



15 December 2015

"The Japan Mécénat Awards 2015" Award Winners Announced
Awards go to activities that connects people
by taking advantage of own corporative management resources
 - International collaboration in the affected areas and nationwide -

Association for Corporate Support of the Arts: "KMK" (President: Motoki Ozaki) has announced seven winners of the Japan Mécénat Awards 2015 (the Grand Mécénat Award, five Mécénat Awards, and the Award Granted by the Commissioner for Cultural Affairs).

The Japan Mécénat Awards are to honor corporations and corporate foundations whose supports for the arts have significantly contributed to Japanese culture and society.

The Grand Mécénat Award was presented to Dai Nippon Printing Co., Ltd. which has developed art-appreciation workshop in collaboration with the Louvre Museum and educational institutions for many years, as well as taking advantage of its own technology, in order to nurture and enhance children's sensibility.

At the same time, this year's Japan Mécénat Awards were awarded to variety of activities that focused on the local industries and historical assets by utilizing their own management resources, and activities that achieved a great development through national and international networking. The genre of activities also varied such as music, art appreciation, photography, creation and traditional culture from variety of regions such as Osaka, Kagawa, Kyoto, Kumamoto, Shizuoka, and Tokyo.



Award Ceremony: Friday 20th November 2015

Spiral Hall, Tokyo

[Ceremony] 14:00-15:30

[Reception] 15:45- 17:00



Japan Mécénat Awards 2015 Results

Grand Mécénat Award	<i>Dai Nippon Printing Co., Ltd.</i> Louvre –DNP Museum Lab Workshops
Mécénat Award Ambition Matching Award	<i>Suntory Holdings Limited/Suntory Foundation for Arts</i> The Vienna Philharmonic and Suntory Music Aid Fund
Mécénat Award Dream Craftsmanship Award	<i>Shizuoka Shinkin Bank</i> Those local resources circulation type, people, dream building support activities
Mécénat Award Pupil Shining Award	<i>Presenting to Children in Island Setouchi Delivery Concert Committee</i> Presenting to Children in Island Setouchi Delivery Concert
Mécénat Award Photo Inspiration Award	<i>FUJIFILM</i> Heart to heart communication - "PHOTO IS" 30,000-person photo exhibition
Mécénat Award Musical World Award	<i>ROHM Co., Ltd./Rohm Music Foundation</i> Kyoto International Music Students Festival 2014
Special Award Award Granted by the Commissioner for Cultural Affairs	<i>Kokindenjyunoma Kobai</i> Maintenance and management of Kokindenjyunoma



■ The Japan Mecenat Awards 2015 Activities

Grand Mécénat Award :

Dai Nippon Printing Co., Ltd. **Louvre –DNP Museum Lab Workshops**

The Louvre - DNP Museum Lab is a collaborative project to, which the Louvre Museum (Paris) and DNP contribute their own specialties and resources, and provide an opportunity to encounter art works. This project focuses on people's joy and awareness through experiencing arts, and in particular, offers the enjoyment of watching arts from various points of view, using a variety of techniques and methods.

DNP has exhibited art works of the Louvre Museum at an exclusive space in the company from 2006 to 2013, and has developed 100 art-appreciation systems. Some of them have been installed at the Louvre Museum, and used by visitors from all over the world. Since 2011, DNP has expanded the usage of multimedia tools from this collaborative project to the areas where there are little arts or no arts. The importance of art-appreciation education in Japanese middle schools has been recently discussed, but at the same time, it has been said that teachers are at a loss as to how to approach this particular field and teach in their classes. Due to the increasing interests in the usage of digital equipment in the schools, DNP, together with professionals from Japanese museums and institutions, planned and established a model of art-appreciation class using tablets for middle schoolers. Furthermore, in 2004, it expanded to the appreciation workshops for people who are not used to viewing art. As a part of DNP's cultural activities, this has also been offered to children and parents for a purpose of increasing more opportunities to enjoy arts.

DNP's aim is to challenge new development, hoping for more people with rich sensibilities will be born and grow up in the society and always looking for the future. It is also to contribute the creativity in the society by offering more various opportunities to enjoy arts.

● **Outstanding Point** : This project expands the opportunity of art-appreciation and deepens the value of it, by developing long-term projects in collaboration with museums and institutions. / By connecting the company's own domain and resources to cultural activities, this continuous activity contributes to both the company's business and society.



