

How Can Local Cultural Institutions Be United?

A Case Study on the Ueno Welcome Passport as a Tool for
Local Cultural Connection

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Chief Officer
Business Development
Tokyo National Museum



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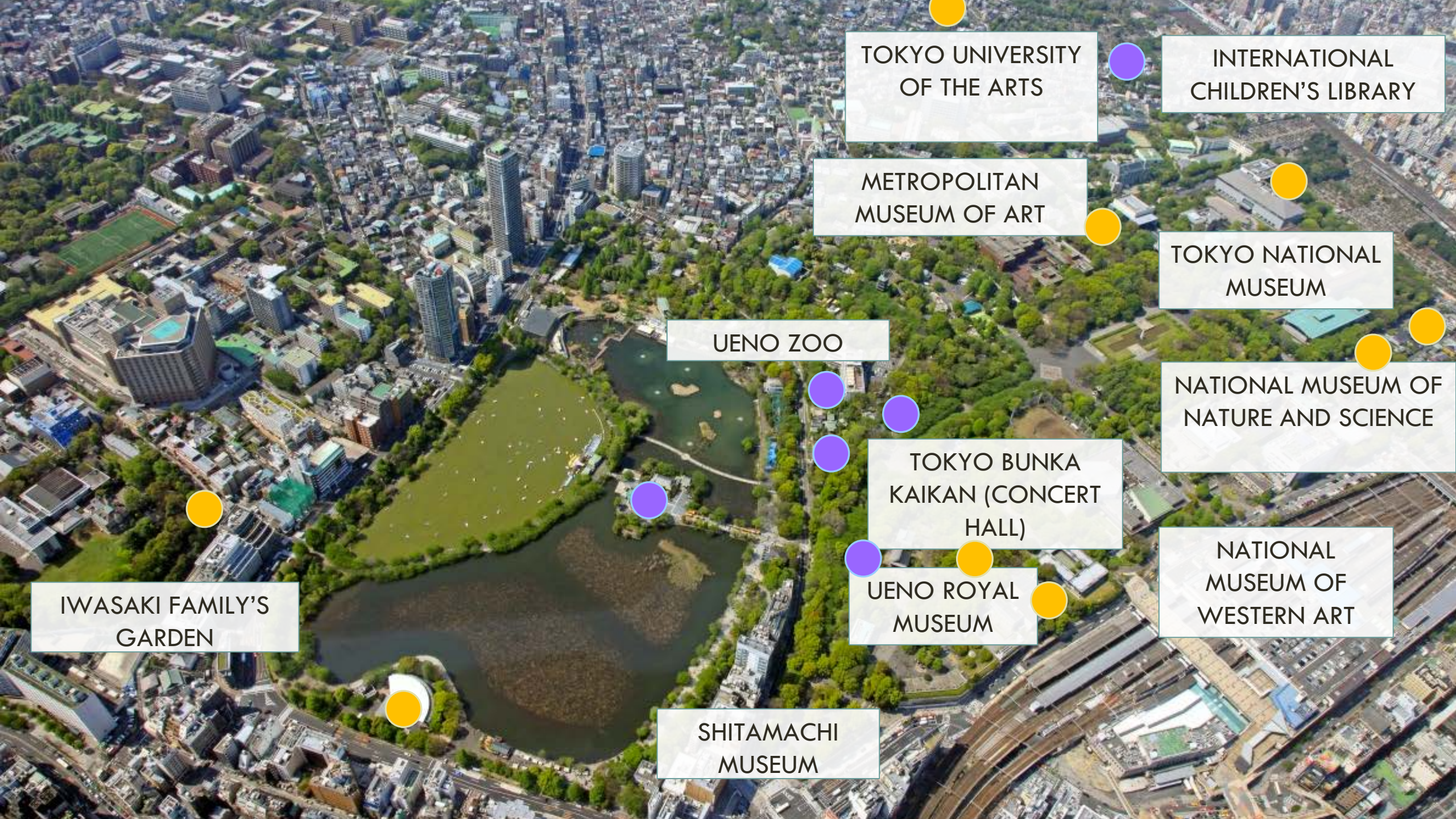
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1. UENO PARK





