

ACD-Agency for Cultural Diplomacy intercultural exchange projects with ACD-Ambassadors within the initiative

ArtImpact2030



1. Harumi (left) and Kei at HW's architecture, Osaka
2. Whole image of the LEGO artwork
3. An initial prototype
4. Play well よく遊べ



**Eco-Friendly LEGO Home inspired by Hundertwasser
ACD, Agency for Cultural Diplomacy, ArtImpact2030-Let's Brick!
Ambassador for Japan, Harumi & Kei**

5. Trial workshop for SDGs
6. Kei's generic map
7. Japan-Austria 1869-2019, 150th Anniversary

*Österreich-Japan
Kulturaustausch mit Kei and
Harumi*

*Hundertwasser's Interkulturelle
Brücken
Bildungsprojekt
„Let's brick!“*



Playwell

ACD-Agency for Cultural Diplomacy ArtImpact2030 "Let's Brick!"

www.acdvienna.org



ACD-Agency for Cultural Diplomacy intercultural exchange projects with ACD-Ambassadors

Austria-Japan-intercultural exchange with ACD-Ambassadors Kei and Harumi Murauchi regarding the 150th Anniversary of the Austrian-Japan diplomatic relations and within the frame of the ACD-Initiative [ArtImpact2030](#)

Project title: “Let’s Brick!”: Hundertwasser’s intercultural bridges

Purpose: intercultural exchange, introduction on Global Goals, civilian actors for SDGs inspired and Austrian born artist Hundertwasser’s art, ecological thought and actions

“To be creative means to be free and to realize oneself in harmony with the law of nature.

(…) You are a Guest of Nature. Behave!”

Friedensreich Hundertwasser

Who We are:

Tatjana: cultural promoter, educational consultant (Lower Austrian Government), president of the ACD-Agency for Cultural Diplomacy association in Vienna

Kei: NTT Communications employee

Harumi: Kei’s 11 years old daughter, initiator of the ACD-first children/youth ambassador category, a CD-Youth ambassador for the Let’s Brick platform

How we met: digital communication/social media/LinkedIn platform, shared interests for creativity and LEGO for several years

Target problem/topic/issue: Global Goals: “ecological attention vs. social pollution” through art practice, educational and intersectional partnerships. Too busy to PLAY WELL. Busy in Japanese is “忙”. “忙 = 心(heart) + 亡(lose)” Busy in Japanese means: “lose one’s heart”.

Occasion: 150 Years Anniversary of establishment of the Austria-Japan diplomatic relations

Relation to Hundertwasser: [ArtImpact2030-Initiative](#) and Manifesto, learning ecological attention inspired by HWs art and ecological activism: (“pillars of attention”, multilingual landscapes, green gardens, spiral shape as a form of life)

Relation to ACD-Let's brick-platform: cooperation through intercultural exchange by creation of linguistic landscapes and use of constructing materials

Duration: March 2019-July 2019

Materials: learning templates from ACD and consulting by Tatjana Christelbauer, ACD-President via email exchange, books on Hundertwasser Architecture, and the book, "LEGO Architect", constructing bricks, Web



Books on HW Architecture and art works

Places of presentation in Perspective: Austrian and Japanese educational Institutions, Art and Cultural Institutions, Schools, Conferences on Intercultural Exchange, Sustainability, Global Education, ...

Promotion: ACD media pages, social network, private work-life stages, webpages of the partner institutions

Outcome/purpose: educational format for intercultural exchange, sustainable development of such activities within local and global community/cooperation; examples of Eco-friendly home inspired by Hundertwasser, LEGO artwork by Harumi and Kei Murauchi. Photographs of Hundertwasser's architectures in Maishima, Osaka, Japan.

"Let's brick and Play Well!"

Making an opportunity for BUSY people to stop to reflect, feel, think, imagine and PLAY

WELL"

Tatjana Christelbauer in-spiraled by Hundertwassers Spiral

"With curiosity as a child".

Kei Murauchi



Hundertwasser's Architectures in Maishima, Osaka, Japan (by Kei Murauchi)

Investments: material (books, bricks, time, financial investment for materials, visits 4 times of Hundertwasser's architectures in Osaka, visits twice of Kids Plaza in Osaka); immaterial investment (knowledge share, exchange, over 100 pages of content by email-communication)

Perspectives: (further development, use of product/design): organizing workshops for children on UN SDGs, Hundertwasser's Art and ecological thought, Austrian culture and language in Japan; meeting in Vienna, presenting project, organizing workshops together

Learning materials from project: Dictionary (in japanese-german-english-croatian-our multilingual landscapes), Creative Journey Map with quotes from communication, fotos of activities, examples on Culinary cultures (Sweet Violets, Plum tea, ...), traditions, literacy, contemporary politics and education; Foto/Video from homeplaces

Kei and Harumi Murauchi, ACD-Ambassadors for “Let’s brick!”-Platform
Announcement on new Ambassadors by Tatajana on LinkedIn

