

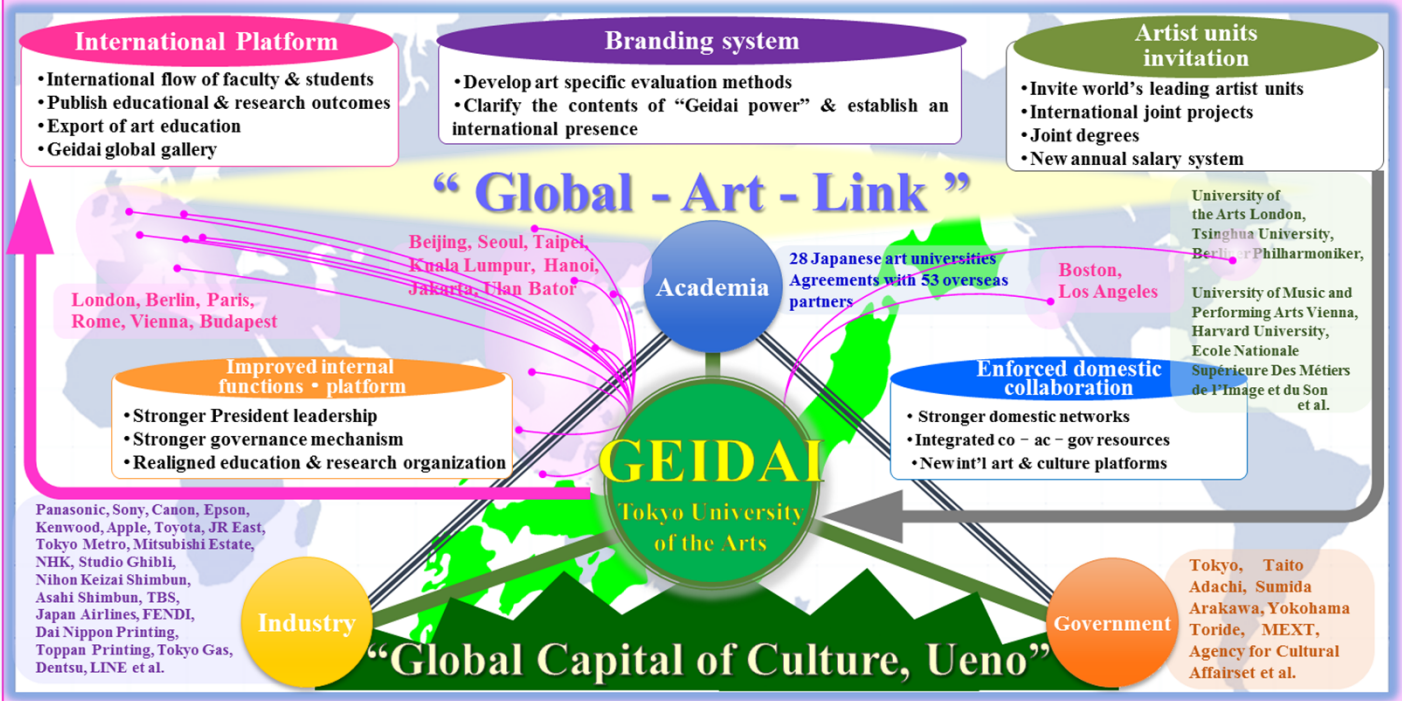
Top Global University Project (Type B) Tokyo University of the Arts

1. Outline

Geidai Power Creation Initiative: Only One Global Strategy

Project Summary

- ◆ Enhance functions to nurture global human resources through the invitation of world's leading artist units and the establishment of international joint curricula.
- ◆ As a leading institution in East Asia, leverage the collaborative platform with overseas universities and organizations to nurture world's top artists and elevate "Geidai" to an internationally recognized brand.
- ◆ Carry out own global strategies and human resource development by utilizing artistic potentials of the Ueno region and working in line with the government's initiative "Global Cultural Capital Ueno" for the 2020 Tokyo Olympic Games.
- ◆ Create a network of art and culture to gain a global recognition for the regional attractions of Ueno and develop the region as a global cultural capital.



