



# JOINT PRESS RELEASE

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**Bangladesh will participate in "Setouchi International Art Triennale" from 20<sup>th</sup> July to 1<sup>st</sup> September, 2013 in Kagawa prefecture of Japan to showcase the richness of art and culture of this country.**

"Setouchi International Art Triennale 2013" is one of the largest international art festivals being held in Japan. The first triennale held in 2010 was a grand success attracting more than 930 thousands visitors from both inside and outside the country. The second triennale, which will be held in three separate seasons this year (spring, summer and autumn), is expected to attract over one million visitors, with the extension of tenure and increase in the number of participating islands, as well as the heightened expectation engendered by the phenomenal success three years ago. The Government of Bangladesh (GOB) has decided to take part in the **"Bangladesh Project"** of the Triennale during the summer session (from July 20 through September 1, 2013), and will showcase her flourishing arts and culture in the limelight of the world stage. The GOB, led by the Minister for Culture, has already selected the artists and artisans who will represent Bangladesh in this special event.

The prefectural government of Kagawa, the organizer of this festival, is making its sincere efforts as well to attract more visitors, including one-hundred-thousand exclusive guidebook, which have been sold at the bookshops throughout Japan. On top of this, the independent volume dedicated only for **"Bangladesh Project"** will also be published as a supplement to this guidebook. **Since Bangladesh is the only country to participate in this festival as a nation as a whole (others will participate by individual qualification), and will dominate the center stage of this event, it is not difficult to foresee the monumental impact, especially on the images of Bangladesh, that this special event would generate. The theme of the Bangladesh Project is "A message from the rivers to the sea far away - from the land of Golden Bengal to the Crimson Seto: Nodi hote barta bohudur sagore, Sonar Banglar Orunava-Seto".**

While the richness and diversity of arts and cultural heritage, including music, theatrical performance, literature, paintings and art crafts, attract many foreign

visitors to Bangladesh, they remain largely unknown to the rest of the world where negative images of Bangladesh, namely, flood, cyclone, poverty still persist tenaciously. The Project will introduce true and positive images of this amazing country to the people of Japan and beyond. The popular concept of "Rebranding Bangladesh", the initiatives that both the Government as well as the private sector of Bangladesh vigorously pursue recently, has also been developed under such perspective.

The success of this project, without doubt, will cultivate a ground to nourish new images of Bangladesh, which, in time, will attract more foreign investors and tourists while widening the scope of business opportunities for the Bangladeshi entrepreneurs in general.

For Further Information:

Contacts:

Embassy of Japan  
Mr. Ryoji Tsuge  
Head, Public Affairs and Culture  
881-0087 (ext. 150)

Ministry of Cultural Affairs  
Ms. Parag  
Joint Secretary  
02-716-6178