1. Summary of Total Media Development Institute, Co., Ltd.

**Background**

Total Media Development Institute Co., Ltd. is a company that provides comprehensive consulting services on the design, production and operation of museums and cultural facilities. We also give advice and provide programs for developing corporate identity. Having excelled in promoting “cultural communication” for both the private and public sector for almost 40 years, we are considered the leading company in this field in Japan.

Our company has a pool of talented professionals who have been engaged in many large projects, mostly involving the production and operation of cultural facilities. We have researchers, engineers, artists, professors, and various specialists who can be relied upon to come up with efficient solutions for unique demands. From our rich pool of professionals, we select the best possible combination of people to put their knowledge and skills to maximum effect for our clients.

Because we are well aware that research is important for fostering creativity, we also set up research groups and hold a wide variety of seminars. By doing this we hope to promote new ideas, provide wider access to information, and to expand our network of talent. The Institute of Cultural Communications, which is our subsidiary, assists us in these activities. Based on meticulous research and unfettered creativity, we aspire to always come up with dynamic planning strategies.

**Our services**

**Planning and operation of cultural facilities**

Total Media Development Institute provides comprehensive services for producing and operating museums and cultural facilities, from their conceptualization to the construction of exhibitions. We are engaged in the following:

1. Conceptualization and planning of cultural facilities.
2. Design of buildings, management of design.
4. Research, design, production and procurement of exhibition materials.
5. Planning and production of equipment such as exhibition signs, printed matter and promotional materials.
6. Planning and production of special exhibitions.
7. Planning of programs for publicity and educational purposes.
8. Operation of museums and other cultural facilities.
9. Training of personnel at facilities including management, technicians, cleaners, guides, etc.

**Corporate Identity Programs**

Total Media Development Institute also develops programs for corporate identity - an important aspect in running a business. These programs are intended to enhance the quality of communication between companies and the public. We are engaged in the following:

1. Analysis of the present corporate identity.
2. Reassessment of corporate philosophy and scope of work.
5. Design system development.
7. Design application.
8. Corporate-identity products and operations.
9. Consultations on social activities to enhance corporate identity.
2. Organization

Cultural Communications

Head Office  Bungei-Shunju-Shinkan 6F, 3-23, Kioi-cho, Chiyoda-ku, Tokyo 102-0094 JAPAN
PHONE: 81-3-3221-5558   FAX: 81-3-3221-5567

Osaka Office  3-22-6 ebi-e, Fukushima-ku, Osaka-city Oska Prefecture 553-0001 JAPAN
PHONE: 81-6-6642-3571   FAX: 81-6-6642-3579

Fukuoka Office  Nihonseimei-Hakata-Ekimae-2nd Building 8F, 4-2-1 Hakata-Ekimae, Hakata-ku, Fukuoka-city, Fukuoka-prefecture 812-0011 JAPAN
PHONE: 81-92-413-7300   FAX: 81-92-413-7333

Date of Establishment  September 16, 1970
Capital  Paid-in capital:  ¥500,000,000.
Registered Address  1-5-1, Taito, Taito-ku, Tokyo

Executives
President and Representative Director:  Toshiki Sawada
Director:  Masaki Watanabe
Yoshihiro Ishino
Kenji Nakanishi
Shingo Kaneko
Takeshi Soejima
Kenichiro Yamamura

Financial Reference
Bank of Tokyo-Mitsubishi, Head Office
Sakura Bank, Nihonbashi Business Department

Professional Registration
First class registered architects
(Registration number issued by Governor of Tokyo: No.19543)
Registered construction company (Construction License issued by The Minister of Land Infrastructure and Transport: No.12-18805)
First class registered architect: Tomoyoshi Koyama (No.103128)
ISO14001 (Registration Number JSAE366)

Professional Registration
Total employees: 105
Associated specialists: Scientific and Cultural researchers, Engineers & Artists: 200 approx.

