

## Benesse Art Site Naoshima

### Building a community based on the concept of coexistence of nature, art, and architecture



Time Exposed, by Hiroshi Sugimoto Photo: Shigeo Anzai

Benesse Holdings, Inc., and the Fukutake Foundation have been working together for over 30 years to develop communities with a focus on art through projects and activities led by Benesse Art Site Naoshima.

The artwork exhibited at Benesse Art Site Naoshima has been created to take advantage of specially designed buildings and the pristine backdrop of Japan's Seto Inland Sea. Artwork is not only exhibited inside buildings, but also displayed outside in natural spaces, creating settings that are unique to the island of Naoshima. This allows visitors to appreciate the meaning of art on an even deeper level. Benesse Holdings and the Fukutake Foundation aim to offer opportunities for people to contemplate well-being by encountering art in that way, as well as by experiencing nature and interacting with the island's residents. Activities mainly based on the island of Naoshima to develop the community through art eventually led to the establishment of an international contemporary art festival called the Setouchi Triennale. This process is being promoted outside Japan as the Naoshima Method.

Looking ahead, Benesse Art Site Naoshima will continue to create new value in partnership with the local community, while spreading the message of Benesse's approach to well-being around the world.

### A history of Benesse Art Site Naoshima

#### ● Naoshima International Camp and Benesse House open the doors to the island

In 1985, Tetsuhiko Fukutake, the founder of the former Fukutake Publishing and Chikazuku Miyake, then the mayor of Naoshima, entered into an agreement to develop the island town of Naoshima. The vision was realized by Soichiro Fukutake, then president of Fukutake Publishing (currently honorary advisor of Benesse Holdings), who opened Naoshima International Camp in 1989. In 1992, the Benesse House Museum designed by the architect Tadao Ando opened. This drove the initiative to move forward to take on the challenge of fusing Setouchi's natural landscape with architecture and art.

#### ● Bringing contemporary art to the local community

In 1998, Benesse Art Site Naoshima initiated a project to reconvert old houses into art spaces in the main residential area of the town. The project expanded the area for exhibiting artwork on the island while also creating opportunities for local residents to interact with people visiting the island through contemporary art. The Naoshima Bath "I♥湯" (I Love YU), opened in 2009, is operated in collaboration with local residents as one way to develop activities with the local community members.

#### ● From the Seto Inland Sea to the world

The opening of the Chichu Art Museum in 2004 helped bring the number of annual visitors to Naoshima to over 100,000 (about 750,000 visitors in 2019) and attract attention from around the world. We expanded activities to other islands with the opening of the Inujima Seirensho Art Museum in 2008 and the Teshima Art Museum in 2010. (As of May 2020, 22 sites are operating.)

#### ● From the Seto Inland Sea to the world: Setouchi Triennale

The projects and activities of Benesse Art Site Naoshima have evolved into the Setouchi Triennale international contemporary art festival held by the local government and corporate companies. This three-yearly international art festival has been held four times since 2010. The fourth Triennale in 2019 attracted 1.17 million visitors, who viewed exhibits on 12 islands and in two ports in the Seto Inland Sea. In addition to sponsoring the event with partner companies, Benesse has been continually involved in the activities, including voluntary participation by employees, and the presentation of symposiums.



Kadoya art house project Photo: Norihiro Ueno



Teshima Art Museum Photo: Kenichi Suzuki



Employees who volunteered for Setouchi Triennale 2019

## Environmental Conservation Efforts

### Benesse Holdings is a CDP A List company

We have been recognized by the CDP\* as a Climate Change 2019 A List company, the highest possible rating, in two consecutive years for displaying excellence in efforts to reduce greenhouse gas emissions and mitigate climate change.

\*CDP is an international non-governmental organization established to encourage companies and governments to reduce greenhouse gas emissions, protect aquatic resources, and conserve forests.



The Benesse Group is working to reduce the environmental impact of our business activities, and to promote environmental education.