Art Appreciation class by DNP Museum Lab Workshop
「Different between Japanese and Western paintings?」
Arakawa District 5th Junior High School © photo DNP



Museum Lab Workshop

「let's play with worlds' art!」© photo DNP

● **Company Profile (As of April 2015)**

Address: Shinjuku-Ku, Tokyo, Japan

Established : 1894 (Founded: 1876)

Net Assets : 114,464 million JPY

Employee: Consolidated 39,451、Individual 10,697 名

Business : Photo Printing Media

Lifestyle and Industrial Supplies (Packaging products, Residential Interior materials)

Electronics (LCD color filter, Optical films for displays, Photomasks)

URL: <http://www.dnp.co.jp/>



■ The Japan Mecenat Awards 2015 Activities

Mécénat Award

Ambition Matching Award

Suntory Holdings Limited/Suntory Foundation for Arts **The Vienna Philharmonic and Suntory Music Aid Fund**

‘Suntory- Tohoku Sun Sun Project’- Suntory Group’s support activities for The Great Eastern Japan Earthquake, focuses on the reconstruction of affected areas, particularly in the fields that contribute to the future of affected areas; ‘Fishing’, ‘Children’, ‘Disabled Sports’ and ‘Culture and Sports’. The donation the group has collected since 2011 becomes 10.8 billion yen.

One of the activities is The Vienna Philharmonic and Suntory Music Aid Fund. The company has received the donation from Vienna Philharmonic Orchestra with the gratitude of ‘we would like to express our sympathy to our most important Japanese friends who encountered such a tragedy’. The group was moved with the offer, invested 100 million yen, the same amount of the donation, and established Matching Fund. This is due to the group’s 30 years of friendship and partnership of the Orchestra’s Japan Tour.

This Fund has started the grant program and performance project since 2012, aiming to encourage the affected area as well as the nation through music. The grant program offers a total of 100 million yen to support projects for 10 years, and offers opportunities of musicians from Vienna Philharmonic Orchestra to join the performances and workshops. Up to this year, a total of 32.68 million yen has been given to 46 groups in nationwide. Around 5,000 people from Miyagi, Fukushima and Iwate participated to gift concerts, concerts for children and families, and workshops for junior orchestras.

‘We would like to deliver smiles and hopes in affected areas’- the hope has been delivered through melodies and sounds all over Japan.

- **Outstanding point:** This project continuously has been developed through the collaboration with oversea orchestra. / It, as the company’s own reconstruction supporting activity, spreads nationwide by taking full advantage of long-term achievement in art and cultural field, and network.



Dedication Performance by member of Vienna Philharmonic Orchestra
Minami Souma City, Yazawa District Cenotaph (In front of Buddhist statue);
performance by 8 members; 29 September 2014



Workshop for Sendai Junior Orchestra

Company Profile (As of April 2015)

Address: Osaka, Japan
Established : 2009 (Founded:1899)
Net Assets: 70 billion JPY
Employee : 37,613
Business : Formulation & promotion of Groupwide management strategies and corporate functions
URL: <http://www.suntory.co.jp/>

Organization Profile (As of April 2015)

Address: Minato-Ku, Tokyo, Japan
Established : 2009 (Founded: music foundation 1969)
Net Assets: 10,2 billion JPY
Employee: 64
Business : Promotion of arts and culture
URL: <http://suntory.jp/SFA/>

■The Japan Mecenat Awards 2015 Activities

Mécénat Award

Dream Craftsmanship Award

Shizuoka Shinkin Bank

Those local resources circulation type, people, dream building support activities

Shizuoka City (Shizuoka Prefecture) has developed its' own culture and industry since long time ago, such as building Sunpu Castle and Kunōzan Toshō-Gu. Today's local diverse industry traces its origin back to Tokugawa Era, when many artisans worked to rebuild Sengen Shrine, and taught their skills and knowledges to local people and community.

Shinkin has been publishing 'Tafel Anatomie of Shizuoka's specialties' since 2000, for the purpose of passing the history to next generations. This introduces the making process of Shizuoka's special products through the bank staff and artisans interviewing and visiting factories. 8,000 copies are published every year, and are delivered to local primary schools.

Additionally, since 2003, the bank has held 'Shizuoka "Dream" design contest' with the theme of 'I like the idea! New Shizuoka specialty!' This contest is for 3rd -6th year of primary school students, who design their "dream" specialty based on the bank's publishing. In 2014 (the 12th round), 4,244 dreams from 75 schools were delivered. Out of 60 prizewinning designs, 10 are chosen for special prize. These 10 designs have become real products by the hands of local factories and artisans. This project also has invented the world's only one specialty through children's unique ideas and artisans' trial and error, and has given a new sight to traditional industry. They also offer 'traditional crafts classes', which through three programs, children can learn 'to know', 'to discover' and 'to experience' from local artisans. This project contributes not only to nurture next generations but also to build a creative society by integrating with local specialties.