Future Visions for the SGU project

- ◆ Play a leading role in global contributions and in creating/disseminating artistic culture, by leveraging Geidai-educated human resources with excellent skills, knowledge, creativity and identity.
- ◆ Clarify and internationally disseminate the strengths and unique features of the university, and establish a more international presence.
- ◆ Provide an international platform to communicate the value of the Japanese art culture through the introduction of art concierges served by the faculty and the students of Geidai.
- ◆ Make Ueno a world largest art platform, and through the integrated art resources, establish a network of art culture in the global city of Tokyo.

Project Organization

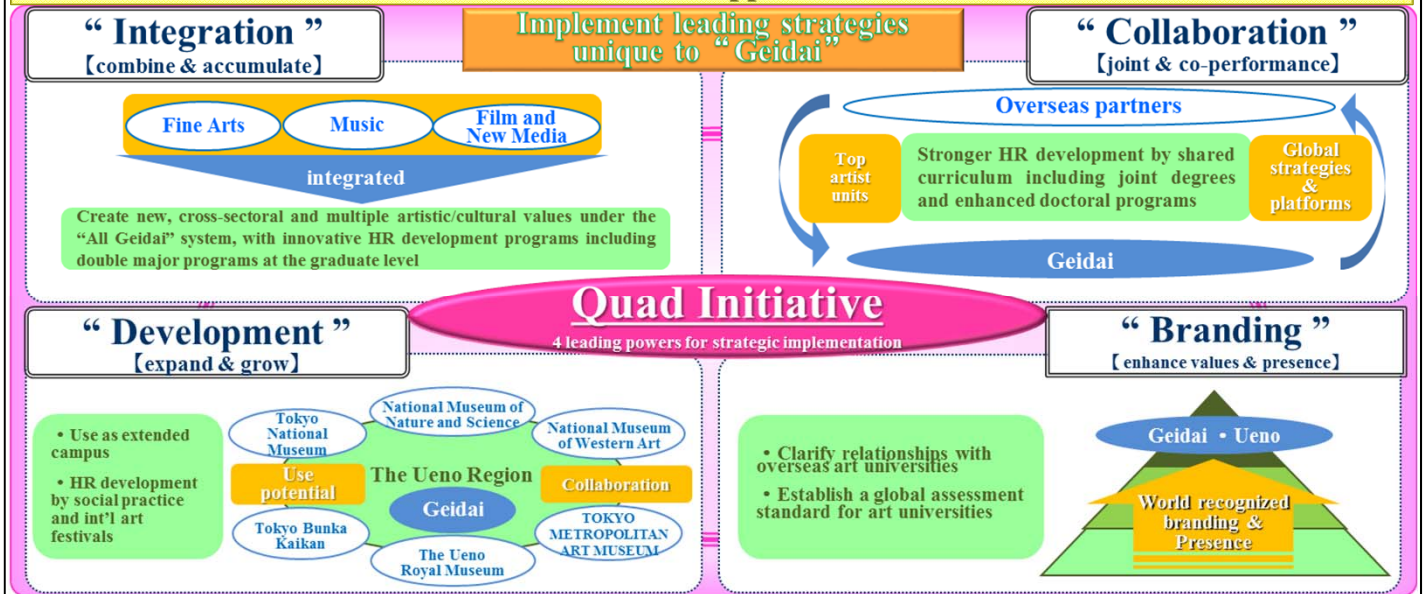


10-Year Plan Summary

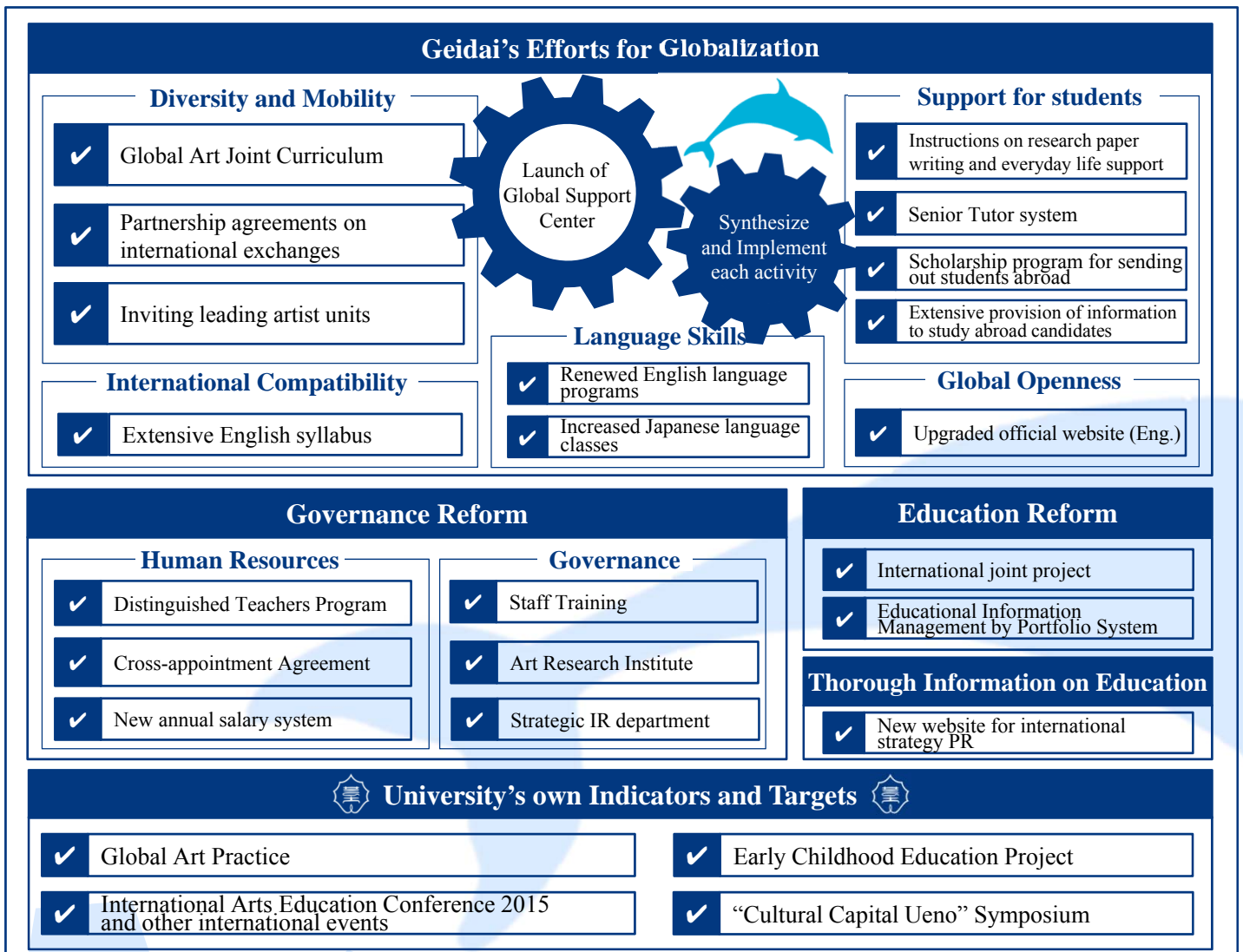
Target category	FY2014	FY2015	FY2016	FY2017	FY2018	
Strengthen internal functions and develop platforms	Prepare internal systems for a global strategic promotion committee and strategic planning intelligence	University strategic organization “Global Crossing Core”				
		“Global Support Center” for int’l students, Japanese students studying abroad and invited int’l artist units				
		Shift to the annual salary system to acquire quality human resources including top artists and creators				
		“Global Strategy Assessment and Evaluation Committee” participated in by third parties				
		New “Art Research Institute” for faculty.				
		“Comprehensive Career Portfolio System” to support students. A “Senior tutors” system				
“Integration”	Unit invitation (logistics and discussions)	Final coordination	Unit invitation 1: Fine Arts (Univ. of Arts London etc.), films (FEMIS etc.)			
