

**Production of visual content of the works of Matazo Kayama using the Toppan
Japanese-style Painters Art Archive**

To be displayed first at the Kayama Matazo Retrospective exhibition at
The National Art Center, Tokyo

Promoting the commercialization of digital content using digital archives in cooperation with
copyright managers

Together with Kayama Inc. (Fujisawa, Kanagawa Prefecture; Director: Tetsuya Kayama), Toppan Printing Co., Ltd. (hereafter Toppan Printing; Head office: Chiyoda Ward, Tokyo; President & CEO: Naoki Adachi) has produced Blu-ray video content entitled “Waves in Spring and Autumn: Matazo Kayama – The Fantastic World of Rimpa”, which is based on “Waves in Spring and Autumn”, one of the most famous works by Japanese artist Matazo Kayama. This will be first displayed at the Kayama Matazo Retrospective 1927- 2004 exhibition being held at The National Art Center, Tokyo (Roppongi, Tokyo) from January 21 (sponsored by The National Art Center, Tokyo and Nikkei Inc. exhibit contributed by the National Museum of Modern Art, Tokyo).

This video content has been produced using high-definition digital data from Toppan Printing’s “Toppan Japanese-style Painters Art Archive”(*1). This data was color proofed by Matazo Kayama himself, a renowned modern Japanese artist. This content presents the background to the creation of one of Matazo Kayama’s most famous works, “Waves in Spring and Autumn”, by focusing on the detail of the traditional Japanese painting techniques used with the clear, high-definition images that are possible with Blu-ray. It allows viewers to enter the world of beauty that Matazo Kayama aimed to create by offering a viewpoint that is different from that of a regular exhibition display. For example, details of the piece can be enlarged and shown in close-up. A space for screening the content has been created at the venue and a video of around 6 minutes will be shown on a loop on a full HD monitor.

Making use of the high-definition digital data, art posters have also been produced in collaboration with Kayama Inc. These posters will be for sale in limited numbers at the Kayama Matazo Retrospective exhibition.

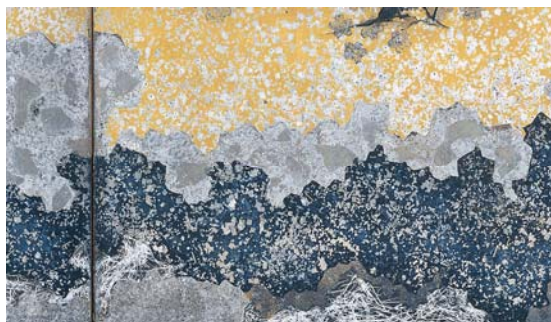
Toppan Printing will further promote the commercialization of digital content in cooperation with copyright managers by using the Toppan Japanese-style Painters Art Archive

The features of the “Waves in Spring and Autumn: Matazo Kayama – The Fantastic World of Rimpa” content

- This presents the background to the production of one of Matazo Kayama’s most famous works, “Waves in Spring and Autumn”(1966, held by the National Museum of Modern Art, Tokyo), with the clear, high-definition images of Blu-ray (1920×1080 pixels).
- Since the piece is usually in a glass case, it is difficult to get a close-up look at the details but this content

allows enlarged displays.

- Viewers can experience Matazo Kayama’s world of beauty from a different viewpoint than is possible with a regular exhibition. For example, viewers can see the various techniques that are spread throughout the fine details of the piece.

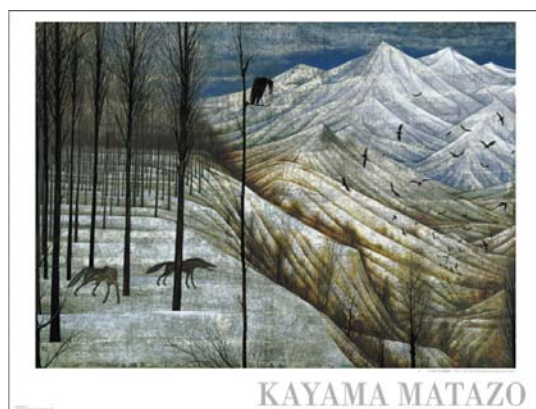


The details of “Waves in Spring and Autumn” as presented with Blu-ray’s clear images © KAYAMA Inc.

The features of the art posters

- There are posters of two of Matazo Kayama’s famous works - “Winter” (1957, held by The National Museum of Modern Art, Tokyo) and “A Thousand Cranes” (1970, held by The National Museum of Modern Art, Tokyo)
- A1 size (841×594mm). Produced using offset printing.
- Use of high-definition digital data from the Toppan Japanese-style Painters Art Archive.
- Planned retail price of 3000 yen. Limited sales planned of 500 of each poster (1000 posters in total).

The two art posters produced using high-definition offset printing



“Winter”: 1957 – The National Museum of Modern Art, Tokyo © KAYAMA Inc.



“A Thousand Cranes”: 1970 – The National Museum of Modern Art,

*1 Toppan Japanese-style Painters Art Archive

Tokyo © KAYAMA Inc.

In collaboration with artists and copyright managers, since 1999 Toppan Printing has been advancing a high-definition digital archive which aims to hand down to future generations color representation and platemaking instructions that are approved by the artists themselves or supervisors. To date, around 2,200 famous works by dozens of renowned Japanese-style painters have been archived. Artists include Matazo Kayama, Kai Higashiyama and Yuki Ogura.

■ Overview of Kayama Matazo Retrospective 1927 - 2004

- Exhibition period: Wednesday January 21 to Monday March 2, 2009 . *Museum is closed on Tuesdays
- Venue: Special Exhibition Gallery 1E, The National Art Center, Tokyo (7-22-2 Roppongi, Minato Ward, Tokyo)
- Sponsors: The National Art Center, Tokyo / Nikkei Inc. exhibit contributed by the National Museum of Modern Art, Tokyo
- Co-sponsors: Asahi Glass Co., Ltd / Daiwa House Industry Co., Ltd. / Mitsui & Co., Ltd.
- Cooperation: Japan Airlines
- * For further details please refer to the official home page of the exhibition - <http://www.kayamaten.jp>