

公益社団法人 企業メセナ協議会

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Mécénat Awards recognize corporate efforts to create truly rich lives through support of the arts Outstanding activities by award-winners reach out geographically to Okinawa and even Kenya

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The Association for Corporate Support of the Arts has announced the seven winners of the Japan Mécénat Awards 2014 (the Grand Mécénat Award, five Mécénat Awards, and the Award Granted by the Commissioner for Cultural Affairs).

The Japan Mécénat Awards for 2014 were awarded for a variety of activities working to build a rich society based on a foundation of culture, looking from different viewpoints at the way that we live.

The Grand Mécénat Award was awarded to Gallery A4 (Tokyo) for its presentation and communication of a wide range of themes, including environmental themes, that relate to architecture, basing this work on the question of what a truly rich way of living actually is, which in turn is part of the broader question of whether values that prioritize economic effect are appropriate for our society.

The five Mécénat Awards and the Award Granted by the Commissioner for Cultural Affairs were each awarded for initiatives that use culture to contribute to society. Activities firmly rooted in their local community include work to ensure the continuity and development of the traditional Bingata craft of Okinawa (Bank of The Ryukyus), collaboration with a local self-help group to establish and run a library for children in Kenya (Nippon Koei), and a varied program driven by local participation that engages with the regional resource of the Sumida River from a cultural perspective (Asahi Beer). Activities that actively train new generations include the use of management resources to teach communication skills to children (Dentsu), and work with amateur orchestras around Japan to train young people who will go on to take leading roles in regional music culture (Toyota). Another winning activity was recognized for creating a reliable outlet for artists to present their work, thereby supporting the creation of art based on new ideas (Shiseido).

The judges also examined many deserving activities that could not be included among the winners this time, including ongoing cultural activities contributing to post-disaster recovery, a variety of activities training new generations in areas such as music, literature, and art, and activities to support new artists, or to communicate the richness of traditional culture or regional culture. These activities all help to enrich peoples' daily lives or enhance the attraction of Japanese culture.

Above all, this awards program demonstrated that corporate support for the arts continues to make a broad-ranging contribution to society through art and culture throughout Japan, and also at the international level.

Results of 「Japan Mécénat Award 2014」

Grand Mécénat Awards is offered to the most significant mécénat activity that has contributed to the promotion of arts and culture. The winners of Mécénat Awards, receive the awards named to reflect contents of winning activities.

※ Type of Award / Name of Award / Name of Winners / Name of Winning Activities

Grand Mécénat Award	Gallery A ⁴ (Tokyo)
	“Enjoy architecture” Management of Gallery A ⁴
<i>Mécénat Award</i> Riverside Culture Award	Asashi Breweries, Ltd. (Tokyo)
	Sumida River Art Project 2013: Enjoying Edo: Mix it up like Tsuruya Nanboku
<i>Mécénat Award</i> Blooming Art Award	Shiseido Co., Ltd. (Tokyo and Shizuoka)
	Exhibitions of Tsubaki-kai, Shiseido Gallery, and Shiseido Art House
<i>Mécénat Award</i> Children’s Creative Award	DENTSU INC. (Nationwide)
	Advertising Elementary School
<i>Mécénat Award</i> Let’s Read in Kenya Award	NIPPON KOEI CO., LTD (the Republic of Kenya, Nyanza Proviencie, Nyando District)
	Support activity for promoting reading at Japan-Kenya Friendship Sondu/Miriu Public Library
<i>Mécénat Award</i> Bingata Mensore Award	Bank of The Ryukyus, Limited. (Okinawa)
	Bingata promotion and Development of the Next Generation activities by “Ryugin Bingata Design Contest”
<i>Special Award</i> Award Granted by the Commissioner for Cultural Affairs	Toyota Motor Corporation (Nationwide)
	Toyota Youth Orchestra Camp

Gallery A⁴ (Tokyo)

“Enjoy architecture” Management of Gallery A⁴

When Takenaka Corporation moved its headquarters to Toyochō in February 2005, it opened Gallery A⁴ as part of its contribution to the local community. Initially, a special Gallery committee was set up, consisting mainly of people from the company’s design department. The gallery was later incorporated, and then, in 2013, became a public interest incorporated foundation.

