

Proceeds Donated to Four Organizations

Charity Event: “24th Treasured Works of Art—Charity Art Collection” Lively Animals

Donation Total: JPY 1,898,028

Number of Visitors: 12,762

Corporate Cultural Exchange Committee
Hotel Okura Tokyo (Administrative Office)

The earnings report has been finalized for the charity event, the “24th Treasured Works of Art—Charity Art Collection” held for 25 days from July 30 to August 23, 2018, by the Corporate Cultural Exchange Committee (Chairman: Tokyo National Museum Executive Director, Masami Zeniya). In October, the exhibit proceeds of JPY 1,898,028 were donated to four organizations—Japanese Red Cross Society, NHK Public Welfare Organization, Christel Vie Ensemble, and Hotel Okura Tokyo Cultural Fund—as social contribution funds.



* The Hotel Okura Tokyo Cultural Fund is an Art and culture support fund established by Hotel Okura Tokyo. Proceeds from this art exhibition will be donated to organizations carrying out activities devoted to art. The selection of grant recipients is scheduled for January 2019.

Donation presentation



(Left) Japanese Red Cross President Tadateru Konoe
(Right) Hotel Okura Tokyo President Masaki Ikeda



(Left) NHK Public Welfare Organization
Director Kenichi Suzuki
(Right) Hotel Okura Tokyo Planning & Promotion
Dept. Executive Director Takashi Hattori



(Left) Christel Vie Ensemble Executive
Director Yuta Horie
(Right) Hotel Okura Tokyo Planning & Promotion Dept. Executive
Director Takashi Hattori

About the “24th Treasured Works of Art—Charity Art Collection”

This year, the name “Toranomon” (tiger’s gate), where the hotel is located, was the inspiration for the event focused on pictures of tigers and various other animals. Under the title “Lively Animals,” the exhibition showcased 70 works, letting visitors enjoy the presence of the animals depicted in the fine art.

“24th Treasured Works of Art—Charity Art Collection” Event Overview

Title: “24th Treasured Works of Art—Charity Art Collection: Lively Animals”

Dates: July 30–August 23, 2018 (25 days)

Hours: 10:00-17:30 (Last entry 17:00) * Open from 12:00 on July 30

Venue: Hotel Okura Tokyo banquet room “Ascot Hall” (B2F)

Hosted by: The Corporate Cultural Exchange Committee

Chairman: Masami Zeniya (Executive Director, Tokyo National Museum)

Committee Members:

Tomijiro Morita (Limited Special Consultant of The Dai-ichi Life Insurance Company) /

Hiroshi Saito (Honorary Consultant of Mizuho Financial Group) / Masayuki Matsushita (Vice President of Panasonic) / Katsuhiko Murakami (Director of Public Interest Incorporated Association Okura Cultural Foundation) / Masaki Ikeda (President Representative Director of Hotel Okura Tokyo Co., Ltd.)

Sponsored by: Hotel Okura Tokyo Co., Ltd. and Hotel Okura partner organizations

Supported by: Agency for Cultural Affairs, Japan Tourism Agency, Minato City, NHK, Japanese Red Cross Society, Public Association for Corporate Support of the Arts, Japan Business Federation, and Nikkei Inc.

With the assistance of: Public Interest Incorporated Association Okura Cultural Foundation, The Okura Museum of Art, Social Welfare Corporation NHK Public Welfare Organization, YAMAGEN Co., Ltd., NIPPON EXPRESS CO., LTD., and Christel Vie Ensemble

Supervised by:

Hiroyuki Kimpara (Art Historian)

Hiroshi Kumazawa (Associate Professor, Tokyo University of the Arts)

Curator: Eiko Kozu, Kanako Endo

Academic assistance:

Masato Satsuma (Professor, Tokyo University of the Arts)

Chisako Tanaka (Head Curator, The Okura Museum of Art)

Administrative office:

Hotel Okura Tokyo Co., Ltd. Planning & Promotion Department

◆ Results

Donation total: JPY 1,898,028

Number of visitors: 12,762 (over 25 days)

Accumulated total of 24 exhibitions

Total visitors: 574,755

Total donations: JPY 178,955,347

Total works displayed: 1,908 items



At the opening ceremony

● “Treasured Works of Art—Charity Art Collection” as a Social Contribution Activity

The “Treasured Works of Art—Charity Art Collection” is a unique art exhibition originated by Hotel Okura Tokyo as part of our corporate patronage program that “focuses on the social and public roles of hotels to serve the society.” The Corporate Cultural Exchange Committee, consisting of volunteer representatives from companies and organizations familiar with social action programs, took a leading part in holding the exhibitions as a social contribution activity. Exhibitions have been organized on an impressive scale and with remarkable content thanks to support from various companies, organizations, and private collectors.

● Joint Events

The supervising curators gave gallery talks on the highlights of the works and stories of the artists, providing a deeper understanding of the exhibits. A one-night concert was also held at the venue with the performance of *okraulo*, an instrument devised by Hotel Okura’s founder, Kishichiro Okura.

• Gallery Talks (Held seven times during the exhibition period)

The gallery talks by the supervisors and curators of this exhibition were well-received by many visitors. The easy-to-understand explanations on the various backgrounds and special techniques provided a new perspective for the works. Some visitors commented that they could feel the minds of the depicted animals.



Participants at gallery talks

• *Okraulo* Special Concert (August 9, 18:30–19:30.)

The *Okraulo* was devised by Hotel Okura’s founder, Kishichiro Okura. Called a legendary instrument, it is a recorder derived from shakuhachi so that 12-key music can be played. The audience enjoyed the gentle and deep tone of *okraulo* while being surrounded by works of art. after the closing time of the exhibition.



Okraulo performance

Hisanobu Notsu (piano)

Junya Okouchi (soprano *okraulo*)

Akihisa Kominato (soprano *okraulo*)

Naoki Matsushita (alto *okraulo*)

Yusaku Tsuchiya (violin)

Media related inquiries

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