TOKYO UNIVERSITY
OF THE ARTS

INTERNATIONAL
CHILDREN'S LIBRARY

METROPOLITAN
MUSEUM OF ART

TOKYO NATIONAL
MUSEUM

UENO ZOO

NATIONAL MUSEUM OF
NATURE AND SCIENCE

TOKYO BUNKA
KAIKAN (CONCERT
HALL)

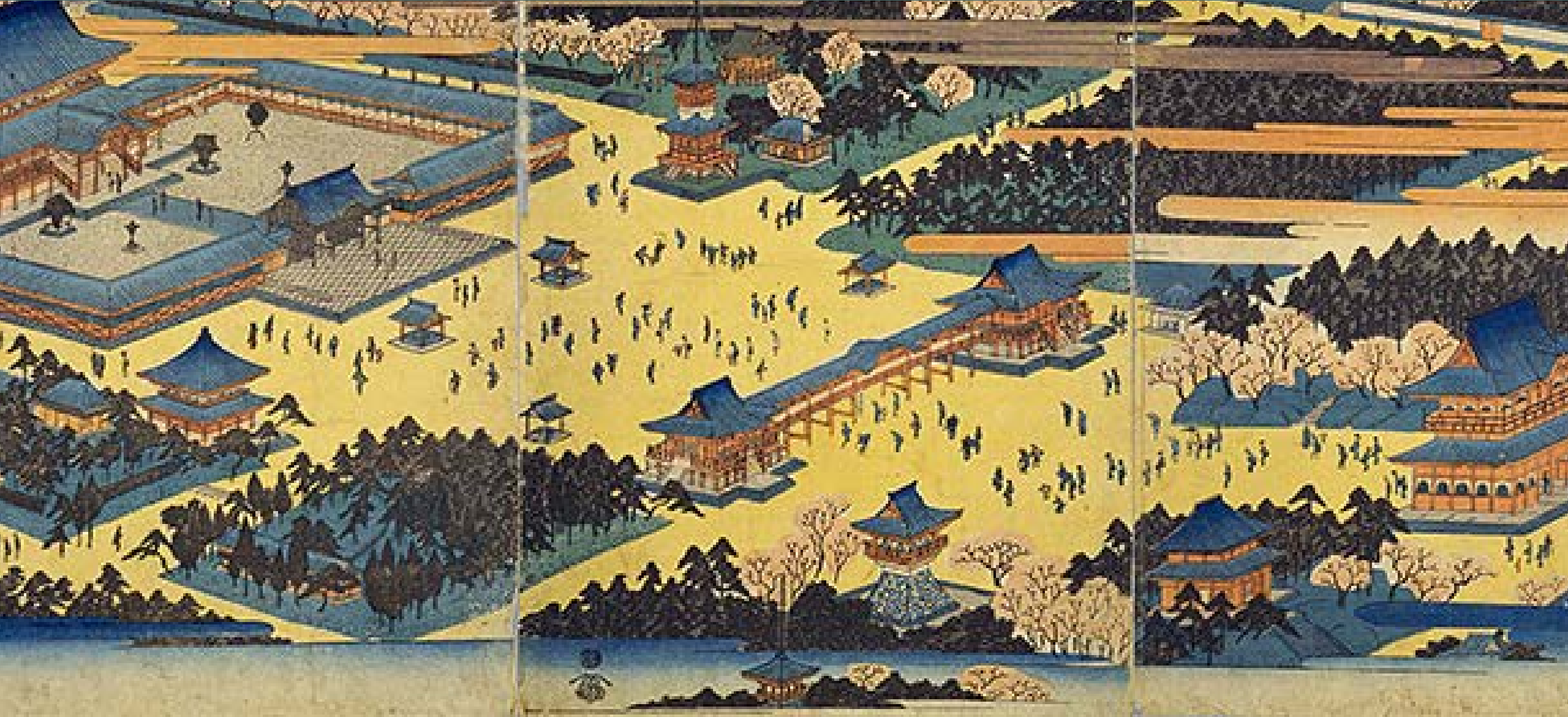
UENO ROYAL
MUSEUM

NATIONAL
MUSEUM OF