Memberships
The Japan Society for Exhibition Study
Japan PFI (Private Finance Initiative) Association
The Museological Society of Japan
Japanese Council of Science Museum
Japan Institute of Eventology
Japanese Council of Literary Museum
Japan Museum Management Academy
Japanese Association of Museums
Architectural Institute of Japan
Japan Graphic Designers Association Inc.
Japan Display Design Association
Japan Association for the Promotion of Creative Events
Projects
Total Media Development Institute has accumulated a wealth of experience over the years. Our strength - which other companies do not have - lies in six areas. One is our experience in the planning of museums, which make up the backbone for the cultural tourism industry. The second is our experience in planning ICT (Information and communication technologies) through international joint research and human resource development. The fourth is our experience in projects for large-scale museums, many of which are government-run museums. The fifth area is educational and cultural projects such as children's museums and school projects. And lastly, the sixth area of our experience is in the planning and actual operation of facilities.

Operation Projects
Yamato Museum, Kure
Com Com, Fukushima
Niigata Science Museum, Niigata
Chiba Science Museum, Chiba

PFI (Private Finance Initiative) Projects
2005-2038 Sendai City Astronomical Observatory
2004-2014 e-topia, Kagawa

Humanities Museums
National:
2005 KYUSHU NATIONAL MUSEUM
2000 THE CENTER FOR THE ADVANCEMENT OF WORKING WOMEN, TOKYO
1999 NATIONAL SHOUWA MEMORIAL MUSEUM, TOKYO
1990 "MORSE COLLECTION -Meiji crafts from across the sea" special exhibition
NATIONAL MUSEUM OF ETHNOLOGY, OSAKA
1983 NATIONAL MUSEUM OF JAPANESE HISTORY, SAKURA
1977 NATIONAL MUSEUM OF ETHNOLOGY, OSAKA