			Unit invitation 2: Music expressions (Berlin Philharmonic etc.), Opera (Univ. of Music and Performing arts Vienna etc.), Crafts and Cultural Property (Tsinghua Univ.)			
“Collaboration”	Prepare center functions (Logistics and discussions)	Overseas projects (production, exhibitions, performances)	Location 1: Paris, Beijing		Location 2: London, Berlin, Rome, Vienna, Budapest, Boston, Soul	
			Location 3: Los Angeles, Taipei, Hanoi, Jakarta		Location 4: Kuala Lumpur, Ulan Bator	
“Development”	Collaborate with Japanese universities & businesses	Systems to carry out programs	Implement social practices and outreach programs with Japanese local authorities and businesses			
			Creation, exhibitions, performances at the “Ueno regional campus”			
“Branding”	Start discussions with domestic/int’l art universities	Organize Int’l art university summit	Discussions on branding related viewpoints and indices (Expert committee to establish)			
			Collect and streamline “Geidai”’s past records of achievements, awards and global contributions			
			Investigate global art universities on branding	Trial launch of branding system	Trial results assessment	Implement branding system & publish information
			Talks with art universities and institutions			
			Internationally publish educational information in multiple languages as part of branding strategies and hold a global art universities summit			
FY2019 <i>Combine the paved platforms and multiply the functions to develop further</i>						
FY2020 <i>Implement programs in line with Tokyo2020</i>						
FY2021 <i>Complete the design, trials and assessments of the targets by FY2018. Continue individual projects and activities with ongoing self-monitoring, external reviews and policy trends in mind, following the implementation of cultural and artistic programs during the Tokyo 2020 Olympic Games</i>						
FY2022						
FY2023						

