

TOKYO
2017



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ANDAZ.

2017



WELCOME TO TOKYO

Since the inception of AFAR Experiences in 2011, Tokyo has been one of the cities on our “Experiences dream destinations” list. At last, thanks to our cherished partnership with World of Hyatt and Andaz, we are able to present what promises to be a fascinating four-day journey into the hidden corners of Japanese culture.

Tokyo is at once a bustling mega metropolis adorned with neon lights, and a network of intimate neighbourhoods, chock full of tiny izakayas and specialty shops.

It is a city of juxtaposition—where old meets new, tradition meets innovation, nature meets urbanity... a place like no other in the world. While four days is by no means enough time to explore and delight in all of the city’s exquisite offerings and beautiful complexities, we hope this trip will leave you with a deeper understanding of this unique corner of the world and a desire to one day return.

Arigato gozaimasu, I look forward to sharing our Tokyo Experience with you!

JILL GREENWOOD | Director, AFAR Experiences

FRIDAY NOVEMBER 10

5:30PM–8:30PM

WELCOME RECEPTION

From the spectacular rooftop of Andaz Tokyo, our World of Hyatt partner hotel, celebrate Japan's seasonal cuisine, local artists, craftsmen and musicians. Hear from **SHINICHIRO OGATA**, founder of Japanese design firm SIMPLICITY, and take part in a sake tasting led by renowned expert **JOHN GAUNTNER**.



#afartokyo

SATURDAY NOVEMBER 11

8:30AM

DEPART FROM ANDAZ TOKYO HOTEL

9AM–10:30AM

OPENING SPEAKER SESSION

Award winning journalist and foreign affairs expert **YOICHI FUNABASHI** gives an insightful overview on the current state of Japan at International House, created to promote cultural exchange and intellectual cooperation between Japan and other countries.

11AM–1PM

SPEAKER SESSION AND LUNCH

AZBY BROWN, director of Safecast, a globally revered citizen science project, discusses the Fukushima nuclear disaster, what challenges still remain, and how open data technology has contributed to that recovery.

1PM–4PM

BREAKOUT SESSIONS I, VARIOUS LOCATIONS

Tokyo culture is best experienced in small groups. These breakouts offer more intimate, behind the scenes encounters with local experts. A final list of all breakout sessions will be shared with registered attendees approximately 10 days prior to event date. See pages 6-9 for Breakout descriptions.

4PM–6:30PM

FREE TIME

6:30PM

DEPART FROM ANDAZ TOKYO HOTEL

7PM–10PM

DINE OUT WITH THE LOCALS

In small groups, experience Tokyo's lively streets in the company of a trusted local resident. Explore hole-in-the-wall izakayas and hard-to-find, one of a kind restaurants on the back streets of Tokyo's many vibrant neighborhoods.

SUNDAY NOVEMBER 12

9AM

DEPART FROM ANDAZ TOKYO HOTEL

9:45AM–12PM

JAPANESE TEA CEREMONY

Experience the exquisite tradition of a Japanese tea ceremony in a private and idyllic setting at the renowned Nezu Museum. Gain rare access to the museum's traditional teahouse, set among the winding paths of tranquil Japanese gardens.

12:30PM–2:30PM

SPEAKER SESSION AND LUNCH

KAZUKO KOIKE, one of the country's most respected experts in contemporary creative life, leads a fascinating discussion about the role of color, beauty and simplicity in Japanese design culture and in daily life.

2:30PM–6:30PM

FREE TIME

6:30PM

DEPART FROM ANDAZ TOKYO HOTEL

7PM–10PM

SHINTO CEREMONY AND DINNER

At the historic Konno Hachiman-gu shrine in Shibuya, learn about Shinto, Japan's indigenous religion and experience an ancient ritual and blessing by the resident Shinto priest. Dinner and musical performances to follow.