WESTERN ART

IWASAKI FAMILY'S
GARDEN

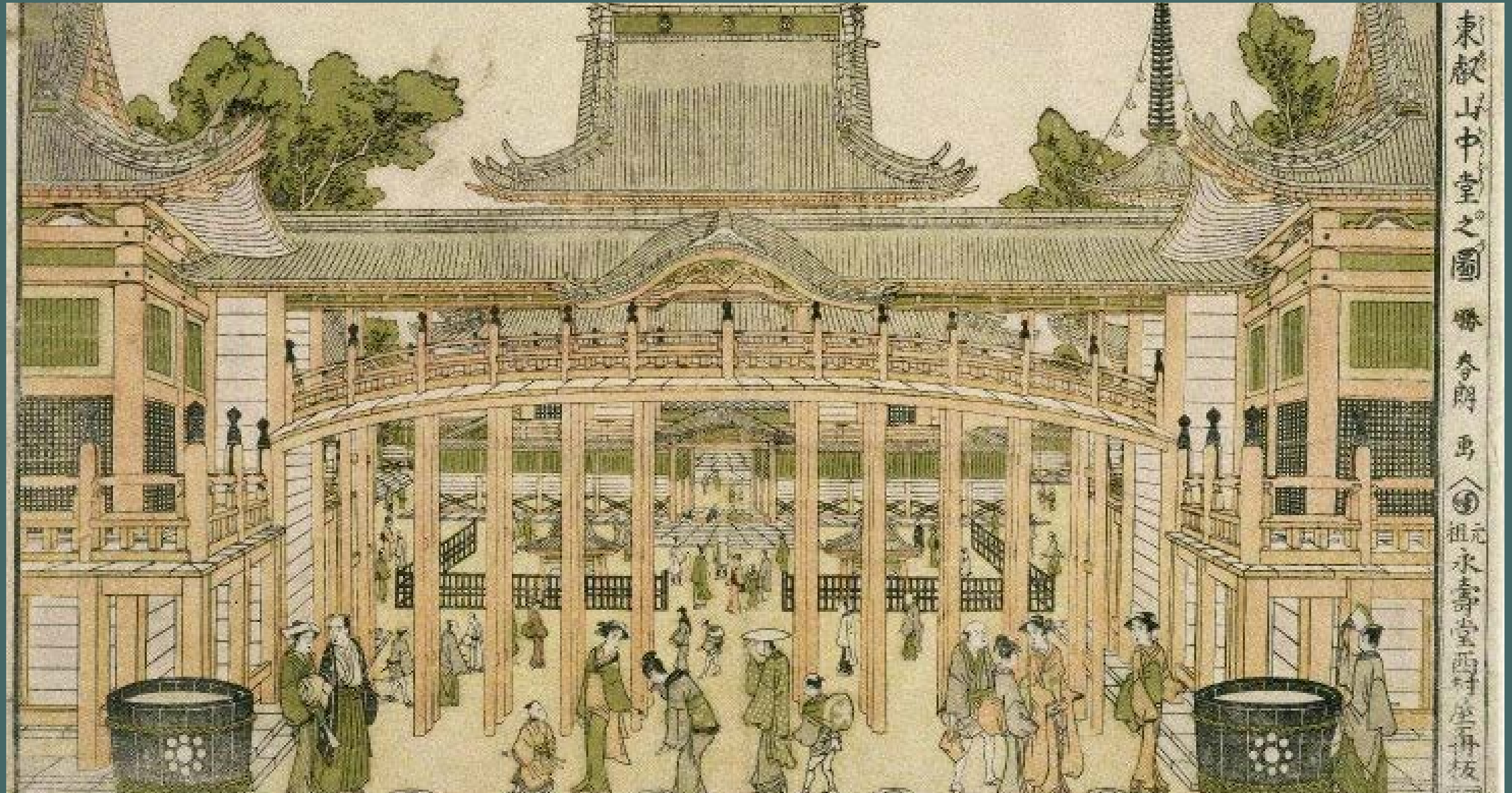
SHITAMACHI
MUSEUM

KAN'EI-JI TEMPLE FOUNDED IN 1622





POPULAR AS A TOURIST ATTRACTION



浮繪 上野花見之圖

聖堂齋画

中橋廣小路 山田屋板



CILVIL WAR IN 1862

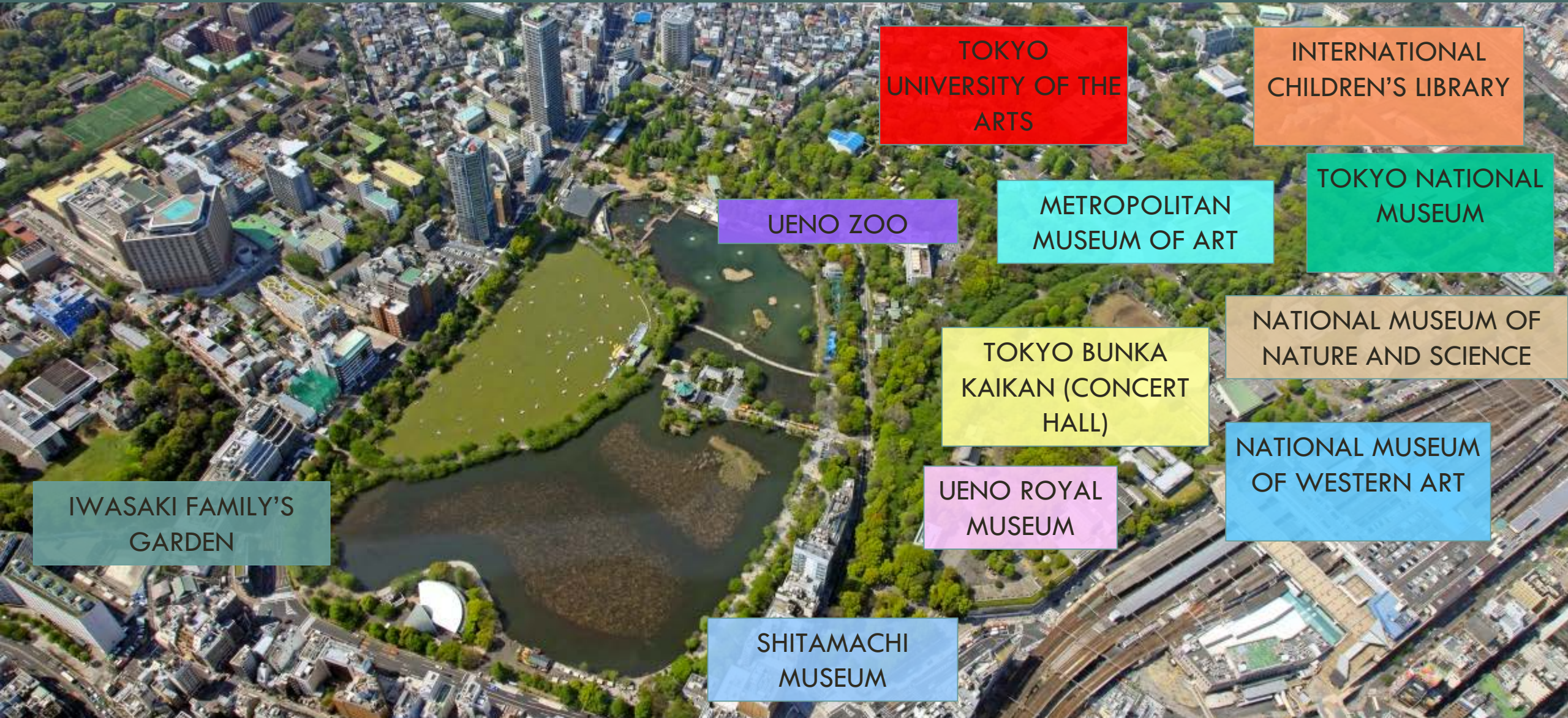