Achieve a sustainable globalization with constant reviews along the PDCA cycle

Distinctive Approaches



2. FY2014 Progress



Featured Initiatives based on the Characteristics of the University

University's unique indicators and targets

International and advanced collaborations with art institutions overseas

■ As a core organization for facilitating globalization of Tokyo University of the Arts, the **Global Support Center** was launched in 2014.

■ With the center's **newly assigned staff members who are foreign nationals or have a degree from overseas**, the university has put into effect its holistic globalization policy, which includes promotion of negotiations for international collaborations, enhanced support for international students and study abroad candidates, and improvement of international compatibility of the university's education system.

■ For further development of world-class education and practice of arts in various fields in Japan and overseas, we have concluded a **partnership agreement on the Global Art Joint Curriculum**, in the field of Fine Arts, with the **University of the Arts, London**, **École nationale supérieure des beaux-arts de Paris**, and **School of the Art Institute of Chicago**. In the field of Music, an agreement with the **UK's Royal Academy of Music** has been made for further exchanges of teaching staff and students as well as collaboration on projects between the two institutions.

■ Other than those mentioned above, we have made **many partnership agreements on international exchanges and collaborative projects** with art institutions in other countries, through which a sustainable and global education system has been developed.



↑ The Signing Ceremony for the agreement on the Global Art Joint Curriculum.

← The Signing Ceremony with the UK's Royal Academy of Music.

Improvement of employment system and staff training

■ We have expanded the employment of staff on a **new annual salary system**. Also, to engage in negotiations with institutions abroad, we offer programs on **practical international training** and **long-term English learning**.

Restructuring academic staff organization and governance

■ The cross-disciplinary organization "**Art Research Institute**" and the **IR Department** responsible for formulating strategies on management and branding of the university were newly formed.

