

August 2, 2013

Company Name: Universal Entertainment Corporation  
Representative: Jun Fujimoto  
Representative Director and President

(JASDAQ code: 6425)

Contact: Nobuyuki Horiuchi, Assistant General  
Manager, PR & IR Office

TEL: +81-3-5530-3055 (switchboard)

## Announcement regarding Opening of Art Museum

We are pleased to announce that the “Okada Museum of Art”, which our corporate group has been working on, will open this fall in Kowakudani, Hakone.

### ◇ Overview of the Okada Museum of Art

The Okada Museum of Art houses works of art from ancient times through modern times, centered primarily on Japan, China and Korea. This artwork has been collected by Kazuo Okada, our company’s CEO. Born from a wish to protect artwork passed down in Japan from ancient times, to share the pleasure of encounters with beauty and to pass this along to the next generation, this museum has been in the works for ten to twenty years, including conception, and will now be ready to open this fall.

The art museum is housed in a magnificent 5-story building that has approximately 5,000m<sup>2</sup> of exhibit space. As part of the same complex, there are also plans to open a garden and footbath, and several drinking and eating facilities comprising the “Hakone Kuramachi” complex. The idea is to allow visitors from Japan and elsewhere to enjoy a pleasant time at “Amuseum” (amuse + museum).

By opening a quality art museum in the international tourist area of Hakone, we will work to convey the culture of Japan and Asia to the world, as well as to contribute to the tourism industry in Hakone and help with the revitalization and development of the region, including working with surrounding culture facilities and lodging establishments.

Name : Okada Museum of Art  
Location : 493-1 Kowakudani, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture  
No. of floors : 5 floors in total  
Scheduled  
opening : October 4, 2013  
Official site : [www.okada-museum.com](http://www.okada-museum.com)  
Curator : Tadashi Kobayashi  
Emeritus professor of Gakushuin University (art history scholar)

[Building façade and mural] Mural: “Kaze – Toki (Wind and Time)” by Kotaro Fuji



The face of this museum that greets all visitors is the “Wind and Time” mural by modern Japanese artist Kotaro Fukui (1969 - ). Including conception, the artist spent five years creating the piece based on Sotatsu Tawaraya’s “Fujin Raijin-zu byōbu (Wind God and Thunder God Screens)” (Kennin-ji Temple in Kyoto). At 12m high and 30m wide, this enormous mural enshrines at the building entrance to this museum the gods that have been the protectors of all of Hakone from the beginning.

#### ◇ Okada Museum of Art Ceremonial Opening Exhibit -

##### “Heritage of Beauty: Japanese, Chinese and Korean Art”

In honor of the new opening, the Okada Museum of Art will put on display its famous collection pieces in one grand display. The main exhibition will include paintings from Japan’s Edo Period through modern times, Kokutani and Nabeshima pottery and Kyo-yaki style pottery by Ninsei and Kenzan, Chinese ceramic ware of each era from ancient China through the Qing Dynasty, and Korean ceramic ware from the Goryeo and Joseon eras. Additionally, there are plans to exhibit a wide variety of art objects such as clay figurines, Haniwa (terra cotta figures), lacquer ware, and Buddhist art.

#### [Information on the Exhibit]

Name : Okada Museum of Art Ceremonial Opening Exhibit –  
“Heritage of Beauty: Japanese, Chinese and Korean Art”

Exhibit Dates : October 4, 2013 (Fri) to December 30, 2013 (Mon)  
\* Exhibited items may change during this period

Location : Okada Museum of Art  
493-1 Kowakudani, Hakone-machi, Ashigarashimo-gun, Kanagawa  
Prefecture

Days closed : No closures during the exhibit period

Open hours : 9:00 to 17:00  
\* On October 4, general release time for the museum from 13:30 to 17:00  
(last entering at 16:30) .

For inquiries regarding the Okada Museum of Art

Kunugi or Numazawa, PR Office (in Windam), Ceremonial Opening Exhibit, Okada Museum of Art

TEL : 03 6661 9602 / FAX : 03 3664 3833 / Mail : [okada-m@windam.co.jp](mailto:okada-m@windam.co.jp)

Chikamori, PR, Okada Museum of Art

TEL : 0460 87 3931 / FAX : 0460 87 3934 / Mail : [info@okada-museum.com](mailto:info@okada-museum.com)