

# Hirooyuki Suzuki

*Fashion show producer for the Junko Koshino label*

**YOKOSO JAPAN!** AMBASSADOR

**HIROYUKI SUZUKI** produces fashion shows, including the Junko Koshino Paris Collection. He has also produced a show based on the concept of "Japanese hospitality" to publicize the attractions of Japan. In June 2004 the show was staged at the Japanese ambassadors' residences in Paris and Berlin.

I think there are similarities between tourism and fashion shows: both need to delight visitors, surprise them occasionally, and send them home feeling good. In that sense Japan is unparalleled as a tourist destination. Just step outside and feel the cities brimming with the energy of change. Construction sites constantly spring up everywhere in Tokyo, and a jumble of idiosyncratic buildings lines the streets. In the 1990s "Club USA," a trend-setting New York disco, captured Tokyo's chaotic dynamism by using

Shinjuku's Kabukicho district as its design theme. People seeking a shot of energy can't help but be drawn to the stimulating Japanese urban landscape. I especially recommend it to creative types.

Japan has plenty of attractions for overseas visitors: *anime*, zen temples, *kabuki*, conveyor-belt sushi bars and much more. Yet it's difficult to see what these things have in common. For example, people who come to Akihabara looking for *otaku* culture don't go to temples, and vice versa. However, the real charm



of sightseeing in Japan lies in the way these seemingly unrelated items are strewn about like the contents of an overturned toy box.

The tranquility of Kyoto and Nara offer a sharp contrast to Tokyo's hustle and bustle, and possess very stylish aspects existing juxtaposed to their own unique cultures. While the spirit of highly refined traditional culture lives on, Japan boasts thriving subcultures and leads the world in high-tech manufacturing. Fascination with these contrasts have led several foreigners I know to become hooked on Japan.

@ ON THE INTERNET

<http://www.japantravelinfo.com/top/index.php>



The Japan Tourism Agency's "Yokoso Japan!" campaign aims to attract 10 million foreign visitors to Japan annually by 2010. As part of the campaign, people striving to increase visitor numbers are appointed as Yokoso Japan! ambassadors.

### The Japan Tourism Agency Kicks Off



On October 1, a specialist government agency was established with the aim of making Japan a major international tourism nation. Along with focusing its efforts on Japan's tourism resources and transmitting these both in Japan and overseas, the Japan Tourism Agency aims to create an internationally competitive tourism industry and tourist areas. The Agency is determined to build a system in which both public and private sectors cooperate in order to make Japan a tourism nation.

<http://www.mlit.go.jp/kankocho/en/>



PHOTO: In February 2008, Hiroyuki Suzuki's *Japanese-hospitality* show was held at the Kennedy Center in Washington D.C.

PORTRAIT: SEIYA KAWAMOTO • THIS PHOTO: MARGOT I. SCHULMAN