Inviting units of the world's leading artists for international collaborative projects

■ Based on the partnership with art institutions overseas, we invite **units of the world's leading artists** as instructors, using our new systems such as the **Distinguished Teachers Program** and **Cross-appointment Agreement**, for collaborative production/performance with Geidai students.

■ In the field of Fine Arts, a **collaboration project with the partner institutions for the Global Art Joint Curriculum** has just started. A team of faculty members as well as students of both Geidai and the partner institutions are brought together in Tokyo, London, Paris, and Chicago to conduct joint classes in the form of collaborative production at an international event held at each location, followed by students' presentations on their achievements.

■ In the field of Music, **members of the Berlin Philharmonic** visited our university to provide technical instructions to Geidai students and co-perform at a concert. We continue to invite instructors from institutions overseas, such as **Conservatoire de Paris, Royal Academy of Music, and Liszt Ferenc Academy of Music**.

■ In the field of Film and New Media, instructors are invited from **the University of Southern California** to give lectures on topics like virtual reality. Also, other international projects, such as **"student collaborative production"** and an **industry-academia-government collaboration project** between a **Canadian institution CDM** and the **city of Yokohama**, are planned.



← A special lecture by faculty members of École nationale supérieure des beaux-arts de Paris.

→ Technical instructions to Geidai students by a member of the Berlin Philharmonic.

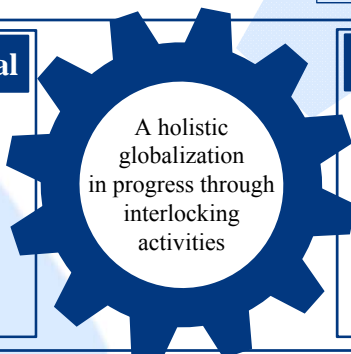


← A work of "student collaborative animation production" with Communication University of China and Korea National University of Arts.

Language Learning Program Renewal

■ Diverse renewal efforts have been made by launching **new TOEFL Courses**, introducing an **e-Learning system**, expanding **private conversational English lessons**, and offering special lectures on **English expressions as an artist**.

■ Moreover, academic staff with expertise in **teaching the Japanese language and culture** has been enhanced in order to provide more **language courses for international students**.



A holistic globalization in progress through interlocking activities

Enhanced academic support and communication

■ To better assist student learning, a **portfolio system**, where students' records on study abroad and other international experiences, language skills, practical social activities, etc. are compiled, has been built.

■ Furthermore, the **English versions of the university's syllabus and official website** have been upgraded.

Enhanced support for international students and study abroad candidates

■ To provide organizational support for learning and living in Japan for international students, **Senior Tutor** assistance is now available, along with enhanced **instructions on research paper writing and everyday life support**.

■ Also, students wishing to study/training abroad can now receive more support from the university, with a **new scholarship program for sending out students abroad** and revisions on the study abroad guidelines.



Expansion of opportunities for students' overseas activities

■ World-wide practical learning opportunities are available to students through the **"Global Art Practice" project**. Many students have so far participated in exhibitions, concerts, collaborative production, etc. which took place overseas.



↑ An exhibition in Bali, Indonesia.



↑ An exhibition at Crans Montana.

International events (incl. education practice)

■ At the **International Arts Education Conference 2015** hosted by Geidai, members of 10 art universities from 6 Asian countries were brought together to share knowledge about art education practices. They collaborated with Geidai faculty and students to hold workshops in different fields. A concluding symposium was held to discuss their achievements through this event.



← Opening Performance by prize winners of international contests.

■ We also organized an industry-academia-government collaborative project, **International Animation Symposium 2015**, where the world's prominent educators and practitioners were brought together to discuss these two themes; human resource development and contents production.

Early Childhood Education Project

■ Geidai faculty members provided lessons in piano, violin, and flute in Fukuoka and Sapporo for enthusiastic **elementary pupils**.



