

Total Media Company's Profile

05/10/09

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.
3. Design, production and construction of exhibition facilities
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
- 3 . Strategy planning for corporate communication
- 4 . Company naming
- 5 . Design system development
- 6 . Development of corporate communication
- 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 Osaka Prefecture 553-0001 JAPAN

PHONE: 81-6-6642-3571 FAX: 81-6-6642-3579

Fukuoka Office Nihonseimei-Hakata-Ekimae- 2 nd Building 8F,
4-2-1Hakata-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	Nagasaka Museum of Local History
2003	Misawa Sky Park
2003	Issa Memorial Museum
2003	Kagamino 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 "NIGIWAI" 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 Exhibition 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.

1) National Museum of Ethnology, Osaka (1997)

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 1 Exposed display : all material is accessible



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.



Fig 4 Combination of large projection images, full scale re-constructed building & bridge, scale modules



Fig 5 Full scale "Chyo-ya" news paper building



Fig 6 "Nakamura-za" kabuki theatre

3) Osaka Museum of History, Osaka (1998 – 2011)

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.

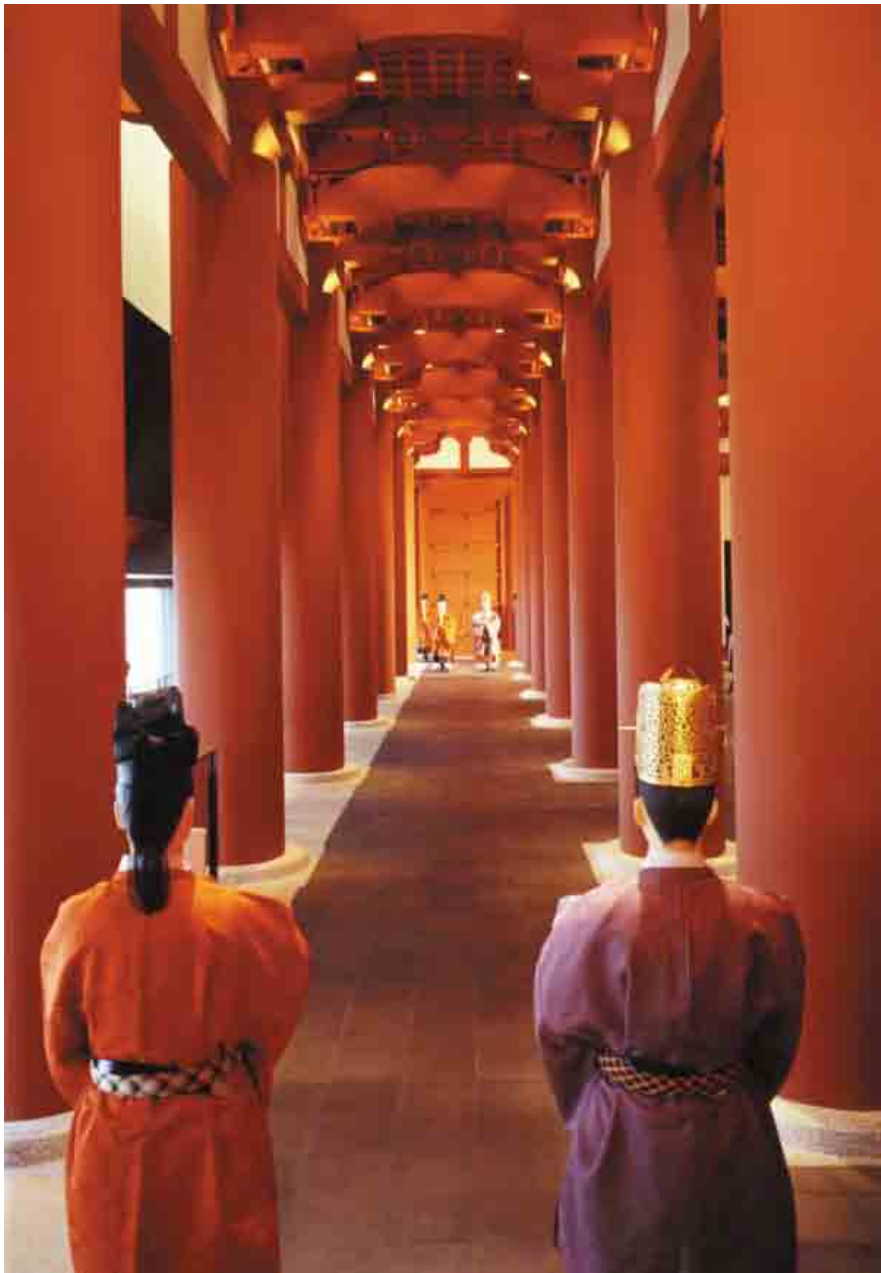


Fig 7 Ceremony scene in “Daigoku-den” court



Fig 8 Life in greater Osaka



Fig 9 "Naniwa" old Osaka town tour

4) National Museum of Emerging Science and Innovation, Tokyo (2001)

Science Museum where the work of scientists can be felt

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 10 Frontier zone exhibit



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.

