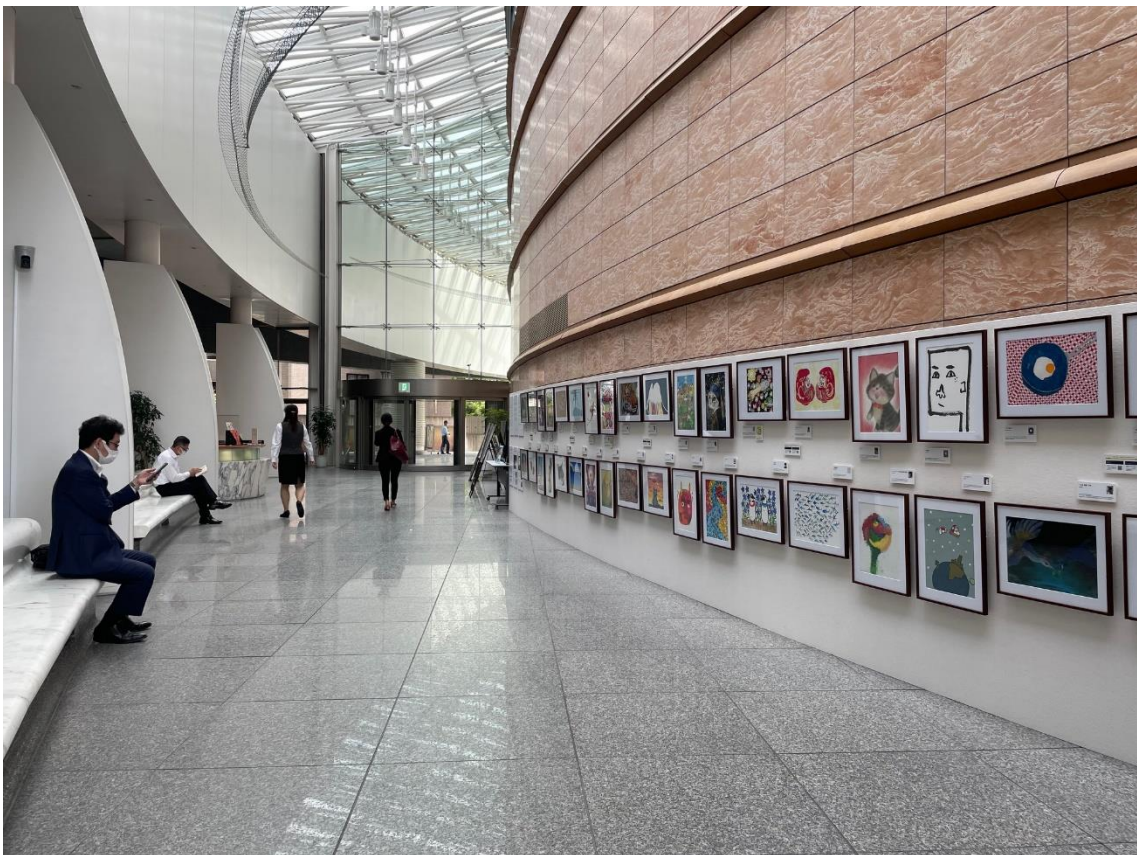


Toppan Printing Co., Ltd. (now TOPPAN Holdings Inc.)

Kanosei Art Project

All-TOPPAN efforts toward paving the way for the new age by making maximum use of infinite possibilities and talents

At the concourse of the Koishikawa Building, the headquarters of [Toppan Printing Co., Ltd.](#) (hereinafter referred to as TOPPAN), bathed in gentle natural sunlight, is a corridor full of superb artworks that won awards at the [Kanosei Art Project](#) in [FY2022](#) (the company has worked on this project since 2018).



An array of award-winning works from this fiscal year, displayed in the concourse of TOPPAN Koishikawa Building

Some people view the paintings while waiting for someone, and others stop to look at the art as they pass by.

History of Kanosei Art Project for art and cultivation of human resources

“In 2022, those paintings will be on display year-long for the first time since the project was launched. I expect they will be enjoyed not only by our company members but also by people visiting us and many of those using the concourse as a passing route,” says Ms. Tomoko Yamazaki at the Human Resource Development Center in the Personnel & Labor Relations Division, who is in charge of this project.

