



#### Association for Corporate Support of the Arts

2015 - No. 03 7 August 2015

# Corporate Culture which employees create together with the local, 122 case studies Announcement of Selection Result: Certification of Corporate Mecenat 'This is MECENAT 2015'

In this year of 'This is MECENAT', 122 activities throughout the country have been selected – including 29 that have been ongoing since before 1990, referred to as 'the first year of Mecenat'. Selected activities diversely vary from gallery and museums, cultural awards system and lobby concerts. The reason why Mecenat activities have been continued to be successful and stabilized, is because these activities have become cultural climate for coprorations.



'This is MECENAT' is the certification system to elicit Mecenat activities by corporations, corporate foundations, and private activities federations, awarded by Kigyo Mecenat Kyogikai (Association for Corporate Support of the Arts). And this is the second year.

MECENAT Mark 2015 (certificated activites)





From top left: Kitakagaya Creative Village (Chishima Real Estate. Inc), Hotel Okura Tokyo Lobby Concert 25, Utilizing the Sake Brewery for cultural activities (Hachinohe Shuzo Co., Ltd)

From Bottom left: Nihon Sinyaku Children Literature Award, Tonen General Children's culture Award, Maintenance and management of kokindenjyunoma

The selection was commenced by 5 judges, with Prof. Hiroshi Harashima (honorary professor of Tokyo University) as a chairman.

## Kigyo Mécénat Kyogikai (Association for Corporate Support of the Arts) <a href="http://www.mecenat.or.jp/en/">http://www.mecenat.or.jp/en/</a> This is MECENAT <a href="http://mecenat-mark.org/en/">http://mecenat-mark.org/en/</a>

Kigyo Mécénat Kyogikai (Association for Corporate Support of the Arts) is a Public Interest Incorporated Association, a private association which corporations and organizations involved in cultural sectors participate and corporate, for the purpose of social creativity by art and cultural promotion, and its business is varied such as the promotion of corporate mecenat, research/investigation, certification/award, exchange, and transmission of cultural promotion.

Chairman Mr. Tatsuyoshi Takashima (Chairman of dentsu Inc.)/ Mr. Motoki Ozaki (Chairman of the Board of Kao Corporation) Members: 171 corporations and organizations/ 20 individuals (As of July 2015)

Address: Aise Shiba Bldg. 8F, 5-3-2, Shiba, Minato-ku, Tokyo 108-0014 JAPAN

Telephone: +81-(0)3-5439-4520 | FAX: +81-(0)3-5439-4521 | E-mail mecenat@mecenat.or.jp /msakamoto@mecenat.or.jp

	NAME OF GROUPS	PLACE	NAME OF ACTIVITIES
1	URBANET CORPORATION Co., Ltd.	Tokyo	ART MEETS ARCHITECTURE COMPETITION
2	IHI Scube Co., Ltd.	Tokyo	Art inn
3	AOI Pro. Inc	Tokyo	"Special Olympics Nippon" Our support in 2015: Production of their official promotional film
4	ASAHI-SHUZO SAKE BREWING CO., LTD.	Niigata	SanDo Concert
5			Asahi Beer Mecenat
6			Asahi Art Festival 2015
7	Asashi Breweries, Ltd.	Tokyo	Sumida River Art Project 2015 "Enjoying Edo: Edo schemes, plots, and plans"
8		, .	Asahi Beer Oyamazaki Villa Museum Of Art
9			Asahi Art Square
10			Asahi Beer Lobby Concert  Osaka Gas Healing Music Concerts, sponsored through the Small Light Campaign
11	Osaka Gas	Osaka	Kansai Drama Support for OMS (Ougimachi Museum Square) Drama Award management
13			Support for High School OMS Drama Award
14	Chishima Foundation for Creative Osaka	Osaka	Open Storage for Large Artworks
15	OKASHI NO KOBAI	Kumamoto	KOBAI ART AWARD
16	Kao Corporation	Tokyo	Kao Family Concert in Tochigi
17	Rao Corporation	•	Kao Family Concert in Saijyo
18	Katolec	Tokyo	Special Exhibition of JYUNICHI NAKAHARA'S Works
19	Canon Inc.	Tokyo	New Cosmos of Photography
20	GRAND MARBLE Keihan Electric Railway Co.,	Kyoto	Exhibitions/events management in Gallery PARC
21	Ltd.	Osaka	Artarea-b1
22	Kokindenjyunoma Kobai	Kumamoto	Maintenance and management of kokindenjyunoma
23	KONICA MINOLTA, INC.	Tokyo	Deep sea exhibition
24		, .	Aurora Exhibition seen from space
25	SUMMIT, INC.	Tokyo	The 25 <sup>th</sup> Ohmiya-Hachimangu "Suginami Hanagasa Matsuri"
26	Suntory Holdings Limited	Osaka	Suntory & Japan Kogei Association Omoshiro Bijyutsu Classroom in Tohoku
27	Same y Holangs Ellincea	Osaka	The Vienna Philharmonic and Suntory Music Aid Fund
28	CBC TELEVISION CO., LTD	Aichi	CBC Club Culture Award (Kuchinashi Award)
29	JTB Corp.	Tokyo	JTB Interchange Culture Award
30	Shizuoka Shinkin Bank	Shizuoka	Those local resources circulation type, people, dream building support activities
31			Planning and Administration of Shiseido Gallery
32	CHICEIDO CO LEO	Tolere	Planning and Administration of Shiseido Art House
33	SHISEIDO CO., LTD.	Tokyo	Editing and Publishing Hanatsubaki Magazine (incl. website and online application)
34			Hanatsubaki Award for Contemporary Poetry
35	Showa Shell Sekiyu K.K.	Tokyo	Shell Art Award
36	NIPPON STEEL & SUMITOMO METAL Arts Foundation	Tokyo	Kioi-Hall twentieth aniversary
37	Seven Bank, Ltd.	Tokyo	A Contribution for the Picture book "The Forest Warrior, Bonolon" to foster the next generation.