Prefectural:
2007 New Okinawa Prefectural Museum
2002 Jomon Jiyukan
2002 Tokushima Literary Calligraphy Museum
2001 Hida Earth Wisdom Center
2000 Niigata Prefectural Museum of History
1999 "WORLDS REVEALED THE DAWN OF JAPANESE AND AMERICAN EXCHANGE " special exhibition, EDO-TOKYO MUSEUM
1998 OITA PREFECTURAL MUSEUM OF HISTORY
1995 WARABE KAN (KIDS SONG AND TOY MUSEUM)
1995 TOKYO WATERWORKS HISTORY MUSEUM
1994 NAGANO PREFECTURAL MUSEUM OF HISTORY
1993 EDO-TOKYO MUSEUM
1992 IBARAKI HISTORY MUSEUM
1991 OSAKA PREFECTURAL MUSEUM OF YAYOI CULTURE "EDO-TOKYO -through the eyes of MORSE" special exhibition, TOKYO
1989 SAIKU HISTORICAL MUSEUM HIROSHIMA PREFECTURAL MUSEUM OF HISTORY
1988 THE MUSEUM OF KYOTO
1986 FUKUSHIMA PREFECTURAL MUSEUM TOKUTOMI ROKA MEMORIAL MUSEUM OF LITERATURE
1984 FUKUI PREFECTURAL MUSEUM
Municipal:
2006 Sendai City Jomon Site Park
2005 Kure City Maritime History and Science Museum
2005 Hiratsuka City Museum
2005 Minoru Kitani Memorial Museum / Star Plaza
2005 Urasoe Gusuku Yodore Museum
2005 Fukushima City Children's Museum
2005 Shibuya city Shirane Memorial Hall of Local History
2005 Archaeological Museum Kojindani
2004 FUKUI City History Museum
2004 Takaoka Education Center
2004 Hagi Hakubutukan
2004 Nagasaki Museum of Local History
2003 Misawa Sky Park
2003 Issa Memorial Museum
2003 Kagemino Museum of Local History
2002 Maeda Tosanokami-ke Shiryokan Museum
2002 The Museum of Contemporary Japanese Poetry, Tanka and Haiku Yasushi Inoue Memorial Museum
2001 Shimotsuke Yakushiji History Museum
2001 Akiu Sato Center
2001 Ikegami Yayoi Cultural Work Shop
2001 Osaka Museum of History
2000 Sunpu Takumishuku Experience Museum
2000 Osaka Maritime Museum
2000 Sea Adventure Pavilion
1998 MATUMOTO SEICHO MEMORIAL MUSEUM
1998 KITA CITY ASUKAYAMA MUSEUM
1998 SHIBUSAWA MEMORIAL MUSEUM
1996 HIMEJI HISTORICAL PEACE CENTER
1996 AN-PAN-MAN MUSEUM
1995 YOKOHAMA HISTORY MUSEUM
1995 SETAGAYA LITERARY MUSEUM
1994 TAMANA HISTORICAL MUSEUM
1994 IRUMA CITY MUSEUM
1994 THE HISTORIC NEJO PLAZA
1994 BRUSH MUSEUM, KUMANO CITY
1994 LIFE-LONG LEARNING PROMOTION CENTER, KAMAGAYA
1993 FUJIYOSHIDA MUSEUM OF LOCAL HISTORY
1993 MUSEUM CHIRAN
1993 SADOHARA CASTLE HISTORICAL MUSEUM
1993 HORI TATSUO LITERATURE MUSEUM
1993 TAISHIN-MURA LOCAL MUSEUM
1993 GISHU NAKAYAMA MEMORIAL MUSEUM OF LITERATURE
1993 HIMEJI CITY MUSEUM OF LITERATURE
1992 KAWASAKI CITY PORT PROMOTION HALL "KAWASAKI MARIEN"
1992 NIHON-MINKA-EN OPEN-AIR MUSEUM OF JAPANESE TRADITIONAL HOUSES
1992 KIKUCHI KAN MEMORIAL MUSEUM
1992 KOTO MORISHITA CULTURE CENTER
1992 OTA WARD "KOFUN" HALL IN TAMAGAWADAI PARK
1991 THE AKASHI CITY CULTURE MUSEUM
1990 SUMIDA RIVERSIDE HALL
1990 RITTO HISTORICAL FOLK MUSEUM
1989 YOKOHAMA MARITIME MUSEUM
1989 HIROSHIMA CASTLE
1989 OHTAMA HISTORICAL FOLK MATERIAL HALL
1988 SHONAI JOHO PLAZA
1988 KAWASAKI CITY MUSEUM
1988 NIITSU CITY PETROLEUM MUSEUM
1987 KOJI FUKIYA MEMORIAL MUSEUM OF ART
1987 O ART MUSEUM
1986 KASHIWAZAKI CITY MUSEUM
1986 KOTO WARD FUKAGAWA EDO MATERIAL HALL
1984 TOSHIMA WARD LOCAL MUSEUM
1983 HACHINOHE HISTORICAL MUSEUM
1980 SHITAMACHI MUSEUM

Foundations:
2002 Hiroshima National Peace Memorial Hall for the Atomic Bomb Victims
2002 Hiroshima Peace Memorial Museum
1989 MARINE MUSEUM

Science Museums

National:
2007 Chiba City Science Museum
2001 Aquatom
2001 National Museum of Emerging Science and Innovation
2001 Oarai Wakuwaku Kagakukan
1985 BUILDING RESEARCH INSTITUTE MINISTRY OF CONSTRUCTION
1978 NATIONAL LABORATORY FOR ENERGY PHYSICS

Prefectural:
2003 The Life and Environment Exhibition Hall
2003 Misawa Aviation & Science Museum, Aomori
2001 Yamagata Museum of Science and Industry
1994 CHIBA MUSEUM OF SCIENCE AND INDUSTRY
1991 AKITA PREFECTURAL AGRICULTURAL SCIENCE MUSEUM
1990 GREENERY CONSULTATION CENTER IN HIBIYA PARK
1981 NIIGATA PREFECTURAL NATURAL SCIENCE MUSEUM
1978 KANAGAWA PREFECTURAL NATURE CONSERVATION CENTER

