

With a view to encourage a broader range of audience to visit the art center and enjoy its exhibitions and programs, the National Art Center, Tokyo (Roppongi, Tokyo) (hereinafter the “NACT” ) has created a video illustrating its diverse appeals and potentials, which has been available online since April 2023.

The NACT seeks to better promote awareness of the center by offering the video to visitors from Japan and around the world, including young people and those of parenting age. The art center also intends to use the video as a presentation tool to enhance the understanding of individual activities such as exhibitions, events, and projects.

Furthermore, the NACT updated its website in April 2023, for the purposes of creating an online space where information can be shared with more people, and thus improving accessibility and usability.

The NACT is working to improve the information based on the views of visitors and results of usability surveys it regularly receives. It will also continue to implement a variety of measures in order for more visitors to feel the appeal of the art center.

We are hopeful that the media will make the most of the video and website and widely publicize them.

## A video portraying the National Art Center, Tokyo —an art center consisting of various facets

### Harmony between city and nature

Designed based on the concept of an “an Art Center surrounded by green spaces,” the south facade of the building is composed of a wavelike glass curtain wall that draws a beautiful curve, forming a unique appearance together with the conical front entrance.

The concept envisages giving visitors an opportunity to appreciate the changing scenery of the four seasons through the window from inside of the building, and to relax in a green setting while still being in the city.

### One of Japan’ s largest exhibition areas

The NACT is an art center with world-leading exhibition galleries, such as those for special exhibitions and artist associations’ exhibitions. Its structure—designed to achieve a high level of functionality in all aspects, including the loading and removal of works and flow lines of visitors—allows the simultaneous holding of more than 10 exhibitions, and enables the changing of exhibition plan from one exhibition to another, offering a variety of artistic expressions and new perspectives.

### Open and expansive lobby space

In addition to exhibition galleries, an art library, an auditorium, and lecture rooms, the art center has a full range of ancillary facilities—for example, restaurant, cafés, and museum shop. This has made the NACT a popular place to visit for many people, just like a salon for new art and culture in Tokyo. The space inside the building resembles a small city with a lot of people coming and going.



The video has been made in three versions—a 120-second (full) version, 60-second version, and 15-second version. They are now broadcast online in YouTube, with the channel name of “the NACT YouTube Channel.” In the “About” column, the center’ s multilingual webpages (in English, simplified and traditional Chinese, and Korean), which were renewed earlier this year, are shown with URLs. This is intended to allow viewers who are interested in the NACT to find out the details immediately, and encourage them to visit the art center in person.



the National Art Center, Tokyo YouTube Channel  
<https://www.youtube.com/@nactpr>

**120-second (full) ver.:** <https://youtu.be/eHI6Vj7AprY>

**60-second ver.:** <https://youtu.be/hdC6gHGm6OE>

**15-second ver. :** [https://www.youtube.com/shorts/q4OnEJ6o7\\_k](https://www.youtube.com/shorts/q4OnEJ6o7_k)

<https://www.youtube.com/shorts/4avX0kma8z4>

<https://www.youtube.com/shorts/9SLFivlXFgl>

## A website designed to create opportunities for visiting the art center by providing users with new discoveries

### Developing a website that infuses a feeling of “newness” and conveys a sense of oneness with the art center

On white backgrounds, the webpages represent a space that is like an open window, accessible to all, with a design of all pieces of information being posted without separating the space. In resonance with the logo mark, which symbolizes a kanji character meaning “new,” all elements and corners of arrows and other icons have been detached and left open to depict an open “new space.”

### Creating a “new space” to interact with art

With a user-friendly and easy-to-navigate structure for everyone, the website is capable of stirring and increasing the interest of viewers whether or not they are fond of art. Its operability has been improved so as to give a sense of familiarity to those who are remote and unable to visit the center soon, and enable them to get information they need as quickly as possible.

### Distributing extensive information to allow individual users to find their own way of having fun

Using the “#NACT Tips” pages, we provide information about the art center’s attractions and how to enjoy it, to encourage visits by those who have never been to an art center. These tips give users insights from new perspectives and help them find different situations where they can use the NACT.

To achieve a menu structure that is friendly and easy to use for many, the open or closed status, opening hours, calendar, and access are displayed in the first view. This allows users to check the schedule of exhibitions, events, and childcare services, and jump to the details pages smoothly.