Impressed by the activities of the incorporated non-profit organization [Support Center Dream](#) in Izumo City, Shimane Prefecture, TOPPAN began in 2017 to commission art from artists with disabilities and tried to build a system to return a portion of the profits to such artists. This project, which allows artwork with infinite possibilities produced by artists to encounter TOPPAN's printing technology, is designed to maximize the value of artworks and promote the economic self-sustainability and personal realization of people with disabilities. At the same time, the project is being established as part of an in-house human resources development program. One purpose of the project is to expand the possibility and imagination of employees, including new employees, and cultivate a spirit of teamwork by having them work on business processes such as selection of works, and their commercialization and monetization with the participation of all employees.

The number of works submitted for entry has increased year by year, and in FY2022, the project's fifth year, 50 works were selected out of a total of 579 works submitted by 146 artists from all over the country. For the selection, online voting was adopted with consideration for changes in working styles during the COVID-19 pandemic, with each of the company's 4,248 employees voting for their 10 favorite works.



Ms. Tomoko Yamazaki at the Human Resource Development Center in the Personnel & Labor Relations Division

Expanding opportunities for works to be commercialized and appreciated by means of TOPPAN's unique Primagraphy® technology

Award-winning works can be converted into a commercial reality as works of art by combining the giclee printing technique known as Primagraphy® and TOPPAN's unique color management technology. The works presently displayed in the concourse were created by reproducing original works varying in terms of size, materials, canvas, and expression technique according to the same standard before framing. If you take a close look at a displayed painting, you may be surprised to find that even brush strokes and the texture of materials are accurately reproduced to the point of being on a par with an original painting.

Primagraphy-processed artworks can be converted into various products such as mugs and tote bags based on employees' ideas, and they can be purchased at the [KANAERU Project](#) store. Monetization efforts have also been made by launching various products such as calendars, temporary enclosure panels, and bottle labels in the form of collaboration with corporations.



Collaborating with corporations falling in with the project leads to converting works into a commercial reality.
The profits are returned to artists.

In the Kanosei Art Project 2022, TOPPAN also took on a new challenge of integrating digital technology into art. For example, some works equipped with an augmented reality

feature allow the viewer to see artworks as though they are 3D projections or moving objects.



Scan a QR code with a special app and the artwork starts to move. Young members of the Human Resource Development Center took the lead in directing this feature by sharing their ideas.

In 2020, TOPPAN held a VR online art exhibition in parallel with a physical exhibition. This event was planned with consideration for the difficulty of holding exhibitions during the COVID-19 pandemic. However, as it turned out, this event opened up opportunities for people with disabilities who find it difficult to show up at venues as well as the company's overseas employees, and exposed their customers to artworks.

In 2022, as a new challenge, TOPPAN's is holding an exhibition utilizing [Metapa®](#), a metaverse shopping mall app, making it possible to go around an exhibition in a metaverse space and take a closer look at whichever artworks piqued the visitors' interest. It is expected to see further development as a means of providing opportunities for people to appreciate artworks together with distant friends or family members.

* In October 2023, the company has changed its name to TOPPAN Holdings Inc.

After the interview

“TOPPAN’s policy on human development is not based on the idea that an organization should be led by a charismatic leader, but on the idea that it is an aggregation of individual employees’ abilities and personalities that makes a company flourish,” says Ms. Yamazaki. The very theme “infinite possibilities and talents” that the Kanosei Art Project has cherishingly nurtured during the past five years represents the essence of TOPPAN’s corporate philosophy. Kanosei Art Project, which pursues infinite possibilities with an all-TOPPAN approach that mobilizes all the internal resources including artists’ abilities, printing technology, digital technology, ideas and know-how on commercialization, sales channels, and sales and promotion activities, represents the ideal state of the company in creating a sweeping trend and paves the way for the new age by maximizing and integrating the abilities of individuals.

Mécénat writer: Mami Maeda

- Date of interview: Thursday, September 22th, 2022
- Site: [Toppan Printing Co., Ltd.](#)
(TOPPAN Koishikawa Building, 1-3-3, Suido, Bunkyo-ku, Tokyo)
- Release date for the article: November 10th, 2022