

lunch seminar

Research Institute
at Maison franco-japonaise
UMIFRE 19 CNRS-MAEE

Friday November 1st, 2013

12:30 - 14:00 | room 601 | in English (no translation)



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The Drivers of Innovation in the Japanese Funeral Industry

Speaker Natacha AVELINE-DUBACH (CNRS - univ. Paris I Panthéon Sorbonne)

Moderator Jean-Michel BUTEL (UMIFRE 19, MFJ)

The Japanese funeral rituals and spaces are currently undergoing rapid change due to the weakening of the traditional *ie*-based grave system. A true innovation process is under way, bringing novelty in ashes disposal modes and mortuary services in the biggest Japanese cities. This presentation examines the drivers of innovation in the mortuary field. Three major factors are highlighted: 1. The demographic and societal change, which not only entails an exploding demand for burial space, but also radically transforms the way burial is considered. 2. The distinctive 'plasticity' of the Japanese city, which allows the transfer of cemeteries from one place to another, and even their full transformation into indoor 'coin-locker' ossuaries (*rokkā-shiki nōkotsudō*). 3. The cross fertilization of ideas and approaches among three major players of the funeral industry, *i.e.* Buddhist communities, NPOs and marble masons.



Natacha AVELINE-DUBACH

is CNRS Professor at University Paris I-Panthéon Sorbonne (Géographie-Cités). She stayed more than ten years in Japan, conducting research on land markets and urban policies with a visiting scholar affiliation in several universities (Kyoto, Tokyo, Waseda, Keio). She also served as Director of the North-Asia CNRS Regional Office (based

in Tokyo). Recently, she published an edited collection entitled *The Invisible Population. The Place of the Dead in East-Asian Megacities*.

What is the Lunch Seminar at MFJ?

This typical event has been organized at the Maison franco-japonaise (Nichi-Futsu Kaikan) since 2004. It offers a presentation followed by a discussion dedicated to a specific issue of the time and it aims at bringing a better understanding of Japanese economy and society.

This is a brown bag lunch seminar (please bring your bento or sandwiches). Coffee available.

How to attend the Lunch Seminar?

The participation to the Lunch Seminar is free but registration is strictly required.

Please apply by e-mail to contact@mfj.gr.jp or by fax (03-5421-7651) specifying your name, company or institution, position, address, phone and e-mail.

For more information, see: http://www.mfj.gr.jp/web/lunch_seminar/lunch_seminar.html.

French Research Institute on Japan at Maison franco-japonaise

3-9-25, Ebisu, Shibuya-ku, 150-0013 Tokyo



Information

from Monday to Friday from 9:30 to 18:00

Tel : 03-5421-7641 Fax : 03-5421-7651

HP : www.mfj.gr.jp