

October 14, 2022

Continuous Fund to Support the Arts and Culture
Through Corporate Mécénat Activity
“The Okura Tokyo Cultural Fund”
“NPO CHILDREN MEET ARTISTS” Chosen in the Fifth Selection

TOKYO, JAPAN Oct. 14, 2022 –The Okura Tokyo has announced that it has selected one arts and cultural activity group as the recipient of the fifth grant awarded by The Okura Tokyo Cultural Fund.

Since its opening in 1962, the hotel 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 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.

The selected organization: NPO CHILDREN MEET ARTISTS

Project name: Acoustic Live & Workshop for Children at Sodachi's Share Station Tsubomi

Location: Tokyo Metropolis

Period: early March, 2023

Activity: This organization holds mini-lives and workshops for children and families at a local child-rearing support center within a children's home. It creates a lively place where children living in an orphanage, users of "A Space for Children", and ordinary children and their families in the community gather to encourage them to foster exchanges with one another while relaxing with music. As a result, it contributes to the development of human resources who will play a role in the regional child-rearing promotion and social creation through art and culture.

Donation: ¥500,000

Website : <https://www.children-art.net/>

<https://www.facebook.com/children.meet.artists/>



■About The Okura Tokyo Cultural Fund

The Okura Tokyo has continued to implement mécénat activities as a concrete expression of the philosophy of our founder, 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. The fund's name was changed to The Okura Tokyo Cultural Fund with the opening of the hotel as The Okura Tokyo in 2019.

This fund is established within the "2021 Arts Fund" that is managed by the Association for Corporate Support of the Arts, making use of the association's infrastructure to financially support art and culture.



The logo of The Okura Tokyo Cultural Fund

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.

Thoughts in the logo

■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: 141 corporations and organizations, 22 individuals (as of Oct. 1, 2022)

■ Enhancement of donation activities

It is possible to donate to The Okura Tokyo Cultural Fund using the points of "One Harmony", a membership program of Okura Hotels & Resorts, Nikko Hotels International, and Hotel JAL City. You can participate in mécénat activities such as support activities for arts and culture.

■ About The Okura Tokyo

Opened in September 2019, The Okura Tokyo is the Okura Group's flagship luxury brand hotel. The hotel consists of two buildings: The Okura Heritage Wing, a 17-story tower enveloped in an air of elegance and tranquility, and The Okura Prestige Tower, a 41-story tower that meets modern-day needs for dynamism and functionality while also maintaining a uniquely Japanese accent. There are a total of 508 guestrooms in the hotel, and it is home to five restaurants offering a range of Japanese cuisine, including "Yamazato", offering fine Japanese dining, and "Sazanka", serving teppanyaki. There are additionally two bars, a tea ceremony room, 19 banquet rooms including the Heian Room (area approx. 2,000 m²), and the Okura Fitness & Spa facility.

Official Website: <https://theokuratokyo.jp/en/>

The Okura Tokyo Cultural Fund: https://theokuratokyo.jp/en/company/mecenat/cultural_fund/

Media related inquiries

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