

## "The Japan Mecenat Awards 2016" Award Winners Announced

Grand Mécénat Award goes to the support of 'hand-made manufacturing'

Activities over 50- year history, Okinawa enterprises awarded Award Granted by the Commissioner for Cultural Affairs

Association for Corporate Support of the Arts:"KMK" (President: Motoki Ozaki) has announced seven winners of the Japan Mécénat Awards 2016 (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 significant impacts to Japanese culture and society.

**Grand Mécénat Award** goes to The Japan Wool Textile Co., Ltd., who has been supporting Japan's world-class 'handicrafts' and nurturing a beautiful life culture with natural blessings. This year's awards go to Mécénat activities such as the support and grants for professionals behind the scenes and young artists, the competitions nurturing children's creativity, the fostering program for a rich children's culture; which are to encourage current/future bearers of Japanese diverse culture. In addition, there are also four awarded activities that have continued for more than 50 years including excellent corporate press magazines disseminating architectural culture.

The areas of awarded activities are not only in Tokyo but also Okinawa, Osaka and Aichi.



**Award Ceremony: Thurs, 24 November 2016**  
Spiral Hall, Tokyo  
[Ceremony] 14:00-15:30  
[Reception] 15:45- 17:00



### Japan Mécénat Awards 2016 Results

<b>Grand Mécénat Award</b>	<i>The Japan Wool Textile Co., Ltd.</i> Koubou Karano Kaze - craft in action
Mécénat Award <b>Discovery of Unknown Award</b>	<i>CBC TELEVISION CO.,LTD.</i> CBC Club Culture Award (Kuchinashi Award)
Mécénat Award <b>Young Painter Shell Award</b>	<i>Showa Shell Sekiyu K.K.</i> SHELL ART AWARD
Mécénat Award <b>Architect-Culture Approach Award</b>	<i>Takenaka Corporation</i> Publishing of Quaterly Magazine <i>approach</i>
Mécénat Award <b>Tokyo Nakatsu-Machi* Art and Design Award</b>	<i>Tokyo Midtown Management Co., Ltd.</i> Tokyo Midtown Award 2015
Mécénat Award <b>Children for Dream- Half A Century Award</b>	<i>TonenGeneral Group</i> TonenGeneral Children's Culture Award
<b>Special Award</b> Award Granted by the Commissioner for Cultural Affairs	<i>Japan Transocean Air Co., Ltd.</i> JTA • RAC Blue Sky Drawing Contest

\*Nakatsu-Machi(created by selection committee):a town where arts and design grow and meet.

## ■ The Japan Mecenat Awards 2016 Activities

### Grand Mécénat Award :

*The Japan Wool Textile Co., Ltd.*

#### Koubou Karano Kaze - craft in action

The shopping centre, 'Nikke Colton Plaza', is located in 10 minutes' walk along the track from Motoyawata Station in Ichikawa City, Chiba Prefecture. The Japan Wool Textile Co., Ltd., who operates this shopping centre, has been manufacturing woolen fabrics since 1896, has expanded its businesses to diverse areas other than fiber industry, and opened this center at a former factory site in 1988. On the premises of about 17 square meters, there is a corner called "Nikke guardian shrine" with rich nature around the shrine which has been there since the factory era. The outdoor craft exhibition Koubou Karano Kaze - craft in action began in 2001 with this place as a stage.

The company publicly invite craft artist who want to exhibit there works at the exhibition which is held every October. They accept applications from professionals and professional-to-be artists who specialize handicrafts using natural materials such as ceramics, woodworking, metalworking and dyeing. The staff of 'Gallery Rafuto' located in 'Nikke Guardian Shrine' chooses 50 applicants, and starts preparing for the exhibition from every spring. In addition to teaching the necessary skills as an artist including pricing, they also encourage positive exchanges among artists and contribute to the improvement of creation through friendly competition.

The 70% of approximately 20,000 visitors arriving in this 2-day event, are local residents and fans. For an artist who creates handicrafts for 'usage', personal meeting with users is an important opportunity to gain inspirations for his/her productions. Also, there is a possibility for artists to make their debuts in the same day if their works catch the eyes of gallerists and buyers. The half-year preparatory period certainly creates a more reliable growth footing for artists. The company connects creators and users, and proposes us to prosperous living. The action by handicrafts is a proposition for our everyday life.

