

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

Hotel Okura Tokyo

Hotel Okura Tokyo (Minato-ku, Tokyo, President and Representative Director Masaki Ikeda) has selected two Arts and cultural activity groups as the recipients of the third 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

① NPO The Private Art School Society to Encourage International Exchange of Children's Art (The PASS)

“42nd International Exchange Exhibition of Children’s Art”

Location: Kyoto Prefecture

Period: March 22 (Fri) - 24 (Sun), 2019

Main activity: The exhibition was first held in 1978 when art schools from Kyoto, Osaka, and Shiga gathered for international exchange through children’s art, and sent children’s art to Asian and African countries. The PASS has been promoting the message “Children’s art; letters that require no words.” For many years, through children’s art exchange, the PASS has nurtured mutual understanding and friendship, while engaging in activities to become the cornerstone of peace for the next generation, and contributing to art education.

Donation: JPY 500,000

Website: http://www.geocities.jp/the_pass1977/tenran.html#top (Japanese only)



At the exhibition



International exchange through art

② Norishige Yamamoto (Noh kyogen performer) “Norishige Norihide no Kai”

Location: Tokyo Metropolis

Period: August 24 (Sat), 2019

Main activity: The organization of the *kyogen* performer brothers, Norishige Yamamoto and Norihide Yamamoto aims to promote the appeal of *kyogen* based on the motto “audience friendliness.” This activity creates an opportunity for even toddlers to experience art, and the performance can be enjoyed by parents and children up to junior high schoolers. The event includes a presentation and explanation of “Kakiyamabushi,” demonstration of the *ohayashi* music, and a *noh* chant workshop.

Donation: JPY 400,000

Website: <http://www.kyogenyamamoto.com/> (Japanese only)

Photo: Taku Hirase



“Kakiyamabushi” performance



Meeting with the *kyogen* performers

Hotel Okura Tokyo Mécénat Activities (as of February 2019)

Music

- Lobby Concert 25 (since 1987) – 387 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) – 24 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 (2000-2018) - 18 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 years 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: 160 corporations and organizations, 17 individuals (as of Jan. 31, 2019)

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!”

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/

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