	NAME OF GROUPS	PLACE	NAME OF ACTIVITIES
38	The Piano Teachers' National Association of Japan	Tokyo	PTNA Classroom Concert
39			PTNA Piano Encyclopedia
40	Sompo Japan Nipponkoa Insurance Inc.	Tokyo	Art Appreciation through Dialogue
41			FACE Sompo Japan Nipponkoa Art Award
42	Insurance Inc.		Sompo Japan Nipponkoa Puppet Theater "Himawari Hall"
43			"Sompo Japan Nipponkoa's Smiles Delivering Troupe!" Sends Out Encouragement to Children in a disaster-hit area
44	TAISEI CORPORATION	Tokyo	Galerie Taisei
45			DNP Kyoto Uzumasa Cultural Heritage Gallery
46	Dai Nippon Printing Co., Ltd.	Tokyo	Maison des Musées du Monde
47	Dai Nippon Printing Co., Ltd.	ТОКУО	Web magazine artscape
48			Communication Plaza Dot DNP
49			Louvre – DNP Museum Lab Workshops
50		/ Tokyo	Research Grants for Academic Studies Relating to Graphic Design and Graphic Art
51	Dai Nippon Printing Co., Ltd./ DNP Foundation for Cultural		Center for Contemporary Graphic Art and Tyler Graphics Archive Collection
52	Promotion Cultural		Kyoto ddd gallery
53			ginza graphic gallery (ggg)
54	Takenaka Corporation	Osaka	Quarterly PR Magazine [approach]
55	Takenaka Corporation/	Osaka	Maggie's Center
56	GALLERY A4		To live in the City 16 Experiments of the Dojunkai
57			Let's join the world with LEGO – The switch to ignite kid's curiosity -
58	Chishima Real Estate Co., Ltd.	Osaka	Kitakagaya Creative Village Project
59			Kitakagaya Minna-nouen (creative farm)
60	DIC Corporation	Tokyo	Arbors of Art: Eleven Rooms Where Paintings Reside
61	TOA Corporation	Hyōgo	TOA Music Workshop
62	dentsu	Tokyo	Kokoku shogakko project
63	Tokyo International Forum	Tokyo	La Folle Journée au Japon 2015
64	Tokyo Midtown Management Co., Ltd.	Tokyo	Tokyo Midtown Award 2015 (Art Competition & Design Competition)
65	Tonen General Group	Tokyo	Tonen General Children's Culture Award
66	Toyoko inn Co., Ltd.	Tokyo	ART FACTORY JONAN-JIMA
67	TOPPAN PRINTNG CO., LTD.	Tokyo	BIBLIOTHECA APOSTOLICA VATICANA EXHIBITION II Books, the Doors to the Renaissance
68			Toppan Charity Concert

