

Save Our Culture (SOC) Starts

—International Collaborative Project Is Launched to Save Cultural Heritage Damaged by Great East Japan Earthquake—

*For immediate release – Tokyo, Japan, November 2, 2011....*The Foundation for Cultural Heritage and Art Research (Ueno, Taito Ward, Tokyo/ President: Ryohei Miyata) announced today that a project entitled “Save Our Culture (SOC)” has now been launched in international collaboration with World Monuments Fund (NY, U.S.A/ President: Bonnie Burnham) and with cooperation from the Agency for Cultural Affairs and Tokyo University of the Arts.

SOC aims to raise domestic and international resources while identifying and assisting efforts at the local level to preserve and restore cultural heritage damaged by the events of March 11, contributing to rebuilding of afflicted communities.

SOC is seeking support for the rescue and restoration of three types of cultural heritage at risk that are the most urgent and/or that have the most meaning nationally or locally:

- Immovable (buildings and historic sites);
- Movable (art objects and collections); and
- Intangible heritage (material culture such as costumes, masks and floats) associated with the traditional Japanese arts, both visual and performing, for the many important festivals and rituals that have taken place in these communities for centuries.

Starting from today, Nov. 2, 2011, calls for fund raising will be made globally under the newly designed SOC logo and HP. (save-our-culture.jp). The period for submitting funding applications will be announced later for SOC's further operation including site selections in or before April 2012. The SOC initiative is tentatively set to continue for five years during which an initial goal is to raise 500 million Japanese Yen globally.

The SOC partners who have either made or committed donations as of today include (alphabetical order): Barclays Capital Japan Limited; Barclays Bank PLC, Tokyo Branch; Barclays Capital Fund Solutions Japan Limited; Deutsche Bank Group; HERMÈS JAPON CO., LTD.; J.P. Morgan; Mitsubishi Corporation; Nomura Foundation; Sampo Japan Insurance Inc.; and SOMPO JAPAN FINE ART FOUNDATION.

As the international partner of SOC, World Monuments Fund also welcomes donation across the globe through: give.wmf.org.

«SOC Logo»



Press-Contacts:

The Foundation for Cultural Heritage
and Art Research

Yoshio Yuasa: 81-(0)3-5685-2311
yuasa@bunkazai.or.jp

World Monuments Fund

Mitsuo Inagaki: 81-(0)80-6726-1308
minagaki.culture@gmail.com

Foundation for Cultural Heritage and Art Research

Foundation for Cultural Heritage and Art Research (FCHAR) is a public interest foundation created in 1988, one of the largest private foundations in the field of cultural heritage preservation in Japan, and a domestic counterpart to WMF. FCHAR will help channel support from within Japan for cultural heritage preservation projects in East Japan. Its focus includes both movable and immovable cultural properties. FCFAR had been chaired for many years by Ikuo Hirayama, a preeminent 20th century Japanese artist who passed away in December, 2009.

World Monuments Fund

World Monuments Fund (WMF) is the leading independent organization devoted to saving the world's treasured places. For over 45 years, working in more than 90 countries, its highly skilled experts have applied proven and effective techniques to the preservation of important architectural and cultural heritage sites around the globe. Through partnership with the local communities, funders, and governments, WMF inspires an enduring commitment to stewardship for future generations. Headquartered in New York City, WMF has offices and affiliates worldwide. wmf.org, twitter.com/worldmonuments, and facebook.com/worldmonuments.