

NEWS RELEASE:

June 26, 2008

Japan Center for International Exchange (JCIE)
The Tiffany & Co. Foundation

Winners Announced for the First Tiffany Foundation Award

The Japan Center for International Exchange (JCIE) and the Tiffany & Co. Foundation are pleased to announce the winners of the first Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society.

From the end of December 2007 to the end of January 2008 JCIE requested nominations for the award from experts and institutions active in relevant fields throughout Japan. In addition, organizations with a strong record of carrying out exemplary activities in keeping with the objectives of this award were also invited to directly nominate themselves.

The following three objectives were established to select winners for this award:

(1) Incorporate the heritage of traditional local culture into the contemporary activities of modern society by mobilizing the participation of a wide range of citizens in traditional cultural activities; (2) Revive traditional cultural activities that have been passed down through the generations with the purpose of regenerating a sense of local pride and contribute to community revitalization; (3) Promote domestic and international exchange related to the theme of traditional arts and culture to rejuvenate local communities and open them to the rest of the world.

After careful selection, the following organizations were selected from 21 applicants for a *Taisho* award and from 33 applicants for a *Shinkosho* award. The recipients will each receive a ¥ 2 million award and a custom-designed trophy from Tiffany & Co.

Taisho Award:

Mino Washi Akari Art Contest & Exhibition Organizing Committee(Mino City, Gifu)

Shinkosho Award:

Nishi-Shiogo Revolving Theater Preservation Committee (Hitachi-Omiya City, Ibaraki)

The Tiffany & Co. Foundation Award was established in December 2007 in partnership with the Japan Center for International Exchange (JCIE) and the Tiffany & Co. Foundation. The goal of this award is to raise awareness across the country about private-sector activities that take place in each region by recognizing organizations which undertake exemplary activities to promote traditional culture and the revitalization of local communities. The Tiffany & Co. Foundation, established by Tiffany & Co., makes grants in the fields of arts and culture and the environment. This award is their first large-scale activity in Japan.

Application Qualifications

1. Applications are accepted only from nonprofit organizations. Applications from individuals are not accepted.
2. Applicants must have a program of ongoing activities to be considered for an award.

Criteria for selection

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| 1. Local Culture | Incorporate the heritage of traditional local culture into the contemporary activities of modern society. |
| 2. Self-Sufficiency | The activities must have continued for over 10 years for a <i>Taisho</i> Award and over 5 years for a <i>Shinkosho</i> Award. |
| 3. Cross-sectoral component | Activities that mobilize participation from of various societal sectors, for example including government agencies, businesses, and citizens. |
| 4. Impact | Activities that have social impact beyond the local community. |

Selection Committee

Yuko Tanaka	Professor, Hosei University
*Fumio Nanjo	Director, Mori Art Museum
Katsuhiko Hibino	Artist; Professor, Tokyo University of the Arts

**Chair of the committee*

Message from the Tiffany & Co. Foundation

I'm pleased to announce the two organizations for our first "Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society". This award is presented to organizations that have contributed to the protection of Japan's heritage and traditional culture. In keeping with the goal of this award, Tiffany & Co. honors the importance of cultural heritage and history by incorporating them into contemporary designs of timeless value.

The Tiffany & Co. Foundation was established in 2000 to provide grants to nonprofit organizations dedicated to the preservation of the arts and environmental conservation. The Foundation has been actively engaged in activities that preserve the natural world which provides us with the gemstones and precious metals and also with the inspiration to create our world renowned collections.

Traditional Japanese crafts have also provided design inspiration for Tiffany & Co. In the nineteenth century our designers created sterling silver masterpieces based on exquisite Japanese bird paintings. Tiffany's "Japanesque Style" remains unsurpassed in the history of American silver design.

The Tiffany & Co. Foundation is pleased to contribute to the positive relationship between Japan and United States by supporting Japanese traditional art.