Municipal:
2007 Chiba City Children's Museum (under construction)
2003 Kazenoko Gakushukan
2002 Izumo Science Center
2001 Saku Children's Science Dome for the Future
1996 KAKAMIGAHARA AEROSPACE MUSEUM
1995 HIROSHIMA CITY TRANSPORTATION MUSEUM
1994 HIROSHIMA CHILDREN'S MUSEUM
1993 KAKUDA CITY SPACE TOWER AND COSMO HOUSE
1992 TATEBAYASHI CHILDREN'S SCIENCE EXPLORATORIUM
1992 WAKAYAMA NATURAL SANCTUARY, NATURE CENTER
1990 SENDAI SCIENCE MUSEUM
1989 MUNICIPAL MUSEUM OF NATURAL HISTORY IN CHIKAWA
1989 THE SCIENCE MUSEUM, OSAKA
1988 ITABASHI SCIENCE AND EDUCATION CENTER
Corporate Museums and Public Relations Facilities

Corporate Museums:
- 2007 KAO Museum
- 2007 Kawasaki Heavy Industries Entrance Hall Exhibit
- 2007 YKK Museum
- 2007 The Railway Museum Japan
- 2006 Ishikawa Heavy Industries Museum
- 2004 The Momofuku Ando Instant Ramen Museum
- 2003 NYK Maritime Museum
- 2002 The Museum of Zen Culture and History
- 2001 Shiba Ryotaro Memorial Museum
- 2000 Printing Museum, Tokyo
- 1994 AEON SQUARE
- 1991 DAIWA BANK MONEY MUSEUM
- 1988 JAPANESE BAMBOO MUSEUM
- 1988 DRUM MUSEUM
- 1988 ASAKUSA "NIGIWA" MUSEUM
- 1984 TAKENAKA CARPENTRY TOOLS MUSEUM
- 1978 JAPAN FOOTWEAR MUSEUM

PR Facilities:
- 2005 Uminonakamichi Nata Center for Fresh Water
- 2005 The Kitakyushu Beer Masonary Museum in Moji
- 2005 Museum of the Meiji Restoration
- 2004 Kansou Co., Ltd., Yodoyabashi shop
- 2004 San-in Godo Bank Art Museum
- 2003 New Information Room for Japan Defence Agency
- 2003 The Vocational Museum
- 2003 Techno Communication Square Ricotti
- 2003 Nidec Corporation Show Room
- 2002 Disaster Reduction and Human Renovation Institution
- 2002 Nagai Dam Information Center
- 2002 Tsubakimoto Chain Kyotanabe Factory Entrance Hall
- 2002 Mt. Unzen Volcanic Disaster Memorial Hall
- 2002 Okinawa Subtropical Environment Remote Sensing Center
- 2001 Yamagata City Planning Information Center
- 2001 Yamagata City Tourists Information Center
- 2001 Arkas Sasebo Exhibition Hall
- 2001 National Aeronautical Laboratory Exhition Room
- 2000 Animal Center, Nagano
- 1995 NHK STUDIO PARK (Broad casting Museum)
- 1993 DONEN TOKAI HALL (Power reactor fuel co.)
- 1993 KIRIN BEER PARK HOKURIKU
- 1992 TOSTEM HOUSING PLAZA TOKYO
- 1992 MARINE ROAD PLAZA
- 1991 KIKKOMAN SOY SAUCE MUSEUM
- 1990 DONEN ATOM PLAZA (Power reactor fuel co.)
- 1986 ENERGY HALL IN ASPAM (Tohoku electric Power)
- 1983 THE NINGYO PASS EXHIBITION HALL (Power reactor fuel co.)
Theme Parks:
1993 COMMERCIAL COMPLEX OHARAIMACHI OKAGE-YOKOCHO, HISTORICAL EXHIBIT
1990 SANRIO PUROLAND