#### ● Evaluation points

Has focused on the craft deeply connected to our everyday life, and has contributed to the development of rich life culture

Not only functions as a gateway to new artists, but also contributes to nurturing with fulfilling support

In addition to functioning as a gateway to new writers, it also contributes to nurturing with fulfilling support.



Exhibition Examples



exhibition area

#### ● Company Profile (As of April 2016)

Address: Osaka-Fu, Osaka, Japan (head office location:Kobe-Shi, Hyogo-Ken)

Established : 1896

Net Assets : 6.465 billion JPY

Employee : 503 (Individual) , 4,649 (Consolidated)

Business : Textile & Clothing Materials, Industrial Machinery & Materials, Human & Future Development, Consumer Goods & Services |URL: <http://www.nikke.co.jp/english/>

## ■ The Japan Mecenat Awards 2016 Activities

### Mécénat Award

### Discovery of Unknown Award

CBC TELEVISION CO.,LTD.

CBC Club Culture Award (Kuchinashi Award)

Chubu Nippon Broadcasting (CBC), a first private broadcasting station in Japan, was established in Nagoya city in 1950. Based on the basic principle of 'Contributing to the development of culture is the mission of broadcasting', the company has been growing its business as a groundbreaking presence, one of which is the 'CBC Club'. 'CBC Club' is an organization of intellectuals who are active in 3 prefectures of Tokai area, and was established in 1957 with 145 members. CBC has become the secretariat of the club, and has supported the club's activities that are to build mutual friendship between members and to develop regional culture, including 'Charity art craft exhibition', 'Children's painting exhibition', 'displaying members' works', production of radio 'Bunka · RakuRaku' and publication of magazines and so forth. And in 1960, the club created 'CBC Club Cultural Award (Kuchinashi Award)'.

The award is particularly to honour those who have been silently engaged in committing to good results and valuable achievements in Tokai region, and to lighten up the hidden existence who have not been known to others or do not say anything. It is the reason why this award is called 'Kuchinashi'- metaphorizes with those who are 'under the ridge of unknown'. Every year, the secretariat recruits nominees for members, the club's representative committee elects one among the candidates. The Cloisonné-ware emblem and monetary awards are given to a winner, and he/ she is registered as honorary members of the CBC Club. Recent awardees include a classical photographer who was engaged in restoration and reproduction of "The Tale of Genji", and a photographer specifically for displaying an attraction of the stage / artworks, and total number of awardees becomes 94. The company together with the club has been searching for 'Kuchinashi' for nearly 60 years. This long-term activity will continue to connect the technologies which supports arts and culture, and talents.

#### ● Evaluation points

Has been manifesting diverse human resources that underpin arts and culture through a unique activity

Has been contributing to the succession of culture in the Tokai region by continuous support



Kuchinashi- award emblem



Awardees with a smile

#### ● Company Profile (As of April 2016)

Address: Nagoya-Shi, Aichi-Ken

Established : : 1950

Net Assets : 100 million JPY

Employee : 245

Business : Private broadcasting | URL: <https://hicbc.com>

## ■ The Japan Mecenat Awards 2016 Activities

### Mécénat Award

### Young Painter Shell Award

*Showa Shell Sekiyu K.K.*

#### SHELL ART AWARD

" SHELL ART AWARD " is a public exhibition established in 1956, which exhibits planar artworks by young artists under the age of 40. It all started, in the era when there was no independent art prize other than art group exhibitions and it was difficult for talented newcomers to become famous, with a thought of 'wanting to give a prize freely to undiscovered new people without existing authorities'. Past winners are Genpei Akasegawa, Jirou Takamatsu, and Kishio Suga; pioneers of contemporary arts. And recently Asae Soya also won the prize. It is now widely recognized as a gateway to young artists.

Throughout the selection process, reviewing actual artworks only matters, and three judges select one Grand Prix, three Jury Awards, three Jury Recommended Awards, and approximately 45 artworks are selected from nearly 1,000 applications each year. At the lecture meeting to be held in conjunction with the award ceremony, the judges summarize the awards and selected artworks while interacting directly with the awarded artists.

