

Towards Social Creation by Cultural Promotion after 2020
**New Development of Corporate Mecenat
-Goal of Creative Archipelago-**

Association for Corporate Support of the Arts (Shiba 5-3-2, Minato-ku, Tokyo, President Motoki Ozaki) advocates and implements 'Creative Archipelago' as a new direction of the Association based on its past activities and accomplishments. With 2020 Tokyo Olympic Games, the association also proposes activities below, in order to realize creative society even after 2021;



■ **Goal of Creative Archipelago**

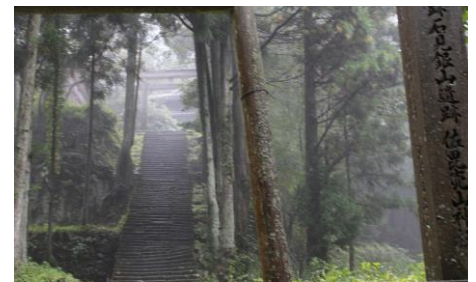
1. Creative Community (Development of creative hubs across Japan)
2. Creative Diversity (Encouragement of exporting Japanese culture)
3. Creative Economy (To the era of culture supporting economy)

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

By interlocking these systems and functions, we aim to form a supporting squad with non-governmental organizations and corporations,

1. Enumeration research of creative heritage, resources and hubs
2. Expansion of donation and fund system
3. Increase the certified activities in This is Mecenat

■ **Creative Community Hubs, and the Association activities (GBFund and IR)**



From left : Setouchi Triennale (Benesse), activity supported by GBFund, and Iwami Silver Minor maintained by Nakamura Brace



From left: Osaka Conference 2015 (organized by the Association), Art Mix Japan (Niigata), and Old Shipyard into a creative hub by Chishima Estate

【Contact Us】

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1. Creative Archipelago
-Realization of all people creative society

【Priority】

【Strategic Objects】

1. Creative Community

- ① Development of creative hubs and networking them
- ② Revival of local traditional performing arts and Matsuri
 - Programs that elders can participate
 - Connecting elderly and youngsters
- ③ Support of Creative I-Turn
 - Creative I-Turn and U-Turn of human resources
- ④ Hundred Festivals Revival throughout the country

2. Creative Diversity

- ① Exporting Japanese Culture
Package 「WAZANMAÏ」 to the world
- ② Global Corporate Mecenat
 - Multi-directional cultural exchange
 - Mecenat research in overseas
- ③ Multi-directional global art festivals
 - 100 global festivals, and 100 participations
 - 3,000 festivals in regions

3. Creative Economy

- ① Expansion Compact Economy
 - Local products and their branding
 - Promotion of Art Tourism
- ② Multi-stakeholder process as a global standard

2. Comparison of Mecenat budgets

Comparison of Mecenat budgets (currency:JPY)

■ Japan	95,626,970,000
■ UK	50,900,000,000
■ France	46,000,000,000
■ South Korea	16,000,000,000

※ Mecenat Report 2014

3. The role of Association for Corporate Support of the Arts

- ① Enumeration research of creative heritage, resources and hubs.
- ② Expansion of donation and fund system (2021 Arts Fund)
- ③ To increase the certified activities in This is MECENAT.