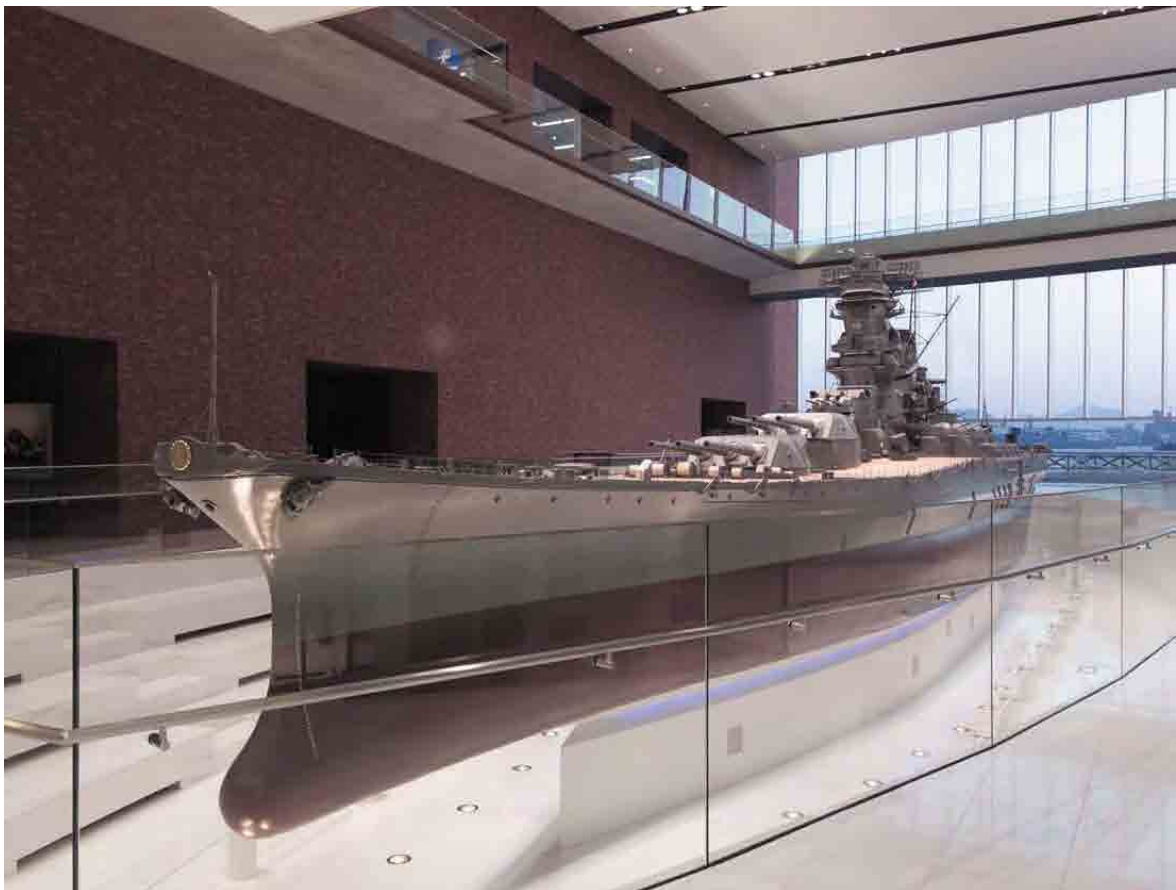


Fig 13 1/10 scale battle ship model



FIG 14 History exhibit

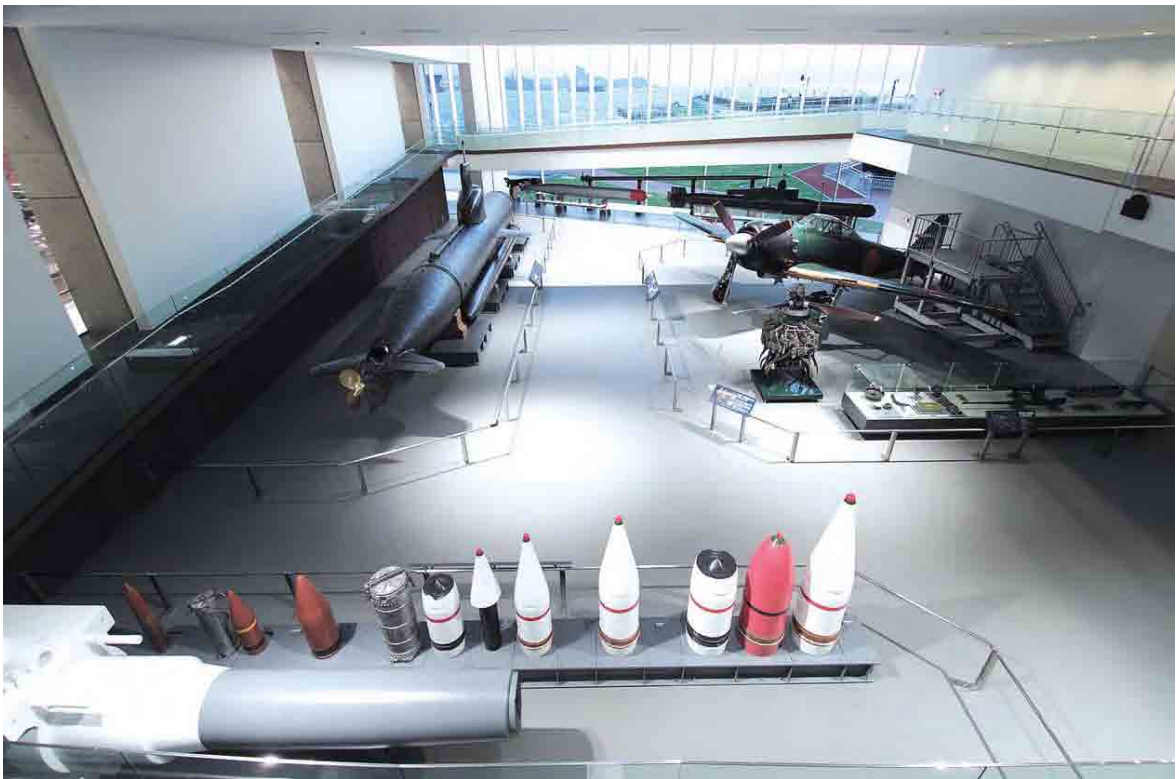


Fig 15 WW II weaponry exhibit

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



Fig 17 Largest railway diorama in Japan



Fig 18 History exhibit



Fig 19 Education zone exhibit