The “A⁴” in the gallery name is pronounced “A-quad” (A to the power 4). A to the power 3 signifies the three dimensions of space, or in other words, architecture, and the additional A signifies Atmosphere or Amusement. Alternatively, the name can be interpreted as adding a time factor to Architecture, indicating Amusement in four dimensions.

Based on this concept, the gallery organizes 7-9 exhibitions each year, and has so far presented a total of 75 exhibitions. In 2013, its Tove Jansson exhibition introduced Jansson’s lifestyle and thinking from her records of living on an island. Also notable is the Modernism in Wooden Structure series, through which the gallery has examined and conveyed the attractiveness and potential of wooden architecture along with an in-depth look at its historical context. Through exhibitions like these, the gallery has gained a reputation for explicating culture from its own distinctive perspective. Its technique of careful inspection of the workings of nature and humankind to examine things from multiple facets is a testament to the consistent gaze of Japanese monozukuri and the spirit and attitudes of master craftspeople. The exhibitions are complemented by symposiums on the same themes, and the gallery also holds monozukuri workshops, including programs that are accessible to local children as well as to adults.

Underlying this variety of approaches is the desire to inspire the way of thinking that informs architectural culture, predominantly from the perspective of designing the way that we live, and to help a large number of visitors to discover the many enjoyable things concealed in our everyday lives.

Outstanding features of winner’s support for arts:

Based on the culture of our daily lives in relation to architecture, this program uses its own distinctive techniques to communicate a variety of ways of thinking about culture./The Gallery’s contribution to society includes taking up aspects of Japanese architectural culture that are fading away, providing the opportunity and motivation to re-assess them.



Company Profile (As of April,2014)
 Address: Koutou-ku, Tokyo, Japan
 Net asset: 2,703 million yen
 Business: Projects promoting culture and arts
 Established: 2005
 Employees: 5
 URL: <http://www.a-quad.jp/>

Wooden Modernism Exhibition 5th
 Sanrizuka church stories and Junzo Yoshimura

Riverside Culture Award

Asahi Breweries, Ltd. (Tokyo)

Sumida River Art Project 2013: Enjoying Edo—"naimazeya!" Nanboku Tsuruya

The river used to be a home to whitefish, and a place where people could swim and relax. Asahi Beer’s Sumida River Art Project (SRAP) is based on a view of the Sumida River as a vital regional resource, and on a desire for the river to become such a place once again. SRAP is an 80-year project, running from 2009 to 2089, and involves working with the local community, artists, and other creative people to keep communicating the idea of a riverside culture that everyone can help to create and everyone can enjoy. It is an initiative that attempts to create opportunities for large numbers of people to pay attention to the Sumida River and take action.

Each summer, Sumida River Art Project organizes a range of activities day and night for a month and a half, working from its base at Asahi Art Square next to the Asahi Beer head office by Azumabashi bridge, and extending to nearby temples, shrines, and public spaces, and even to boats on the Sumida River. Recently, each year has taken up a theme in an “Enjoying Edo” series, focusing on literary stars and artists who were active locally during the Edo period. In 2013, the choice was playwright Tsuruya Nanboku, so the main venue was adapted to look like an Edo-period theater. That year, approximately 40 projects were organized, each taking inspiration from the Sumida River, Edo, or Tsuruya Nanboku. These projects included a fashion show of Edo kimono, a Gidayu session for beginners, scary stories told by a Zen monk, a workshop for making musical instruments from scrap provided by a local engineering shop, and a night festival with performers including a children’s gamelan group. Some events were planned by the organizers, and others were mixed in following a call for public participation. Musician Otomo Yoshihide’s Ensembles Parade/Sumida River Music Liberated Zone included over 200 performers, each playing their own favorite instruments, and filling the town with music.

SRAP also organizes seasonal events such as cherry-blossom viewing in spring, moon viewing in autumn, and snow viewing in winter, followed by a succession of varied projects for enjoying the Sumida River through art. SRAP is able to create situations where anyone can enjoy expressing themselves creatively, and over an 80-year period is sure to nurture a vibrant riverside culture alongside a clean Sumida River.

