

“Corporate MECENAT Year of Japan” Osaka International Conference



On February 2015, Association for Corporate Support of the Arts (KMK) will celebrate our 25th anniversary. Throughout our history, the association has been engaging to promote corporations' valuable activities in the arts and culture. Each activity is creatively and individually designed by each corporation that contributes to a variety of people, community and society in various ways. It is what we call, “corporate mécénat.”

Corporations and corporate foundations in Japan have taken a lead prior to the government for supporting Japanese cultures. From our research, we now acknowledge that the total amount of activity fee invested for corporate mécénat has reached to JPY 81.1 billion, which is almost equivalent to the budget the government invests in cultural policies and projects.

In the Osaka International Conference, we aim to learn remarkable cases of corporate mécénat by corporations in/outside of Japan, and share opinions of how creative economy forms a society creative, and how we approach to make it happen.

- Purposes**
- 1) To promote cultural creation of a society by re-understanding the value and power of culture
 - 2) To suggest ideas of a Creative Economy from a perspective of “Business for Arts”
 - 3) To understand, integrate and respect cultural diversity over the world network
- Theme** Culture As Capital– Creative Economy and Creating a Society
- Targeting To** Corporate/business managers, corporate officers for mecenat activities, cultural organizations in/outside Japan, cultural scientists, NPO etc.
- Conference Guests** Presidents/CEO of corporations, cultural organizations, cultural professors, artists
- Opening Period** 7th March (Sat) – 8th March (Sun) 2015 ※6th March: only for the invited

Overall Schedule

6 th March (Fri)	<u>Only for the invited conference guests</u> 13:00~ Visiting Tour of PARASOPHIA (the Kyoto International Festival of Contemporary Culture) http://www.parasophia.jp/en/ 18:00~ Opening Ceremony of PARASOPHIA
7 th March (Sat)	DAY 1 at Creative Center Osaka (Chishima Real Estate Co., Ltd) 13:00-18:30 Session 1 – 3 18:30-19:30 Reception
8 th March (Sun)	DAY 2 at Matsushita IMP Hall in Osaka Business Park 11:00-12:30 Session α. (a closed meeting among cultural/business professionals) 14:00-19:30 Keynote Speech 1 & 2, Presentation Café, Panel Discussion 19:30-20:30 Closing Party

※Please note that every detail is still subject to change.

Timetable

<DAY 1>

Location: Creative Center Osaka (Chishima Real Estate Co., Ltd)

13:00-13:10 Opening Speech for the conference

13:10-14:40 **Session 1. 「Corporate mécénat in the world」** (90mins)

Presentations (10mins each) by

Association for Corporate Support of the Arts / *Japan*

ADMICAL / *France*

Asia and Europe Foundation / *Singapore*

Discussion with audience (50mins)

14:40-15:00 (break)

15:00-16:30 **Session 2. 「What is the value of the arts, and culture」**(90mins)

A workshop by an artist & a tour of Creative Center Osaka

International guests

Mark TEH (A member of Five Arts Center / *Malaysia*)

Carolina Roa (Head of International Affairs at FITAM / *Chile*)

16:30-16:50 (break)

16:50-18:20 **Session 3. 「Creative Economy」**(90mins)

Presentations (15mins each) by

Jason POTTS *Professor / Australia*

Nobuko KAWASHIMA *Professor, Doshisha University / Chair, Japan Association
for Cultural Economics / Japan*

Discussion with audience (60mins)

18:20-18:30 Closing Speech for the day

18:30-19:30 Reception (60mins)

<DAY 2>

Location: Matsushita IMP Hall in Osaka Business Park

11:00-12:30 **Session α.「Cultural Promoting Platform Meeting」** (90mins)

A closed meeting for only the invited (cultural/business professionals, KMK members, etc.). The association challenges to build the Cultural Promoting Platform by private sectors such as corporations, private foundations, NPOs, and so on. This meeting is held to discuss and analyze how to build the platform.

12:30-14:00 (break)

14:00-14:10 Opening Speech for the day

14:10-14:55 **Keynote Speech 1. 「Creation of A Society by Culture」** (45mins)

Cai GUO-QIANG *Artist / China, Japan, NY*

15:00-15:45 **Keynote Speech 2. 「Economy, Management and Culture」** (45mins)

Takeo OBAYASHI *Chairman & Representative Director of Obayashi Corporation*

15:45-16:15 **Presentation-Tables : Presentation Time (30mins)**

Presenters:

Chishima Real Estate Co., Ltd. / Japan

Arts Support Kansai / Japan

Kyoto International Festival of Contemporary Culture Organizing Committee / Japan

Mark TEH *A member of Five Arts Center / Malaysia*

Carolina ROA *Head of International Affairs at FITAM / Chile*

16:15-16:45 (break)

16:45-17:35 **Presentation-Tables : Discussion Time(50mins)**

Audience will be asked to select and join a group sectioned by the five presenters. It will be Q&A time based on the presentation or discuss a particular theme by the presenter and the group.

17:35-18:00 (break)

18:00-19:20 **Panel Discussion (80mins)**

Cai GUO-QIANG *Artist / China, Japan, NY*

Yoshikazu SHIBAKAWA *President, Chishima Real Estate Co., Ltd. / Japan*

Hiroshi Ozaki *Representative Director and President, Osaka Gas Co., Ltd / Japan*

Jason POTTS *Professor / Australia*

Asia and Europe Foundation /Singapore

ADMICAL / France

Motoki OZAKI *President of KMK, Advisor of Kao Corporation / Japan*

**Moderator: Taneo KATO *Executive director of KMK / Japan*

19:20-19:30 Closing Speech for the conference

19:30-20:30 Closing Party (only for the invited)