

YOKOHAMA INTERNATIONAL DIGEST

TICAD7 Local PR Fall 2018 Digest
December 4, 2018

Published by Yokohama International
Affairs Bureau, General Division
Editor's Desk: 045-671-4710
ki-somu@city.yokohama.jp



[Children try the African "kalimba" instrument at the Isogo Festival]

International exchange event in Isogo presents African culture, instruments, and TICAD7

A special workshop to experience the music of Africa was held at the recreational space inside the Isogochiku Center on September 30.

Many visitors, young and old alike, took part in a free workshop to use common materials like cups and hairpins to make and play handmade percussion instruments from West Africa, such as the djembe, kalimba, and asalato.



Guest musicians from West Africa gave an interactive mini-concert to share Africa's musical rhythms, and the fun atmosphere led to unplanned collaborative performances and African games. The unique workshop brought Africa closer for the participating citizens, and posters at the entrance to the event introduced the upcoming 7th Tokyo International Conference on African Development (TICAD7).



TICAD7 at the Kanagawa Ward Citizen's Festival

At the Kanagawa Ward Citizen's Festival on October 7, a booth in the annex of the Kanagawa Ward General Office promoted the upcoming 7th Tokyo International Conference on African Development (TICAD 7).



Panels displayed at the event introduced technical cooperation activities between Yokohama and Africa and the support network in place. The continent was brought closer to visitors as "AFRICA NOW" pamphlets published by JICA were distributed and children enjoyed producing the sound of raindrops with the traditional "rainstick" instruments on display.

The Yokohama Waterworks Bureau also sold bottles of Yokohama's official "Hamakko-Doshi The Water" with special wrapping promoting TICAD7 at a booth on the event grounds in Tanmachi Park. Organizers relayed reminders to visitors to stay hydrated in the heat, so many people could be seen drinking from the TICAD 7 bottles.

Rugby and TICAD7 at Shin-Yoko Football Park

The 1st Kohoku Cup Tag Rugby Tournament was held at Shin-Yoko Football Park, adjacent to Nissan Stadium, on October 13.



In Tag Rugby, a version of the game suited for beginners, grabbing a tag attached to a player's belt replaces a tackle. As the deciding game of the Rugby World Cup 2019™ will be held next year in Nissan Stadium, the sport is positioned to garner increasing attention. Split across nine teams, 56 elementary school students enjoyed spirited games of tag rugby at the event.



The enthusiastic children's rugby games at the park also presented an opportunity to spread the word on another event taking place in Yokohama next year: TICAD7. Informational panels were displayed, flyers distributed, and bottles of Hamakko-Doshi water featuring TICAD7 were given out to promote the event.