At the exhibition hall where approximately 6,000 people visit, the company also sets up an 'Audience Award' chosen by visitors' vote, as well as artists' talk by winners and judges. In addition to the award-winning artworks of the year, the corporation has held 'Shell Art Prize Artist Selection (SAS)' since 2012, displaying current and new artworks of four past winners. In addition, its emphasize is placed on a continuous support, actively disseminating artworks, interviews, exhibition information of past winners on the prize official website in order for artists to have more connection with public and each other.

Since the first year, this prize has always been staying close to artists, paying attention to the expression of young artists of each era, and has gradually changed its style by the change of trends. The 60-year history enhances the value of the prize itself and opens the possibility of new paintings.

#### ● Evaluation points

Has created a mechanism required of the art world over the years, and has found numerous talents.

Has contributed to the development of the next generation by continuously supporting the activities of young artists.



Awarded artists (2015)



At Lecture Meeting with Judges

#### ● Company Profile (As of April 2016)

Address: : Minato-ku, Tokyo, Japan

Established : 1985 | Net Assets : 34.197 billion JPY | Employee : 808

Business : Oil Business, Energy Solutions Business | URL: <http://www.showa-shell.co.jp/>

## ■ The Japan Mecenat Awards 2016 Activities

Mécénat Award

### Architect-Culture Approach Award

*Takenaka Corporation*

Publishing of Quaterly Magazine *approach*

Takenaka Corporation issued first quarterly magazine 'approach' in 1964 to create a tool for disseminating Japanese architectural culture, while others were all into publishing corporate PR magazines. It was named after hoping for mutual exchanges and approaches between architecture and urban/society.

The special feature of the first issue was 'art in contemporary architecture', directed by Mr. Kazumitsu Tanaka, a then young designer who became independent shortly before. And his relationship with the magazine had continued till 2002. A piece of painting collections owned by the then president, Renichi Takenaka, as well as the inventor of this magazine, was used for the cover. And since then artworks have been used for the cover every year 'to tell the real thing'.

Even now after 52 years, the magazine still consistently sets a wide range of events surrounding architecture as a theme. The special features of 2015 are "Katsumi Masaru - Opening the Age of Design", "Landscape Engraved on Okuizumo - Tataru Ironmaking", "Bicycle Advanced City - Copenhagen", "Aoi · Hoover - Creative World". The magazine is issued four times a year with 11,000 copies each time, and have been viewable in the website since 2013.

The company was named 'construction shop' which represented the master builder's spirit of design and construction as a single process in 1909, the tenth year of moving to Kobe in 1899. His heart was inherited more than 400 years in the corporation, has become the spirit of magazine editors that 'architecture cannot be accomplished by separating people's lives, history, culture and art from it'.

'Shape your feeling into a form, and deliver it to the future' - the magazine introduces one single prospect with depths as a universal theme, and questions current architectural culture to the society.

#### ● Evaluation points

Based on the knowledge accumulated in the company business, the magazine introduces architectural culture with various contents.

Has been producing high quality medium with consistent editing policy for many years.



Magazine 'Approach' since 1964



Landscape Engraved on Okuizumo - Tataru Ironmaking

issued in 2015, Fall

#### ● Company Profile (As of April 2016)

Address: Osaka-Shi, Osaka-Fu | Established : 1937 | Net Assets : 50 billion JPY |

Employee : 7,473 | Business : Construction and public engineering works, architectonics and its administration etc. | URL: <http://www.takenaka.co.jp>

## ■ The Japan Mecenat Awards 2016 Activities

Mécénat Award

**Tokyo Nakatsu-Machi\* Art and Design Award**

*Tokyo Midtown Management Co., Ltd.*

Tokyo Midtown Award 2015

\*Nakatsu-Machi(created by selection committee):a town to express Japanese value to the world and succeed to the future.

Tokyo Midtown, with well merged vast green area and diverse urban functions, is in the bustling Roppongi area. Since its opening in 2007, Tokyo Midtown Management has operated the area with a concept of "JAPAN VALUE" = 'The town to create Japan's new value, sensitivity and talent, and to continue to disseminate it to the world.' The company's efforts as part of town planning is the 'Tokyo Midtown Award' that was founded in 2008 - a design and art competition. This competition aims to discover and support future artists-to-be, held every year with any artworks with the town as a stage. 1,566 art and design works were applied in 2015.