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69			Toyota Master Players, WIEN
70			Toyota Choreography Award
71		Aichi	Net TAM
72			Toyota Children Meet Artists Program
73	TOYOTA MOTOR		Scientific Jack-in-the- Box! The Why/What Lecture
74	CORPORATION		Toyota Youth Orchestra Camp
75			Toyota Music Library
76			Toyota Lobby Concert
77			Toyota Community Concert
78			Toyota Automobile Museum Classic Car Festival
79	Nakawawa Duana Ca Ital		Toyota Automobile Museum Exhibitions
80	Nakamura Brace Co., Ltd. THE JAPAN WOOL TEXTILE	Shimane	Nakamura Brace Iwami Ginzan Culture Award
81	Co., Ltd.	Osaka	Craft in action
82	NIPPON SHINYAKU CO., LTD.	Kyoto	Nippon Shinyaku Children Literary Award
83	Nippon Koei Co., Ltd.	Tokyo	Support activity for promoting reading at Japan-Kenya Friendship Sondu/Miriu Public Library
84	NIPPON SHUPPAN HANBAI INC.	Tokyo	Books for Kids to Big Dreams Project
85	JAPAN TRANSOCEAN AIR Co., Ltd.	Okinawa	JTA/RAC Aozora Competition
86	NOMURA HOLDINGS, INC.	Tokyo	"Let's Learn Classes" about foreign exchange and stocks and "Donated courses for universities" - to improve their financial literacy
87		1011,0	Nomura Art Prize
88		Tokyo	Hakuju Bösendorfer Salon Concert Series Lunchtime Concert
89			Cello Collection Vol.2
90	Hakuju Institute for Health Science Co., Ltd.		Art of eyes and ears – improvisation concert -
91	20.020 20., 2.0		The 3 <sup>rd</sup> Art ×Art × Art Nopera AOI
92			The 10 <sup>th</sup> Hakuju Guitar Festa 2015 viva! España 2
93	HACHINOHE SHUZO Co., Ltd.	Aomori	Utilizing the Sake Brewery for cultural activities
94			Museum Lighting study for curators
95	Panasonic Corporation	Osaka	Japan tour exhibition of Georges Rouault Collection
96			Art and cultural promotion activities in collaboration with Minato-ku and Shiodome-gaiku
97	Harada Co., Ltd.	Gunma	The regional contribution activity is executed through the art culture
98	East Japan Railway Culture Foundation	Tokyo	Ekiconcert
99	NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION	Tokyo	NTT InterCommunication Center [ICC]
100	FUJIKAWA GALLERIES Inc.	Tokyo	Exhibition cooperation to art museum exhibition display plan
101			FUJIFILM PHOTO SALON
102	FUJIFILM Corporation	Tokyo	Fujifilm's Photo History Museum demonstrates the archiving value of the culture of photography and the historical development of cameras.
103			Heart to heart communication -" PHOTO IS" 30,000-person photo exhibition
104			The underlying principle of Fujifilm photo contests is to preserve and further develop the culture of photography.
105			Fujifilm photo collections contribute to sustaining and developing the culture of photography

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106	Hotel Okura Tokyo Co., Ltd.	Tokyo	Hotel Okura Tokyo Lobby Concert 25
107			Hotel Okura Music Award
108			Treasured works of Art – Charity Art Collection 'The Feast of Beauty' with the Rimpa School, Seiho, Taikan and Shoen
109	POLUS CO., LTD.	Saitama	MinamiKoshigaya- awaodori
110	HOLBEIN WORKS. LTD.	Osaka	The 30 <sup>th</sup> Holbein Scholarship
111	MITSUBISHI ESTATE CO., LTD.	Tokyo	Kira Kira Art Competition for children with disabilities
112	MURAOKA SOHHOMPO CO., LTD.	Saga	Activity to deepen the understanding of yokan, the Japanese traditional confection
113	YAMATO HOLDNGS CO., LTD.	Tokyo	Music TA-Q-BIN 2015 Family Concert
114	Yuki Engineering Co., Ltd.	Fukuoka	Journey of Dazaifu legend
115	UNION TOOL CO.	Tokyo	UNION TOOL Classic Program
116	Recruit Holdings Co., Ltd.	Tokyo	Creation Gallery G8
117			Guardian Garden
118	RISO KYOIKU CO.,LTD.	Tokyo	The 16th TOMAS Concert
119	Bank of The Ryukus, Limited.	Okinawa	Ryugin Bingata Design Contest
120	ROHM Co., Ltd./ Rohm Music Foundation	Kyoto	Kyoto International Music Students Festival 2015
121			Rohm Music Foundation Friends Concert Vol.2
122			Rohm Music Foundation Scholarship Concert Vol.6~9

Activities between 1 April 2015- 31 March 2016 are registered in This is MECENAT 2015 J. For more details, please visit on our web archive <a href="http://mecenat-mark.org/">http://mecenat-mark.org/</a> (available till the end of July)