Outstanding features of winner’s support for arts:

This is a long-term initiative focusing on regional resources from their cultural aspects, but it organizes a wide range of activities that are highly enjoyable./People with a big variety of standpoints take part, and with encouragement of creative proposals and independent participation, the program supports cultural diversity.



Company Profile (As of April,2014)
 Headquarter Address: Sumida-ku, Tokyo, Japan
 Net asset: 20 billion yen
 Business: alcohol and liquor sales
 Established: 1949 (current Asahi Group Holdings,Ltd.)
 Employees: 3300
 URL: <http://www.asahibeer.co.jp/>

Ensemble's Parade / Sumida River music liberated areas

Blooming Art Award

Shiseido Co., Ltd. (Tokyo and Shizuoka)

Exhibitions of Tsubaki-kai, Shiseido Gallery, and Shiseido Art House

Tsubaki-kai, named after Shiseido’s hanatsubaki (camellia) trademark, is the name given to a series of group exhibitions at the Shiseido Gallery. The gallery dates back to 1919, and the first Tsubaki-kai exhibition marked its postwar reopening in 1947. The Tsubaki-kai exhibitions are held annually, presenting the works of a group of artists whose members are changed after exhibiting for several years. The genres covered by the artists have expanded over the years, and now include contemporary art as well as nihonga, oil painting and sculpture. To date, a total of 93 artists have been Tsubaki-kai members, with the current (seventh) group taking over in 2013.

On the premise that exhibited works will be purchased, each artist is commissioned to produce a new work each year. The program provides a reliable outlet, enabling an artist to attempt new challenges, and has the specific intention of encouraging the artists to broaden their creative horizons. In this environment, the artists can discover new value and continue to create beautiful human life, reflecting Shiseido’s motto.

After each exhibition, the works that have been purchased are added to the collection at Shiseido Art House in Kakegawa, Shizuoka, which opened in 1978. There, the 330 works obtained from the first six Tsubaki-kai groups and a further 240 works from the gallery’s Exhibition of Modern Industrial Art series make up 40% of the whole collection. Many of these have come to be recognized as being among the artist’s representative works. Shiseido Art House holds special exhibitions four times a year to present parts of its collection, providing substantial opportunities for works to continue being displayed after the group show has finished.

For over 60 years, the group exhibition mechanism created around the Tsubaki-kai has made good use of the different characteristics of the gallery and the Art House, contributing to the creation of new value.

Outstanding features of winner’s support for arts:

By providing artists with a venue that enables them to create new works, and adding the works to its collection, this program has been a consistent trend-leader in each period./By giving different roles to the company’s facilities around Japan, the program has achieved both consistency and multidimensional support for creative activities.

Company Profile (As of April,2014)

Headquater Address: Chuou-ku, Tokyo, Japan

Net asset: 64.5billion yen

Business: Manufacture and sales of cosmetics, makeup tools, toiletries, beauty and hairdressing products, medical products, and beauty foods

Established: 1927 (Founded 1872)

Employees: 33,000

URL: <https://www.shiseido.co.jp/>



7thTsubaki-kai (2013~)

Children's Creative Award

**DENTSU INC. (Nationwide)
Advertising Elementary School**

Children learn communication skills by creating advertising commercials. That is the theme of the Advertising Elementary School, one of Dentsu's contributions to the community.

Aiming to develop communication skills in children, Dentsu collaborated with Tokyo Gakugei University to create a lesson program for elementary schools. The program is designed to enable elementary school teachers to guide their children through the process of producing a 15-second commercial, from sharing ideas about a common theme and groupwork to bring those ideas together, to finally presenting their 15-second commercial as a skit. This whole process of creative thinking, decision-making, and expressing ideas is focused on giving the students experience in communicating and communication.

The program materials are produced as a package that is provided free of charge. The package is well thought-out, including hints for teachers, a Q&A, DVDs and worksheets, together with the props needed to produce a CM skit. Dentsu's communication skills inform the method behind this program, and have also been used to the full in producing the program materials. The package format has allowed the program to be adopted by a large number of classes. In FY 2013, 7,400 children at 90 schools benefited from the program, and a total of over 20,000 children and 176 schools have been involved since the initiative commenced in 2006.