MONDAY NOVEMBER 13

8:30AM

DEPART FROM ANDAZ TOKYO HOTEL

9AM–11:30AM

BREAKOUT SESSIONS II, VARIOUS LOCATIONS

See pages 6-9 for Breakout descriptions.

11:30AM–1:30PM

LUNCH AND FREE TIME

1:30PM

DEPART FROM ANDAZ TOKYO HOTEL

2:15PM–4PM

SPEAKER SESSION

Dive into the fascinating world of Japanese pop culture phenomena through conversation with **MATT ALT**, pop culture expert, and **MAMI KATAOKA**, director of the Mori Art Museum. From manga to anime and everything in between, learn more about Japan's biggest, and quirkiest, export.

4:30PM–8PM

FAREWELL COCKTAIL AND DINNER

A visit to Tokyo wouldn't be complete without visiting the elegant and iconic Park Hyatt hotel. We'll have private access to the renowned New York Bar and Grill for sunset cocktails followed by a very special dinner high above the magical, neon city lights.

8:30PM–11PM

THE FINAL FINAL

Let's not say goodbye just yet. After dinner, we'll carry on with an after party at a local establishment where the sake will continue to flow, as we toast our final night together.

KAMPAI!

#afartokyo

BREAKOUT ACTIVITIES



At the heart of the image™

Cool Japan's Ground Zero: A Tour of Nakano Broadway

Godzilla. Giant robots. Anime. Manga. Cosplay. Video games. The Nakano Broadway complex is like a diamond-polished window into the hearts and souls of the otaku—"hyper-consumers" who worship at the altar of Japanese pop culture. Nakano Broadway is a scruffy, homegrown, grassroots free-for-all that's evolved over the decades from a simple shopping center into a sprawling super-complex of shops, restaurants, and event spaces—the beating heart of Japan's vibrant nerd culture and home to some of its most interesting retailers and creators, ranging from anime and manga artists to pop artist Takashi "Superflat" Murakami, who keeps his business offices there. Writer and translator **MATT ALT** leads a journey into this real-life wonderland to learn what makes these quirky Japanese creations so enduringly popular around the world.

Bike Ride through Historic Asakusa

Discover the city of Asakusa in a fun and informative way by cycling alongside your local guide. During this two-hour experience, you will pass a variety of interesting locations like Sensō-ji Temple, Old Geisha House, Tokyo Skytree, Kappabashi (Tokyo's famous kitchen supply area), and traditional crafts stores. The guide will lead at your preferred pace, and you can stop occasionally to admire and snap photos of the sights. Enjoy an atmospheric east-end town that is preserving the boisterous feel of old-time Tokyo.

Beautiful Blue: Indigo Dye Workshop

If you're a true fan of Japanese traditional art and culture, you can't miss this incredible activity. The Indigo Dye workshop will take you to an Atelier in Asakusa, Tokyo, where you can experience Aizome, or indigo dyeing, firsthand. Characterized by its naturally rich, blue shade, Aizome is also known by many as "Japan blue." Passed down from ancient times in Japan, the rich indigo color and dyeing process has entranced visitors for generations.

Shopping for Mingei: The Beauty of Japanese Craftsmanship

Japanese crafts range from folk art to fine art, and we'll enjoy the whole range of functional traditional crafts from the south-most islands of Okinawa to Hokkaido. **KYOKO MIMURA** takes you to Bingoya, the one and only shop in Tokyo that displays the widest range of resilient traditional folk arts. Afterward, travel to Aoyama Square, where works from government designated official traditional craft industries are displayed. You can compare the beauty of pure-traditional to contemporary design-oriented works—and buy them too!

Nikon Photo Walk

Join photographer **MATTHEW JORDAN SMITH** for a walking tour of Tokyo, seen from a photographer's perspective. Before we begin, guests will be offered tips for using their Nikon cameras to ensure everyone snaps memorable photos. The tour will begin at Meiji Shrine, one of Japan's most popular shrines. Our second stop will be Yoyogi Park, a popular gathering spot for rock music fans, jugglers, acting and hobby groups. We'll finish the tour at Harajuku, a famous section of Tokyo and the epicenter of teen fashion and pop culture.

