



Matsuzakaya Museum, Matsuzakaya Nagoya store

Offering Living with Art

Museum

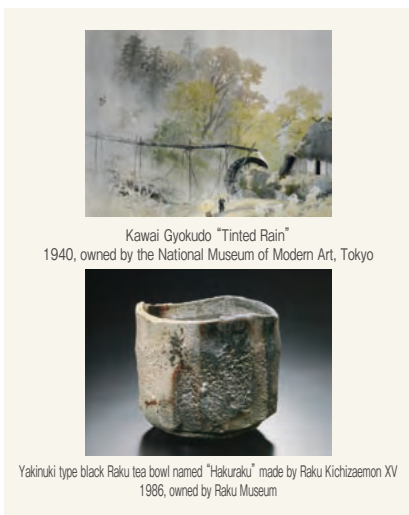
We hold a wide variety of topical exhibitions and events of paintings, crafts, photos and picture book illustrations in museums and multipurpose halls in our major department stores to provide easier access to the works of popular Japanese and foreign artists ranging from classic to contemporary art.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

Major exhibitions held during fiscal 2010

- Go Go Miffy: 55 Years with Miffy (Daimaru Sapporo and Kobe and Matsuzakaya Museum)
- Ten Years After, Migishi Setsuko (Matsuzakaya Museum)
- Jimmy Onishi: Pieces of Dreams (Daimaru Shinsaibashi)
- Returning Home: Edo Paintings from the Gitter-Yelen Collection (Matsuzakaya Museum)
- Munakata Shiko (Daimaru Kyoto)

Major exhibitions planned for fiscal 2011

- Atae Yuki: Showa Memorial (Matsuzakaya Museum and Daimaru Kobe and Sapporo)
- Iwago Mitsuaki Photo Exhibition: Cats (Daimaru Kyoto and Shinsaibashi)
- Oguiss Takanori: 110th Anniversary of His Birth (Matsuzakaya Museum)
- Licca-chan in Osaka (Daimaru Shinsaibashi)
- Kawai Gyokudo: Japanese Scenery (Matsuzakaya Museum)
- The 96th Inter: Exhibition of the Japan Art Institute (Daimaru Shinsaibashi)
- Tea Bowls Living in the Present: Raku and Other Masterpieces (Matsuzakaya Museum)
- Tekemasa Takeo: Glass Engraving (Daimaru Kyoto)



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



Peacock relief



Mezzanine of the main building



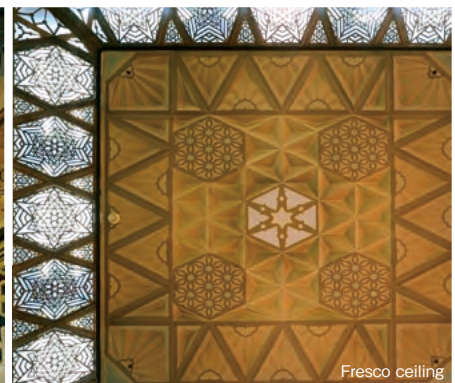
Relief ceiling



Elevator hall on the 1st floor of the main building



Ceiling of light and colors



Fresco ceiling



Stained glass designed after Aesop's Fables



Stained glass clock