Although the program was originally designed for elementary school children, growing interest in career education and education in communication skills has led to its use by junior high and high school students. Many educators have commented on the potential for the program to be used as a lesson tool for discovering and communicating local culture and the attractiveness of their locality. Dentsu has provided comprehensive support for the program including customization of the teaching materials and advice on use of the program given by its creative staff. The program seems likely to continue growing to encompass a broader scope and a wider range of ages.

Outstanding features of winner's support for arts:

The company has produced a program that contributes to the community in a unique way based on its business, making good use of business resources to teach communications skills./As a result of creating a package of teaching materials and resources for teachers, the program has been actively adopted in schools throughout Japan.



Company Profile (As of April,2014)

Headquater Address: Minato-ku, Tokyo, Japan

Net asset: 74.6 billion and 9.81 million yen

Business: Integrated solution services in the field of communication, etc.

Established: 1901

Employees: 7,425

URL: <http://dentsu.co.jp>

Children expressing the "goodness of scallops Kuwa~kesaki" in CM Play

Let's Read in Kenya Award

NIPPON KOEI CO., LTD (the Republic of Kenya, Nyanza Province, Nyando District)

Support activity for promoting reading at

Japan-Kenya Friendship Sondu/Miriu Public Library

The inspiration from this project came from seeing a locked bookcase. Nippon Koei had been contracted to supervise a hydropower project in the Sondu/Miriu area of Kenya, and had been involved on-site since 1997. In 2000, Mr. Sakoda, Nippon Koei's Project Engineer, was approached by representatives of a local self-help group, the Hera Women Group (hera means "love"), seeking support for the group's activities. When Sakoda discovered that the local school kept the books and textbooks in its library under lock and key, and that the children did not have free access to them, he suggested opening a library. He asked people in the company to help with funding for the library and for donations of English-language books, and also persuaded the power company running the hydroelectric project to provide space for the library in one of its construction buildings. This led to the opening of the Sondu/Miriu Public Library in 2001.

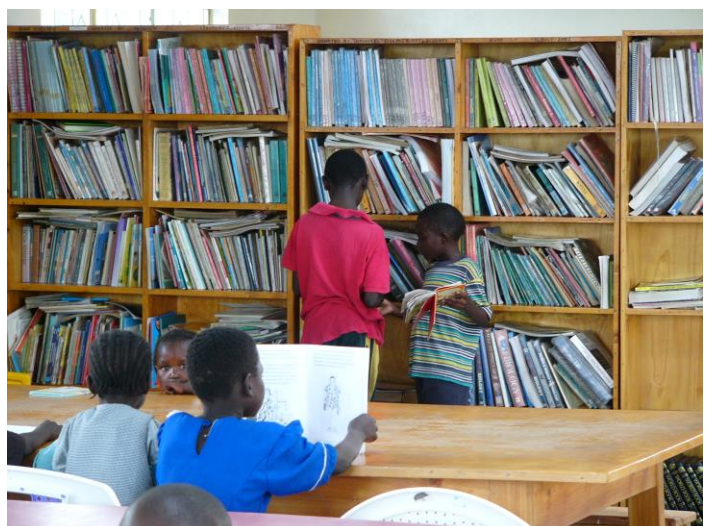
Twelve members of the Hera Women Group took on the management of the library, and support was provided by Nippon Koei and the Library Support Group. This group was headed by Sakoda, and included Nippon Koei staff, and individual Japanese, British, and Kenyan citizens. Books and funds collected by the group were sent to Kenya each year, and by 2009, the library had a collection of 5,000 books. That year, there was a terrible storm that destroyed half the books, but donations continued, and the collection has now recovered to 4,000 books. In 2004, with the support group's assistance, the library was able to buy land and construct a new library, moving into the new facility. Since then, the library has been able to employ a librarian, provide additional services such as drawing/painting classes, and run a writing contest. These have been achieved through ideas and management expertise provided, and a great deal of effort goes into improving the quality of the library.

The number of users grows each year, and has already reached 27,000. A single individual's idea has grown, motivating a large number of people, and is continuing to help a culture of reading take root in Kenya.

