

Art

Museum/Store Space



Entrance of Matsuzakaya Museum

Offering Living with Art

Museum

We hold a wide variety of topical exhibitions and events of paintings, crafts, photos and prints in museums and multipurpose halls in our major department stores to provide easier access to the works of popular Japanese and foreign artists ranging from classic to contemporary art. Through them, we encourage visitors to live a spiritually rich life and make a cultural contribution to local communities.



Hirayama Ikkuo "Moon at Angkor Wat" 1933



Complete skeleton of triceratops (7 meters long, the United States)

Major exhibitions held during fiscal 2011

- **Atae Yuki: Showa Memorial**
(Matsuzakaya Museum and Daimaru Kobe and Sapporo)
- **Iwago Mitsuaki Photo Exhibition: Cats**
(Daimaru Kyoto and Shinsaibashi)
- **Kawai Gyokudo: Japanese Scenery**
(Matsuzakaya Museum)
- **The 96th Inten: Exhibition of the Japan Art Institute**
(Daimaru Shinsaibashi)
- **Tea Bowls Living in the Present: Raku and Other Masterpieces**
(Matsuzakaya Museum)

Major exhibitions planned for fiscal 2012

- **"Transience and Brilliance of Life"**
Fusuma Paintings by Nakashima Kiyoshi, Jojuin, Kiyomizu-dera Temple, Kyoto
(Matsuzakaya Museum)
- **Dinosaurs**
—Time Tunnel of 3,500 Million Years from Primitive Lives to Mastodons—
(Daimaru Kobe)
- **Hello Kitty Art**
(Daimaru Umeda)
- **Hirayama Ikkuo: Message to the Next Generation**
(Daimaru Kyoto)
- **Marc Chagall —Oil Paintings, Prints and Tapestries—**
(Matsuzakaya Museum)
- **The 97th Inten: Exhibition of the Japan Art Institute**
(Daimaru Shinsaibashi)
- **Takagi Eiko: The World of Paper Doll Children Celebrating Her 90th Birthday**
(Daimaru Kyoto)
- **Bingata: Colors and Shapes of the Ryukyuu Dynasty**
Commemorating the 40th Anniversary of the Reversion of Okinawa to Japan
(Matsuzakaya Museum)



Bingata costume with design of mist, weeping cherry, swallow, bird with chrysanthemum, folding fan, square picture card, strip of paper patterns on white ground, ramie, 19th century, Matsuzakaya Collection

Collecting various precious dyed textile products including a national important cultural property

J. Front Retailing Archives Foundation Inc., which was established by J. Front Retailing in 2011, maintains more than 1,300 precious dyed textile products including a national important cultural property "Keicho kosode (small-sleeved kimono)" of the Edo period and organizes their public displays and exhibitions in order to pass the Group's cultural assets on to the future generations and contribute to academic culture.

In fiscal 2011, the Foundation held the "Matsuzakaya Collection" exhibition at Matsuzakaya Museum to show these costumes. From our collection, we lent out 120 pieces to the "Noh Costumes and Noh Masks" exhibition at National Noh Theatre and 77 pieces to the special exhibition "Kyoto Kimono" at the Museum of Kyoto and they received a great response.

In fiscal 2012, we will lend out 45 pieces including Ryukyuu dyed costumes from Matsuzakaya Collection to the exhibition commemorating the 40th anniversary of the reversion of Okinawa to Japan "Bingata: Colors and Shapes of the Ryukyuu Dynasty" to be held at four well-known museums in Japan including Matsuzakaya Museum.

(We will change the exhibits during the period of the exhibition to protect them.)

※ Exhibition schedule

- Tue, Apr 24 - Sun, May 27 Okinawa Prefectural Museum & Art Museum (Okinawa)
- Tue, Jun 13 - Sun, Jul 22 Suntory Museum of Art (Tokyo)
- Tue, Sep 11 - Sun, Oct 21 Osaka City Museum of Fine Arts (Osaka)
- Sat, Nov 3 - Sun, Nov 25 Matsuzakaya Museum (Nagoya)



Ceiling of light and colors



Fresco ceiling



Relief ceiling



Elevator hall on the 1st floor of the main building



Stained glass clock



Peacock relief



Stained glass designed after Aesop's Fables



Mezzanine of the main building

The World of Art Deco Created by Architect W. M. Vories

It was in 1914 that Daimaru kimono fabric store, which was founded in 1717, opened a Western style store with display windows in the present location of Shinsaibashi store. A few years later, in October 1918, a unique Gothic style four-story timber-frame and brick department store was born, which was rare even in Osaka. It was the first building that W. M. Vories (1880-1964) designed for Daimaru. Regrettably, however, it was burned down only one year and four months later. The current building of Shinsaibashi store was constructed in four phases according to a plan. In the first phase of construction, the southern half facing the arcade street of Shinsaibashisuji was completed in 1922, and in the second phase, the northern part facing the same street was completed in 1925. And then

the third and fourth phases of additional construction of the part facing Midosuji street were completed in 1932 and the following 1933 respectively. This is how a Neo-Gothic style department store with seven stories above ground came into existence.

The middle layer of the building is covered with grave scratched tiles. It is between the granite exterior wall of the first floor and the outer wall of the top floor elaborately designed with terra cotta. Once you step into the store through the entrance with a relief of a peacock, which is a symbol of Daimaru, you will find gorgeous details one after another, including fresco paintings on the ceiling and a stained glass clock on the upper wall of the central elevator hall. All of them, including geometric patterns, abstract flowers and trees and

snow and mineral crystals, form the world of Art Deco unified in one tone.

Department stores should have different characteristics from region to region. Here is one of the approaches of Shinsaibashi store to offer customers special time and space as well as products and services.



Daimaru Shinsaibashi store