Craft Sake Tasting

There's a revolution happening in the sake world. Small craft brewers are combining centuries-old techniques with modern knowhow to create complex, genre-smashing brews that tease extraordinary flavours from rice. Drink writer **NICHOLAS COLDICOTT**, co-founder of the Kurokura craft sake label, will lead a tasting of some of the finest and rarest sakes around, from umami bombs to citrus stunners.

The World of Ramen

Did you know there are over 10,000 ramen shops in the Tokyo metropolitan area alone? Meet **HIROSHI SHIMAKAGE**—a ramen expert who, aside from having eaten at thousands of ramen shops, has also worked in the kitchen alongside some of Japan's most famous ramen masters. Join Hiroshi to check out a few of Tokyo's leading new ramen shops to learn what makes these bowls so special—and just how deep this ramen world goes.



BREAKOUT ACTIVITIES

Tsukiji Market Tour

Tsukiji fish market is known as the world's largest, busiest fish market. Here, we'll learn about Japanese food culture and Japanese local life, with an emphasis on how fresh fish are delivered to local Japanese people. This 80-year-old historical market is planning to relocate to another part of Tokyo next year, so this is the very last chance to experience the original, traditional market!

Seasonality in Japanese Cuisine: Cooking Demo

Washoku, Japan's indigenous food culture, is characterized by its seasonal sensibility—enjoying the bounty of each season, in its turn. One of November's culinary delights is edible chrysanthemum. **ELIZABETH ANDOH**, a Japanese food authority, has invited us to her home for a cooking demonstration and to enjoy a gluten-free, vegetarian obentō that includes yellow and purple chrysanthemum flowers and their leafy greens. The menu celebrates Shichi-go-san (literally "Seven-Five-Three"), an autumnal festival honoring children aged seven, five and three. If clear skies prevail, we get an extra treat: a view of Mount Fuji from Elizabeth's kitchen window!

Tokyo Architecture Walk I

Explore Tokyo's equivalent of an inner-city Beverly Hills in Omotensando—a finely interwoven fusion of wealth and eccentricity, which makes it Japan's most desirable urban neighborhood. This tour with **JONI WAKA** will cover contemporary architecture, design, and fashion with historical references and behind-the-scene accounts. This tour includes notable buildings and their interiors, and will be led by internationally acclaimed architect Yoshio Taniguchi, Pritzker Prize-winning architect Fumihiko Maki, and the hottest of Japan's new wave architects, Klein Dytham architecture.

Tokyo Architecture Walk II

JONI WAKA leads you to explore Tokyo's equivalent of Madison Avenue, the glamorous Ginza shopping district. This area has enjoyed a recent revival as a major commercial center in Japan, and the tour will cover art, architecture, design and fashion. Notable highlights will include buildings by the Centre Pompidou-Metz architect Shigeru Ban, 2020 Olympic Stadium architect Kengo Kuma, Italian architect Renzo Piano and Spanish architect Ricardo Bofill.



The History of the Kimono

KYOKO YOSHII, the fifth-generation owner of Chojiya Kimono, a traditional kimono craftsman shop with a 200-year history, is offering guests the chance to experience a customized fitting of a silk-made authentic Kimono. This activity allows guests to learn about this culturally significant garment and to wear the authentic garment in the center of Tokyo. Please note: wide-neck undershirts, such as tank tops, V-necks or scoop necks, must be worn on the activity day.

Tokyo Tour with the Animals

Join **SONOE AZUMA** of Unagi Travel, a Japanese travel agency exclusively for stuffed animals, for a behind-the-scene walking tour of Tokyo—with fluffy stuffed animals from around the world in tow. Making stops at Meiji Shrine, Imperial Palace, Tokyo Station, and more. Sonoe will show you how she entertains and takes photos of the stuffed animal travelers in her care.

