

To all the press,

April 2017

Aiming to more active business patron
The creation of "Hotel Okura Tokyo Cultural Fund",
a continuous fund supporting art and cultural activities

Hotel Okura Tokyo

Since its opening, Hotel Okura Tokyo (Representative Director, Masaki Ikeda) has always kept the goal to be a Japanese international hotel which Japan can boast about and has continued activities supporting Arts and culture through international exchanges, art and music, using its public influence as a very particular hotel venture. Thanks to the opportunity given by the 55th anniversary of the hotel's opening, the "Hotel Okura Tokyo Cultural Fund" has been created to be a business patron to make social interaction a creative power for the future society.

At the end of March 2015 we disposed of the furnishing of the hotel's ex-main building and, along with the earnings of the "Charity Project for Music" (sales via "ticket Pia" website, operated by Pia Corporation), we gave assistance to two organizations specialized in music, local activities and children.

"Charity Project for Music" (from November 2015 to January 2016)

◆About Hotel Okura Tokyo Cultural Fund

Until now, having from the first moment of its foundation the intention of respecting arts and cultures, this company has continued to follow the purpose of being a corporation that contributes to a prolific future society with a concrete patronage activity. With the opportunity given by the 55th anniversary of our hotel business, we have aimed to a further rise in our patronage activities and created the "Hotel Okura Tokyo Cultural Fund". It has been created as a part of the "2021 Arts Fund" (Official name: 2021 芸術・文化による社会創造ファンド), administrated by the Association for Corporate Support of the Arts, and therefore apply its methods participating to the donations and proceeds destined to concrete activities regarding Arts and culture.



Using the shape of the kanji for "person" (人).

Green gives the image of tranquility and security, yellow stands for hope.

The support activity of culture and arts through the fund yearns for a connection to a brighter future.

◆About the activities subject to donations

The donations' subjects promote Arts and culture activities through music, art or cultural exchange.

1. The earnings of the "Charity Project for Music" are intended for activities related to music and local activities;
2. The earnings of the "Annual World Gardening Fair in Okura" and the "Treasured Works of Art-Charity Art Collection" are intended for activities related to art and cultural exchange;
3. Other earnings are intended for cultural and art related activities that have been found suitable for our organization assistance.

◆About the selection of the donations' subjects

The donations' subjects are selected between private projects and organizations that, having submitted an application to the "2021 Arts Fund", have been judged suitable for assistance and therefore have been examined by the Association for Corporate Support of the Arts.

The jury members from our fund are part of the jury of the "2021 Arts Fund", composed by experts in Arts and culture, and decide which activities to support and the corresponding amount.

<Donations' subjects of the Hotel Okura Tokyo

"Charity Project for Music" earnings>

●Public Interest Incorporated Foundation "Hamamatsu City Cultural Promotion Foundation"

Activity: Children Workshop Series at Musical Instrument Museum

Place: Shizuoka Prefecture

Category: Music

Duration: from August 1st 2017 to February 28th 2018

Purpose:

Dedicated to children, to convey the meaning of music and musical instruments. The workshop aims to make children create instruments and music performances, to communicate the depth of music and instruments to very sensible children, to lay the foundation for international understanding education, and to nourish healthy individuals with creative power.

Donated sum: ¥774,000

www.gakkihaku.jp/en/ (English version)



●Executive Committee of the Operetta Workshop for Children

Activity: Operetta Workshop for Children "The Shoemakers Little Fellows"

Place: Hokkaido

Category: Music, theatre

Duration: from June 5th 2017 to February 28th 2018

Purpose:

It aims to art and culture creations in the local reality and to the promotion of local culture through the experience of joy for creation and expression, having as a theme an operetta to approach all together song, drama, dance and the making of a play in different ways.

Donated sum: ¥1,000,000

https://peraichi.com/landing_pages/view/operetta

(Japanese only)



Hotel Okura Tokyo Main Patron Past Achievements (as until March 2017)

<Music>

◆364th "Lobby Concert 25" (since 1987)

A free concert held the 25th of every month in the hotel lobby, transformed in a performance space

◆18th "Hotel Okura Music Award" (since 1996)

A promotion system held once a year that sponsors and supports promising musicians

◆6th "Concert of Beethoven's Ninth Symphony" (since 1987)

A concert with the participation of music fan and hotel staff who sing the Symphony No.9 once every four years

<Arts>

◆22nd "Treasured Works of Art-Charity Art Collection " (since 1994)

An art exhibition promoted by the Cultural Exchange Committee, established by the corporation members

<International Exchange>

◆16th "Annual World Gardening Fair in Okura" (since 2000)

Ambassadors and spouses of ambassadors in Japan express the traditions and culture of their own country with distinctive gardens



Association for Corporate Support of the Arts

<http://www.mecenat.or.jp/en/>

It is a private charity enterprise with the participation of corporations and organizations related to culture with the purpose of creating a society that promotes Arts and culture.

Chairman: Tatsuyoshi Takashima (Adviser of Dentsu Inc.)

Board Chairman: Motoki Ozaki (Adviser of Kao Inc.)

Full membership: 171 companies and organizations

Individual member: 26 persons (as for the 8th of March 2017)

Collecting Donations

The contributions to the Hotel Okura Tokyo Cultural Fund can be found at the following homepage.

"Culfun" is a homepage that promote donations to Arts and culture.

<https://culfun.mecenat.or.jp/project/fund/list/all/okura> (Japaneseonly)

Keeping as a base the ideas that "Donations to activities that increase creativity are a social investment" and "Donate to culture is fun!", its purpose is to connect the feelings of the donors to the variety of activities related to Arts and culture.

Press Contact

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