International Expositions:
2005 EXPO2005 AICHI Global House
2005 EXPO2005 AICHI PREFECTURE PAVILION
2004 Shizuoka International Garden and Horticulture Exhibition, Pacific Flora 2004
1990 THE INTERNATIONAL GARDEN AND GREENERY EXPOSITION, OSAKA, JAPAN
1985 THE INTERNATIONAL EXPOSITION, TSUKUBA, JAPAN
1975 INTERNATIONAL OCEAN EXPOSITION, OKINAWA, JAPAN
1970 JAPAN WORLD EXPOSITION, OSAKA

Local Expositions:
1988 SILK ROAD EXPOSITION, NARA
1981 KOBE PORT ISLAND EXPOSITION

Corporate identity projects
Corporations, local governments
Other organizations

Large-scale museum projects
Total Media Development Institute Co., Ltd. has extensive experience in large-scale museum projects, many of which are run by the central government.
3. Management of national class large-scale museum project

Total Media Development Institute Co., Ltd. has extensive experience in large-scale museum projects.

The museum that changed the shape of exhibitions in Japan

National Museum of Ethnology in Osaka was the first national museum to be built in Japan after World War II. In producing this museum, Total Media Development Institute introduced the method of showing the findings of researchers together with the artifacts on display. Instead of displaying just artifacts, an approach was taken to show other related objects, together with images and written explanations in a comprehensive manner to deepen the understanding of visitors. This later became the standard method of exhibition in Japan.

In addition, a method was also adopted whereby additions and modifications could be made to exhibits in line with development in research. Care was also taken to make the display equipment inconspicuous, so that the visitors would not be distracted, and their attention would be drawn directly to the artifacts.

When the museum was renewed in 1996, further innovation in display methods was made, with information and commentary provided to visitors through IC tags attached to artifacts.
Fig 2  Structural display

Fig 3  Module standard system: wall panels and display bases
2) **Edo-Tokyo Museum, Tokyo** (1993)

**Experiencing the history of Edo and Tokyo through life-size replicas of buildings**

The Edo-Tokyo Museum opened in 1993, with the aim of preserving the historical heritage of Tokyo. Housing impressive life-size replicas of buildings, it took 12 years for this huge museum to be completed since its conception.

Assisting the Tokyo metropolitan government in building this museum, Total Media Development Institute was responsible for everything from conceptualization, planning and design, to operation and management. Once the museum was opened, we helped in its operations, jointly conducting evaluation tests with the museum staff and providing training for fine arts specialists and education personnel.

When the museum held the exhibition called “Daybreak of exchange between Japan and the U.S. – Arrival of the Black Ships”, featuring the collection of E.Morse (by courtesy of the Peabody Museum in the United States), we were engaged in the study and transportation of artefacts and in the design and production of displays.

![Image: Combination of large projection images, full scale re-constructed building & bridge, scale modules]
Fig 5  Full scale “Chyo-ya” newspaper building

Fig 6  “Nakamura-za” kabuki theatre

**An experience-oriented trip through the history of Osaka**

Located in the place where the Naniwa Palace once stood in the Asuka Period, the Osaka Museum of History was established in 2001, integrating the 40-year-old City Museum with the prefectural archaeological center. The museum aims to colorfully tell the history of the city of Osaka through an experience-oriented tour.

Life-size replicas, dynamic exhibitions, and displays of actual artifacts, as well as the remains of the Naniwa Palace in the underground of the facility, make for an educating and inspiring experience. An information system runs throughout the facility, responding to the needs of visitors.

The museum places importance on public relations management and citizen participation programs to enhance its appeal and attract visitors.

![Fig 7 Ceremony scene in “Daigoku-den” court](image-url)
Fig 8  Life in greater Osaka

Fig 9  “Naniwa” old Osaka town tour
Established in 2001 on the newly developed Tokyo waterfront, the National Museum of Emerging Science and Innovation, seeks to be different from conventional science museums by putting emphasis on the scientists.

The museum tries to make the role and activities of scientists more clearly felt, and to strengthen visitors' interest in the latest scientific technologies.

An interpreter is present at the facility to offer explanation on the background of the exhibitions. Compared to written descriptions, the merit of having an interpreter is that the person can accommodate his or her talk in line with the interests of the visitor.

