

News Release

December 19, 2022

Nippon Telegraph and Telephone East Corporation

NTT ArtTechnology Corporation

NTT e-Asia Corporation

Nebuta Online Workshop Held, Connecting Aomori - Tokyo - Vietnam ~Aiming to promote the attractiveness of the region through culture and art both domestically and internationally, and to revitalize inter-regional exchanges~

Aomori Branch of Nippon Telegraph and Telephone East Corporation (Branch General Manager: Takashi Isozaki, hereinafter referred to as "NTT East Aomori Branch"), NTT e-Asia Corporation (Shinjuku-ku, Tokyo, President: Takashi Ebihara, hereinafter referred to as "NTT e-Asia") and NTT ArtTechnology Corporation (Shinjuku-ku, Tokyo, President: Manabu Kunieda, hereinafter referred to as "NTT ArtTechnology") collaborated to connect Aomori, Tokyo and Vietnam online to have a cultural exchange between Aomori Nebuta and Vietnamese culture online.

1. Background and purpose of this event

NTT East Aomori Branch has participated in the Aomori Nebuta Festival since 1950 as an operator of Nebuta, aiming to inherit and develop the culture of Nebuta, the pride of Aomori City, and to contribute to the revitalization of the region. In addition, the Aomori Branch holds Nebuta making classes to teach children how to make the art of Nebuta. NTT e-Asia is working with VNNTT, a joint business partner in the telecommunications and ICT fields in Binh Duong Province, Vietnam, and Becamex Tokyu, which is playing a key role in the development of Binh Duong New City, in order to realize Binh Duong to be a smart city. Also, NTT ArtTechnology is contributing to a new form of regional development in Japan by digitizing and utilizing valuable regional art and culture, and by proposing "protection of art and culture" and "new ways to appreciate art and culture", thereby connecting regions, cities, and the world.

This time, NTT East Aomori Branch, NTT e-Asia, and NTT ArtTechnology held an online Nebuta production workshop connecting Aomori, Tokyo, and Vietnam (Binh Duong New City) as part of the promotion of Aomori Nebuta and Vietnam's attractiveness.

2. Event Outline

Participants in Tokyo, Aomori and Vietnam were able to experience making their own original mini-Nebuta lights under the guidance of Nebuta artist from Aomori, connecting the three venues online. The materials and production techniques used in the actual production of Nebuta were also used in the event. The event also provided an opportunity for Japan-Vietnam cultural exchange through a musical performance by students of Aomori-Kita Junior High School from Aomori venue and an introduction of the Lantern Festival (held in Hoi An, Vietnam) and the unveiling of Ao Dai, a traditional Vietnamese costume, by participants from Vietnam venue. We received very positive feedback from children who participated, such as "the experience of making Nebuta for the first time made us want to visit the Aomori Nebuta Festival", and "the experience of Vietnamese culture made us feel closer to Vietnam".

Date	17 December 2022, 14:00~16:00 JST (12:00~14:00 ICT)
Venue	Aomori venue : NTT EAST Aomori branch "HAnet Station"
	Tokyo venue : Dalton Tokyo Junior & Senior High School
	Vietnam venue : Becamex Tokyu Sales Gallery
Lecturer	Nebuta artist Mr. Kitamura Shunichi (Nebuta Producer of NTT group)
Product	Nebuta de Light



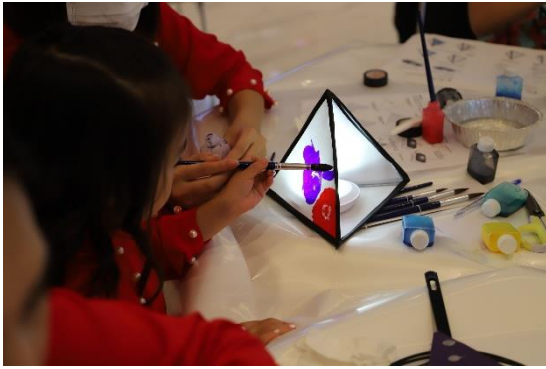
Nebuta artist Mr. Kitamura Shunichi explained Nebuta production from the Aomori venue



Nebuta production at the Aomori venue



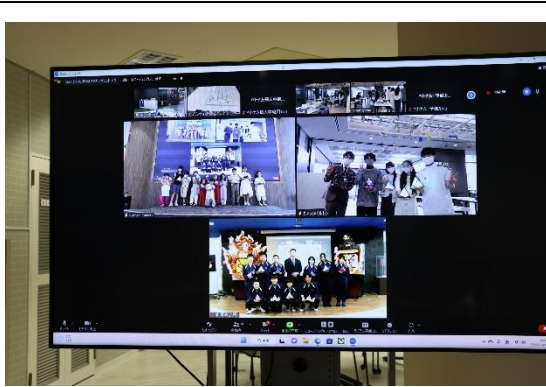
Demonstration of "Ohayashi" performance at the Aomori venue



Nebuta production at the Vietnam venue



Nebuta production at the Tokyo venue



Unveiling of the completed Nebuta

3. Future plans

NTT East Group will further promote its efforts to communicate the attractiveness of the region to people in Japan and abroad through culture and the arts, and will consider holding events in the next fiscal year and beyond.

<Inquiries regarding this matter>

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There may be changes made to information above. Your kind understanding would be much appreciated.