## Benesse Holdings, Inc.

### Corporate Information

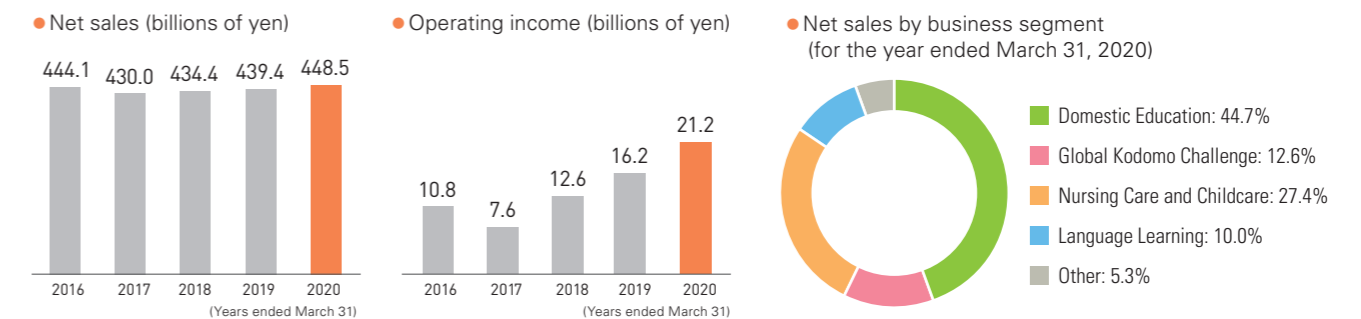


Headquarters

Tokyo Headquarters

Name	Benesse Holdings, Inc.
Locations	Headquarters: 3-7-17 Minamigata, Kita-ku, Okayama-shi, Okayama 700-0807, Japan Tokyo Headquarters: 1-34 Ochiai, Tama-shi, Tokyo 206-0033, Japan
Representative	Representative Director, President and CEO Tamotsu Adachi
Date established	January 28, 1955
Capital	13,700 million yen
Employees (consolidated)	20,673 (as of March 31, 2020)
Securities listing	Tokyo Stock Exchange, First Section (Ticker code: 9783)

### Financial Data (consolidated)



### History of the Benesse Group

- 1955** Founded as Fukutake Publishing Co., Ltd. in Minamigata, Okayama City. Started publication of educational materials and student pocketbooks for junior high school students.
- 1962** Launched Kansai Simulated Exams for senior high school students. (Shinken Simulated Exams introduced nationwide in 1973.)
- 1969** Launched Correspondence Education Seminar for senior high school students.
- 1972** Launched Correspondence Education Seminar for junior high school students.
- 1980** Announced "enculturation, computerization, and globalization" as corporate identity (CI) at first CI review. Launched Shinkenzen Elementary School Course.
- 1988** Launched Shinkenzen Preschool Course (later renamed "Kodomo Challenge"). Established the Taipei Office.
- 1990** Announced "Benesse" as corporate philosophy and brand at second CI review.
- 1991** Completed construction of the Benesse Logistics Center in Okayama Prefecture, Japan.
- 1993** Acquired Berlitz International, Inc. (later renamed Berlitz Corporation), the world's largest language services company, as a subsidiary. Launched the *Tamago Club* and *Hiyoko Club* magazines.
- 1994** Relocated the Tokyo Office (now the Tokyo Headquarters) to Tama-shi, Tokyo.
- 1995** Changed name to Benesse Corporation. Listed on the Second Section of the Osaka Securities Exchange (OSE).
- 1996** Launched the *THANK YOU!* Magazine.
- 1997** Benesse's stock listing moved to the First Section of the OSE.
- 2000** Listed on the First Section of the Tokyo Stock Exchange. Established Benesse Care Corporation to provide nursing care services. Acquired Shinkoukai Co., Ltd., a provider of residential-care services for seniors, as a subsidiary.
- 2001** Acquired Berlitz International, Inc. (later renamed Berlitz Corporation) as a wholly owned subsidiary. Established Learn-S Co., Ltd., a publisher of educational materials for senior high schools.
- 2003** Consolidated three nursing care-related Group companies to form Benesse Style Care Co., Ltd. Acquired Shinken-AD Co., Ltd. as a subsidiary. Established Benesse Hong Kong Co., Ltd.
- 2006** Made Ochanomizu Seminar Co., Ltd. a subsidiary.
- 2007** Made Tokyo Individualized Educational Institute, Inc. a subsidiary. Established Benesse Corporation China.
- 2009** Established Tokyo Educational Institute Co., Ltd. Changed Benesse Group to a holding company system. Changed name to Benesse Holdings, Inc.
- 2010** Acquired Bon Sejour Corporation as a subsidiary.
- 2012** Acquired UP Inc. as a subsidiary. Merged Bon Sejour Corporation into Benesse Style Care Co., Ltd.
- 2013** Established Benesse Palette Co., Ltd. to provide food delivery services.
- 2014** Established Benesse Senior Support Co., Ltd. to operate a nursing care consultation service. Acquired Minerva Intelligence Co., Ltd. (now Benesse BE studio) as a subsidiary.
- 2015** Established Benesse Infoshell Co., Ltd. Established Benesse i-Career Co., Ltd.
- 2019** Acquired Classi Corp. as a subsidiary.

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