Outstanding features of winner's support for arts:

Building direct links with local organizations to provide well-thought-out support that meets local needs/Company and individual supporters have collaborated to work with and provide ongoing support for a local group, contributing to enhanced appreciation of literacy and book-reading.

Company Profile (As of June,2014)
 Headquarter Address: Chiyoda-ku, Tokyo, Japan
 Net asset: 7.3 billion and 93.33 million and 8.939 yen
 Business: Development and construction engineering consulting, together with technical assessments, design and construction of electric power facilities and other projects, and the manufacture and sale of electric power equipment and electronic equipment and devices.
 Established: 1946
 Employees: 2,991(Consolidated), 1845 (Alone)
 URL: <http://www.n-koei.co.jp/>



7 Children reading and library bookshelf (4,000 books collection)

Bingata Mensore Award

Bank of The Ryukyus, Limited. (Okinawa)

Bingata promotion and Development of the Next Generation activities

by “Ryugin Bingata Design Contest ”

Beautiful multicolor dyed patterns make Bingata textiles one of the most attractive of Okinawa’s traditional crafts. Based on Asian dyeing techniques learned in the 14th-15th century, and influenced by Kyo-Yuzen dyeing from Kyoto, Bingata developed along with the prosperity of the Ryukyu dynasty. More recently, however, the number of Bingata artists declined, and fewer young people were willing to take up the craft.

In 1992, to mark its 45th anniversary and the 20th anniversary of Okinawa’s reversion to Japan, the Bank of The Ryukyus inaugurated a Bingata Design Contest. Before then, the bank had depicted Bingata in its calendars for many years, but the adoption of a contest format had the dual effect of training young artists and encouraging attempts to push Bingata design into new areas.



The contest was open to all entries using the Bingata technique, regardless of whether the artist was a professional or an amateur. In 2013, in addition to its General Division, the contest gained a Future Division for students up to the age of 20, broadening its scope to cover a greater range of ages. All entries are exhibited at the Okinawa Prefectural Museum & Art Museum, and Bingata workshops are held while the exhibition is in progress. Each year, the bank purchases the winning and shortlisted entries, and in addition to putting on an exhibition that tours its main branches, makes wide-ranging use of images of the textiles on its calendars and on items like passbooks and cash cards that customers used every day. Works are also exhibited on display panels and the like inside bank branches, including a dramatic display wall at the head branch covered with Bingata works, which are changed every few years.

23rd Bingata Design Contest / General Division: Award "by the wind" / Chie Tengan

The bank has also made some of these Bingata works and designs available for the use of other businesses in Okinawa, offering 110 prizewinning items from the period up to 2009. The first example was the much-anticipated *kariyushi wear* incorporating motifs from prizewinning works. In addition to supporting the continuance of traditional techniques, the program will continue to open new doors and provide vivid new opportunities for Bingata.

Outstanding features of winner’s support for arts:

In addition to providing long-running support for traditional culture, the program is creating new avenues for the artists./By introducing works that employ a variety of different approaches, the program brings traditional craft into everyday life, contributing to the training of new generations of artists.

Company Profile (As of April,2014)

Headquater Address: Naha-shi, Okinawa-ken, Japan

Net assetl: 54.1billion and 27 million yen

Business: Banking, financing, international services, securities, etc.

Established: 1948

Employees: 1,251

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

Award Granted by the Commissioner for Cultural Affairs

**Toyota Motor corporation (Nationwide)
Toyota Youth Orchestra Camp**

The Toyota Youth Orchestra Camp (TYOC) is a four-day residential program bringing young people with an affinity for music together from around Japan to receive instruction from professionals. This program commenced in 1980 as a combined initiative by Toyota Motor Corporation and the Federation of Japan Amateur Orchestras, inspired by the keenness of young people to share more and spend more time with their friends nationwide.

The first camp was in 1985, and it has been held annually ever since. The initial participants were members of Japanese junior or youth orchestras, and the scope has been extended to bring in ordinary members of the public and members of junior orchestras in other Asian countries. In 2013, a total of 160 people with an age range of 13-23 attended the 30th camp. The TYOC is structured as a two-year program, so that in the second year people come back together with members they had met the previous year, receiving instruction from top-level professional musicians each day from morning till night as they prepare to perform a specific piece. The camp culminates with a public performance at Suntory Hall in Tokyo on the final day, attracting attendees of previous camps who gather to encourage the young musicians.

