

News Release

June 2009

Charity Event - “ Saving the Children of the World through Art ”

## The 15<sup>th</sup> Charity Art Collection

### From Rembrandt and Van Gogh to Contemporary Artists The Glory of Dutch Arts

The Corporate Cultural Exchange Committee and Hotel Okura Tokyo present the 15<sup>th</sup> Charity Art Collection: From Rembrandt and Van Gogh to Contemporary Artists –The Glory of Dutch Arts. This Charity Event will be held for a 27-day period, from Tuesday, August 4 to Sunday, August 30, 2009.

This year celebrates 400 years of trade relations between the Kingdom of the Netherlands and Japan. In commemoration of this event, several prestigious institutions from the Netherlands such as ING Group, Rijksmuseum Amsterdam, De Nederlandsche Bank and The Netherlands Ministry of Foreign Affairs are offering about 75 finest art works for display at this year’s Charity Art Collection.



Rembrandt Workshop    The Holy Family at Night  
1642 -1648, Rijksmuseum Amsterdam

The origin of the Charity Art Collection can be traced to Hotel Okura Tokyo's commitment to the idea of mécénat, which means giving back to community by supporting local culture. With this in mind, Hotel Okura Tokyo has arranged a public exhibition of priceless art works owned by a variety of corporations, organizations, and private individuals.

This driving force in creating and continuing the event has been the Corporate Cultural Exchange Committee, with its wide knowledge of the best ways to organize volunteers. A variety of corporations, organizations, and private individuals then contributed works from their collections to take part in Hotel Okura Tokyo's project. This is now the 15<sup>th</sup> presentation of the event, still pursuing art of both substance and prestige.

This exhibition is also a charity event, focused on the theme of " Saving the Children of the World through Art. " In order to help as much as possible those children in unfortunate circumstances, the Corporate Cultural Exchange Committee donates the entire net income of this exhibition to such organizations as the Japan Red Cross Society and NHK Public Welfare Organization.

With the support of so many, by last year's 14<sup>th</sup> exhibition, almost 362,000 people had attended, with 146,000,000 Japanese yen donated.



Rembrandt Harmensz. van Rijn  
《Self - portrait drawing at a window》  
1648, Rijksmuseum Amsterdam

## The 15<sup>th</sup> Charity Art Collection

- Dates: Tuesday, August 4 - Sunday, August 30, 2009  
( Open every day during this 27-day period )
- Hours: 10:00a.m. - 6:00p.m. ( Admission until 5:30p.m. )  
Friday only: Open until 8:00p.m. ( Admission until 7:30p.m. )  
Tuesday, August 4 12:00p.m. - 8:00p.m. ( Admission until 7:30p.m. )  
Sunday, August 30, 2009 10:00a.m. - 5:00p.m. ( Admission until 4:30p.m. )
- Location: Hotel Okura Tokyo ( Ascot Hall, B2, South Wing )
- Sponsored by: The Corporate Cultural Exchange Committee  
Chairman: Mr. Mikio Matsui, Chairman, Hotel Okura Co., Ltd.  
Committee members include:  
-Mr. Tomiji Yamazaki, Honorary Chairman, Yamatane Art Foundation  
-Mr. Iwao Osaki, Chairman, Okura Cultural Foundation  
-Mr. Yoshihiko Okura, Director, Okura Museum of Art  
-Mr. Tomijiro Morita, Chairman of the Board, Dai-ichi Mutual Life Insurance Company  
-Mr. Hiroshi Saito, Chairman, Mizuho Corporate Bank, Ltd.
- Presented by: Hotel Okura Tokyo / Hotel Okura Kyoeikai /
- Co-sponsored by: Ministry of Foreign Affairs of Japan /  
Embassy of the Kingdom of the Netherlands / Minato City Board of Education /  
Yomiuri Shimbun Tokyo Head Office / NHK /  
Association for Corporate Support of the Arts, Japan / The Japan-Netherlands Society /
- In special cooperation with: ING Group / Rijksmuseum Amsterdam / De Nederlandsche Bank /  
The Netherlands Ministry of Foreign Affairs/
- In cooperation with: Japan Red Cross Society / NHK Public Welfare Organization /  
Yamatane Museum of Art Foundation /  
Okura Cultural Foundation, Okura Museum of Art / Nippon Express Co., Ltd. /  
Yamagen Co., Ltd./ Evah Link Co.,Ltd. /Art Venture Office SHOU Co.,Ltd./
- Curators: Mr. Masayuki Tachiiri ( Lecturer, Shizuoka University of Art and Culture )  
Mr. Hiroshi Kumazawa( Assistant Professor, The University Art Museum  
- Tokyo University of the Arts)  
Ms. Annabelle Birnie, Ms. Sanne ten Brink , Ms. Caroline Vos (ING Art Management)  
Ms. Tomoko Oba( Doctoral Program in Fine Arts,  
Graduate School of Fine Arts, Tokyo University of the Arts )
- Supervisors: Mr.Yoichiro Ide ( Professor, Tokyo Junshin Woman's College )  
Mr. Hiroyuki Kinpara ( Director, Tokoha Museum of Art)  
Ms. Natsuko Kusanagi ( Director & Executive Curator, The Hiratsuka Museum of Art )
- Admissions: Adult; ¥ 1,200 ( ¥ 1,000 in advance )  
University and High School students; ¥ 1,000 ( ¥ 900 in advance )  
Junior High School and Younger; Free