

## CULTURAL ACTIVITIES

Contributing to the spread and development of Japan's Western fashion culture for women through its innerwear operations, the Wacoal Group is engaged in a variety of cultural activities that have a particular emphasis on the themes of fashion and art. We are involved in these activities because we want to go beyond the area of innerwear products and contribute to culture and lifestyles as they relate to women.

### The Kyoto Costume Institute

We established the Kyoto Costume Institute in order to specialize in the collection, research, preservation, and display of historical Western garments and explore the future of costume culture. Established with the all-round support from the Wacoal Group in 1978, the institute has continued its activities for more than three decades.

Centered on garments with historical value, the institute's collection of more than 30,000 items includes documents of cultural interest, posters, and fashion plates. Using unique painstaking preservation methods, we preserve delicate, easily damaged fibers, such as those of medieval garments. Further, museums and art galleries in Paris, New York, Los Angeles, and other cities around the world have invited the institute to exhibit the results of its research. As a result, these exhibitions enable international cultural exchanges in regions worldwide.

Recent activities include holding the "Luxury in Fashion Reconsidered" exhibition at the National Museum of Modern Art, Kyoto and the Museum of Contemporary Art Tokyo in 2009. Themed on the changing relationship between luxury and fashion in different societies from the 17th century through to the present day, the exhibition attracted a large number of visitors.

[www.kci.or.jp/](http://www.kci.or.jp/)



"Luxury in Fashion Reconsidered"  
©The Kyoto Costume Institute, photo by Naoya Hatakeyama

### Japanese Painting Exhibition

In the 1980s, Wacoal Corp., now under the umbrella of Wacoal Holdings Corp., and Kyocera Corporation established an exhibition to promote international exchanges not only in business but also in the Arts. The result was the Modern Japanese Painting Exhibition, which toured five countries and seven cities worldwide, including London and Paris, from February 1985 through November 1986. As a retrospective of this exhibition, the recently held Japanese Painting Exhibition showed one work from 45 of the 48 artists featured. Further, Wacoal Holdings Corp. and Kyocera Corporation held the exhibition at the Museum of Kyoto in 2009 to commemorate their respective 60th and 50th anniversaries and express their gratitude to society. The 21st century has been characterized by the rapid emergence of new forms of culture, vigorous business powers, and the swift globalization of information. Amidst this environment, the aesthetic value of Japanese culture is being reevaluated within Japan. In this exhibit, masterpieces by 45 artists representative of Japanese painting, stepping out of the bounds of their individual circles, have gathered together in one place. This has allowed a great number of people to reconfirm the beauty of these works. Through these efforts, we are contributing to the further advancement of Japanese culture in Kyoto, and throughout the rest of Japan.

### The SPIRAL Building

The Wacoal Group established the SPIRAL building in 1985 in Aoyama, Tokyo, as a multipurpose cultural facility that combines art and everyday life. Part of the facility, the Spiral Hall hosts a diverse spectrum of events, including theater, music concerts, and other kinds of performance as well as symposiums and art exhibitions. Also, the facility provides space for young artists to exhibit and perform and organizes a variety of cultural projects.

The SPIRAL building attracts attention from many different quarters as a place where visitors can experience a complete fusion of art and everyday life and as a source and focal point for cultural trends. In keeping with its mission, the facility includes a contemporary art gallery, a home furnishing retail store, a CD/DVD store, a cafe, a restaurant, and a hairdresser's salon. Through the cultural projects at the SPIRAL building, the Wacoal Group intends to continue providing society at large with ideas for incorporating art into everyday life.

[www.spiral.co.jp/e\\_language/index.html](http://www.spiral.co.jp/e_language/index.html)