

NEWS RELEASE:

June 26, 2009

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

Winners Announced for the Second Tiffany Foundation Award

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

From December 2008 to the end of January 2009 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 31 applicants for a *Taisho* award and from 29 applicants for a *Shinkosho* award. The recipients will each receive a ¥ 2 million award and a custom-designed trophy from Tiffany & Co.

Taisho Award:

Earth Celebration Committee (Sado City, Niigata)

Shinkosho Award:

Kurobei Project Team (Murakami City, Niigata)

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

We are proud to be in the second year of the “Tiffany Foundation Award for the Preservation of Japanese Traditional Arts and Culture in Contemporary Society”. These awards are presented to organizations that have contributed to the protection of Japan’s heritage and traditional culture. In keeping with the goal of this award program, Tiffany & Co. honors the importance of cultural heritage and history through 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 promote design, craftsmanship, and innovation in the arts. Additionally, the Foundation works to preserve the natural world which provides us with the beauty and inspiration to create our world renowned collections as well as our gemstones and precious metals.

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 the 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 design excellence in the decorative arts. In addition, the Foundation’s environmental conservation program promotes responsible mining, healthy marine ecosystems, the enhancement of urban environments and the preservation of culturally significant landmarks. 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 dialogue and collaboration among foundations, corporations, governments, and nonprofit organizations around the world. Our ties to American foundations date to the mid-1970s, when we undertook a major initiative to introduce models of American corporate and foundation philanthropy to Japan in order to help promote the development of Japan's nonprofit sector.

In recent years, we have worked to promote the philanthropic and corporate social responsibility activities of leading corporations and, last year, we began working with The Tiffany & Co. Foundation to establish the Tiffany Foundation Award.

In fact, this particular effort by the US-based Tiffany & Co. Foundation to recognize pioneering initiatives to reinvigorate Japan's traditional cultural heritage in local communities has become the topic of discussion in various circles and attracted considerable attention.

Therefore, I wish to express my gratitude to The Tiffany & Co. Foundation, all of the organizations and people throughout the country who have expressed interest in this award, and, of course, the selection committee members and the staff of Tiffany & Co. Japan for all they have done to make possible the second Tiffany Foundation Award ceremony.

I also wish to ask for your continuing cooperation and support as we strive to make this award program even more meaningful.

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/

2009 Tiffany Foundation Award Winners

Taisho Award:

“Earth Celebration Committee” (Sado City, Niigata)

Koichiro Takano, Honorary Chairman (Mayor of Sado City)

The rich natural splendor of Sado sets the stage for Earth Celebration, an international arts festival that seeks an alternative global culture through musical and cultural collaborations with artists from around the world. It started in 1988, the year, the music performing group, “Kodo” moved their base to old Ogi town in Sado. Initially, “Earth Celebration” was co-hosted by total 10 cities, villages and towns from the island. From the very beginning, their goal was to contribute to the local community, and the festival has been such a venue for cultural and artistic exchange, and also helped to promote Sado’s rich natural environment to the world. Besides performance by “Kodo” and performers from overseas, this festival offers a range of activities including workshops to experience traditional arts from Sado as well as other places, and shops that sell traditional handcrafts. Not only it helps to promote the island, but also gives people in Sado a sense of community.

Also, Sado city has a concept, “Eco-minded island” and they have been actively searching a way for human and nature to coexist. During Earth Celebration, the city promotes garbage recycling and reusing cups to reduce the garbage. They also make an effort to protect the forest where Toki, Japanese Crested Ibises, live.

Shinkosho Award:

“Kurobei Project Team” (Murakami City, Niigata)

Setsuko Yamagai, Representative

Murakami City is known as Joka-machi (castle town) with their Shiro-ato (ruins of castle), Buke-yashiki (old Samurai residences), Tera-machi (town developed around a temple), Chonin-cho (merchants’ town). The historical Anzen Alley is located in the Murakami City. In order to make this alley more attractive, the local residents have been changing the concrete fence to their traditional wooden black fence called “Kurobei”. Before the project launched, the city was losing its original look as the more stores had adopted automatic shutters, etc. In order to change the trend, since 1998, the residents worked together to open their traditional houses, called “Machiya” to public by hosting special exhibitions such as “traditional doll display” and “traditional folding screens festival”. Their effort was made to make public aware that “Machiya” is not only beautiful outside, but also the inside.