- **Outstanding Point:** This project offers an opportunity for children to learn local history and diverse industry through enjoyable learning program. / It has contributed to the development of creative industry and local society by collaborating unique ideas of children and traditional techniques.



◀Front page of 'Tafel Anatomie of Shizuoka Specialties'



The 12th Shizuoka 'Dream' Design Contest 2014: Prizewinners Award Ceremony

● Company Profile (As of April 2015)

Address: Shizuoka, Japan
Established : 1931
Net Assets : 21,42 billion JPY
Employee: 646 Business: Bank
URL: <http://www.shizushin.co.jp/>



■The Japan Mecenat Awards 2015 Activities

Mécénat Award

Pupil Shining Award

Presenting to Children in Island Setouchi Delivery Concert Committee **Presenting to Children in Island Setouchi Delivery Concert**

Shodoshima, located in Seto Inland Sea with 30,000 people living, has been famous with the soy sauce making since the Edo period, and at the uppermost Meiji Era, about 400 soy sauce breweries have been working. In the area called the "Hishio no Sato (Village of Soy Sauce)", which is located in the southeast of the island, there are still 15 soy sauce warehouses and tsukudani factories even now, and people can see the image of those old days with roof tiles stained black with fungus of soy sauce and Yakesugi plate fence.

This project started in 2006, wanting children in this island to listen to live music played by professional musicians. The committee of this project consists of workers in local soy sauce companies, tsukudani companies, and olive factories, and around 150 local corporations and individuals throughout the island support the project by the donations. The chairman of this committee is Yosuke Shioda, the founder of this project, and the 5th president of Yamasan Shouyu (the oldest soy sauce factory in the town).

This concert inviting Seto Philharmonic Orchestra, only the professional orchestra in Shikoku region, is free concert, without the need to book or reserve seats, and anyone over 4 years old can see the concert. Every spring, around 850 people come to see the concert. Since the 5th concert, they also have established 'Children in Island Ensemble' consisting of small children to high schoolers, and collaborating with the orchestra. This ensemble is also supported by the committee.

You can see a modern art work in the olive fields, which was placed at the time of 'Setouchi International Arts Festival', can hear children sing from the primary schools, and see the beautiful scenery. There are much attractiveness in this island, with the feel of soft sea breeze and smell of tasty soy sauce. And there are many hopes from elders for children to have many great memories, and have pride of their own home island.

- **Outstanding Point:** This project is continuously engaged through the support system that makes a use of characters in local community. / It contributes to the nurturing for new generations through music by offering a great opportunity to see professional musicians.



The collaboration of 「Miyagawa and Ensemble Vega」 and Children in Island Ensemble; the 9th concert



The concert venue: Full house with standing audience

Company Profile (As of April 2015)

Address: Shodoujima, Kagawa, Japan

Established : 2006

Employee : 26

Business : Delivering Concerts for Children in Islands



■ The Japan Mecenat Awards 2015 Activities

Mécénat Award

Photo Inspiration Award

FUJIFILM CORPORATION

Heart to heart communication - "PHOTO IS" 30,000-person photo exhibition

Heart to heart communication - "PHOTO IS" 30,000-person photo exhibition is a participatory-oriented photo exhibition in which participants write messages on their silver halide photographic prints and exhibit them. While the company is aiming to achieve away from its core business of photographic films, this exhibition is one of the activities that Fujifilm is working on for the purpose of promoting and developing the culture of photography. Although it started as the "10,000-person photo exhibition" in 2006, there has been huge increase of applicants every year, and the event changed its name to "30,000-person photo exhibition" in 2013. The total number of exhibits up to 2014 was 130,000 photos.

3,000 photo shops across the country that are business partners of Fujifilm become a window to announce the exhibition, call for exhibitors, and collect photos from applicants. Every year, about the half of the participants are new to the exhibition. There are 33,012 photos from exhibitors aged up to 96 years old from all over the country. And all of them have been exhibited at the 29 venues designated by the exhibitors throughout the country. 700,000 people from children to adults visited this exhibition during 5 months of the exhibition period.

Each venue offers a 'Special Photo Contest' which 10 photographer and celebrities select 100 photos that have reached their hearts, and places 'Kizuna (Bond) Post' which visitors post their handwritten messages to the exhibitors. It is not only exhibiting photos, but also creating bonds between exhibitors and visitors. There is also the annual event of 'The Organizer's Photo booth' where employees exhibit their photos, and there are more than 900 photos of employees from various branches of the company across the country.