Historic Walk in Yanaka

Join tour guide **YUMIKO NAKAMURA** for a walking tour of Yanaka, Tokyo's most traditional district. One of our first stops will be Ueno Sakuragi Atari, three restored houses from 1938 that now hold a beer hall, shops, and community spaces. Ueno Sakuragi Atari is a unique chance to see the charming architecture of the early Showa period. We'll also explore the Asakura Museum of Sculpture, which was once the former residence and studio of renowned sculptor Asakura Fumio. Lastly, the Yanaka Ginza shopping district will give participants the chance to explore unique specialty shops.



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FEATURED LOCALS

Writer, translator, and longtime Tokyo resident **MATT ALT** [1] is the co-founder of AltJapan Co., Ltd., a localization firm that produces the English versions of Japanese video games, comic books, and other entertainment for Japan's top media companies. He is the co-host of the popular NHK World TV show *Japanology Plus*, the co-author of the bestselling *Yokai Attack! The Japanese Monster Survival Guide*, and a regular contributor to publications including *Slate Magazine*, *Newsweek Japan*, *The Japan Times*, and *The New Yorker*. Photo by Dan Szpara

ELIZABETH ANDOH [2] is a leading English-language authority on Japanese food culture and the director of A Taste of Culture, a Tokyo-based culinary arts program. Formally trained at the Yanagihara School of Classical Japanese Cuisine, Elizabeth has been nominated for a James Beard Foundation award and shares her knowledge and love of food via her cookbooks and CRAFTSY, an online culinary classroom.

SONOE AZUMA [3] runs Unagi Travel, a Japanese travel agency exclusively for stuffed animals. The company's vision is to provide adventures for everyone around the globe: kids, students, parents, entrepreneurs, teachers, artists, and more by touring Japan in real time via their stuffed animals' adventures. Her business has fascinated and entertained the world via social media. Sonoe also collaborates with businesses and local governments to offer a variety of tour services.

AZBY BROWN [4] is a leading authority on Japanese architecture, design, and environmentalism. His groundbreaking writings on traditional Japanese carpentry, compact housing, and traditional sustainable practices of Japan are credited for bringing these fields to the awareness of Western designers and the public. Azby is the founder and director of the Future Design Institute at the Kanazawa Institute of Technology and a core member of Safecast, a highly successful global volunteer-based organization.

NICHOLAS COLDICOTT [5] is a Brit who has been writing about Japan's drinking scene for 15 years. He's a former editor of Japan's *Eat Magazine* and *Whisky Magazine Japan*, a former drink columnist for *The Japan Times* and *CNN*, and a judge for the annual World's 50 Best Bars competition. He is also the co-founder of Kurokura, a craft sake bottler that selects distinctive, complex brews made with passion by small-scale artisans.

YOICHI FUNABASHI [6] is co-founder of the Asia Pacific Initiative, a think tank that includes the Rebuild Japan Initiative Foundation, a research program established in response to the Great East Japan Earthquake and nuclear accident. An award-winning journalist and author, Yoichi has written extensively on foreign affairs, the US-Japan Alliance, geo-economics and historical issues in the Asia Pacific. He was awarded the first Japanese laureate of Stanford University's prestigious Shorenstein Journalism Award.

JOHN GAUNTNER [7], recognized as the world's leading non-Japanese sake expert, was awarded the very first Sake Samurai designation. This comes as no surprise considering he's the architect of the Sake Professional Course and has written newspaper columns, magazine articles, and half a dozen books on sake over the last two decades. John's latest book, *Sake Confidential*, is a beyond-the-basics guide to understanding and enjoying sake.