"Cultural Capital Ueno" Symposium

■ Geidai hosted a **symposium on a new concept "Cultural Capital Ueno"**, attended by over 200 people. Participants exchanged opinions with the experts in each field.



Enhanced PR functions

■ A **new website** providing updates on the university's global strategy has been launched.

<http://global.geidai.ac.jp/e/>

3. FY2015 Progress

I : Internationalization
 U : University reform
 E : Education reform
 : University's own indicators and targets

Global Art Joint Curriculum I E

Geidai students and faculty members were teamed up with a partner institution in Paris, London, and Chicago, respectively, and visited each other to conduct a credit-awarding joint program. 20 students from each institution engaged themselves in collaborative research and production leading up to a final presentation at an occasion such as an art festival.



Geidai × École nationale supérieure des beaux-arts de Paris

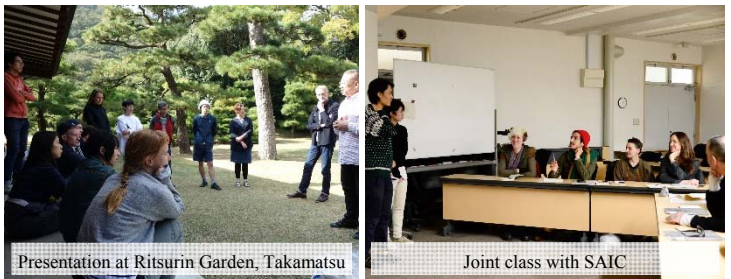
▶ Joint Class in Paris (JUN: 2 weeks)
 ▶ Joint Class in Tokyo (JUN/JUL: 3 weeks)
 ▶ Presentation in Niigata (JUL/AUG: 3 weeks)

Geidai × University of the Arts London

▶ Joint Class in London (AUG: 2 weeks)
 ▶ Joint Class in Tokyo (OCT: 3 weeks)
 ▶ Presentation in Takamatsu (OCT: 1 week)

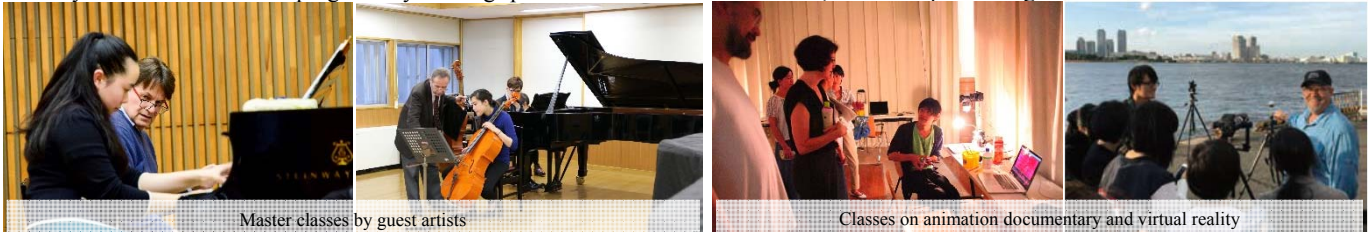
Geidai × School of the Art Institute of Chicago (SAIC)

▶ Joint Class in Chicago (NOV: 10 days)
 ▶ Joint Class in Tokyo (JAN: 1 week)
 ▶ Presentation in Hiroshima (JAN: 1 week)



Inviting units of world's leading artists I U

Some of the world's top artists in the fields of art, music, and film and new media were invited from institutions such as Ecole nationale supérieure des beaux-arts de Paris, Berlin Philharmonic, Conservatoire national supérieur de musique, Royal Academy of Music, University of Southern California, École nationale supérieure des arts décoratifs, and Centre for Digital Media (Canada). They contributed to the diversity of Geidai's education programs by offering special lectures and master classes, as well as performing at a concert with Geidai students.