One of the distinctive characteristics of TYOC is the self-managed style adopted. This approach originates in the success of the young people speaking out and sharing their own ideas at the very first camp. Consequently, the two camps that each member attends provide experience in tuning in to each others' minds as well as in tuning up their instruments and technical skills. Each returns home from TYOC with a promise to pass on the skills and management expertise that they take away from the camp. As a result, the valuable experience that would be difficult to obtain elsewhere gains broad application at orchestras in many different locations.

To date, over 5,000 people have taken part in the Toyota Youth Orchestra Camp, and even the youngest members of the earliest camps are already in their forties, becoming professional musicians or key members of local orchestras in their own right. The seeds sown at TYOC have grown up around Japan and around Asia, and are still gaining strength as they continue to grow

Outstanding features of winner's support for arts:

By working with young people from all over Japan, the program provides multifaceted training form new generations of musicians who will go on to support musical culture in their own regions./By collaborating with an external entity, the program is supporting amateur orchestras in Japan and other Asian countries, and constructing a



continuous, wide-reaching network.

Company Profile (As of April,2014)

Headquarter Address: Toyota-shi,Aichi-ken, Japan

Capital: 397 billion and 50 million yen

Business: automotive manufacturer and sales

Established: 1937

Employees: 338,875

URL: [http:// www.toyota.co.jp](http://www.toyota.co.jp)

The 30th Toyota Youth Orchestra Camp Japan Youth
Symphony Orchestra Special Concert

30 March 2014 (Suntory Hall)

Japan Mécénat Award 2014 Overview

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 24th Japan Mécénat Award this year, and there has been 102 applications between April and the end of May 2014. These applicants' activities has been examined by the selection committee consisting of outside experts outside of our association, and the seven corporations and their activities that have been awarded the "Japan Mécénat Award 2014".

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.

■ **Application Open**: 1st April ~ 31st May 2014

■ **Qualification Requirements**

Mécénat activities that had been conducted in the period from April 1st 2013 to March 31st 2014, by corporations or corporate foundations that are based in Japan are eligible for entry. Applicants apply either directly or by recommendation.

※ For more details, please see the following sheet for Japan Mécénat Award 2014: Outlines & Criteria. Entry and recommendation forms, information of previous winners can be found on our website (<http://www.mecenat.or.jp>).

■ **Certified Activities**: Total of 102 activities

■ **Screening Point:**

【Grand Mécénat Award & Mécénat Awards】

Utilization of management resources / Integrations arts, cultures, society and regional communities / Possibility of development in an activity, and an applicant's eagerness to continue it / Impacts and contributions to arts, cultures, and society / etc.

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

Approaches 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:**

Manabu Akaike	(Director, Universal Design Intelligence, Inc.)
Nobuko Kawashima	(Professor, Doshisha University / Chair, Japan Association for Cultural Economics)
Noi Sawaragi	(Art critic / Professor, Tama Art University)
Shinichi Fukuoka	(Biologist / Professor, Aoyama Gakuin University)
Seigow Matsuoka	(Director, Editorial Engineering Laboratory Co., Ltd)
Kiyoko Motegi	(Japanese music researcher)
Motoki Ozaki	(President, Association for Corporate Support of the Arts)

(Alphabetical Ordered. Their positions as of 3 March 2014)

◇ 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 who is selected in competition, and are renewed every three years.



The Association for Corporate Support of the Arts

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

Our mission is to promote social creative activities by arts and culture. Founded in 1990 as a public interest corporation. In order to encourage recognitions and understandings of corporate mécénat in society, we conduct research, investigations, certifications, commendation, networking and publishing. The number of our member corporations and organizations are 166 at the time of March 2014.

(As of December 2014)

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

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

Total Member 186 (Full Membership: 138, Associate membership: 34 organizations and 14 individuals)

For more information, please contact to msakamoto@mecenat.or.jp

Program Officers for PR: Marie Sakamoto, for Mécénat Award: Aki Uchida and for International Relation: Yoko Nakamura

Association for Corporate Support of the Arts

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