Fernanda Kellogg
President, The Tiffany & Co. Foundation

About The Tiffany & Co. Foundation

Established in 2000, The Tiffany & Co. Foundation provides grants to nonprofit organizations dedicated to the education and preservation of the arts and environmental conservation. Guided by the belief that a successful company has a responsibility to the greater community, the Foundation awards grants to institutions that preserve traditional artisanship. Support is also given to cultural institutions that foster the decorative arts. In addition, the Foundation assists organizations dedicated to conservation of natural resources from which the company draws the materials and inspiration that are at the heart of Tiffany design. For more information on The Tiffany & Co. Foundation, please visit www.tiffanyandcofoundation.org

Message from JCIE

Since its founding in 1970, the Japan Center for International Exchange (JCIE) has worked to promote international dialogues and collaboration among foundations, corporations, nonprofit organizations, and others around the world. Our relations with American foundations date back to the very origins of our organization, when we began facilitating US-Japan policy dialogues with the support of major American foundations in the late-1960s and then, in the mid-1970s, undertook a major initiative to introduce models of American corporate and foundation philanthropy to Japan.

In recent years, there has been a growing focus on corporate philanthropy and corporate social responsibility in Japan. We hope to play an even more constructive role in these types of activities by supporting Japanese and foreign corporations which are working to make social contributions.

Last year, we began working with the Tiffany & Co. Foundation to establish the Tiffany Foundation Award. Thanks to the efforts of the selection committee, Tiffany Japan, and the many people who have provided their support and advice, I am delighted that we have been able to select two extraordinary organizations and we are now honoring them at the very first award ceremony for the Tiffany Foundation Award.

Tiffany & Co. is known throughout Japan and around the world for its high quality jewelry and for its heritage of fine craftsmanship. The Tiffany Foundation Award has already attracted considerable attention to the work of promoting traditional culture in our contemporary society. I believe this is because people in Japan have become more aware of the importance of preserving their heritage and how innovative efforts to revitalize local communities by focusing on this heritage and sharing it with the global community.

I wish to express my gratitude to everybody who has worked so hard to make this possible and also ask for your continuing support as we work to further deepen the impact and significance of this awards program in the years ahead.

Tadashi Yamamoto
President, JCIE

About JCIE

The Japan Center for International Exchange (JCIE) was founded in 1970 as an independent, nonprofit organization to promote mutual understanding and cooperation between Japan and other countries on policy issues related to international affairs, as well as political, economic and social issues.

Responding to the international exchange needs in this new era, JCIE carries out a wide range of activities such as international dialogues and research on policy issues, as well as exchanges and studies that aim at strengthening the private sector.

In addition, since its founding, JCIE has worked to support and facilitate the philanthropic efforts of corporations and foundations both within Japan and abroad, and has over 20 years of experience in carrying out research on international exchange and cooperation that is connected to the revitalization of local communities. For more information on JCIE, please visit www.jcie.or.jp/japan/

2008 Tiffany Foundation Award Winners

Taisho Award:

“Mino Washi Akari Art Contest & Exhibition Organizing Committee” (Mino City, Gifu)
Masashi Fukawa, Committee Chairman

For 1300 years, Mino in Gifu prefecture has specialized in the production of Japanese *washi* paper. Since 1994, the local community has worked to preserve the tradition of Mino *washi* by organizing a major exhibition of intricate “Akari Art” lanterns and light sculptures created using Mino Japanese paper. This outdoor exhibition takes place along picturesque streets lined with the traditional “*udatsu* style” homes that were common during the Edo period. Exhibited in the open air at sunset, the lantern art showcases the softness, beauty, and versatility of Mino *washi*.

The organizing committee is recognized for highlighting new possibilities for Mino *washi* while celebrating the historic area where these innovations are displayed. This annual event brings together area residents, students, and others to and involves in the revitalization of the town as well as in the development of similar events nationwide.

Shinkosho Award:

“Nishi-Shiogo Revolving Theater Preservation Committee” (Hitachi-Omiya City, Ibaraki)
Takao Oonuki, Committee Chairman

In the Edo Period, local citizens began performing kabuki plays using a revolving stage in Nishi-Shiogo, a farming village in Ibaraki prefecture. The citizens would build a special theater on a regular basis for kabuki performances, and the last play was staged in 1945. In 1991, the remaining components used to construct the theater were first recognized as important cultural artifacts. The “Nishi-Shiogo Revolving Theater Preservation Committee” was subsequently established to revive this tradition, and the citizens set out to construct a 20-meter-wide theater in the traditional fashion using bamboo and the traditional components that had been preserved.

The Nishi-Shiogo residents created an organization, “Nishiwaka-za,” to establish a special festival focused on this theater. This takes place every three years and centers around the construction of the temporary theater and the presentation of kabuki plays and dance performances, some of which include local school children. Working together to rebuild the

stage, this small rural community has raised awareness of the importance of community and honored the traditions of the past.