

« The Okura Tokyo »
Winner of the MECENAT Award 2021
for Excellence from the Association for Corporate Support of the Arts
Lobby Concert 25 and Hotel Okura Music Award

TOKYO, JAPAN, December 3, 2021 - Hotel Okura Tokyo Co., Ltd. has announced that The Okura Tokyo, out of 164 activities (96 companies and associations) in Japan, has received an award for excellence in fiscal 2021 at the MECENAT Awards sponsored by the Association for Corporate Support of the Arts. Lobby Concert 25, which has been held on the 25th of every month since the hotel celebrated its 25th anniversary in 1987, was selected as an activity that delivers real music while utilizing the hotel's own resources. The Hotel Okura Music Award, which has been given out since 1996 for the purpose of supporting young musicians, was also selected because it enhances the quality of the entire music world. Based on the hotel's philosophy when it opened in 1962 that "hotels are places where people gather and interact with the arts and culture", the hotel was recognized for its social contributions through music, which has continued after the opening of The Okura Tokyo in 2019. (Note: For both the concerts and the award, activities were suspended in 2020 due to the COVID-19 pandemic, but resumed this year).

Lobby Concert 25

A free concert held in the lobby on the 25th of each month. It is an opportunity to enjoy classical music in a unique space, and a place where not only guests and visitors but also local residents can relax. Up until now we have had performances from more than 2,000 musicians from Japan and overseas. It was unavoidably suspended last year, but our concerts have resumed on an irregular basis from May of this year to commemorate our 400th performance.

Next :
Vol.404 Lobby Concert 25
December 24th (Fri.) 17:30 - 18:00 (Free entry)
RIKKYO UNIVERSITY GLEE CLUB (Christmas Carol)
(Note: In December only, it is being held on the 24th instead of the 25th)
<https://theokuratokyo.jp/en/letter/news/lobby-concert/>



Hotel Okura Music Award

- Young Musicians Incentive System

This award was established on the occasion of the hotel's 35th anniversary and it is given to two promising young musicians each year who are selected through a rigorous screening by conductor Naoto Otomo and other judges.

The winners are given the award and prizes, and commemorative concerts are held in the hotel with the winners to support their ongoing development. In fiscal 2020, we were recognized for our mécénat cycle of activities, such as past performers of lobby concerts receiving the music award.

https://theokuratokyo.jp/letter/news/mecenat-music-2021_3/

*Japanese-language only.



* All photos are from past events.

Since the opening of the hotel, we have strived toward becoming a world-class international hotel in Japan, and we have been supporting cultural and artistic activities, focusing on "music," "art," and "international exchange," taking advantage of the public nature of the hotel business. In 2017, on the occasion of the 55th anniversary of the opening of our hotel, we established the Hotel Okura Tokyo Cultural Fund with the objective of creating a richly interactive future society through corporate mecenat activities. (Subsequently, when The Okura Tokyo opened in September 2019, the name of the fund was changed to The Okura Tokyo Cultural Fund.) It is with the hope that cultural and artistic support activities through this fund will lead to a brighter future, and in line with this we are asking for the generosity of attendees when we raise funds at the Lobby Concert 25 and the Hotel Okura Music Award event. The proceeds primarily go toward children's artistic and cultural activities, and nine grants were provided by the end of fiscal 2019.



<Results of donations and grants since 2017>

https://theokuratokyo.jp/en/company/mecenat/cultural_fund/

<Donations>

<https://culfun.mecenat.or.jp/project/fund/detail/1410>

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About MECENAT Award 2021

The "MECENAT Award" was established in 1991 with the aim of enhancing corporate mecenat and stimulating social interest. By 2020, 228 outstanding mecenat activities from all over the country have been awarded. On the 25th anniversary of the establishment of the Association for Corporate Support of the Arts in 2014, the mecenat certification system "This is MECENAT" was launched. This year, from among the "This is MECENAT 2020" certified activities, seven activities that demonstrate the characteristics of corporate mecenat, especially in terms of flexible response to social changes and continuity, were evaluated.



About KMK

Association for Corporate Support of the Arts : Kigyo Mecenat Kyogikai [KMK] is a Public Interest Incorporated Association supported by corporations, arts and culture organizations and others. They endorse us with our intent of assisting an effective environment and infrastructure development for promoting the arts and culture. We aim to address a creative and vibrant society where people respect diversity in it.



The Okura Tokyo supports the Sustainable Development Goals (SDGs).

The Continuing to uphold its founding principle of "communicating Japan's beauty and mind to the world," the hotel was reborn in 2019 under the name "The Okura Tokyo." Reflecting this new era, we uphold our vision for the hotel by striving to convey Japan's charms, and by providing functions fit for the international city of Tokyo. This vision connects our hotel business directly to actions to promote the realization of the sustainable society advocated by the United Nations (SDGs), and going forward we will strengthen all actions and initiatives and strive company-wide to further promote them.

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