MAMI KATAOKA [8] is chief curator of Mori Art Museum in Tokyo and a professor at Kyoto University of Art and Design. Her successful career has included curating exhibitions for Tokyo Opera City Art Gallery, the Hayward Gallery in London and the Asian Art Museum in San Francisco. Mami was named co-artistic director for the 9th Gwangju Biennale in South Korea and will act as artistic director of the 21st Biennale of Sydney in 2018. *Photo by Daniel Boud*

SOUKOU KITAMI [9] is the Tokyo-based Tea Ceremony Master of Urasenke, a top tea ceremony school. He has served as a lecturer on tea ceremonies for various corporations, including Toyota Motor Corporation and Kureha Corporation. Passionate about passing on his knowledge of traditional Japanese cultures, Soukou has published books and articles on the tea ceremony. He was also awarded the title of "Cultural Meister" for his contribution to the subject.

KAZUKO KOIKE [10] is a leading cultural figure, author, and respected expert in contemporary design. She has been an advisory board member of MUJI since its establishment and is the founder and former director of the city's Sagacho Exhibit Space—a pioneering gallery that has propelled the careers of artists such as Tadao Ando. Kazuko is currently professor emeritus of Musashino Art University and the director of the Towada Art Center.

PAUL MARTIN [11] is an expert on Japanese swords and their history. A former Japanese sword specialist of the British Museum in London, Paul was the first non-Japanese to win a "kantei-kai" or sword appraisal competition. Paul has dedicated his life to the promotion and preservation of the Japanese sword, offering his translation services to institutions and museums, and translating/producing books and DVDs on the topic. *Photo by Irwin Wong*



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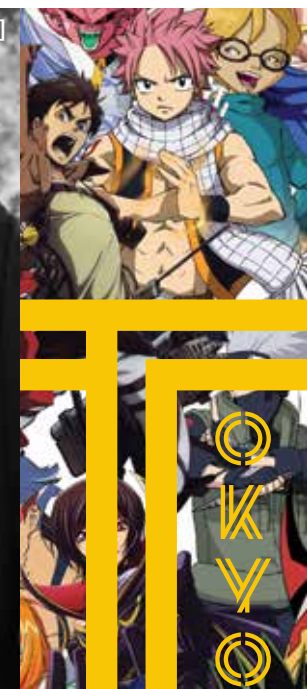
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KYOKO UTSUMI MIMURA [12] is an independent scholar on Japanese traditional popular crafts and arts (mingei). She was the long-time International Programs Director of the Japan Folk Crafts Museum and currently lectures at Waseda University. Kyoko is also producer and director of Friendship Bridge Classical Music and Arts Society, a non-profit organization that produces educational programs, lectures and exhibitions on Japanese art and culture, as well as world-class opera and classical music concerts.

SHINICHIRO OGATA [13] is a designer, entrepreneur, and visionary, bringing his modern, minimalist aesthetic to life in every project his design company—aptly named SIMPLICITY—takes on. His firm has infused traditional Japanese culture into every project, from restaurants to retail locations to products and packaging and more. One of Ogata-san’s most notable accomplishments: the interior design of the Hyatt Hotels’ Andaz Tokyo Toranomon Hills.

HIROSHI SHIMAKAGE [14] is the ultimate ramen expert: he grew up in a Japanese neighborhood famous for its ramen, has eaten at over 2,000 ramen shops in the past decade, and his uncle opened the very first Kitakata-style ramen shop in Tokyo. Tapping into this history and expertise, Hiroshi will help open the first overseas branch of a famous Tokyo ramen shop in Toronto later this year.

MATTHEW JORDAN SMITH [15], a Nikon Ambassador, is a renowned celebrity, fashion and beauty photographer with clients that include Oprah Winfrey, Danial Day-Lewis, and many more. Matthew’s love of photography has inspired several personal projects including three published books and prestigious teaching assignments. He is the recipient of numerous honors, including the Microsoft Icon of Imaging Award, China’s Power of Image Award and the WPPI Vision Award.

JONI WAKA [16] has kept the tradition of Japanese influence in contemporary arts and architecture alive for more than thirty years by providing spaces for exhibitions, film screenings, performances, book launches, promotional events, and residencies. He has produced events with such notables as Gilbert & George, Francesco Clemente, Joseph Kosuth, Tracey Emin, Tracey Moffat, the Guggenheim Museum, the Tate Gallery, the Asia-Pacific Triennial in Brisbane and the Venice Biennale.