"PHOTO IS" delivers the moment someone caught to another with his/her feelings. It also offers the pleasure of inner-connection between people beyond space and time, and provide fun and rich experiences through photography to future generations.

- **Outstanding point:** By utilizing the company's own management resources, this project contributes greatly to the inheritance of the culture of photography. / It creates an opportunity for everyone to participate and enjoy photos in various ways.



Heart to heart communication - "PHOTO IS" 30,000-person photo exhibition



Work of "PHOTO IS" 30,000-person photo exhibition

Company Profile (As of April 2015)

Address: Minato-ku, Tokyo, Japan

Established: 2006 (Founded:1934)

Net Assets: 40 billion JPY

Employee: Individual 4,469 / Consolidated 30,783

Business: Imaging Solutions (Color film, electric imaging, optical devices, color paper & chemicals, equipment)

Information Solutions (Healthcare, graphic systems, recording media, industrial products)

URL: <http://fujifilm.jp/>



■The Japan Mecenat Awards 2015 Activities

Mécénat Award

Musical World Award

ROHM Co., Ltd./Rohm Music Foundation **Kyoto International Music Students Festival 2014**

ROHM Co., Ltd., semiconductor maker based in Kyoto, established Rohm Music Foundation in 1991, aiming to form rich and fulfilling social environment through music. Since then, the company has been actively holding music activities, and offering the grants and scholarships.

Kyoto International Music Students Festival looks at international exchanges and nurturing next generations of musicians, and this year 2014 is the 22nd festival. It is a concert, which selected students from music school from all over the world including Germany, France, Austria, Italy, Russia, US and Japan, perform together, and 2,486 students have participated up to this year. This festival is held every spring for 5 days, and the hall used for the concert with a capacity of 450 people has been always full.

The program between Day 1 and Day 4 consists of solo performances from 2 countries, and mixed chorus performance of students from different countries. The final day closes with the ensemble of orchestra and chorus of all students based on the theme of 'travelling the world through music'.

Participants arrive at Kyoto one week before the opening day of the festival, and start their rehearsals. This project purposely avoids seminar styles, and offers more experimental based style, where students from all over the world meet each other for the first time, exchange each other's musical ideas through rehearsals, and get to know each other through music. Rohm Music Foundation covers all travelling costs, accommodations and rehearsal spaces in Kyoto, and provides best environment for students to practice and perform. This project, creating the opportunity through music, contributes to expand youngsters' friendships across the world.

- **Outstanding point:** This project contributes to the nurturing of new generations of musicians by networking with music schools around the world. / It contributes to the development of culture by providing continuous performance opportunities and concerts.



Rehearsal of students from France, Germany and Japan



The finale: orchestra and chorus ensemble by all participants

Company Profile (As of April 2015)

Address: Kyoto, Japan

Established : 1958

Net Assets : 86,969 million JPY

Employee : Consolidated 20,843

Business : ICs, Discrete Semiconductor
Devices, Modules

Organization Profile (As of April 2015)

Address: Kyoto, Japan

Established : 1991

Net Assets : 3650 million JPY/ 8,000,000 shares of ROHM

Employee : 5

Business : The dissemination and development of the Japanese musical culture through the implementation of and financial support for music activities, and the provision of scholarships for music students.



■ The Japan Mecenat Awards 2015 Activities

Special Award

Award Granted by the Commissioner for Cultural Affairs

Kokindenjyunoma Kobai Maintenance and management of Kokindenjyunoma

In Kumamoto - City, Kumamoto Prefecture, the 'Kokindenjyunoma' exists, located in the city as well as at the corner of serene Suizenji Garden. This building was originally an academic study where Higo Hosokawa Household Yusai passed the secrets of Kokin Wakashū onto Prince Hachijo Toshihita and located in the Imperial Palace. However, it was dismantled in the era of the Meiji Restoration, and then moved to the current location in 1912. Even after the repair of the building in 2010, 90 % of woods before the dismantling have been used; in particular 5 main columns are from around 1600.

Okashino Kobai, founded in 1949, manufactures and sells sweets such as Komanoto's famous and beloved 'Homare no Jin Daiko'. The company inherited the philosophy since 1949 of passing the important things to people's hearts through time, and currently the company's business policy follows this philosophy as 'the feasts of relaxation'.

In 1998, the company inherited the right to maintain 'Kokindenjyunoma', and established Kokindenjyunoma Kobai. The building has opened to the public to see, and staff guide visitors with the commentary of the design and architecture of the building, and the garden. At the parlor, they offer sweets with green tea such as 'Kaseita', which was the secret recipe of Hosokawa Household in the Edo period, and the company retrieved the recipe in order to revive the culture of Kumamoto.