The spacious exhibition zone, measuring 30-meters wide and 100-meters long, has no columns. The LAN facilities are stored in the double-wall floor which also houses the electric, water, ventilation, and heating systems.

To introduce the newest discoveries in science, the exhibitions are updated in a timely and flexible manner.
Fig 11  Science technology exhibit

Fig 12  The global LED monitor
5) **The Kure Maritime Museum, or the Yamato Museum (2005)**

**Museum in the city where the battleship “Yamato” was built**

This museum was built in the city of Kure, where Japan’s largest ever battleship was built during World War II. The exhibition shows the history of Kure and the development of science and technology since the turn of the 20th century.

A reproduction of “Yamato”, made in one-tenth of its original size and which measures 20 meters in length, is displayed at the center of the museum. Various exhibition rooms are located around the “Yamato” so that visitors go around the replica in a circular motion while looking at the exhibits.

On the first floor are historical exhibits, including a chronological table showing the history of Kure. The exhibit is aimed at making it easier for visitors to understand the city’s past in line with the overall history of Japan’s modernization.

In the large exhibition room there is a display of military aircraft such as the Zero fighter plane. On the third floor are exhibits related to science and technology including a room where children can have fun with hands-on exhibits and learn about ship-building technology.

![Fig 13 1/10 scale battle ship model](image)
6) **The Railway Museum, Saitama** (2007)

**Comprehensive railway museum for both children and adults**

The Railway Museum in Saitama City is a new type of railway museum that aims to be an educational facility for people of all ages.

Displaying real trains and providing information about the history and technology of railroads, together with hands-on exhibits, it is an interesting destination for families looking for something more than the usual theme park.

In the history zone, which has a huge floor space, actual train cars from various periods are on display. Visitors can see how railroad technology came to Japan from England, and how Japanese railroads made its own unique development, ultimately leading to the birth of the “shinkansen” bullet trains.

In the learning zone, there is a job experience lab where older children can experience selling train tickets, working as a train conductor, designing trains and performing maintenance work. Other parts of the learning zone allow children to learn about railway technology and science through hands-on exhibits.

The museum has gained a reputation for providing a feeling of realness and authenticity. Other features are a railway diorama, which is the largest of its kind in Japan, and the steam locomotive simulator that offers the exact simulation of operating a SL - the first of its kind in Japan.

![Fig 16 C57 locomotive on the turn table](image-url)
Fig 17  Largest railway diorama in Japan

Fig 18  History exhibit
Fig 19  Education zone exhibit

Fig 20  SL simulator
Fig 21  Self driving mini train with automatic control system
Education for children

Total Media Development Institute has experience in planning and producing children’s museums, and numerous educational and cultural projects. We have compiled a guidebook that gives advice to teachers on interaction with museum staff. We have also developed out-reach kits to help teachers make use of advanced research in their classes. We are eyeing to strengthen the ties between museums and schools, so that the rich cultural resources in the museums can be fully utilized. We also hope that our worldwide network of specialists can benefit the education of schoolchildren.
1) “Com Com” Children’s Center, Fukushima (2005)

A facility run with citizen support

The “Com Com” Children’s Center is an educational facility comprising a children’s library, planetarium, a crafts room, and an exhibition room, among others. The major characteristic of this facility is that it is run with the participation of citizens. The volunteers draw up programs for the center, look after the children, and help in the center’s various events.

While it is essentially a facility for children, it also aims to be a place of exchange for adults. The adults are not limited to the parents of the children, but include teachers of the various classes and those in charge of children’s clubs, or adults simply extending their help in other ways.

Total Media Development Institute drew up the concept and operational plan for this center, including the training of personnel and management of facilities. Our expertise was much welcomed by the city of Fukushima, which wanted to make the most of its limited personnel and funds.

Cooperation between citizens and city of Fukushima began three years prior to the opening of the center. Citizen participation has proved successful, with the volunteers finding pleasure being a part of something they helped create, and the administration gaining ongoing support in the facility’s operation.