FIRST PUBLIC PARK BUILT IN 1873



INDEPENDENT OPERATION



TOKYO
UNIVERSITY OF THE
ARTS

INTERNATIONAL
CHILDREN'S LIBRARY

TOKYO NATIONAL
MUSEUM

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UENO ROYAL
MUSEUM

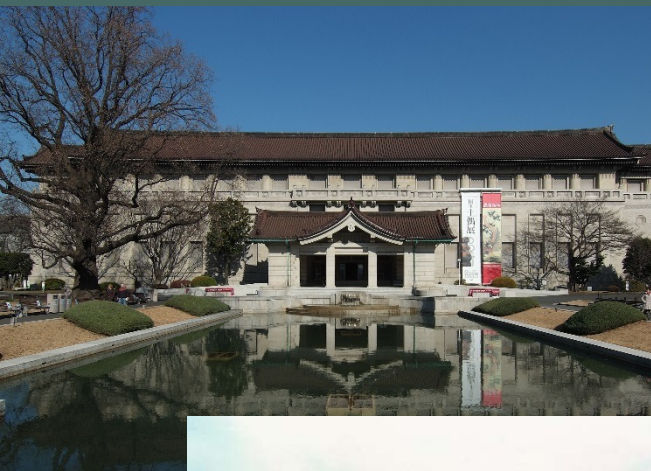
SHITAMACHI
MUSEUM