Following the success of these events, they launched “Kurobei Project” to create excitement around beautification of the town. The Anzen Alley, which leads to the Tera-machi, has historical properties such as a temple that has been designated as an important cultural property, old houses and restaurants, however, these properties were surrounded by the concrete fences.

The residents felt strongly about the need to bring the traditional “Kurobei” back to the alley and set up “Team Kurobei Project”. They raised funds by asking to donate 1,000 yen per fence. With the donated fund, they successfully brought “Kurobei” back to the alley. Instead of tearing down the existing concrete fences, wooden boards were nailed on the fence and painted in black.

This work has involved the residents including children and elders with a support from carpenters. Over the 7 years, they raised donation from approximately 1,000 citizens, and so far, 340 meter-long “Kurobei” has been completed. From 2008, they’ve been working on another project to plant trees in the alley. Their goal is to triple the number of trees in the alley. In addition to the tree planting project, from now on, they will focus more on improving the quality of “Kurobei” instead of creating new “Kurobei”.

Comments from the Committee Members

Fumio Nanjo, Director, Mori Art Museum (chair of the committee)

“*Earth Celebration Committee*”: In 1971, Kodo's antecedent group 'Sado no Kuni Ondekoza' started their performance using Japanese traditional drums. In 1988, they moved to their current home on the Ogi peninsula, Kodo Village. Since the beginning, their activity has been very constructive and continuous and that point was highly evaluated. “Earth Celebration”, which offers a range of attractions including their main event, outdoor concert at Shiroyoma Park, is a summarization of their activities and has become a venue for cultural and artistic exchange with artists from around the world. With people from all backgrounds in mind, they programmed this festival and successfully attracted a large number of visitors. In the results, they opened up a possibility of traditional Japanese music and introduced to the world.

“*Kurobei Project Team*”: With Mr. Yoshikawa, 15th generation of the local food manufacturer, taking the lead, local people organized activities to bring the original look of the castle town back. Among their variety of activities, “Kurobei Project” especially stood out and drew our attention. They raised fund asking to donate 1,000 yen per fence, and with the fund, they transformed the concrete fences into “Kurobei”. As of today, 340-meter long of “Kurobei” has been completed. They also started planting trees to improve the view. By encouraging the citizens to participate, they accomplished this project in a very inexpensive way. We also highly evaluated that their other activities such as opening “Machiya” houses to public, spring and fall events, “Machiya” rejuvenation project, etc. Considering the fact that other regional towns facing the same problem can use their unique ideas, we decided to award this organization.

Yuko Tanaka, Professor, Hosei University

“*Earth Celebration Committee*”: We felt that “Earth Celebration” deserves the second Tiffany Foundation *Taisho* award. This award goes to not only the festival, but also people in Sado who made an effort to preserve their unique culture such as Onidaiko Festival, Noh, Kyogen, Bunya Dolls, Sekkyo-bushi, Bunya-bushi, and Okesa. I think the festival was one of the main factors for their successful cultural preservation. Sado has been known as a great sightseeing place, but I feel they should be also known as a center of Japanese culture. The city's concept “Eco-minded island” was also highly evaluated in the selection process. I would like to see Sado keep setting great examples in terms of traditional culture, farming, nature, environment, etc.

“*Kurobei Project Team*”: “Kurobei Project Team” stood out among all the nominees for the *Shinkosho* Award. The uniqueness, simplicity, and future possibility were outstanding. They proved that we can restore old towns by a simple and inexpensive way, and other towns in Japan will probably follow their footsteps. Their social contribution is quite valuable.

Katsuhiko Hibino, Artist; Professor, Tokyo University of the Arts

“Earth Celebration Committee”: It’s quite amazing that they organize an international event at a small island under the theme “Tataku” (to beat a rhythm). I was reminded the power of such a primitive sense which all human beings have in common. Another interesting point about this project is that they involve artists from a variety of countries. When planning a cultural exchange project, we tend to focus on going to other regions/countries, but they reminded us that it’s also important to invite people from outside.

“Kurobei Project Team”: Although they started with small activities, they gradually expanded their field involving many citizens and eventually achieved bigger goals. I related to their way to create such a movement. Instead of starting with a big goal, they focused on specific things. I believe this can be a great example for other regional cities/towns or organizations who face the same problem.