

**Continuous Fund to Support the Arts and Culture  
Through Corporate Mécénat Activity  
“Hotel Okura Tokyo Cultural Fund”  
Two Organizations Chosen in the Second Selection**

Hotel Okura Tokyo

Hotel Okura Tokyo (Minato-ku, Tokyo, President and Representative Director Masaki Ikeda) has selected two Arts and cultural activity groups for international cultural exchange through art, music, and dance aimed at young children and youth as the recipients of the second grant awarded by the Hotel Okura Tokyo Cultural Fund.

Since opening for business, Hotel Okura Tokyo has striven to be an internationally admired Japanese hotel while also engaging in mécénat activities to support the Arts and culture, focusing on Music, Art, and International Exchange, taking full advantage of the public dimension of the hotel business. The Hotel Okura Tokyo Cultural Fund was established in 2017 on the 55th anniversary of the opening of the hotel with the goal of becoming a motivating force for creating a future society that is rich in such interactions through mécénat activities.

### **Activities of the two selected organizations**

NPO Little Creators, **Imagine Asia Youth Camp 2018**

Location: Singapore

Period: July 25 to 28, 2018

Main activity: A four-day camp to cultivate friendships and deepen mutual understanding through culture for young people from ASEAN countries, India, Hong Kong, and other countries between the ages of 15 and 25. The program will include the collaborative creation of art as well as joint activities for the Arts and culture, including music and dance lessons, with recognition of diversity, self-expression, and the introduction of other countries. A concert will be held at the end as part of the presentation of the results. Young musicians from ASEAN nations and others will assist with the performance. Youngsters from children's nursing homes in Japan are also scheduled to attend the camp.

Donation: JPY 500,000

Website: <http://www.littlecreators.jp>



NPO Acchi Cocchi, **The Karaoke Project** (tentative title)

Locations: Kanagawa Prefecture, Tokyo

Period: October 30 to November 5, 2018

Main activity: A project to produce works that can be enjoyed by people of all ages on the theme of “Karaoke,” which is uniquely Japanese but highly recognized abroad. The project will aim to “create a space that connects all generations with art and sound” with the collaboration of Australian artists madeleine flynn and tim humphrey. During the creation process, there will be a variety of workshops held, mainly for children, in areas such as art, music, and dance. At the end of the activities, a documentary film will be made to verify the effects of the cross-generational interactions of the project.

Donation: JPY 500,000

Website: <http://acchicocchi.com/>



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## **Hotel Okura Tokyo Mécénat Activities (as of March 2018)**

### **Music**

- Lobby Concert 25 (since 1987) - 376 performances  
A free concert held on the 25th of every month in the Lobby
- Hotel Okura Music Award (since 1996) - 19 times  
An annual award to nurture and support promising musicians
- Beethoven’s Symphony No.9 Concert (since 1987) - 6 times  
A participatory performance by music lovers and hotel staff of Beethoven’s Symphony No.9, held every four years

### **Art**

- Treasured Works of Art—Charity Art Collection (since 1994) - 23 times  
Exhibition of paintings sponsored by the Corporate Cultural Exchange Committee, an organization established by socially-conscious companies

### **International Exchange**

- Annual World Gardening Fair in Okura (since 2000) - 17 times  
A presentation of gardens designed by ambassadors and the wives of ambassadors stationed in Japan highlighting the culture and tradition of each represented country



### ◆Hotel Okura Tokyo Cultural Fund

Hotel Okura Tokyo has continued to implement mécénat activities as a concrete expression of the philosophy of our founder, Baron Kishichiro Okura, towards the Arts and culture and our conviction as an enterprise to help build a more fulfilling society for tomorrow. The Hotel Okura Tokyo Cultural Fund was established on the occasion of the hotel's 55th anniversary with the goal of further enhancing mécénat activities. This fund is established within the "2021 Arts Fund" that is managed by the Association for Corporate Support of the Arts (Minato-ku, Tokyo, President: Motoki Ozaki), making use of the association's infrastructure to financially support art and culture.



This logo represents the shape of the kanji for "person" (人).

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

The supporting activities of the Arts and culture through the fund yearns for a connection to a brighter future.

### ◆Selection of Fund Recipients

The activities receiving funding are selected from among the individuals and organizations who have submitted applications to the 2021 Arts Fund managed by the Association for Corporate Support of the Arts as well as those who have been judged to be worthy of support through research and examined by the Association. The members of the selection panel for this fund are also members of the selection panel for the "2021 Arts Fund," consisting of experts in the Arts and culture. This panel decides which activities will be supported and the amount of the donation.

#### **Association for Corporate Support of the Arts** <http://www.mecenat.or.jp/en/>

A Public Interest Incorporated Association supported by corporations and Arts and cultural organizations with the aim of contributing to society through the promotion of the Arts and culture.

Chairman: Tatsuyoshi Takashima (Adviser of Dentsu Inc.)

President: Motoki Ozaki (Former Chairman of the Board of Kao Corp.)

Members: 171 corporations and organizations, 22 individuals (as of Feb. 6, 2018)

#### **Donation opportunities**

**Donations to the Hotel Okura Tokyo Cultural Fund can be made through the Fund for Culture portal site** <https://culfun.mecenat.or.jp/project/fund/list/all/all/okura>

A portal to connect a wide range of the Arts and cultural activities to interested donors based on the concepts of "social investment through support of creativity" and "donations to culture are fun!"

From January 2018, it has become possible to use points earned through One Harmony\*, the group hotel membership program, to make a donation, providing an easy way to support and participate in the mécénat activities of Hotel Okura Tokyo.

\* Membership program of Okura Hotels & Resorts, Nikko Hotels International, and Hotel JAL City

[http://www.hotelokura.co.jp/tokyo/company/mecenat/cultural\\_fund/](http://www.hotelokura.co.jp/tokyo/company/mecenat/cultural_fund/)

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