IWASAKI FAMILY'S
GARDEN

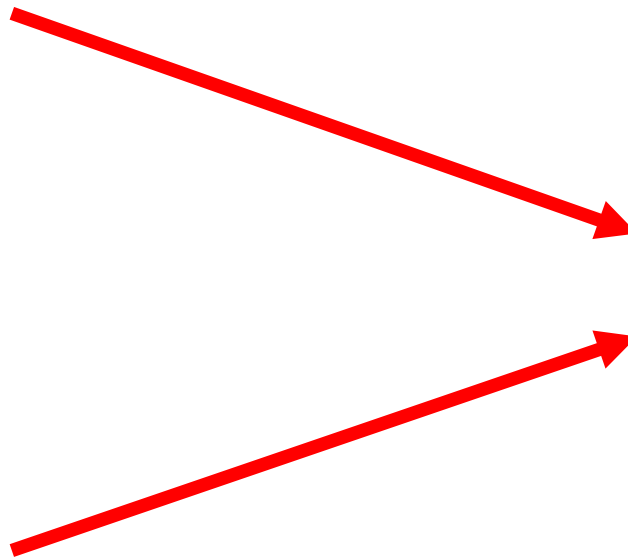
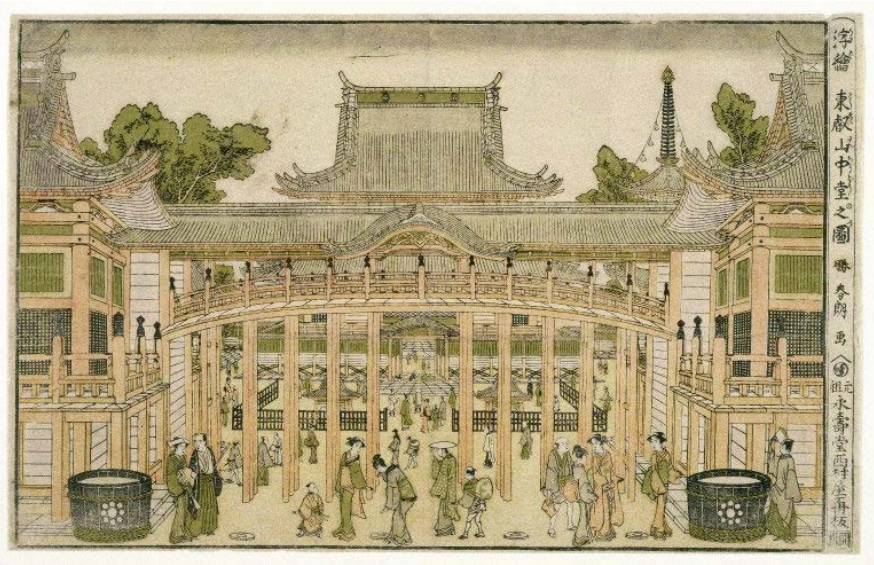
2. UENO WELCOME PASSPORT



11 CULTURAL INSTITUTIONS



IMAGES FROM LOST TEMPLE GATE & PANDA



上野の美術館、博物館、動物園がお得に楽しめる！
Save on admissions to museums and a zoo in Ueno!

