



Living with Art — Spiritually Rich Life

Museums providing easy access to art

J. Front Retailing has museums in its major department stores and holds topical exhibitions to provide easier access to excellent art works in Japan and abroad. We offer spiritually affluent lifestyles to visitors through paintings and a wide variety of other fascinating works of art including photos, designs and picture book illustrations to make a cultural contribution to local communities.

Matsuzakaya has a full-scale museum named “Matsuzakaya Museum” in Nagoya store, which is unusual for department stores. It is a modern museum complete with dignified and calm display space and the equipments to keep exhibits in good condition and protect them from crimes and disasters. “Daimaru Museums” are placed in Shinsaibashi, Umeda, Tokyo, Kyoto and Kobe stores.

The exhibitions that Daimaru and Matsuzakaya held during fiscal 2008 are listed on the right. (Daimaru Sapporo store gives exhibitions in the hall on the 7th floor.)



Major cultural events held during fiscal 2008

- Kobori Enshu: Encounter with Beauty (Matsuzakaya Museum and Daimaru Kobe)
- Aida Mitsuo (Matsuzakaya Museum and Daimaru Shinsaibashi)
- Twentieth Century Masters: Eyes Looking at Beauty and Eyes Looking at Society (Daimaru Umeda and Tokyo)
- Nakau Collection: Four Great Ukiyoe Masters (Daimaru Tokyo)
- Koiso Ryohei and Higashiyama Kaii (Daimaru Kobe)
- Original Illustrations by John Burningham (Daimaru Sapporo)
- Ancient Egypt (Matsuzakaya Museum and Daimaru Kobe)
- Nakamura Ikuo Photo Exhibition: The Sea and its Creatures (Daimaru Umeda and Sapporo)
- Rouault and Matisse (Matsuzakaya Museum)
- Camille Pissarro (Daimaru Tokyo)
- Hokusai Painting Mt.Fuji (Matsuzakaya Museum)
- The 93rd Inten: Exhibition of the Japan Art Institute (Daimaru Shinsaibashi)
- Shirasu Jiro and Masako (Daimaru Kobe and Sapporo)
- Great Romance of the Three Kingdoms (Matsuzakaya Museum)

Exhibition schedule for fiscal 2009



1. Léonard Fujita “Portrait in 1927”
2. Four Great Dinner Sets of Ekaterina II
From the Collection of the State Hermitage Museum
(From left) Creamer, sugar bowl and saucer, coffee pot and coffee cup and saucer
from the “Cameo Service”
Sèvres Royal Porcelain Factory, France (1778-79)
© Texts, photos, The State Hermitage Museum, St.Petersburg, 2009
3. Italian Art and Napoleon
“Madonna and Child with an Angel” by Sandro Botticelli (1467-70)
Photo: Jean-François Paccosi
4. The History and Various Treasures of Higashi Honganji
One part of the Annyo Rokushu Zu (Six Types of Birds in the Pure Land)
from the sliding-door panel paintings in the Goeido
(Founder’s Hall) by Mochizuki Gyokusen

- Léonard Fujita (Matsuzakaya Museum and Daimaru Kobe)
- Four Great Dinner Sets of Ekaterina II from the Collection of the State Hermitage Museum (Daimaru Shinsaibashi)
- Botticelli: Italian Art and Napoleon
- Collection of Fesch Museum in Corsica (Daimaru Tokyo)
- Hashimoto Kansetsu (Daimaru Kyoto)
- Nakahara Junichi (Daimaru Kobe)
- In Commemoration of the 750th Memorial for Shinran Shonin: The History and Various Treasures of Higashi Honganji (Matsuzakaya Museum)
- The 94th Inten: Exhibition of the Japan Art Institute (Daimaru Shinsaibashi)
- The Legacy of Carthage (Daimaru Tokyo)

※Details of the exhibitions to be held in fiscal 2009, including titles, are subject to changes.

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 Shinsaibashi. 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.



Peacock relief



Mezzanine of the main building



Elevator hall on the 1st floor of the main building



Elevators on the 2nd floor of the main building



East side of the central staircase of the main building



Decoration of elevator hall



Relief ceiling



Stained glass clock



Fresco ceiling



Stained glass designed after Aesop's Fables



Ceiling of light and colors

Kyoto Dyeing and Weaving Design Institute and Matsuzakaya Kimono Museum



Kyoto Dyeing and Weaving Design Institute, *machiya* architecture of the Edo era



Matsuzakaya Kimono Museum housing 10,000 pieces of dyed textiles

Kyoto Dyeing and Weaving Design Institute was inaugurated in 1745 as Kyoto Merchandising Branch of Matsuzakaya, a major kimono fabric dealer at the time, and had bought Kyoto kimono fabric for many years. Since Matsuzakaya Kimono Museum was opened in Kyoto Merchandising Branch in 1931 to collect dyed textile works of art from all ages and countries, it has pursued the beauty of Japanese kimono and has researched and developed the design of trendy kimono. In 1957, Matsuzakaya Kimono Museum was established as a modern storage and treasures precious pieces of dyed textile art of national important cultural property class. (Kyoto Merchandising Branch was renamed Kyoto Dyeing and Weaving Design Institute in 1990.)

