



Bezael  
Academy of  
Arts and Design  
Jerusalem

IAJS



## The Third Biennial IAJS Conference

# THE HEISEI ERA IN RETROSPECT

## MAJOR TRENDS IN POST-INDUSTRIAL AND POST-CONSUMER JAPAN

The University of Haifa and Bezalel Academy of Arts and Design, Jerusalem | 11–13 June 2017

### DAY I (11 June)

#### University of Haifa

(A) Hatter Student Building, Hall 101  
(B) Hatter Student Building, Room 134

#### Session I (14:00–16:00)

##### Society, Culture, and Language (A)

Chair: Liora SARFATI (Tel Aviv University, Israel)

Irit WEINBERG (University of Tel Aviv, Israel)

*Make Love not Hegemony: Political Reading of Suzuki Izumi*

Guy ALMOG (University of Haifa, Israel)

*Between Love and Hate, Memory and Amnesia: Trends in Using Kanji during the Heisei Era*

HARADA Hiroo (Senshu University, Japan)

*Well-being in Japan: From a Questionnaire Survey on February 2015*

Boaz HADASHI (University of Haifa, Israel)

*Development of the Image of the Warrior during the Heisei Era*

##### From Early Modern, via Modern, to Post-Modern Japan (B)

Chair: Irit AVERBUCH (Tel Aviv University)

Yiftach HAR-GIL (Heidelberg University, Germany)

*Institutionalism and Rules of Play as an Explanation for the Tokugawa Polity: Revisiting "Centralized Feudalism" and Late Tokugawa Premodern Growth.*

Yona SIDERER (Hebrew University)

*Science and Knowledge Transfer since the Meiji Era: The Translation of Roscoe's English Chemistry Primer (1866) into Japanese, Icelandic, and Hebrew*

KANAI Masayuki (Senshu University, Japan)

*Latent Transition from Modern to Post-modern Values in Contemporary Japan: Changing Roles of Bonding and Bridging Social Capital*

16:00–16:15 Coffee Break

#### Session II (16:15–17:45)

##### Keynote Lecture (A)

Chair: Rotem KOWNER (University of Haifa, Israel)

OGUMA Eiji (Keio University, Japan)

*The Heisei Era: Past, Present, Future*

#### Session III (18:00–20:30)

##### Screening of a Documentary Film and Discussion with Its Director

Chair: Michal DALIOT-BUL (University of Haifa, Israel)

Director: OGUMA Eiji

*"Tell the Prime Minister" (2015)*

### DAY II (12 June)

#### University of Haifa

(A) Social Science Bldg., Rabin Observatory, 8th Fl.  
(B) Madrega Bldg., Room 4041

#### Session IV (09:30–11:30)

##### Economy and Business during the Heisei Era (A)

Chair: Einat COHEN (University of Haifa)

Yishay YAFEH (Hebrew University, Israel)

*The Rise and Fall of the Japanese Economy*

Neta KALMANSON (University of Haifa, Israel)

*International Business Relations with Japanese during the Heisei Era*

Avital BAIKOVICH (Tel Aviv University, Israel)

*The Meaning of Work in Contemporary Japan: Differentiation and Uncertainty*

Einat COHEN (University of Haifa, Israel)

*Entrepreneurship and Innovation in Heisei Japan*

11:15–11:45 Coffee Break

#### Session V (11:45–13:30)

##### Society during the Heisei Era (A)

Chair: Roni SARIG (Tel Hai, Israel)

Dalit BLOCH (Tel Aviv University, Israel)

*Fragment of Happiness: Personal Wellbeing in Heisei Japan*

Helena GRINSPUN (Hebrew University, Israel)

*Spaces for Sharing: Japan's Co-Living as a New Social Formation*

Tsipi IVRY (University of Haifa, Israel)

*Who is Allergic to Genetics? The Rise of Genetic Counseling in Contemporary Japan*

Olra GOLDSTEIN-GIDONI (Tel Aviv University, Israel)

*From Ikumen to Ikuboss: Family-Company Relationship in Post-Bubble Japan*

13:30–14:30 Lunch Break

#### Session VI (14:30–16:15)

##### Politics during the Heisei Era: Past, Present, Future (A)

Chair: Ehud HARARI (Hebrew University, Israel)

Sigal BEN-RAFAEL GALANTI (Beit Berl College, Israel)

*Postwar Japan's Infrastructure: Made in Washington or Self Made?*

Ben-Ami SHILLONY (Hebrew University, Israel)

*The Significance of the Emperor's Wish to Abdicate*

Eyal BEN-ARI (Kinneret Academic College, Israel)

*The Multiple Voices of Yasukuni Shrine: Politics and Remembrance*

Ehud HARARI (Hebrew University, Israel)

*"Yes Prime Minister!" From Farm to Practice*

##### International Relations during the Heisei Era (B)

Chair: Guy PODDOLER (University of Haifa, Israel)

Alon LEVKOVICH (Bet-Berl College, Israel)

