

## JAPANESE CULTURE PRESENTED IN THE KIP PAVILION

### REDISCOVERING TRADITIONS AND PROMOTING INNOVATIVE TECHNOLOGIES

By Xi Fang

On 29 August, the Japanese Culture Month in the KIP Pavilion, coordinated by Fumiyasu Akegawa, director of DEVNET Tokyo and by DEVNET International, has successfully concluded the exposition of Japanese experiences.

With videos, images, ceramic, woodblock paintings, the Japanese Culture Month has been a feast for those who want to take a glance at the Japanese cultural vision on the theme of Expo 2015: feeding the planet and using energy resources efficiently. Various aspects on the Japanese culture, from technological innovations, to oriental health philosophy, from development projects presentation to traditional woodblock painting exhibition have been showcased in this exposition.

Besides of JC Service project, visitors have had the opportunity to contemplate the concept of beauty in the Japanese culture, meeting the renowned woodblock prints master Shusui Taki, who has combined the ancient Japanese art form *ukiyo-e* and the world's oldest novel *Genji Monogatari*, reviving both of the forms of art.

During the interview at Rai Talk, master Taki has talked about reason why he chose woodblock art prints to conserve the ancient form of art and to represent a traditional concept of beauty. The works of master Taki have been exhibited also at Expo 2010 in Shanghai.

As a rice-based alimentary system, Japanese diet has always been known for its balanced and healthy characteristic. In the KIP Pavilion, it has been presented a discovery of the use of rice bran by aMbellir Corporation & Arisugawa SPA who turned the “waste” into nutritious food with particular purifying and healing functions, a tool to fight against hunger. In addition, with the project *Food and Wisdom*, it is presented the traditional ways of preventing diseases through food and healing diseases through good diet.

Several interesting technological innovations have been promoted in the Pavilion, including Nanoshine ceramic automotive protection and an air-conditioning



system based on geothermal energy. Invented and promoted by Ikeda Technical Co., Ltd. the large volume geothermal air-conditioning system called Geo-MAX, is composed of 6 pieces of polyethylene double-layer pipes with large size of caliber. The system is usually buried two meters underground, where the temperature remains permanently around 15°C. Thanks to the hollow outer layer, both groundwater and hot water pass through the pipe, creating a system available both for heating and cooling. Users can achieve ideal indoor temperature using a rich, clean and renewable energy. The system is ideal for all kinds of buildings and facilities. Used in agriculture, the system helps to keep the temperature for green house or stockyard. Japan is a country with rich geothermal energy and a long history of exploiting it, the system is a good example of innovative energy development solution based on territorial conditions. The innovation has attracted the attention of the International Programming & Systems, starting a possible financial investment possibility.

The exhibition of Japanese experiences in the KIP Pavilion closed with a seminar held by JC Service Co. Ltd and Devnet Tokyo on the investment on infrastructure for developing countries by using technology, design and financial technique. Mumtaz Cassim, president of Ritsumeik University, Nakamura Tomoyuki, fund manager of JC Service in Hong Kong and Nakakubo Masami, CEO Of JC Service have talked about the various resource-saving system operations in several countries of Asia. In particular, it has been underlined the project of constructing a mini hydroelectric power plant in Sri Lanka.

The exhibition in the KIP Pavilion has marked a start for a longer cooperation between DEVNET Tokyo, as well as other Japanese actors and KIP International School. Mr. Akegawa has confirmed the interest to participate in the final event of the KIP Pavilion, the Conference on World Fund for Territorial Development to be held from 22 to 25 October.

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<http://devnettokyo.jp>

<http://ikedatechnical.hp.gogo.jp/pc/>

<http://jcservice.co.jp/english/>

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