

January 10, 2024
The Nohgaku Performers' Association

Journey Through Nohgaku – Experience Nohgaku in the Metaverse!

The Nohgaku Performers' Association is pleased to announce a Nohgaku (Noh and Kyogen) theater program for inbound tourists in the metaverse (a virtual space) for the second year running. This initiative is part of the Journey Through Nohgaku – Stronger Practical Links Between Culture and Tourism Project.

This program offers a new way to enjoy Nohgaku theater using a space representing the Japanese seasons. It combines the beauty of the changing seasons with the traditional Japanese performing art of Nohgaku.

■ Project overview

Practiced for nearly 700 years, the traditional Japanese performing art of Nohgaku is one of the oldest existing performing arts in the world.

The Journey Through Nohgaku project is based on the concept of rediscovering Japan through Nohgaku theater. It attempts to showcase the appeal of Nohgaku from various perspectives such as the four seasons, nature, and history based on the idea of a journey.

Together with Fujitsu Limited, this project makes use of the metaverse (a virtual space) in a limited-time experience **where people from around the world can learn about and enjoy Nohgaku theater from wherever they are.** Visitors participate in the program using an avatar (a virtual representation of the user) in the virtual space where they can peruse the displays that focus on Nohgaku videos and photos. The space also contains various Information on attractive regions related to Nohgaku.

■ Schedule: **From 10:00 a.m. Wednesday, January 10 to 5:00 p.m. Friday, March 22, 2024**

■ Sponsor: The Nohgaku Performers' Association

Japan Arts Council , Agency for Cultural Affairs, Government of Japan

■ Special collaboration: Fujitsu Limited

■ Details: The metaverse virtual space is located on an island designed on the four seasons where visitors can enjoy a variety of Nohgaku-related content such as videos, photos, and scanned images of Noh masks. The main space also features an authentic Noh stage offering a new way to enjoy this performing art that only VR can offer. The idea is to stoke visitors' interest in going to see Nohgaku and traveling to Japan.

◎ Both English and French spaces are available.

◎ Visitors may come and go in the virtual space as they please 24 hours a day during the above time frame, but space is limited (100 visitors per language at a time). Please note that if the space has reached capacity, visitors will need to wait a while and try again later.

◎ Image of the space



★English: <https://www.nohgaku.or.jp/en/metaverse-2024> (On The Nohgaku Performers' Association Site)

★French: <https://www.nohgaku.or.jp/fr/metaverse-2024> (On The Nohgaku Performers' Association Site)

[Inquiries on this press release]

The Nohgaku Performers' Association TEL: 03-5925-3871
(Weekdays: 10:00 a.m. – 4:00 p.m., Japanese language only)