*Japan's Old and New Challenges: Is It Time to Make a Change?*

Yoram EVRON (University of Haifa, Israel)

*The Middle East's Role in the Sino-Japanese Confrontation*

Raquel SHAOUL (Tel Aviv University, Israel)

*Japanese Relations with Israel in the Context of Its Middle East Foreign Policy during the Heisei Era*

Transfer to the Social Science Bldg., Room 5006 | 16:15–16:30 Coffee Break

#### Session VII (16:30–17:15)

##### Opening Ceremony: Reflections on the Heisei Era

Chair: Evgenia LACHINA (University of Haifa, Israel)

H.E. TOMITA Koji, Ambassador Extraordinary and Plenipotentiary to the State of Israel

Ehud HARARI (Hebrew University, Israel), Honorary President of IAJS

Rotem KOWNER (University of Haifa, Israel), Chair of IAJS

#### Session VIII (17:15–19:00)

##### Screening of a Documentary Film and Discussion with Its Directors

Chair: Shira TAUBE DAYAN (University of Haifa, Israel)

Directors: NAKABACHI Fumiko and TODA Yushin (Japan Desk Scotland, UK)

*"Fukushima 2011-2015"*

### DAY III (13 June)

#### Bezalel Academy of Arts and Design, Jerusalem

(A) Hall 222, 8th Fl.  
(B) Segel Hall, 8th Fl.

#### Session IX (09:30–12:00)

##### Architecture in the Heisei Era (A)

Chair: Arie KUTZ (Tel Aviv University, Israel)

Dorit MALIN (Bezalel Academy, Israel)

*The Ultimate Abstract – Light and Enlightening In today's Japanese Architecture*

Christopher POKARIER (Waseda University, Japan) and Erez GOLANI SOLOMON (Bezalel Academy and Waseda University, Japan)

*Prospects for a Glass Building: Bezalel Academy through a Japanese Prism* (lecture, six position statements by invited participants, discussion, and closing statement).

##### Heisei Trends in Japanese Art (B)

Chair: Shalmit BEJARANO (Hebrew University)

MURATA Daisuke (Hyogo Prefectural Museum of Art, Japan)

*Modest Persona, Eloquent Materials: The Prospect of Kazuo Kadonaga's Art in the Age of Disasters and Scientific Limitations*

YAMAMURA Midori (Tokyo National Research Inst. for Cultural Properties, Japan)

*Benesse Art Site and Echigo Tsumari Art Triennial: Revitalize Dying Areas with Contemporary Art*

Oshrat DOTAN (Tel-Aviv university, Israel)

*Suga Kishio: Linked Spaces, Infinite Situations*

#### Session X (12:00–12:45)

##### General Meeting and Award Ceremony (A)

Chair: Erez GOLANI SOLOMON (Bezalel Academy, Israel and Waseda University, Japan)

IAJS Award for Life Contribution to the Field

IAJS Award for the Best PhD Dissertation in the Field (2015-2017)

12:45–14:00 Lunch Break

#### Session XI (14:00–15:30)

##### Art and Photography in Heisei Japan (A)

Chair and discussant: Ayelet ZOHAR (Tel Aviv University, Israel)

Ellen TAKATA (University of California, Santa Cruz, USA)

*"If you give three loud screams, I'll come and help you": Elements of Justice and Solace in Furuya Seiichi's Photographic Juxtapositions with an Image of the Raifersdorf-Köszeg Border, 1983-1996*

Aya Louisa McDONALD (Nevada University, USA)

*Godzilla's Children: Horror and Violence in the Unholy Trinity of Heisei Contemporary Art – Takashi Murakami, Makoto Aida, and Tabaimo*

Nirith NELSON (Bezalel Academy, Israel)

*Eye see: Eyes in Contemporary Art from Japan*

##### Heisei Design, Fashion and Music (B)

Chair: Ory BARTAL (Bezalel Academy, Israel)

Arie KUTZ (Tel Aviv University, Israel)

*Between Architecture and Fashion in Heisei Era*

Nimrod CHIAT (University of Haifa, Israel)

*The Music of Peace: Creativity and Innovation in Heisei-Era Soundtracks and Sound Design*

15:30–16:00 Coffee Break

#### Session XII (16:00–17:30)

##### Animation and Popular Culture in the Heisei Era (A)

Chair: Oshrat DOTAN (Tel Aviv University, Israel)

Kazuko KAMEDA-MADAR (Hawaii Pacific University, USA)

*The End of Heisei Era: A Study of Your Name (2016)*

Raz GREENBERG (Tel Aviv University, Israel)

*The Heisei Era as a Post-Ofaku Era? An Examination of Hiroyuki Yamaga's "Daicon IV" and Makoto Shinkai's "Voice of a Distant Star"*

Shiri LIEBER MILO and NITTONO Hiroshi (Osaka University, Japan)

*Kawaii/Cute Aesthetics in Contemporary Japan*

This event is generously supported by the Japan Foundation,  
The University of Haifa, and Bezalel Academy of Arts and Design



The public is invited  
The event is free of charge