Arts Study Abroad Program I E

In their areas of specialization, faculty members planned and implemented world-wide projects to offer practical learning opportunities overseas, where students participated in art/music festivals or international co-production with art-related universities. Students took part in 11 projects in the fields of art, music, and film and new media, resulting in 86 participants in total. The participants received financial support from the university to cover part of their expenses such as flights and accommodations.



Special lectures by global leaders | Promoting art-culture diplomacy



The learning environment and educational achievements that Geidai enjoys have been drawing attention of global leaders. In 2015, the university hosted some VIPs, including Prime Minister of Italy Mr. Matteo Renzi, who delivered a special speech on cultural exchanges between Japan and Italy, and Mr. Jean-Marc Ayrault, former Prime Minister of France (the current Minister of Foreign Affairs) and former mayor of the city of Nantes, who spoke about his experiences as a mayor who led various initiatives to revitalize the city through culture. Dutch Prime Minister Mr. Marc Rutte also visited the campus to have discussions with the Geidai president on partnership in the areas involving art-science collaborations.



Special address by Italian Prime Minister



Meeting with Dutch Prime Minister

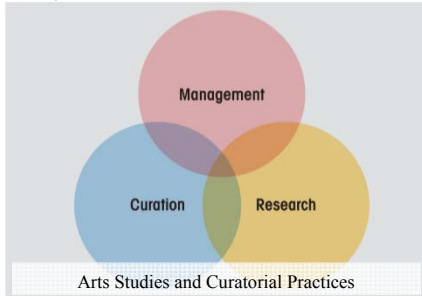


Special address by former French Prime Minister

New graduate courses to develop global leadership



In April 2016, the Graduate School of Global Arts was launched to offer a new master's course which aims to prepare students to become professionals who are capable of establishing a new relationship between the arts and society through the programs of art management, curation, and research. Furthermore, with an aim to produce world class artists, master's courses in Global Art Practice and Opera were also newly added to the Graduate School of Fine Arts and the Graduate School of Music, respectively.



Global Art Practice

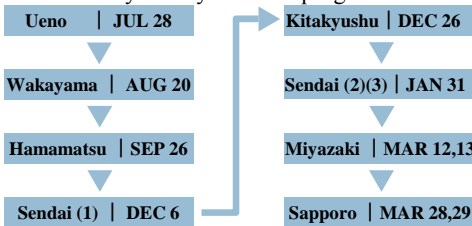


Opera

Nationwide implementation of Early Childhood Education Project | Launch of Early Entrance Program



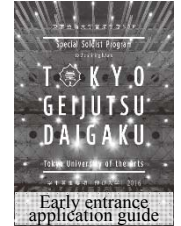
In FY2015, 9 pre-lessons in total were conducted in 7 cities, through which Geidai students along with faculty members offered guidance and performed a mini concert for participating elementary and secondary school students across the country. Also, Geidai completed designing the university's early entrance program and introduced the system for the first time.



Master class in Wakayama



Master class in Hamamatsu



Early entrance application guide

Establishment of partnerships with world's leading arts-related institutions



New international partners (FY2015)

- National Taiwan Normal University
- École nationale supérieure des Arts Décoratifs
- Franz Liszt Academy of Music, Budapest
- Berlin University of the Arts (UdK)
- Netherlands Institute for Conservation, Art and Science (NICAS)
- Dankook University Graduate School of Cinematic Content



Agreement with UdK



Agreement with Liszt Academy



Agreement with NICAS

Geidai's holistic approach to promoting multiple global activities



- President's visit to art institutions in Taiwan upon invitation by the Ministry of Education
- President's speech at International Art Symposium "Art Education for Social Innovation" in Beijing
- Symposium on the future of art universities in the age of globalization
- Visit by wife of French Prime Minister to Geidai's music classes and facilities
- Cultural exchanges promoted with the Korean Cultural Center
- Events for international students to experience Japanese culture
- Intensive language courses for German, French and Italian
- International students' stories shared on the university's website in Japanese and English



Tea and Japanese culture experience



Lecture by Warden of Goldsmiths University of London