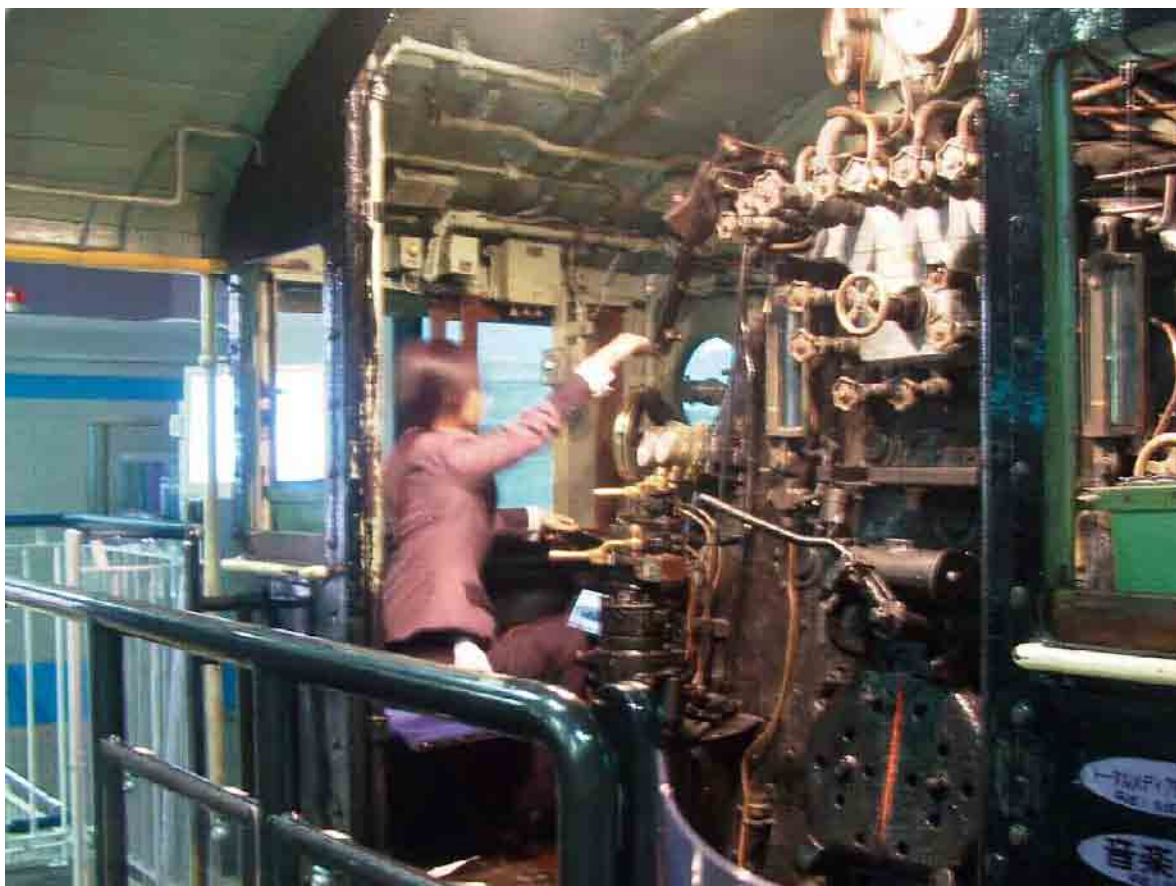


Fig 20 SL simulator



Fig 21 Self driving mini train with automatic control system

4.

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 25 IT exhibit and kid workshop



Fig 26 PC workshop



Fig 27 Broadcast studio and cafe

6.

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.

1) The Museum of Kyoto, Japan (1998)

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 28 History exhibit with scale model and materials



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 evoke the atmosphere of old times, and where visitors can feel as they have slipped back to the Edo period.