There are 150,000 visitors every year, and they experience the old in the moment of transitory season. This exceptional experience is also a proposal of 'the feasts of relaxation' from the company.

- **Outstanding point:** In addition to maintain a deep cultural heritage with long history, this project reports its value widely by polite correspondence. / By deploying the company's own know-how of management philosophy, it has contributed greatly to the inheritance of the local culture.



Outside view of Kokindenjyunoma



Mock Kokindenjyu (November 2011, Suizenji Festival)

● Company Profile (As of April 2015)

Address: Kumamoto, Japan

Established: 2006 (Founded: 1934)

Net Assets: 10 million JPY

Employee: 4

Business: Sales of Matcha and Japanese sweets, maintenance of an important cultural property of Kumamoto Prefecture 'Kokindenjyunoma'

URL: <http://www.kobai.jp/kokin>



Japan Mécénat Awards 2015 Overview

Japan Mécénat Awards is a project awarding the excellent activities of companies and foundations, which the Association of Corporate Support of the Arts has been developing since 1991. With our 25th Japan Mécénat Award this year, there have been 109 applications (57 corporations and organizations).

Grand Mécénat Award (1)	Offered to the most significant mécénat activity that has contributed to the promotion of arts and culture.
Mécénat Award (5)	Names of the awards will be chosen to reflect contents of winning activities. Offered to five winning activities which contributed to building a society through arts and culture.
Special Award: Award Granted by the Commissioner for Cultural Affairs	Offered to a mécénat activity that has made significant contributions to enhance the cultural integration and creativity among the citizens or to establish publicity of Japanese cultures in foreign countries.

■ Qualification Requirements

Mécénat activities that had been conducted in the period from 1st April 2014 to 31st March 2015, by corporations or corporate foundations, and had been selected to 「This is MECENAT 2014」, are eligible for entry. Applicants apply either directly or by recommendation.

■ Screening Point:

【Grand Mécénat Award& Mécénat Awards】

- **Impact and Contribution**
Big impact and high contribution to arts and culture as well as the society
- **Integration**
Integrating with the society and local communities through the activity
- **Uniqueness**
Uniqueness of the activity utilizing his/her own corporate management resources
- **Continuity**
Continuity of the activity, or eagerness to continue the activity

【Special Award: Award Granted by the Commissioner for Cultural Affairs】

The activity approaching to enhance the quality of cultural integrations and creativity among the citizens (local residence, children, etc.) with partnerships of external organizations such as local governments, public interest corporations, NPO, schools, social welfare corporations or to establish publicity Japanese cultures in foreign countries.

■ Screening Committee Members:

Prof. Hiroshi Harashima (honorary professor of Tokyo University) *Chairman

Manabu Akaike (Director, Universal Design Intelligence, Inc.)

Nobuhiro Ito (Musicologist/ Professor of Graduate School of Letters, Osaka University)

Yurie Kanazawa (Art historian/ Professor of Tokai University)

Nobuko Kawashima (Professor of Doshisha University/Chair of Japan Association for Cultural Economics)

Yoichi Nakamura Kiyoko (Professor of Graduate School of Social Design Studies, Rikkyo University)

Motoki Ozaki (President, Association for Corporate Support of the Arts)

- ◇ For the award Granted by the Commissioner for Cultural affairs, representatives from the Agency of Cultural Affairs will join the screening



■ 「Grand Mécénat Award& Mécénat Awards Trophy」

The trophies are designed by Japanese young artist, and are renewed every three year. From 2015 to 2017, artist Haruka will design the trophies.

[Artist Profile]

Haruka

Haruka started her own cut-picture production in 2001. She received Nanjo Fumio Prize in 2012 at spiral SICF13. She has been active since then, such as collaborating clothing productions with VIVIENNE TAM, solo exhibition at Aoyama branch, and solo exhibitions managed by Gallery Radium roentgen werke nationally and internationally.

■ **Association for Corporate Support of the Arts**

URL : <http://www.mecenat.or.jp/en/>

Founded in 1990 as a public interest corporation, our mission is to promote social creative activities by arts and culture. In order to encourage recognitions and understandings of corporate mécénat in societies, we conduct research, investigations, certifications, commendation, networking and publishing.

Chairman: Mr. Tatsuyoshi Takashima (Chairman of Dentsu Inc.)

President: Mr. Motoki Ozaki (Chairman of the Board of Kao Corporation)

(Membership: 170 corporations and organizations / 20 individuals)

*As of 1 July 2015

[For more information, please contact us]

Association for Corporate Support of the Arts

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