



## Japan Mécénat Awards 2022: Six Activities Awarded, TOPPAN Inc. Receives Grand Award for Its Kanosei Art Project

The Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo; President: Motoki Ozaki) decided to award the Japan Mécénat Awards 2022 to six activities (one Grand Mécénat Award and five Awards for Excellence). The “Mécénat Awards” are to publicly honor particularly outstanding corporate activities from the perspective of the creation of society through arts and culture.

TOPPAN Inc., the recipient of the Grand Award, utilizes its unique technology to create added value for the works of artists with disabilities and has established a scheme to combine support for the independence of people with disabilities and business activities, leading to human resource development for employees. These points were recognized for the award. The Awards for Excellence were given to the following activities: an initiative that contributes to the revitalization of a factory district through the storage and exhibition of large-scale artworks; an activity that challenges the possibilities of new art experiences by fusing the digital and the real; an initiative that offers children around the world an opportunity to think about social issues through art; a gallery that disseminates the value of architectural culture by planning exhibitions with foresight and originality; and a musical activity in which local communities work together in the hope of a sound future for children.

Japan Mécénat Awards 2022 Winning Activities		*Activity locations shown in ( ) below.
Grand Award	<b>TOPPAN Inc.</b> Kanosei Art Project	(Tokyo & others)
Award for Excellence	<b>Chishima Foundation for Creative Osaka</b> Charitable Contribution through MASK [MEGA ART STORAGE KITAKAGAYA]	(Osaka)
	<b>Suntory Holdings Limited／Suntory Foundation for the Arts</b> "Digital Suntory Hall" and "All Day Kids' Museum! Online" and other DX promotion of Suntory Hall and Suntory Museum of Art	(Tokyo, throughout Japan, and Overseas, and others)
	<b>CMIC HOLDINGS Co., Ltd.</b> Nakamura Keith Haring Collection International Children's Drawing Contest	(Yamanashi)
	<b>Takenaka Corporation／GalleryA4</b> Exploring the essential beauty that will be inherited to the next generation with the concept of 'Architecture・Blessing'	(Tokyo)
	<b>Nippon Kabaya Ohayo Holdings Inc.</b> OKAYAMA KODOMO MIRAI MUSICAL 「HAROLD !」	(Okayama)

## Outline of the Japan Mécénat Awards 2022

### ❖ Activities Entitled for Selection

Out of the activities of mécénat (creation of an enriched society by promoting arts and culture) implemented by corporations, corporate foundations, and private-sector federations located in Japan, from April 1, 2021 to March 31, 2022, 166 activities (103 corporations/organizations) were certified as “This is MECENAT 2021” and entitled for the selection of the awards.



Grand Award: TOPPAN Inc. “Kanosei Art Project”

### ❖ Selection Points

Grand Award / Award for Excellence	<ol style="list-style-type: none"><li>1. Contribution to the improvement of arts and culture</li><li>2. Contribution to the dissemination of arts and culture</li><li>3. Contribution to society and communities</li><li>4. Utilization of the corporation's unique know-how and resources</li><li>5. Continuation and development of activities</li><li>6. Originality in activities</li></ol>
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### ❖ 2022 Selection Committee

**Natsuko Hagiwara** \*Chairperson

President, The National Women's Education Center  
Chairperson, Japan NPO Center

**Okō Arai**

Director, Yokohama Minato Mirai Hall  
Visiting Professor, Tokyo University of the Arts

**Osamu Sakura, Ph.D**

Professor, Interfaculty Initiative in Information Studies, The University of Tokyo  
Team Leader, Center for Advanced Intelligence Project, RIKEN

**Shinya Nakajima**

Executive Creative Director, Tohokushinsha Film Corporation  
Film Director

**Keiko Nakamachi**

Professor Emeritus, Jissen Women's University  
Specially Appointed Director, Akita Museum of Modern Art

**Shu Yamaguchi**

Independent Researcher  
Author

**Motoki Ozaki**

President, The Association for Corporate Support of the Arts

## About the Japan Mécénat Awards

The Japan Mécénat Grand Awards were launched in 1991 (renamed to the Japan Mécénat Awards in 2004) with the aim of enhancing corporate mécénat activities and raising public interest. Since then, the screening has been conducted for the activities of mécénat (creation of an enriched society by promoting arts and culture) implemented all over Japan in the previous year, and by 2021, 235 excellent activities have received awards.

- “The Japan Mécénat Awards” Website (Japanese text only) :

[https://www.mecenat.or.jp/ja/mecenat\\_awards/mecenat\\_awards](https://www.mecenat.or.jp/ja/mecenat_awards/mecenat_awards)

- “This is MECENAT” Webiste (Japanese text only) : <https://mecenat-mark.org/>

## Association for Corporate Support of the Arts

A private public-service corporation in which corporations and organizations involved in culture participate and collaborate to achieve a richly creative society through the promotion of arts and culture. To help realize a society full of creativity, vitality, and respect toward diversity, the Association engages in a variety of services related to the promotion of culture, such as Investigations and Research, Certification and Commendation, Culture Fund, exchanges, and information dissemination, with a focus on the advancement of corporate mécénat.

Chairman: Tatsuyoshi Takashima (Adviser of Dentsu Inc); President: Motoki Ozaki (former Chairman of the Board of Kao Corporation)

Members: 141 corporations and organizations (as of October 1, 2022).

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### Press Inquiries:

Sato (Ms.) / Public Relations

Saito (Ms.), Takanashi (Mr.) / Japan Mécénat Award

The Association for Corporate Support of the Arts

TEL: +81-(0)3-5439-4520 / FAX: +81-(0)3-5439-4521 / E-mail: [press@mecenat.or.jp](mailto:press@mecenat.or.jp)

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