

Japan Through the Lens of the Tokyo Olympics

**Edited by
Barbara Holthus,
Isaac Gagné,
Wolfram Manzenreiter, and
Franz Waldenberger**



Routledge
Taylor & Francis Group
LONDON AND NEW YORK



Contents

<i>List of figures</i>	xi
<i>List of contributors</i>	xiii
<i>Preface</i>	xiv
<i>Postscript: the New Olympic Race against COVID-19</i>	xvii
1 Understanding Japan through the lens of Tokyo 2020	1
BARBARA HOLTHUS, ISAAC GAGNÉ, WOLFRAM MANZENREITER, FRANZ WALDENBERGER	
2 Olympics and the media	8
WOLFRAM MANZENREITER	
3 Skateboarding: “f*** the Olympics”	12
WOLFRAM MANZENREITER	
4 Political Games	13
AXEL KLEIN	
5 Number Games: the economic impact of Tokyo 2020	18
FRANZ WALDENBERGER	
6 Climbing: new sport on the block	25
WOLFRAM MANZENREITER	
7 Advertising the Games: sponsoring a new era	26
ISAAC GAGNÉ	
8 Karate: bowing to the Olympics in style	32
WOLFRAM MANZENREITER	

9	Herculean efforts: what the construction of the Olympic Stadium reveals about working conditions in Japan	33
	STEFFEN HEINRICH	
10	Tokyo 2020 and neighborhood transformation: reworking the entrepreneurial city	39
	RALPH LÜTZELER	
11	Ho(s)t city: Tokyo's fight against the summer heat	46
	JAN LUKAS KUHN	
12	Tokyo's architecture and urban structure: change in an ever-changing city	47
	FLORIAN PURKARTHOFFER	
13	Success story: the 1964 Tokyo Olympics	52
	TORSTEN WEBER	
14	San'ya 2020: from building to hosting the Tokyo Olympics	54
	HANNO JENTZSCH	
15	Baseball/softball: one more homer for Japan	59
	WOLFRAM MANZENREITER	
16	Outdoor sports in the periphery: far from the compact games	60
	DANIEL KREMERS	
17	Surfing: taken with a grain of salt	65
	WOLFRAM MANZENREITER	
18	Tokyo's 1940 "Phantom Olympics" in public memory: when Japan chose war over the Olympics	66
	TORSTEN WEBER	
19	Upgrading Tokyo's linguistic infrastructure for the 2020 Games	73
	PETER BACKHAUS	

20	Sexual minorities and the Olympics	80
	MAKI HIRAYAMA	
21	The Paralympic Games: enabling sports and empowering disability	81
	KATHARINA HEYER	
22	Sex in the city	88
	MAKI HIRAYAMA	
23	Games of romance? Tokyo in search of love and Unity in Diversity	89
	NORA KOTTMANN	
24	The 2020 Olympic mascot characters: Japan wants to make a difference	95
	JAN LUKAS KUHN	
25	Olympic education: how Tokyo 2020 shapes body and mind in Japan	97
	WOLFRAM MANZENREITER	
26	Sex in the Village	103
	MAKI HIRAYAMA	
27	Volunteering Japan-style: “Field cast” for the Tokyo Olympics	104
	BARBARA HOLTHUS	
28	The difference between zero and one: voices from the Tokyo anti-Olympic movements	110
	SONJA GANSEFORTH	
29	Beyond 2020: post-Olympic pessimism in Japanese cinema	116
	JAN LUKAS KUHN	
30	Tokyo 2020 from the regional sidelines	118
	ISAAC GAGNÉ	

31 Olympic leverages: the struggle for sustainable food standards	124
SONJA GANSEFORTH	
32 Security for the Tokyo Olympics	130
SEBASTIAN POLAK-ROTTMANN	
33 The Olympic and Paralympic Games as a technology showcase	136
FRANZ WALDENBERGER	
34 Tokyo 2020: connecting the past with the future	137
WOLFRAM MANZENREITER IN ROUNDTABLE DISCUSSION WITH MUNEHICO HARADA AND JOHN HORNE	
<i>Index</i>	141