thejapantimes cube

PRESS RELEASE

March 9, 2021

As a media sponsor of JapanCraft21, The Japan Times Cube supports ideas and projects that involve traditional craft techniques

The Japan Times Cube Co., Ltd. (President: Minako Suematsu) aims to help ensure that traditional Japanese culture is passed on to future generations and to introduce its beauty and technology both domestically and internationally by acting as a media sponsor for the first Ronnie Prize hosted by JapanCraft21.

JapanCraft21, an organization dedicated to the renewal of traditional Japanese crafts, in collaboration with the Asia Society Japan Center has launched a contest to identify an exceptional individual with the vision and talent to revive a traditional Japanese craft so that it flourishes in the 21st century. The contest winner will be awarded ¥5 million ($50,000) toward achieving his or her vision and will receive active support from a mentor group composed of experts in fields such as business, design, product development and marketing.

Contest rules:
Applicants must submit a brief project proposal for revitalizing a traditional Japanese craft that is functional and sustainably crafted. There is a ¥1,000 ($10) participation fee. Applications must be submitted to info@japancraft21.com by 6 p.m. JST on April 10, 2020. Application documents can be found at: www.japancraft21.com

The top 50 applicants will be asked to submit a more comprehensive project proposal along with additional information on their personal experience and background. Ten finalists will then be evaluated by our special panel of judges (see below), who will select the Grand Prize winner plus four runners-up. All 10 will be invited to present their project concepts at an awards ceremony in Tokyo, to be broadcast globally online.

Special panel of judges (in alphabetical order):

Further information on the contest is available at: www.japancraft21.com

Contest organizer: JapanCraft21, 163-7 Ichihara-cho, Shizuichi, Sakyo-ku , Kyoto 601-1123 Steve Beimel (Director), Keiko Kamei (Contest Coordinator)

Email: info@japancraft21.com

JapanCraft21's mission is to identify viable but vulnerable Japanese crafts and assist, through clear strategy and effective action, in reestablishing the vitality of traditional craftsmanship.

◆The Japan Times

Established in 1897 (Meiji 30), The Japan Times has the longest history of any English-language newspaper in Japan. Its website was first introduced in 1996. Using social media, we are currently striving to spread information about Japan and its future to the world. Our readers consider us a reliable source of information about Japan. This includes not only foreign residents in Japan, but also government officials, think tanks and media around the

world. For historical research about Japan and Asia, we use archives from universities and public libraries abroad.

【Inquiries】

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