Furthermore, **a language switching function has been added, and a brief overview of the NACT has been prepared in English, Chinese (traditional and simplified), and Korean.** We improved the usability so that the website can provide great convenience to inbound tourists who need to decide places to visit within limited time, as well as non-tourists who prefer to get information in languages other than Japanese. We are committed to developing our website into a more attractive one, by improving customer convenience and enhancing the level of services through continuous strengthening of functions and the provision of a wider range of information.



WWW.NACT.JP



[日本語]



[English]



[English(info)]



[中文(簡体字)]



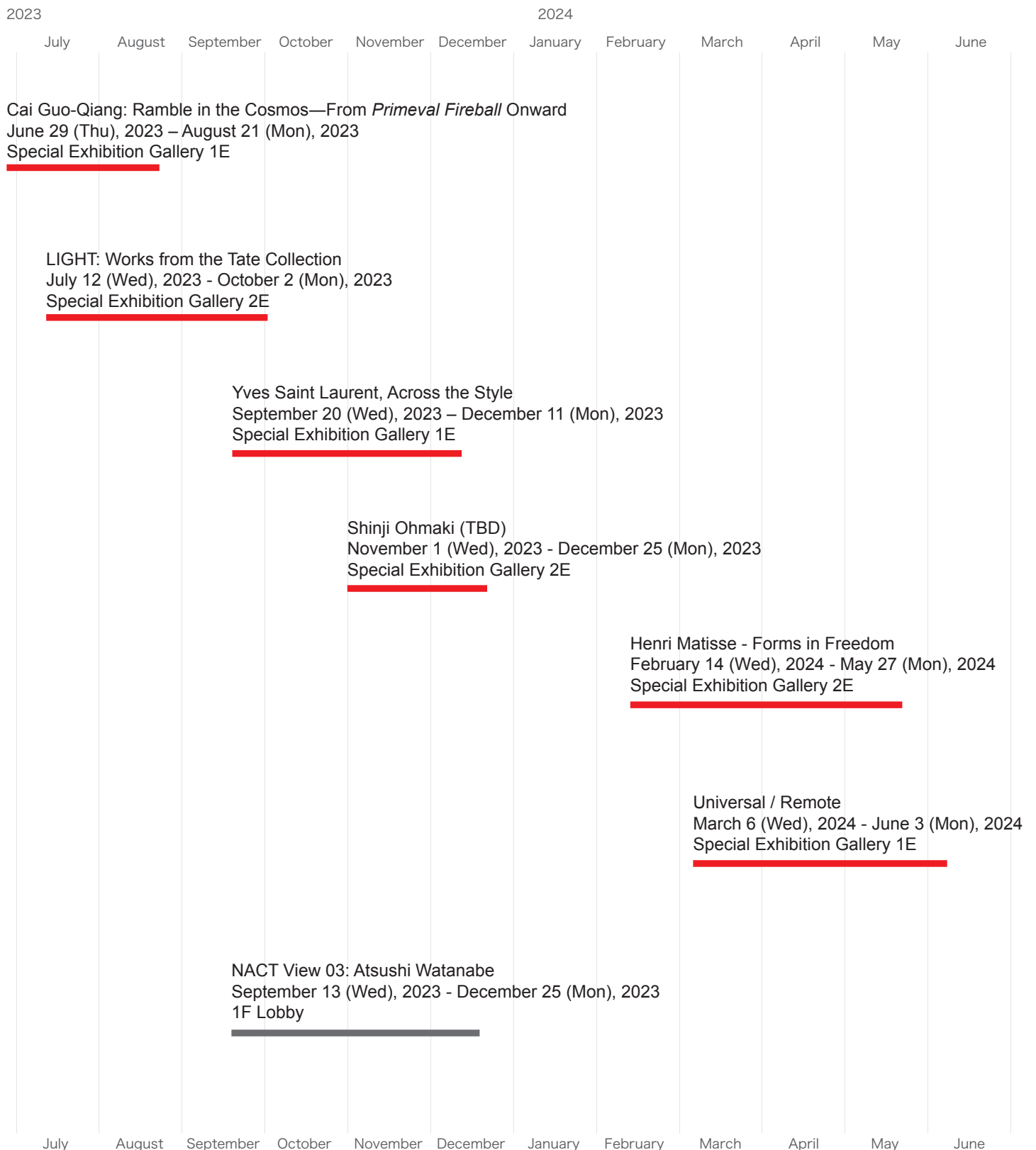
[中文(繁体字)]



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## Special Exhibitions

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