 **Tatjana Christelbauer MA** • 1st
ACD-Agency for Cultural Diplomacy President
3d • Edited

Civilian actors for the UN SDG’s:
ACD-Agency for Cultural Diplomacy announces cordial Welcome to our new Ambassadors for the platform "Let’s Brick!": Kei and Harumi. We brick and build intercultural bridges among Austria and Japan following the ArtImpact of the international Austrian born artist Hundertwasser. Harumi ist the first ACD-Children Ambassador and also initiator for the creation of the ACD-Ambassador Award for Children and Youth. With gratitude and appreciation for Your engagement, we look forward to our further cooperation and creative journey together! <https://lnkd.in/dGJ5ADp>

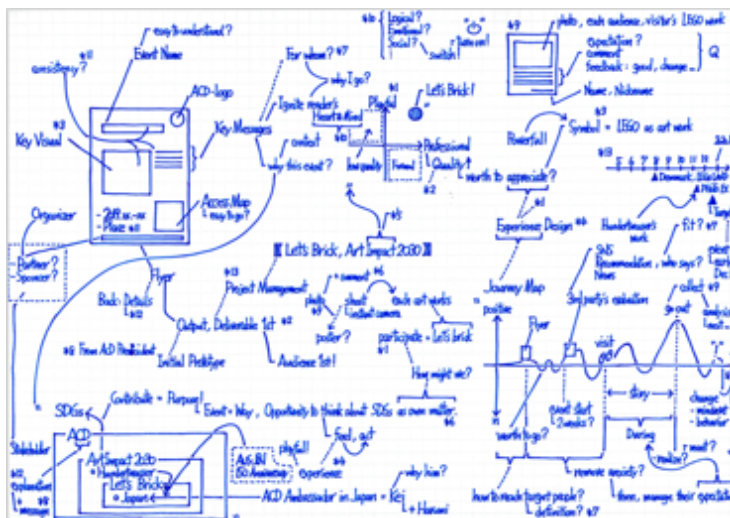
Welcome to ACD-Agency for Cultural Diplomacy new Ambassadors for the Let’s Brick! Platform:
Kei and Harumi from Japan



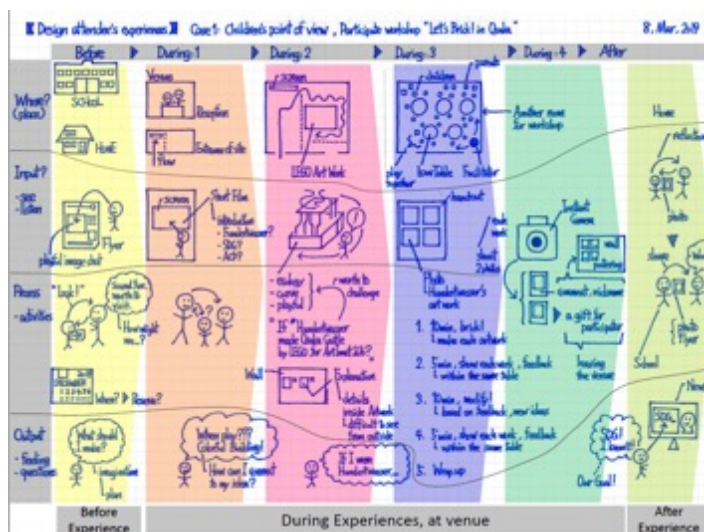
ArtImpact 2030
Connect&Act
ACD-Agency for Cultural Diplomacy
www.acdvienna.org/artImpact2030-manifesto

ACD-Agency for Cultural Diplomacy initiative for the UN Global Goals 2030
www.acdvienna.org

Kei's Generic Map on the future project



Kei's Creative Journey Map on the future project



Explanation on “Reiwa”, the name of Japanese new era

"Reiwa" is a name that will be on the lips of most Japanese today, and it will be for years to come. It's the name the Japanese government has selected for the new era, which is set to start when Crown Prince Naruhito becomes the new Emperor on May first.

The announcement was highly anticipated here because it will define the years ahead, as well as play a daily role in people's lives.

(Yoshihide Suga / Japanese Chief Cabinet Secretary) "The new era name is Reiwa."

The chief cabinet secretary says the new name was taken from "Manyoshu," the oldest existing anthology of Japanese poetry.

It comes from a passage that can be translated as:

"In early spring, the air is fresh and the wind is calm. The plum flowers are blooming like a beautiful woman applying white powder in front of the mirror, and the fragrance of flowers is like that of robes scented with incense."

The prime minister says the name represents the hope that every Japanese person will achieve their aspirations, just like a plum flower flourishing after a severe winter.

Source: NHK, <https://www.nhk.or.jp/snsenglish/news/n190409.html>



花 Blüten Pupaljci

“Perception of Japan through another flower”

(excerpt from our E-Mail exchange)

“I grow up within plum trees in the garden of my grandparents ... I always have plums around me (dry, marmelade, fresh, on the picture). National liquer is šljivovica (plum liquor)- which I do not drink :). In croatian, we say for plam: šljive, in german: Zwetschken.

The famous Vieneese and Austrian dish "Kaiserschmarrn" (Emperors Mess) is originally served with rosted sweet plum soose :) But in Japan, you celebrate the plum flower, not just fruit. The New era may by beautiful, such as the plam flowers!” Tatjana



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