History of Kyoto Merchandising Branch

Matsuzakaya, which was founded as a kimono fabric dealer Ito Gofukuten in Nagoya in 1611, expanded the business to become a kimono fabric purveyor to the Owari Tokugawa clan around 1740 and advanced into Kyoto in 1745. In order to further develop the business, Kyoto Merchandising Branch was established as a store with buying functions in Kyoto, which was a production center of quality kimono fabric at the time. Originally, the branch was opened in Muromachi Nishikoji, and four years later, it was moved to the present location in Shinmachidori Rokkaku-sagaru. Though it repeatedly suffered fires and incidents including Donguri Fire in 1788, Hamaguri Rebellion in 1864 and the Great Fire of Meiji in 1900, it was rebuilt each time and retains the architecture of *machiya* (town house) of the Edo era.

Establishment of Matsuzakaya Kimono Museum

From the Taisho era to the Showa era, department stores were expected to produce top quality kimono fabric using traditional dyeing skills, while they were transformed like department stores through popularization and the expansion of offerings other than kimono fabric. With that historical backdrop, Matsuzakaya Kimono Museum was set up in Kyoto Merchandising Branch in 1931 and began to collect dyed textile works of art from the Nara era to the Edo era from Japan and other countries across the world to help create original kimono fabric. The collection includes clothes such as *kosode* (small-sleeved kimono) of the Edo era, Noh costume, *furisode* (long-sleeved kimono), *katabira* (unlined summer kimono), *jinbaori* (battle surcoat) and *obi* (kimono belt) and *kireji* (cloth) of all countries such as Coptic cloth from Egypt, Incan cloth and Indian chintz. In addition, a wide variety of arts and crafts including sample books of *kosode*

designs, Noh masks, *byobu* (folding screens) and armor and helmets were collected. They were initially housed in a storehouse of Kyoto Merchandising Branch, and in 1957, Matsuzakaya Kimono Museum was built with modern equipment on the premises to keep them permanently as cultural assets. Now it houses as many as 10,000 pieces of dyed textiles and related materials.

Roles of Kyoto Dyeing and Weaving Design Institute

Kyoto Dyeing and Weaving Design Institute asks a group of the industry's leading manufacturers to plan and produce original kimono fabric based on the designs developed through the study of the collection of Matsuzakaya Kimono Museum and Matsuzakaya organizes the "Exhibition of Kimono Masterpieces" every year to show and sell these works to customers. The first exhibition was held in Tokyo, Nagoya and Osaka in fall 1935. During the war, Matsuzakaya were forced to suspend it. However, after the war was over and the exhibition made a comeback in 1950, the company continues to organize it and held the 63rd exhibition in spring 2009. The institute is also committed to corporate philanthropy to inherit traditional culture of dyed textiles. In 1934, the institute asked Chiso Shoten (present Chiso), a kimono manufacturer in Kyoto, to restore the Keicho Kosode allegedly owned by Yodo-dono (concubine of Toyotomi Hideyoshi) from the collection of Matsuzakaya Kimono Museum and it appeared in literature. When requested by domestic and overseas museums to allow them to show some works from its collection in their special exhibitions of dyed textiles and others, the museum lends them after due consideration. Recently, an exhibition titled "Kosode: Haute Couture Kimonos of the Edo Period" was held in Tokyo (Suntory Museum of Art) and Nagoya (Nagoya City Museum) in 2008 and in Osaka (Osaka Municipal Museum of Art) in 2009 to show about 300 items, mainly including *kosode* of the Edo era, from the treasured collection of Matsuzakaya Kimono Museum and received extremely good reaction from about 130,000 visitors in the total of these three locations. We will continue to assume a role in inheriting the precious traditional beauty of Japan by creating opportunities to expose many people to the essence of Japanese dyed textile works of art unlike any other in the world.



Keicho Kosode allegedly worn by Yodo-dono



Furisode with design of fans on dark green crepe (Mid-Edo era)