公益社団法人 企業メセナ協議会
Association for Corporate Support of the Arts

PRESS RELEASE

October 23, 2025
2025 - No.06

Japan Mécénat Awards 2025: Six Activities Awarded, Avex Creator Agency Inc. / Avex Inc. Receive the Grand Award for MEET YOUR ART

The Association for Corporate Support of the Arts (5-3-2 Shiba, Minato-ku, Tokyo; President: Masumi Natsusaka) decided to award the Japan Mécénat Awards 2025 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 enriching society through the promotion of Arts and Culture.

The Grand Award was presented to Avex Creator Agency Inc. / Avex Inc. in recognition of the future potential of their activities, which aim to create new trends in the contemporary art scene by leveraging their business expertise to support young artists and expand the reach of contemporary art through collaborations with government agencies and corporations.

The Awards for Excellence were presented for the following activities: an initiative that has been working to improve the reading environment for children for half a century; sustainable community development through the preservation, revitalization, and expansion of local resources; the preservation and passing on of photographic culture and support for the development of young photographers; the promotion of local musical culture through a brass band composed of company employees; and an initiative to support female musicians in building sustainable careers.

Japan Mécénat Awards 2025 Winning Activities		*Activity locations shown in ( ) below.
Grand Award	**Avex Creator Agency Inc. / Avex Inc.** MEET YOUR ART	(Tokyo, throughout Japan)
Award for Excellence	**ITOCHU FOUNDATION** To ensure that all children have access to the joy of reading	(throughout Japan, Overseas)
	Nakamura Brace Co.,LTD. Refurbishing Kominka (Old Unused Houses) in Iwami Ginzan	(Shimane)
	FUJIFILM Corporation Activities of "FUJIFILM SQUARE" to preserve and cultivate photographic culture and to convey the power of photography to the world	(Tokyo)
	Bridgestone Corporation BRIDGESTONE Wind Symphony Orchestra	(throughout Japan)
	ModuleX inc. Support for the Tokyo Women’s Orchestra’s Activities	(Tokyo, throughout Japan)

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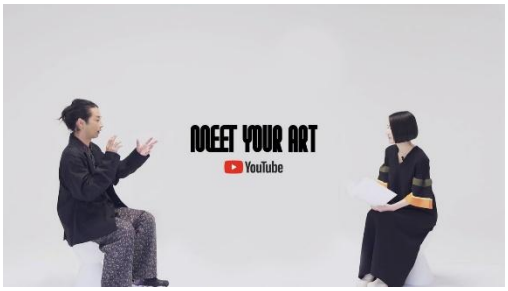
Outline of the Japan Mécénat Awards 2025

❖ Activities Entitled for Selection

Out of the activities of mécénat (the creation of richly improving society through arts and culture) implemented by corporations, corporate foundations, and private-sector federations located in Japan, from April 1, 2024 to March 31, 2025, 177 activities (119 corporations/organizations) were certified as “This is MECENAT 2024” and entitled for the selection of the awards.



Grand Award: Avex Creator Agency Inc.
“MEET YOUR ART”

❖ Selection Points

Grand Award / Award for Excellence	1. Contribution to the improvement of arts and culture 2. Contribution to the dissemination of arts and culture 3. Contribution to society and communities 4. Utilization of the corporation’s unique know-how and resources 5. Continuation and development of activities 6. Originality in activities

❖ 2025 Selection Committee

Keiko Nakamachi *Chairperson
Professor Emeritus, Jissen Women’s University
Specially Appointed Director, Akita Museum of Modern Art

Osamu Sakura, Ph.D
Professor, Faculty of Humanities and Social Sciences, Jissen Women’s University
Team Leader, Center for Advanced Intelligence Project, RIKEN

Yuko Nagayama
Architect

Hiroshi Hattanda
Professor Emeritus, Tokyo University of the Arts

Takuya Matsuo
Founder, CCO, 17inc.

Shu Yamaguchi
Independent Researcher
Author

Masumi Natsusaka
President, The Association for Corporate Support of the Arts

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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 (the creation of richly improving society through arts and culture) implemented all over Japan in the previous year, and by 2024, 253 excellent activities have received awards.

●**"The Japan Mécénat Awards" Website (Japanese text only)：**
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 arts and culture participate and collaborate to achieve a richly improving 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: Masaya Futamiya (Special Advisor of Sompo Holdings Inc.);
President: Masumi Natsusaka (Former Adviser of Kao Corporation)
Members: 126 corporations and organizations (as of October 1, 2025).

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