

## — Making Cultural Contributions to Society and Local Communities

### The Mission of the Idemitsu Museum of Arts

→ [The Idemitsu Museum of Arts](#) was established in 1966 to house the collection of founder Sazo Idemitsu (1885–1981). The museum celebrated its 50th anniversary in October 2016. In commemoration, the Idemitsu Museum of Arts (Moji), which is located in the Port of Moji, Kyushu Prefecture (the birthplace of Idemitsu Kosan), was renovated, reopening that same month.

A privately run art museum, the Idemitsu Museum of Arts has expanded its collection, thus far amassing around 15,000 works of art, and continues to communicate to visitors the splendor of the beauty and spirit of the East. The collection centers on Japanese works of art, including such national treasures as the Minuyo-no-Tomo Album of Exemplary Calligraphy, which features snippets of outstanding compositions from nobility once residing in the imperial palace, and Scrolls of Illustrated Stories on the Courtier Ban Dainagon, a masterpiece of Japanese painting illustrating the rise and fall of a high-ranking government official during the Heian period. The collection also showcases a wide range of extraordinary art pieces from other parts of the Far East. Through the universal medium of art, the museum strives to establish a commonality among the hundreds of thousands of annual visitors and Idemitsu.

The founding philosophy of the art museum is outlined in Sazo Idemitsu's own words: "The most important duties of museums of art are to be constantly diligent in selecting excellent art pieces, to use these pieces to educate the current generation, to carefully preserve the artworks for future generations, and to raise awareness of these splendors." The founder's desire to share this extensive, highly valuable private collection of works—seen as national cultural assets—with the public was bolstered by expert opinions contending that he had a social responsibility to do so. This formed the impetus for the founding of the Idemitsu Museum of Arts.

Due to Sazo Idemitsu's affinity for the work of such commercial artists as ukiyo-e and bunjin-ga painters, the first Idemitsu collection was somewhat unbalanced when viewed from the perspective of art history. To redress this imbalance, the museum began collecting mostly academic art, including paintings of the Kano school and the Scrolls of Illustrated Stories on the Courtier Ban Dainagon. As the museum collected works to fill out its exhibits in certain fields, it began to establish a unique reputation for displaying orthodox Eastern art in an easy to understand manner.

The Idemitsu collection, an assortment of thoughtfully curated art pieces, possesses a power beyond that of its individual components and retains the taste and spirit of Sazo Idemitsu.

One of the messages we receive from the Idemitsu collection is that of tolerance. Tolerance is thought to be a traditional virtue in Japan originating from Buddhism. The museum considers it a duty to instill the concept of tolerance into the hearts of its visitors through the works in the Idemitsu collection.



An exhibit room at the Idemitsu Museum of Arts

→ [Idemitsu Museum of Arts](#)

## Words of Founder Sazo Idemitsu—Making Business an Art

True art and true business, with respect to beauty, creativity, and effort, are in total alignment and, with respect to dignity and strength, neither one yields. We who endeavor to create beauty believe in making business an art, and championing this cause is a foregone conclusion. Idemitsu's business must be beautiful to everyone who sees it. It must not simply exist for the ugly purpose of making a profit.



## Contributing to Music Culture

We have been the sole sponsor of the music television program "Daimei no Nai Ongaku-kai," or "Untitled Concert," for over 50 years. The program was first aired in 1964 with the aim of delivering quality music straight to people's living rooms, with its principal focus on classical music. On March 5th, 2017, the program celebrated its 2,500 broadcast. In April 2017, Kanji Ishimaru, who is active on television and stage, became the sixth host of the show, helping the audience appreciate the appeal of the music from a new viewpoint and contributing to the history of the program.



"Daimei no Nai Ongaku-kai"

In 1990, we established the Idemitsu Music Awards to commemorate the 25th anniversary of "Daimei no Nai Ongaku-kai."

The awards support the activities of up-and-coming musicians as a way to help elevate music culture in Japan. Over the course of the 27 awards ceremonies held thus far (as of fiscal 2016), 97 individuals and groups have been honored. Each award recipient is given ¥3 million in prize money. The selection criteria seek for something beyond mere mastery, rather, with an eye to nurturing new talent, they focus on drive, intrinsic ability, and future potential. As a general rule, the awards focus mainly on composition, performance, and academic achievements related to classical music, but the selection process is flexible. To qualify, a candidate must be a musician no older than 30 and living and working mainly in Japan. Members of the Recommendation Committee refer candidates to the Selection Committee, which chooses the top candidates, and the Governing Body approves the winners.

In fiscal 2016, the recipients were Kanami Araki (oboiist), Sara Kobayashi (singer (soprano)), and Kyohei Sorita (pianist).

## Local Community Contribution through Cultural Activities

We have held concerts over the last 10 years, mainly in regions where we have established refineries and petrochemical plants. In 2017, the concert program was reimagined as the Idemitsu Kosan Concert—Portraying the Future in Music, with the aim of supporting broad musical experiences for children in the communities where we operate. We also hold music workshops in conjunction with the concerts.

Through such activities, we continue to contribute to the creation of opportunities to interact with music culture and to the development of future generations.



The Idemitsu Kosan Concert—Portraying the Future in Music, in Shunan City, Yamaguchi Prefecture

## KidZania

At KidZania, an inspiring, interactive indoor theme park located in Toyosu, Tokyo and Koshi-en, Hyogo Prefecture where children experience various occupations and social activities, we have been operating a service station pavilion (called the "gas station" at KidZania) since 2006, allowing children to learn how society works in a fun way.



The Idemitsu service station pavilion at KidZania

## Idemitsu Ihatove Trial

We also contribute to local community development through the promotion of motorsports by serving as the main sponsor of the Idemitsu Ihatove Trial, a motorcycle trial held in the northern part of Iwate Prefecture, for 28 years.

The themes of the 2017 Trial were "providing real trials" and "nurturing future generations." We newly established the Sports Class division, which requires participants to possess qualifications equivalent to International Grade A or above, ensuring that both participants and the audience are treated to a genuine motorcycle trial experience. We aim to further develop the event by demonstrating the allure of motorcycle trials to future generations.



A Sport Class division motorcyclist participating in the Idemitsu Ihatove Trial



Idemitsu Ihatove Trial