KYOKO YOSHII [17] is the fifth generation owner of Choji-ya Kimono Shop, founded in Toranomon over 100 years ago. The quaint shop features a beautiful selection of kimonos attracting people across borders and generations. With her expertise in selecting fine Japanese traditional fabrics, such as “Yuzen” and “Bingara”, Kyoko is renowned for her ability to dress her clients exquisitely in their kimonos, bringing out their absolute beauty.



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2017

USEFUL JAPANESE PHRASES

Konnichiwa | Hello

Arigato | Thanks

Sumimasen | Can be either sorry or
excuse me (to get one's attention)

Kampai! | Cheers!

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Yumiko Uehara
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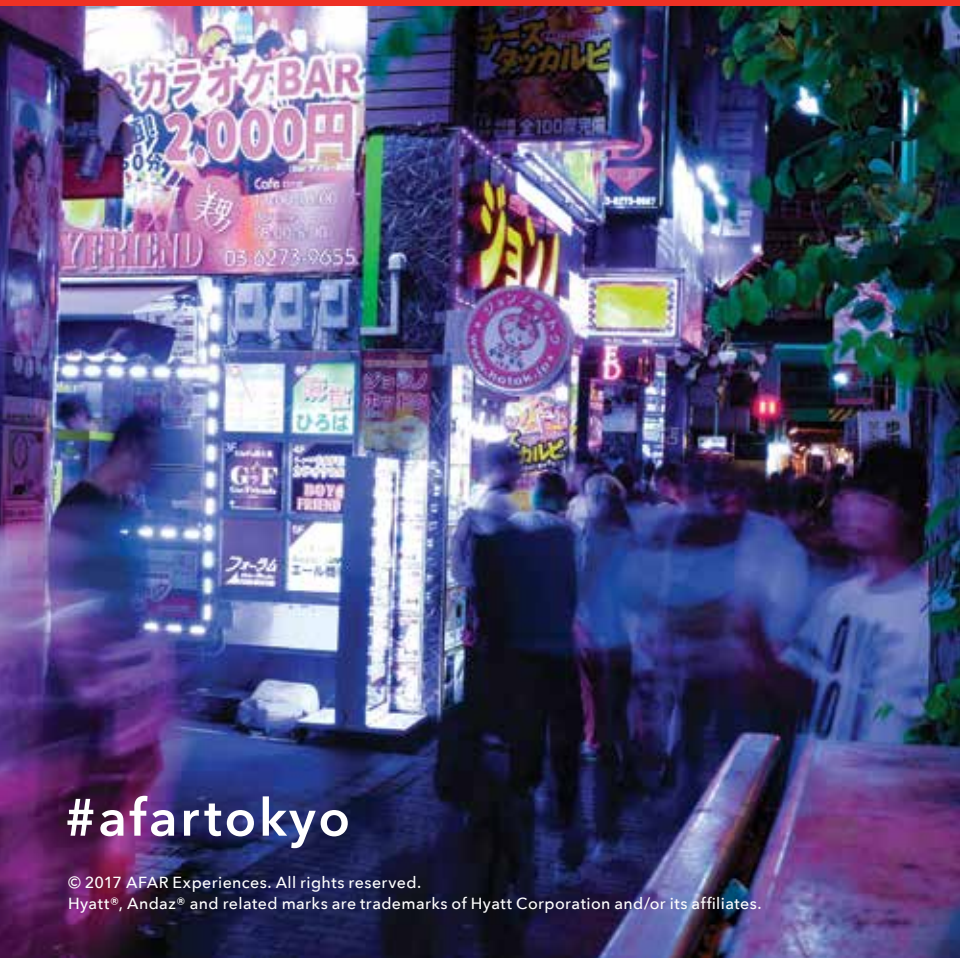
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