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Space Culture: New Processes of Public Engagement in Space through Culture and Art (9)

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REFRAMING KABUKI IN THE CONTEXT OF SPACE: A DESIGN MANAGEMENT STRATEGIC  
APPROACH

**Abstract**

Rooted in its profound cultural traditions, Japan provides traditional performing arts like Kabuki and Noh. While Kabuki was a popular form of mass entertainment during the Edo period, these days, it is said to be less accessible to modern young generations and those unfamiliar with traditional performing arts. Therefore, there is a call for efforts to regain its popularity among the masses by exploring new forms of Kabuki that respect tradition. The aim of this project is to craft novel content by incorporating elements of space as the setting, into the elements of Kabuki, a mainstream cultural phenomenon of Edo period in Japan, through the application of design management strategies. In the context of space elements, we adopted the concepts of four-dimensional spacetime, composed of 3D space combined with the additional dimension of time. Design management serves as a strategic approach for the project management through a comprehensive, unified design. By reframing the value proposition of this new form of Kabuki, it will become highly appealing to a global audience and widely accepted.