Facility operation
Upon signing we contract, Total Media Development Institute takes on all the work of operating a facility, including management of personnel. We also develop the programs for a facility, with an eye to increasing the number of visitors - one of our major responsibilities when running a facility.

Citizen Participation
By having citizens take part in “simulation” workshops and meetings before a facility is actually built, we can learn about what the community expects or hopes to find in a facility. The views and opinions gained from citizens can be reflected in the design of the building and its functions.

Training of facilitators
Total Media Development Institute also places importance on training of facilitators. Facilitators play an important role of teaching citizens how to plan and implement educational programs for museums and cultural facilities. In workshops, facilitators give adults the know-how on educational programs, and help both adults and children to learn by actually putting the programs into action.

“Dream Supporters Club”
A “Dream Supporters Club” is formed with a group of citizens willing to help in the operation of a facility that is yet to be built. These citizens are usually people who have a strong interest in children’s education. Prior to the facility being built, information can be exchanged between the group’s members and suitable personnel can be chosen. Members of this club are eventually trained to become staff for the facilities, or to become facilitators and leaders of citizens’ projects.
Fig 22  Regional history exhibit

Fig 23  Activity room
Fig 24  Children dance performance
5. Museum operation

While Total Media Development Institute has a long history of planning and producing museums, in recent years, we have become increasingly engaged in the actual operation of the facilities. Running a museum has traditionally been the work of the public sector. However, in Japan, many museums are facing the need to become financially self-sufficient, and this is where the know-how of the private sector can be useful. Based on our many years of experience in planning and producing museums and cultural facilities, we can offer potent advice for efficient operations and for developing visitor-attracting programs.
1) e-Topia-Kagawa IT Pavilion (2004-2014)

A communication information center for visitors and residents
Set up in 2004, e-Utopia-Kagawa in Kagawa Prefecture pavilion was built to familiarize visitors with computer technology and to offer information services to visitors and the local residents.

The facility has displays of information communications technology, a library and classroom that are fully equipped with IT systems. An array of workshops and classes are held here to give visitors an experience in information communication.

The education provided is aimed not only at giving the basic computer literacy to people, but to nurture the skills of the younger generation who may work in the IT sector in the future.

Cooperating with the local government in the planning and operation of this pavilion, Total Media Development has taken a flexible stance, making changes as necessary to in line with requests made by citizens.

The facility has proved popular among visitors, exceeding the expectations of our client. While the local government’s target for visitors was 100,000 in fiscal 2005, the actual numbers was 30% larger, at 130,000.
Fig 26   PC workshop

Fig 27   Broadcast studio and cafe
Museum as the key of Cultural-Tourism

Needless to say, museums and cultural facilities are a key part of cultural tourism. Total Media Development has built up experience in planning museum projects, and possesses the necessary knowhow in creating attractive destinations for tourists.

A museum complex with three functions

The Museum of Kyoto is a new type of museum complex encompassing three main facilities – a historical museum, an art museum and a film center. The complex was built to preserve the building of the former Kyoto branch of the Bank of Japan, which has been designated as an Important Cultural Property, and new architecture was additionally built to complete the museum.

The museum displays the history and culture of the ancient capital of Kyoto, giving visitors a perspective into the industries that thrived in the city, and the distinctive lifestyle that had continued through the ages.

The art museum has an impressive display showing Kyoto’s intricate arts and crafts. At the film center, visitors can watch classic films, as well as videos on various traditional arts.

A particularly attractive feature of the complex is a shopping area called “Rouji Tempo”, where the shops have been made in the style of the late-Edo period to reproduce the feeling of an old Kyoto street. In the shops which include established Kyoto brands, visitors can enjoy hearing shop attendants talk in the charming Kyoto dialect.
Fig 29  Fashioned "rouji tempo" shop street

Fig 30  Ancient gate scale model
2) Sangu History Museum “Okageza”, Ise (1993)

Capturing the spirit of the Ise pilgrimages

This is a museum that aims to convey what life was like during the Edo period when people flocked to worship at the Ise Grand Shrine in Mie Prefecture – the most important of all Shinto shrines in Japan.

