museum

Teens Curator

In this program, we visit museums in Ueno Park to closely examine and appreciate works of art and cultural assets. Young curators then choose their favorite pieces and come up with explanatory notes for them. Ultimately, we record these notes and turn them into audio guides. The program aims to enrich one’s ability to creatively appreciate objects through evaluating opinions and observations made by others. Meets for ten sessions during extended vacation.

“We talk about artwork in our own words?”

It’s their very first time, so these middle- and high-school students wear bashful smiles.

Closely examine the pieces, and then share your impressions of them.

This dialogue with museum curators,

graduate students, and *Tobira* helps the children to find the right words, fit for articulating their thoughts.

Truly original audio guides.

Capturing the charms of each work of art.

A day in the program

- 10:00 Introduce the work of a curator.
- 11:00 Go to see an exhibition.
At times, exchange words to comprehend the artwork.
- 12:00 Lunch time.
- 13:00 Summarize the visit.
Present on your favorite piece: things you noticed about it, how it made you feel.
- 14:00 End



The National Museum of Western Art

iUeno Stories

In this program, children enjoy recording their adventures in Ueno Park museums. Visiting museums and discussing art-work with *Tobira* enables children to recognize something new and different about their museum-going experience that they might not appreciate on their own. This program also serves as a great introduction for children who are visiting museums for the very first time.

“Look! What do you think this is?”

Today’s adventure will take us through time.

Visit museums and see their collections. Which treasure should I preserve for the coming generations?

What did others choose?

Discoveries, thoughts, and ideas all go into a *Bibihadotokada* Book (see page 19).

It is Sunday — hands are moving, and hearts are moving too.

A day in the program

- 10:00 Introduction
- 10:15 Departure to a museum.
Separate into groups and examine works of art.
Appreciate pieces by one’s self.
Select a treasure that you would like to place into the future.
- 12:00 Lunch time.
- 13:00 Cut and paste pictures of individual works.
Create a personal “collection booklet.”
- 16:00 End



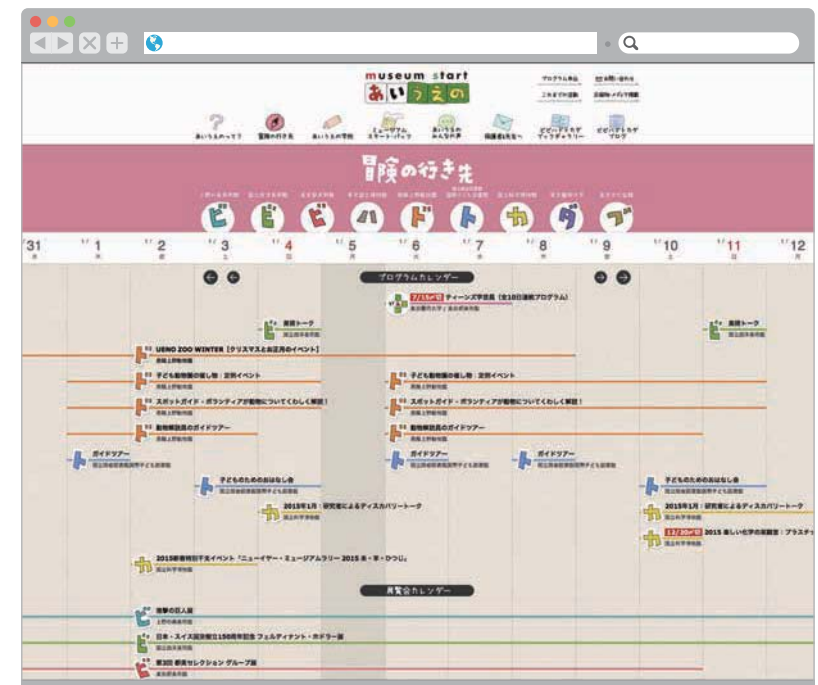
Tokyo National Museum

iUeno Program Calendar

—what’s going on in the nine museums at a glance

One of the attractions of Ueno Park, where nine institutions are gathered, is that visitors may come and go between an array of cultural facilities: museums, a zoo, a library, a music hall, and a university. Every day, each facility offers a variety of programs. Before now, there was no centralized website where all of that information could be found. So, Museum Start iUeno launched an e-calendar that now compiles pro-

gramming information from all nine Ueno Park cultural facilities in to a single page. Types of workshops and exhibition periods are clearly marked in order to help users efficiently find places that they want to visit, even if a family has never before visited these museums. This webpage will make it easier to plan a rewarding day in Ueno Park.





A Tool for Your Museum Adventures

"Museum Starter Pack"

This tool will make adventures in Ueno Park Museums even more fun.
Let's take a look inside.