UENO WELCOME PASSPORT

— 上野地区文化施設共通入場券 —



上野で初めての試みとして、文化施設を一度に楽しめるお得なチケット「UENO WELCOME PASSPORT」を発売します。このチケットで上野が誇る美術館、博物館、動物園等の8施設に入場できるほか、11施設を巡るスタンプラリーも楽しめます。5施設以上のスタンプを集めると先着で素敵なプレゼントがもらえます。この機会に世界に誇る文化・芸術の地・上野に足をのびてください。

東京国立博物館、国立科学博物館、国立西洋美術館、上野動物園、下町風俗資料館、旧岩崎邸庭園の常設展示、東京都美術館、東京藝術大学美術館の指定の展覧会の8つの施設へ各1回入場できます。上記施設に加え、国立国会図書館国子とも図書館、東京文化会館、上野の森美術館を合わせた11の施設を巡るスタンプラリーも開催します。

Ueno Park is one of the most visited areas in Tokyo with the city's highest concentration of cultural institutions. Ueno Welcome Passport is now available for the very first time to offer discounts on admissions to various cultural attractions. The Passport provides access to 8 museums, galleries, and a zoo in Ueno, together with an exciting stamp collecting rally at 11 facilities. Attractive prizes await visitors completing 5 or more stamps while supplies last. We invite you to come explore the cultural and artistic city of Ueno with your Ueno Welcome passport.

The Passport provides a one-time access to selected exhibitions at each of 8 facilities: Tokyo National Museum, National Museum of Nature and Science, National Museum of Western Art, Ueno Zoological Gardens, Shitamachi Museum, Kyu-Iwasaki-tei Garden, Tokyo Metropolitan Art Museum, the University Art Museum Tokyo University of the Arts. It also includes a stamp rally at 11 facilities including International Library of Children's Literature, Tokyo Bunka Kaikan, and the Ueno Royal Museum.

販売・有効期間
On Sale/
Valid From
2016年1月2日(土)～5月31日(火)
Saturday, January 2, 2016 – Tuesday, May 31, 2016

料 金
Ticket Price
¥2,000 (税込)

販売場所
Available at
利用各施設の窓口(一部を除く)のほか、上野動物園、エキキュート上野、浅草文化観光センター及び東京国立博物館ミュージアムショップのウェブサイト等で販売
Ticket office at participating facilities, Ueno Tourism Association, ecute Ueno, Asakusa Culture and Tourism Center, and Tokyo National Museum website

お問合せ
Inquiries
上野「文化の杜」新構想実行委員会
Implementation Committee for New Concept "Ueno, a Global Capital of Culture"
☎ 03-5834-2396 (平日 10:00～17:00)

スタンプラリーで5施設以上回ると
たてばこ
上野オリジナル版古をプレゼント！
Collect 5 or more stamps to win a Ueno original paper diorama!