In the art competition, any artworks that make use of places are accepted. In addition to inviting Grand Prize winner to the art program conducted by the University of Hawai'i, six winners are awarded with trophies and prizes as well as a million yen as grants for creating art works. What's more, the company offers the opportunity for award winners to exhibit their artworks in the public spaces where, annually, thirty million people pass by.

The recruitment theme of the design competition in 2015 was 'hospitality'. Eight designs were selected, in which were filled with Japan's characteristic beautiful mind. In addition to inviting Grand Prize winner to the international furniture trade fair 'Milano Salone', the company also awards trophies and prizes to the winners, and even supports the commercialization of their designs. They have already commercialized 12 designs including 'Fujiyama Glass' and 'KABUKI FACE PACK', which have been huge hits. In 'Milano Design Week', the company exhibits prize-winning designworks including commercialized products, actively engaged in the international dissemination. Supporting tomorrow 's talent will create diverse values and bring a new breeze into the city. And it will lead to build a creative society.

### ● Evaluation points

Has contributed to the discovery and development of various values from the practice of creative city development

Has been finding new talents in Japan by using its own management resources and disseminating their features in many ways nationally and internationally



Art Competition Exhibition in a public space (1 month)



Commercialized product 'KABUKI FACE PACK'

### ● Company Profile (As of April 2016)

Address: Minato-ku, Tokyo, Japan | Established : 2004 | Net Assets : 100 million JPY (100% capital injection of Mitsui Fudosan Co., Ltd) | Employee : 129 |

Business : administrative operation of Tokyo Midtown | URL: <http://www.tokyo-midtown.com/en/>

## ■ The Japan Mecenat Awards 2016 Activities

Mécénat Award

### Children for Dream- Half A Century Award

*TonenGeneral Group*

TonenGeneral Children's Culture Award

The TonenGeneral Children's Culture Award was established for the purpose of recognizing outstanding individuals or groups who have contributed to the development and prosperity of children's culture in Japan. The establishment of this award dates back to 1963. That year, as a project to help commemorate the 70th anniversary of the foundation of then-operating Mobil Sekiyu, entries were solicited from the public for original children's stories based on the theme of a red horse. A total of 3,461 works was submitted. Judging the entries was a panel consisting of the six renowned authors such as Yasunari Kawabata. Akauma Monogatari (The red horse stories), a book that included this special selection with other selections, was printed and donated to elementary schools around Japan. The volume received an enthusiastic response in the fields of both education and children's literature, leading to the establishment in 1966 of the Mobil Children's Culture Award, the forerunner of the current award, to honor achievements in the field of children's literature and all other aspects of children's culture.

The screening process is conducted every year, and each awardee (individual or group) is presented with a trophy and a monetary award of two million yen. The recipients are chosen from among those who have supported children's culture in a broad range of fields, including painters of pictures for children, educators, photographers, authors of children's literature, editors of children's newspapers, organizers of musicals and others active in related areas. A commemorative performance by the recipient is also held, to which around 800 persons are invited, including relatives and friends of the awardees, business partners, and members of the general public.

Since 2015, which marked the 50<sup>th</sup> year of the award, the company has implemented outreach performances at elementary schools and cultural facilities in Kawasaki, Sakai, Arida and Ichihara, where TonenGeneral Group operating sites are located. More than 1,500 children have attended the performances, which they found exciting and highly enjoyable. The performances have strengthened the bonds between the company and local communities, and the company has decided to continue this program in Shimizu in 2016. This award, which encourages contributors who have been nurturing children's culture, has been carried out for a half-century. It will continue to seek rich sensibilities to build a society filled with children's smiles and excitement.

#### ● Evaluation points

Has introduced the variety and depths of children's culture to the world through continuation of the award for over 50 years

Has developed the activity from the awarding system to the event that gives children a dream



2015 Award Ceremony



50<sup>th</sup> Anniversary Performance by Awardee

#### ● Company Profile (As of April 2016)\*Data of Tonen General Sekiyu K.K.

Address: : Minato-ku, Tokyo, Japan | Established : 1947\* | Capital stock : 35.1 billion JPY

\* | Employee : 3,383 (as of 2015.12.31) | Business : Transport, manufacturing, processing and sales of oil and petrochemical products | URL: <http://www.tonengeneral.co.jp/english/>