For Parents and Guardians



The Museum Starter Pack is distributed to all participants in iUeno programs.

iUeno badge



Bibihadotokada Book



Nine badges especially designed for iUeno

When you visit a museum, head to the "Bibit Point" and cast this magic spell: "Bi-bi-ha-do-to-ka-da-bu." You can get a badge specially designed for this project.

Bibihadotokada Book



This guidebook also serves as a log for recording your adventures. Sketch, write, and cut and paste pictures about the things you discovered or enjoyed during your visit to the museums. This can become your very own adventurer's diary. The design encourages children to come up with their own unique way of utilizing these pages.



Visit the Bibihadotokada Book Gallery

<http://museum-start.jp/book>

The Bibihadotokada Book Gallery page on our website showcases children's adventure recordings. Any iUeno participants can upload content to the page.



Katsuhiko Hibino

Artist
Professor, School of Arts,
Tokyo University of the Arts

The magic word "Bi-bi-ha-do-to-ka-da-bu" is derived from the first syllable of each cultural facility in Ueno Park: museums, a zoo, a library, a music hall, and a university. It is a secret spell that magically connects all of these facilities. However, only children under the age of 18 can use the spell. If you cast this spell at each museum you visit, you will receive a badge specifically designed for this project. I hope you visit as many museums as possible. Wonderful experiences await you.



Tobira Project, in collaboration with iUeno

The objective of the Tobira Project is to nurture a new type of community through art. The project aims to connect people with people, people with art, and people with spaces by communicating carefully to all of the types of individuals who visit Ueno Park museums, and to spread the new values they discover during their visits across society at large. The project is co-organized by Tokyo Metropolitan Art Museum and Tokyo University of the Arts, but art communicators – called “Tobira” – play the project’s leading role. They are at times supporters of children’s adventures, at other times program facilitators, and, all the while, key players in museum activities.



How the Tobira Project Works

Tobira are widely selected from the general public every year.

A typical term is for three years. About 150 *Tobira* are currently involved with the program. *Tobira* learn the role of the art communicator by attending a series of lectures and activities. Through cycles of study and practice, the activities they lead in the museums become ever more refined.

Study and Practice

Principal Session

By attending participation-focused events, *Tobira* learn the fundamentals of how to conduct program activities and excursions.

Practical Session

Tobira learn about the following three themes:

- ① "Course on Art Appreciation"— Learn how to enjoy works of art with visitors through dialogue.
- ② "Course on Accessibility"— Consider the accessibility of museums and inclusive programs.
- ③ "Course on Architecture"— Learn how to enjoy museum space with visitors.

"Down the Road" Seminar

Tobira consider possible activities they can independently arrange as art communicators after they complete their three year terms.

Gather and Cultivate

Tobi-Labo

"Tobi-Labo" is a set of meetings that *Tobira* organize on their own initiative. They gather, consider and transmit new projects during Tobi-Labo. People from different backgrounds working together nurtures unique activities that widen the possibility of communication through art. Tobi-Labo also serves as a place to have relaxing but enriching communication between *Tobira*, which results in providing a new sense of value to the museum.

Some Tobi-Labo activities

Letters to the Haven of Happiness An activity derived from the "Art as a Haven of Happiness" exhibition at Tokyo Metropolitan Art Museum. Visitors wrote their impressions and feelings about the works, and *Tobira* brought these letters to the creators of the pieces.

Twilight Architecture Tour [Tobikan Yakan Kaikan Tour] *Tobira* serve as guides by introducing the charms of the museum lit up in the evening, and visitors enjoy extended opening hours at Tokyo Metropolitan Art Museum.

Strolling Through the Graduation Show *Tobira* welcomed participants to take a stroll through the graduation show by Tokyo University of the Arts. The university students stood by, discussing their working concepts and creation processes.



Children or school teachers apply for iUeno programs.

Meet with companions (Tobira, curators, university faculty...) and experience a museum journey together.

Get the Museum Starter Pack



Home Coming Day: Reunite with adventure



A variety of communities are born

People over the age of 18 may apply to become a Tobira.

Study and Practice

Principal Session (Learn the fundamental vision)

Practical Session (Art Appreciation, Accessibility, and Architecture)



companions. Bring along friends and families.

Term of service concludes after three years.



through experiences with art and museums.

iUeno Supporters



Naoko Kaji

Director of Planning and Produce Division,
Tokyo Bunka Kaikan

Museums and music: they actually have a lot in common. Through various programs at Tokyo Bunka Kaikan, we are always awaiting guests who can come enjoy and make music together.



Sachiko Ohyanagi

Public Relations, The Ueno Royal Museum

It was when I first saw a child say the "magic" word at Bibit Point when I began to realize that this program has truly become a meaningful part of children's lives in Ueno.