STAMP RALLY



PANORAMA TOY BOX





3. RESULTS



NEW VISION TO 2020

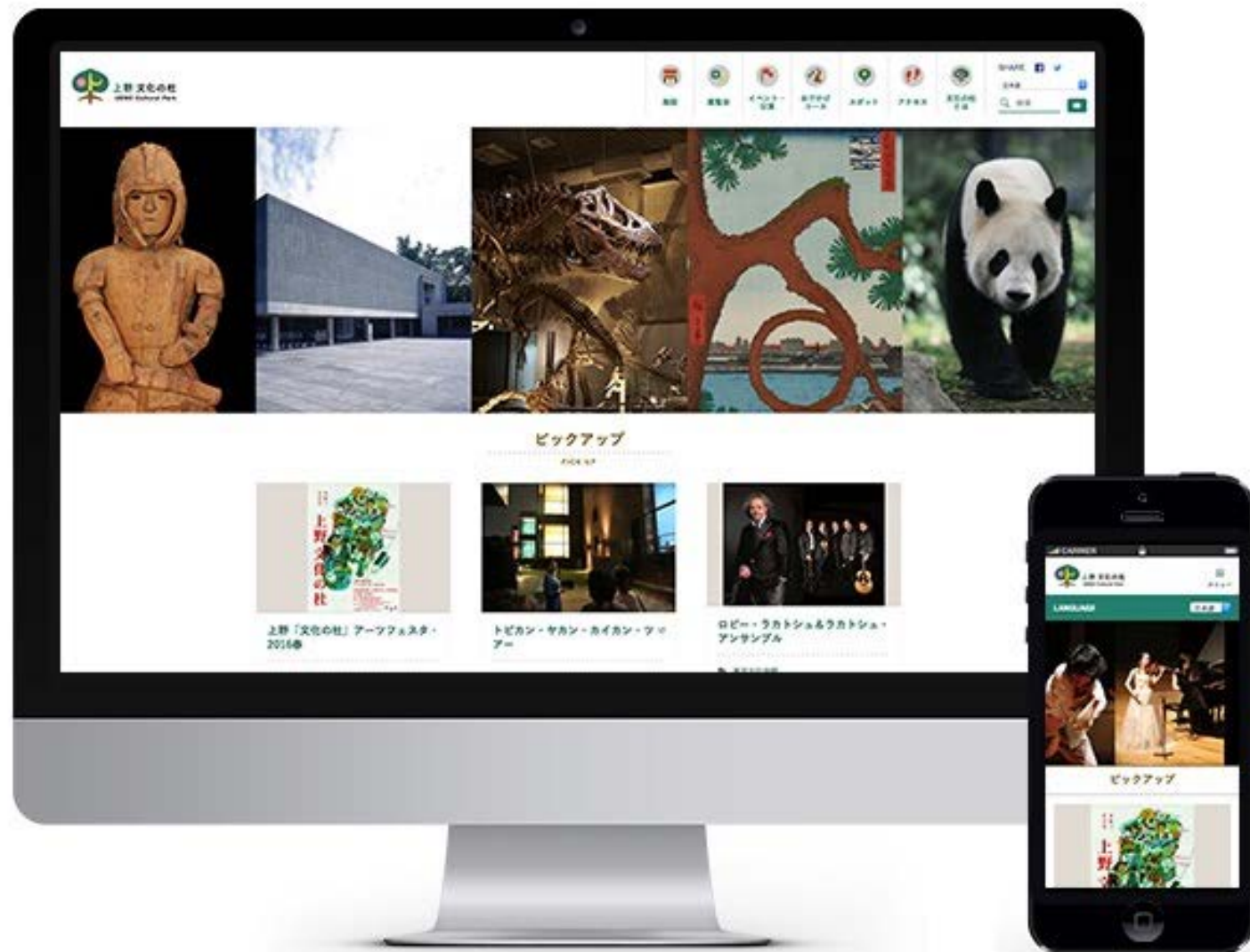
“UENO, A GLOBAL CAPITAL OF CULTURE”

LOGO



上野 文化の杜
UENO Cultural Park

WEBSITE




EVENTS



NATIONAL MUSEUM OF WESTERN ART DESIGNED BY LE CORBUSIER





ASAKURA MUSEUM OF
SCULPTURES

TOKYO UNIVERSITY
OF THE ARTS

INTERNATIONAL
CHILDREN'S
LIBRARY

METROPOLITAN
MUSEUM OF ART

TOKYO NATIONAL
MUSEUM

UENO ZOO

NATIONAL MUSEUM OF
NATURE AND SCIENCE

NATIONAL ARCHIVES OF
MODERN ARCHITECTURE

TOKYO BUNKA KAIKAN
(CONCERT HALL)

NATIONAL MUSEUM
OF WESTERN ART

IWASAKI FAMILY'S
GARDEN

UENO ROYAL
MUSEUM

CALLIGRAPHY
MUSEUM

SHITAMACHI
MUSEUM

AMEYOKO SHOPPING
STREET

AMEYOKO SHOPPING STREET



CONNECTION EXPANDED

2015



2016 W/S



2016 S/A





4. CONCLUSION

CONCLUSION

- CULTURAL CONNECTION HAS BEEN CREATED IN CULTURAL INSTITUTIONS IN UENO-PARK THROUGH CO-CREATED TICKETS
- MORE CONNECTION WILL BE REQUIRED FOR 2020

THANK YOU!

ANY QUESTIONS: y-sekiya@tnm.jp