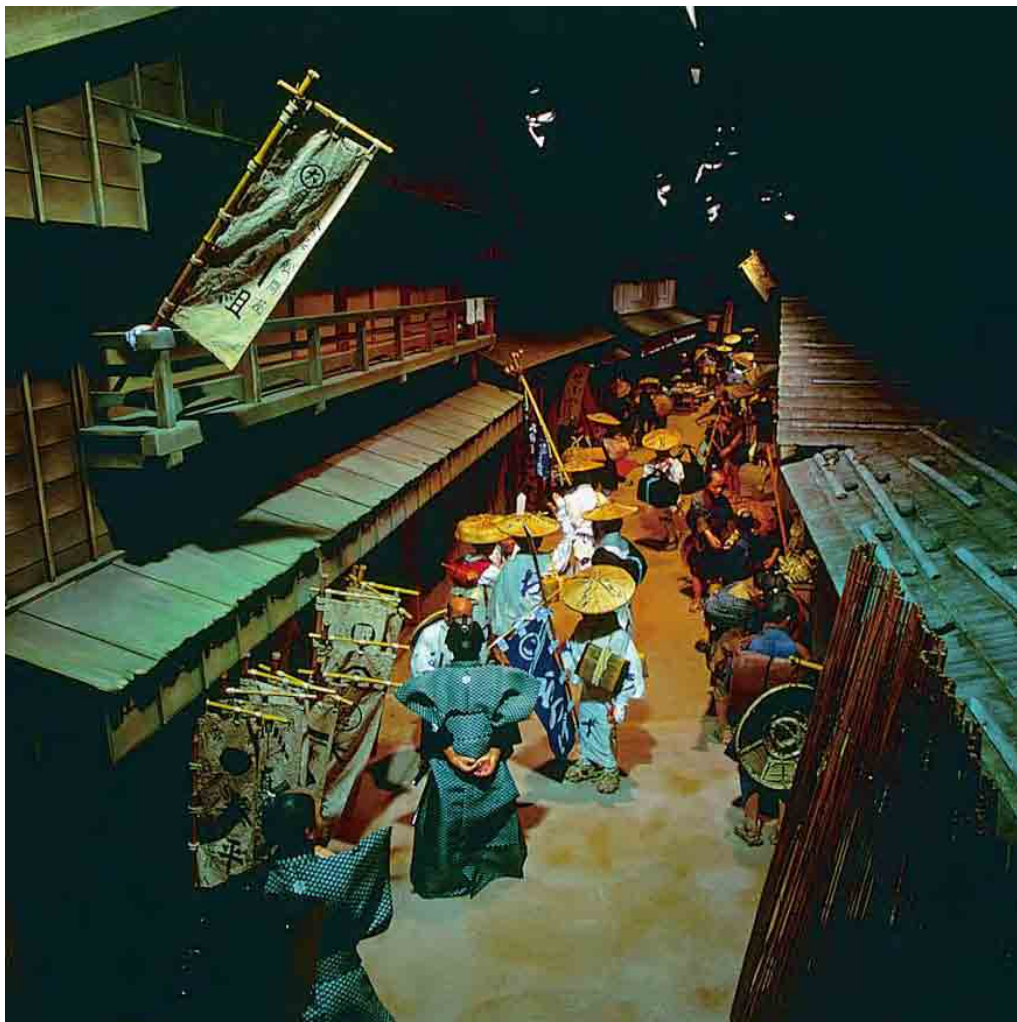


Fig 31 Scale model : old “Ise” street



Fig 32 Multi effect history exhibit

7.

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

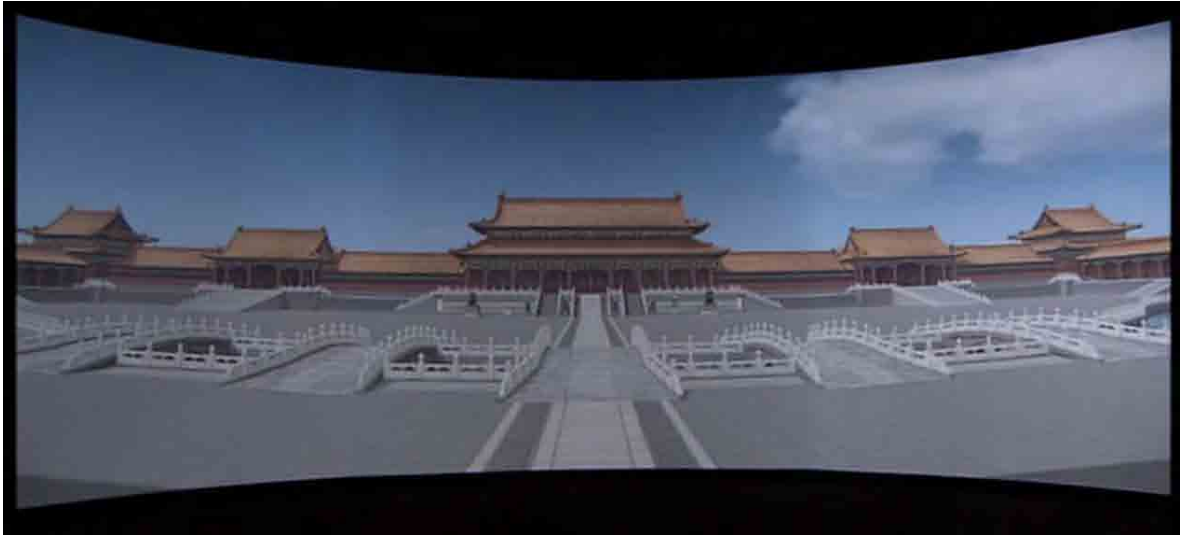


Fig 34 "Shikinjo" emperor's palace



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

8.

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 handcraft.

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