Katsunori Takenouchi

Supervisor of the General Affairs Division,
Tokyo National Museum

Children's cheers are what fill museums with life and activity.



Tomoko Nagao

Project Research Associate,
Tokyo University of the Arts

Through iUeno participants, I find something new and charming in Ueno every day. I often go on museum visits to experience what the children will tell me of their personal discoveries. I appreciate the value of children and grown-ups learning from each other.

I will be overjoyed if participating children find their own, individual ways of using facilities in Ueno Park, according to their own interests, and without being restrained by any museum's name or genre of art.



Yoko Terashima

Curator, Head of the Education Section,
The National Museum of Western Art

I hope that the iUeno programs will encourage children to utilize Ueno institutions and facilities without hesitation.



Yuki Nakayama

Head of Communication and Cooperation Division,
National Museum of Nature and Science

I hope that the experiences these children have through iUeno programs will further develop into curiosity and interests for each of them in the future.



Arihiko Chiashi

General Services Supervisor, Ueno Zoological Gardens

I hope that through the iUeno programs, Ueno becomes a place in which children are instilled with an acute sensitivity to the world around them.

Takashi Nishinakayama

Planning and Cooperation Division,
International Library of Children's Literature,
National Diet Library

In the iUeno programs, many grown-ups work together with children.

iUeno Supporters



Noriko Kondo
Tobira

By listening to the children's observations, I often notice what I would have missed if I were looking at works of art alone.



Miki Shinnishi
Tobira

I learned to freely enjoy and appreciate artwork by listening to the children's words, which shine with imagination.



Aki Kudo
Tobira

Nobi-nobi Yuttari Inclusive Workshop became very enriching through spending quality time with the same children over the course of six two-hour sessions.

Chikako Suzuki

Project Research Associate, Tokyo University of the Arts

Programs designed specifically for classroom visits allow all students to encounter works of art on an equal footing, even for those who have not visited a museum before. When I see children's faces lit up with bright smiles after meeting *Tobira*, I feel that I have truly discovered a treasure of Ueno Park.

I will be very happy if the children's experiences at the museum today serve as motivation for each of them to visit more museums in the future.

Kazuyo Komatsu
Tobira



Daisuke Ota
Tobira

When I went to see an exhibition with children from a nursery school, I was profoundly touched by how hard they tried to put their observations and feelings into words.



Nana Yamazaki
Tobira

I enjoy the program's unique atmosphere: homely, yet energized; a bit like school, but with much more freedom.



Mitsue Kubota
Tobira

I'm often struck by children's strong preferences, which usually contain no room for compromise. I was impressed to see how these children became more relaxed and open-minded over the course of several program sessions.

Rin Fujita
Tobira

The children looked a bit tired after having visited a museum for the first time, but they all told me that they will be coming back again. They must have found some works of art that they want to see a second time.



Kazusa Miura
Intern, Tokyo Metropolitan Art Museum

Children often try to tell me what they think about the program in their own words. Their lively sensitivities never cease to surprise me.



Sawako Inaniwa (S): Ueno Park is a fascinating place, as it is home to a number of museums, a library, a music hall, a university, and even a zoo!

Tatsuya Ito (T): To make the best use of this environment, which remains treasured even on a global scale, the Tobira Project was started in 2012 and Museum Start iUeno began in the following year. Alongside professionals, such as museums curators and university faculty, the general public joined the program's team, and everyone began a dialogue on the social roles played by – and unique charms of – museums. Ultimately, the team created new types of activities that would foster those values.

S: What I appreciate after working here for three years is that a museum is a place where people can communicate outside of the boundaries of everyday life. By standing in front of artwork and cultural assets (into which any number of artists have poured their hearts and souls), we open up our minds to dialogues or ideas that are often quite different from our ordinary

thoughts. Through observing objects, we adopt points of view that allow us to understand value systems different from our own. This is precisely the “gateway” that we continue to reference in our projects. If new ideas are born by reforming preexisting sets of values, then a museum can serve as one of these birthplaces, in a contemporary, global society where such a variety of values do exist.

T: People might think that public spaces and cultural resources have to be controlled by structured systems and management. I would be delighted if we could show through these projects that museums in Ueno Park are developed not only by facilities operators, but also by visitors, whose collective words and thoughts contribute to a greater purpose.

S: I hope museums become a “special living room,” in which everyone can allow their minds to wander beyond everyday life. I am optimistic that the Tobira Project and Museum Start iUeno will further develop such opportunities and environments.



Tatsuya Ito

Manager, Tobira Project & Museum Start iUeno
Project Assistant Professor, Tokyo University of the Arts



Sawako Inaniwa

Curator, Chief of Education and Public Programs
Tokyo Metropolitan Art Museum

Gateways to iUeno

New Endeavors by the Museums at Ueno Park

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