In the Edo period when travel was restricted, about one-fifth of the population is said to have made a pilgrimage to Ise, and the museum attempts to capture the spirit of the pilgrims and the lively atmosphere of the area around the Ise Grand Shrine.

The museum - which has the appearance of an Edo period playhouse - is comprised of a movie theater and a themed zone. On display in the themed zone are dioramas and replicas of Edo streets, complete with human figures.

The museum is part of the “Okage Yokocho” (Thanks Alley) which Total Media Development Institute was responsible for conceptualizing. The “Okage Yokocho” is a shopping street near the Ise Grand Shrine that has been built to revoke the atmosphere of old times, and where visitors can feel as they have slipped back to the Edo period.

Fig 31  Scale model : old “Ise” street
Fig 32  Multi effect history exhibit
Joint cross-border projects

Total Media Development Institute has long years of experience in joint projects with specialists overseas. We have developed Information and Communication Technology (ICT) technology with our cross-border counterparts, and have also been involved in developing human resources abroad.
Institute for Digitization of the Palace Museum Heritage, Japan and China (2000-2005)

A joint project between Japanese and Chinese specialists

Total Media Development Institute helped set up a joint digital research project in 2000 in Beijing between Toppan Printing Co.,Ltd. and the Palace Museum of China, to preserve the museum's cultural properties.

Based on our proposals for joint research, Japan’s printing company and China’s largest national museum established the Institute for Digitization of the Palace Museum Heritage.

We have been responsible for the project plans, the institute's operation and management, as well as the planning of facilities.

This project has brought together the Palace Museum’s historians, scholars on ancient architecture, and archeologists with Japanese IT engineers, image creators and VR (Virtual Reality) specialists. The collaboration has resulted in the creation of VR data that is authentic, detailed and visually stunning.

Work began on the “The Palace VR” in 2002. In the following year, construction of the institute building was completed, and a VR theater with a huge screen was opened to the public.

Research in the first stage of this joint project took place between 2000 and 2005. The second stage of the project began in 2006, and work is being undertaken to expand the VR data.

FIG 33 VR theatre
Fig 34  “Shikinjo” emperor’s palace

Fig 35  Filming scene
The Grand Egyptian Museum Project
CONSULTANTS UNDER JBIC ODA LOANS
for Operation and Management Services

Status;
Totalmedia is supporting GEMCOM JV
Grand Egyptian Museum Consultants for Operations and Managements Joint venture.

GEMCOM JV is;
Cultural Innovations Ltd (England)
PACER Consultants (Egypt)
Mitsubishi Research Institute Inc (Japan)
Kokusai Kogyo Co., Ltd (Japan)

The Supreme Council of Antiquities are examining our proposal.
Two teams submitted and our proposal was accepted.
We are now under negotiation for contract.

Client;
ARAB REPUBLIC OF EGYPT
MINISTRY OF CULTURE
Supreme Council of Antiquities
Preserving the tradition of handcrafts

Total Media Development Institute is keen on projects to preserve the tradition of Japanese arts and crafts. Over the years, we have been involved in projects to promote the activities of craftspeople and artisans, with an eye to revitalizing the regional communities.
Handcraft experience center “Sunpu Takumishuku”, Shizuoka

Providing handcraft experiences for visitors

“Sunpu Takumishuku” is a handcraft experience center in the city of Shizuoka where visitors and local residents can try a hand at making traditional craftwork such as lacquer ware, bamboo objects, and pottery.

Seeking to combine education with entertainment, the facility also has interesting displays of traditional craftwork made by local professionals. There are numerous workshops and classes catering to people of all levels, from total beginners to those who want to enhance their skills.

It is known that when people actually have the experience of craftwork, they deepen their understanding and appreciation, and become more interested in buying traditional handicraft.

In addition to introducing traditional crafts to ordinary people, steps are being taken to nurture future craftspeople and artisans and to promote employment opportunities.

Fig 36 Two way theatre
Fig 37   Mechanical theatre exhibit