## ■ The Japan Mecenat Awards 2016 Activities

### Special Award      Award Granted by the Commissioner for Cultural Affairs

*Japan Transocean Air Co., Ltd.*

JTA • RAC Blue Sky Drawing Contest

Japan Transocean Air was born in 1967 to operate domestic connecting services between the islands in Okinawa Prefecture. The company, 'Wing of Okinawa', started the JTA • RAC Blue Sky Drawing Contest for elementary school children living in isolated islands in 1981. Compared to the main island of Okinawa, there were few opportunities to see paintings, and it was a hope of the company that children in the isolated islands can express their feelings and excitement of everyday lives through drawings as well as to rediscover the good things about their home islands. Also, the company hopes that children, who left the islands to go to schools, will want to return to their home islands with pride, which could eventually contribute to increase the number of people who would be engaged in tourism industry for the islands. From the 30<sup>th</sup> round, this award was co-hosted together with affiliated companies, and accepted the applications from children in Amami Oshima and Yoronoshima in Kagoshima Prefecture.

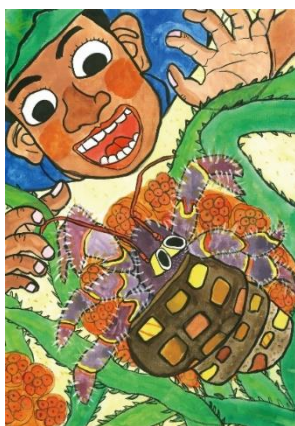
The recruitment theme was 'my favorite island'. There were a wide range of drawing in designated quarterly papers, with vivid everyday scenes children caught; swimming in a beautiful ocean with fishes, practice of Shamisen, Adan's community and Okayadokari, or Sagaribara that blooms only overnight. The company received 409 drawings in 2015, after the summer vacation in response to the calling for 130 schools.

All the drawing is posted on the website, and total of 54 selected drawings (Grand Prix, excellent awards, and fine works) are exhibited in four locations including the airport. The award ceremony is also held on five islands, and each local newspaper reports the ceremony. Parent-child pair tickets for the supplementary prize are used for family trip, which creates one more good memory for children. Replicas of selected drawings are displayed in all flights operating to 10 domestic cities as well as introduced in the in-flight magazines attracting visitors to the islands. In recent years, it has become more trends that parents are present together with awarded children. The sceneries of the summer captured by their small eyes will be passed on to the next generations.

#### ● Evaluation points

Has taught children in the islands the joy of expressing through drawing, taking an advantage of regional characteristics

Has disseminated the attractiveness of the region to both inside and outside through cultural activities utilizing management resources



2015 Grand Prix- Excitement of finding Okayadokari



▲ Award Ceremony in Ishigaki Island.

#### ● Company Profile (As of April 2016)

Address: Naha-Shi, Okinawa-Ken | Established: 1967 | Net Assets: 4,532.27 million JPY | Employee: 735 | Business: Regular and irregular air transportation business, aircraft use business and aircraft maintenance business | URL: <http://www.jal.co.jp/jta/>



## Japan Mécénat Awards 2016 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 26<sup>th</sup> Japan Mécénat Award this year, there have been 122 applications (69 corporations and organizations).

<b>Grand Mécénat Award (1)</b>	Offered to the most significant mécénat activity that has contributed to the promotion of arts and culture.
<b>Mécénat Award (5)</b>	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.
<b>Special Award: Award Granted by the</b>	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 1<sup>st</sup> April 2015 to 31<sup>st</sup> March 2016, by corporations or corporate foundations, and had been selected to 「This is MECENAT 2015」, 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  
 Nobuhiro Ito (Musicologist/ Professor of Graduate School of Letters, Osaka University)  
 Humio Otake (Professor of Institute of Social and Economic Research, Osaka University)  
 Yurie Kanazawa (Art historian/ Professor of Tokai University)  
 Yoichi Nakamura (Professor of Graduate School of Social Design Studies, Rikkyo University)  
 Noriko Matsuda (Lecturer of urban history and local history, Kyoto Prefectural 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.

Maecnas's Garden  
Photography by Shigeru Sato



**[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. 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 21 Sep 2016

**[For more information, please contact us]**

Association for Corporate Support of the Arts

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