



IN NEW YORK: Holly Evarts, Director of Communications
(646) 424-9594; hevarts@wmf.org

IN JAPAN: Mitsuo Inagaki, Regional Representative, Japan
080-6726-1308; mitsuo61@gmail.com

**WORLD MONUMENTS FUND ANNOUNCES PARTNERSHIP WITH
THE KYOTO CENTER FOR COMMUNITY COLLABORATION
AND PROVIDES US\$250,000 TO SUPPORT RESTORATION
OF KYOTO'S MACHIYA TOWNHOUSES,
LISTED ON THE 2010 WORLD MONUMENTS WATCH**

**WITH LARGEST SUPPORT TO DATE FOR A 2010 WATCH SITE, WMF PROVIDES INTERNATIONAL
ASSISTANCE TO KYOTO CENTER FOR COMMUNITY COLLABORATION
TO BUILD SUSTAINABLE STEWARDSHIP OF LOCAL COMMUNITY**

For Immediate Release – Kyoto, Japan, May 10, 2010 ... World Monuments Fund (WMF), the leading international independent organization dedicated to preserving cultural heritage around the world, announced today that it is partnering with the Kyoto Center for Community Collaboration (KCCC) to help build sustainable stewardship for the Kyoto machiya in the city. In support of this partnership, WMF's US\$250,000 advances the efforts of the local community in Kyoto to preserve *machiya*, traditional wooden townhouses that date from the Edo period (1603-1867) and served as both residences and workspaces, born out of Kyoto's growing merchant class and artisan traditions. Now threatened by development and rapidly disappearing, the Kyoto machiya were placed on the 2010 World Monuments Watch, WMF's biennial list of heritage sites at risk across the globe.

The Watch listing has drawn international, national, and local attention to the plight of these buildings. WMF will continue to work with the local Kyoto community and the KCCC, a group that has been working closely with the municipal government of Kyoto and other NGOs in Japan to document and protect the remaining machiya in the city. One of KCCC's main partners is the Kyomachiya Revitalization Group (KRG), a local NGO that successfully nominated the Kyoto machiya to the 2010 Watch in order to highlight the problems facing these traditional buildings. The project is scheduled to start on June 1, 2010, and be completed by the fall of 2011.

"We are very pleased that the Kyoto machiya townhouses, which symbolize the history and culture of our city, are the focus of this support," said **Daisaku Kadokawa, Mayor of Kyoto**. "Through promoting further alliances and collaboration with the local community and other partners, we are stepping up our joint efforts to preserve and revitalize Kyoto's machiya."

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“WMF’s assistance to KCCC is one of the first and also the largest yet given to a 2010 Watch site,” said **Henry Ng, WMF’s Executive Vice President**. “In our work around the world, we have seen that successful preservation efforts require strong cooperation with local partners. WMF is pleased to be a part of this revitalization effort in Kyoto, as the collaboration between WMF, the KCCC, and the Mayor’s office provides the best hope for the survival of the machiya. Their survival is key to sustaining the cultural heritage of community life in Kyoto. Their beauty and significance are treasured not only by the citizens of Kyoto and the rest of Japan, but also internationally. We feel that many lessons can be learned in this collaborative preservation work and that this project will serve as a model for other historic townscapes in Japan and in other historic cities in the world.”

“KCCC looks forward to the new possibilities afforded by this help, which encourages the development of a strong and effective conservation strategy for the machiya,” said **Hiroshi Mimura, President of KCCC**. “We look forward to the collaboration with the World Monuments Fund and our local community.”

The machiya incorporate interior gardens with abundant light and air, elegantly balancing form and function, and have long been valued for integrating urban living with commerce. Merchants and craftspeople combined their homes and livelihoods under a single roof, and the Kyoto machiya are considered the model of their type throughout Japan. These houses are being torn down and replaced with new, denser construction, diminishing the architectural and cultural history of the Kyoto cityscape and traditional way of life. Currently there are about 28,000 machiya remaining in the Kyoto metropolitan area but they are vanishing at an annual pace of 2%.

WMF’s assistance will support the KCCC’s Kyoto Machiya Revitalization Project, a program that includes the restoration of a Kyoto machiya. This project will serve as a community resource center to help machiya owners learn more about sustainable preservation practices, as well as generate greater awareness of the importance of these vernacular structures and Kyoto’s architectural heritage.

KCCC’s project has several components:

- **Hands-On Restoration:** KCCC will restore the machiya in Kyoto’s Kamanza neighborhood (where KRG operates) into a community center and machiya resource hub;
- **Design Guidelines:** KCCC will compile architecture styles of the machiya in Kyoto communities and produce guidelines for machiya owners in similar communities;
- **Public Education:** KCCC will document the Kamanza machiya’s restoration in book and DVD formats, sharing what they learn with machiya owners. KCCC will also organize a

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- symposium, along with an exhibition of photographs of the restoration, with local community associations, expanding awareness of the significance of the machiya; and
- **Action Plan:** KCCC will develop an action plan for stakeholders and opinion leaders with ideas about how to ease the burden of owning and restoring machiyas. KCCC will also involve the younger generation as key partners in the future of the sustainable preservation of the machiya.

World Monuments Fund

World Monuments Fund is the leading independent organization devoted to saving the world's most treasured places. For 45 years, working in more than 90 countries, its highly skilled experts have applied proven and effective techniques to preserve important architectural and cultural-heritage sites around the globe. Through partnerships with local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations. Headquartered in New York City, WMF has offices and affiliates worldwide. For additional information: www.wmf.org

World Monuments Fund's support of the Kyoto machiya is made possible by the generosity of the Freeman family, who has had a long history and friendship with Japan. The Freemans lived in Japan for many years, and Mr. and Mrs. Houghton Freeman raised their two children in Tokyo.

World Monuments Watch

The World Monuments Watch is WMF's flagship advocacy program, established in 1996 to focus global attention on cultural heritage sites at risk around the world. Issued every other year, the Watch is an urgent call to action and has been successful in saving hundreds of places.

From the inaugural Watch list in 1996 through the 2008 Watch, more than 630 sites in 125 countries and territories have been included on eight Watch lists. Nearly half the sites featured on the Watch lists through 2008, representing 79 countries, have received WMF support totaling \$50 million. These WMF funds have in turn leveraged an additional \$150 million in assistance from other sources, demonstrating the effectiveness of the Watch program. <http://www.wmf.org/watch>

World Monuments Fund in Japan

WMF's most significant project to date in Japan was the conservation of four of the 13 remaining imperial convents in Kyoto and Nara. This six-year, almost-\$2-million project was undertaken in partnership with the Institute for Medieval Japanese Studies and included the successful restorations of Hokyō-ji and Reikan-ji in Kyoto and Chūgū-ji and Hokke-ji in Nara.

Another successful WMF project was Tomo Port Town in Fukuyama City, placed on both the 2002 and 2004 Watch lists because it was threatened by the construction of a landfill and bridge that would have destroyed its historic character as a surviving Edo-period port town. The Watch listings drew a good deal of international attention and a lawsuit is pending in the Japanese courts. In addition to Watch-listing, in December 2004 WMF provided \$100,000 to restore the Uoya Manzo House in Tomo Port Town, Fukuyama City, to serve as a visitor center.