



Matsuzakaya Museum, Matsuzakaya Nagoya store

## Creating Spiritually Enriching Space

### Museum

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



"Triptych of Flowers and Rising Sun" Edo era by Sakai Hoitsu from the Gitter Collection, New Orleans

#### ■ Major cultural events held during fiscal 2009

- Kataoka Tamako Memorial Exhibition (Matsuzakaya Museum)
- Juan Miro: Parade of Obsessions (Daimaru Tokyo and Kobe)
- Moomin (Daimaru Shinsaibashi, Tokyo and Sapporo)
- M. C. Escher: Invitation to the Labyrinth (Matsuzakaya Museum)
- Léonard Fujita (Matsuzakaya Museum and Daimaru Kobe)
- Nakahara Junichi (Daimaru Kobe)
- The History and Various Treasures of Higashi Honganji (Matsuzakaya Museum)
- Nodame Cantabile World (Daimaru Kobe)

#### ■ Schedule for fiscal 2010

- Layout of Studio Ghibli (Matsuzakaya Museum)
- Go Go Miffy: 55 Years with Miffy (Daimaru Sapporo and Kobe and Matsuzakaya Museum)
- Akatsuka Fujio Memorial Exhibition (Matsuzakaya Hall of Matsuzakaya Nagoya)
- Ten Years After, Migishi Setsuko (Matsuzakaya Museum)
- Iwago Mistuaki Photo Exhibition: Cats (Matsuzakaya Nagoya)
- Great Insect Exhibition (Matsuzakaya Hall of Matsuzakaya Nagoya)
- Jimmy Onishi Exhibition Celebrating the Release of His Art Book: Pieces of Dreams (Daimaru Shinsaibashi)
- Return of Japanese Edo Paintings Gitter Collection, New Orleans (Matsuzakaya Museum)
- Munakata Shiko (Daimaru Kyoto)
- Art Nouveau Poster Art (Matsuzakaya Museum)
- Domoto Insho Exhibition Celebrating the 120th Anniversary of His Birth (Matsuzakaya Museum)

### Kimono collection

Matsuzakaya opened Kimono Museum in Kyoto in 1931 to help create its original kimono. Since then, it has collected dyed textile products from Japan and other countries across the world for 80 years. It has about 10,000 items mainly including *kosode* (small-sleeved kimono) of the Edo era such as Keicho *kosode* allegedly worn by Yodo-dono, a concubine of Toyotomi Hideyoshi, which is comparable to an important cultural property.

In August 2010, Matsuzakaya will move this collection to Nagoya store to manage and store it in Matsuzakaya Archive and will show some kimono to the public in the permanent exhibition space of Matsuzakaya Museum on the 7th floor of the south wing from time to time to create opportunities to expose many people to the essence of Japanese dyed textile works of art.



Keicho *kosode* allegedly worn by Yodo-dono

## Architectural beauty of 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, from the world of Art Deco unified in one tone.

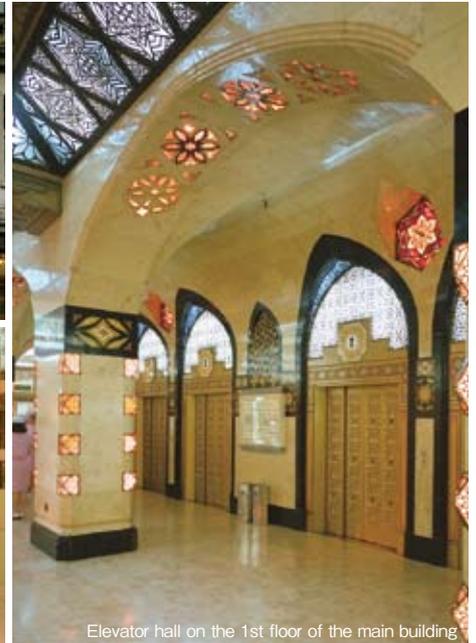
Department stores should have different characteristics from region to region. Here is one of the approaches of Shinsaibashi store to offer customers special time and space as well as products and services.



Peacock relief



Mezzanine of the main building



Elevator hall on the 1st floor of the main building



Relief ceiling



Fresco ceiling



Ceiling of light and colors



Stained glass designed after Aesop's Fables



Daimaru Shinsaibashi store



Stained glass clock