

< 2024 PARAART TOKYO, 11th International Exchange Exhibition >

**Announcing the winner of the Aderans Award
“A Tulip and Birds” by Noburo Taniguchi,
selected from 761 artworks across the globe****To be featured on the cover of our CSR Communication Report**

Aderans Co., Ltd. (Head Office: Shinagawa-ku, Tokyo, Japan; Representative Director and President: Hiromasa Suzuki), promoting the wellness business of hair, beauty, health, and medical care on a global scale, has been an official supporter of the ParaArt project (artistic and cultural activities among people with disabilities) as part of its initiatives to fulfill its corporate social responsibility (CSR) and to help achieve the Sustainable Development Goals (SDGs). The project is promoted by the Nippon Charity Kyokai, a public interest incorporated foundation whose main activities include the exhibition titled PARAART TOKYO. The 2024 PARAART TOKYO, 11th International Exchange Exhibition, was held at Toshima Center Square (Toshima-ku, Tokyo) from Wednesday, November 13 to Sunday, November 17. Among 761 entries from across the globe, we presented the Aderans Award to *A Tulip and Birds* by Noburo Taniguchi.

Aderans has been promoting initiatives to support social participation among people with disabilities, such as the development of a universally designed makeup palette that is easy for people with visual impairments to use. As part of these initiatives, we have been participating in the ParaArt project organized by the Nippon Charity Kyokai as an official supporter since 2021, embracing its aim to promote social participation and international exchanges among people with disabilities through artistic activities. We presented the Aderans Award in this event for the fourth consecutive year.

PARAART TOKYO is an international art exhibition for people with disabilities across the globe. Since the first event in 2009, new ideas have been incorporated along with social and artistic trends, including the organization of traveling exhibitions and symposia as well as the addition of the calligraphy division. This year, the program received artworks from 11 countries and one region, which are also available at the virtual gallery on the PARAART TOKYO website (<https://virtualgallery.paraart.jp/2024/en/>) so that people can enjoy them anywhere without visiting the exhibition hall.

We will display this year’s award-winning work *A Tulip and Birds* (by Noburo Taniguchi) at the Aderans head office and feature it on the cover of our CSR Communication Report.



A Tulip and Birds
(by Noburo Taniguchi)

■ **The Aderans Award Winner**

Title : *A Tulip and Birds*
Artist : Noburo Taniguchi

■ **Reasons for Selection (Comment from Hiromasa Suzuki, Representative Director and President, Aderans)**

The vivid and eye-catching colors of *A Tulip and Birds* has brightened up our spirits. This work should also give energy and vitality to a great number of people by being featured on the covers of our publications and corporate calendars. Also, as I saw the work, I immediately sensed the pure joy of painting. For these reasons, as well as the excellent overall balance in colors and composition, we have decided to select this work as the Aderans Award winner.

■ **Comment from the Nippon Charity Kyokai**

Mr. Taniguchi’s work colorfully depicts the birds and butterflies with a bold design (composition and expression). You can also see the joyful birds visiting the vivid and vibrant tulip at the center to drink its nectar. This brilliant work gives energy to the audience, skillfully using primary colors such as blue, red, and green.

■ **Outline of the 2024 PARAART TOKYO, 11th International Exchange Exhibition**

Dates : Wednesday, November 13 to Sunday, November 17, 2024
Venue : Toshima Center Square (Toshima-ku, Tokyo)
Host : Nippon Charity Kyokai
URL : <https://www.paraart.jp/en/PARAART/>

■ **Past Aderans Award Winners**



**2021 PARAART TOKYO,
8th International Exchange Exhibition**
Kujira (A Whale) by Yui



**2022 PARAART TOKYO,
9th International Exchange Exhibition**
Nakama (Friends) by Hina Ooyama



**2023 PARAART TOKYO,
10th International Exchange Exhibition**
Kigi no Naka (In the Woods) by Chiemi Muraki

■ Our Collaboration in Disability Art

We support artistic activities of people with disabilities to help promote their financial independence and social participation, aiming to build an inclusive society that embraces diversity. As the first step of our support, we started featuring a work by a person with a disability on the cover of our CSR Communication Report in 2021. We have been expanding collaborative work on disability art beyond the CSR Communication Report, including free gifts for customers and our corporate calendars.

■ Aderans' CSR Activities

In the CSR initiatives of the Aderans Group, we have been further deepening and expanding activities with social value, aiming to achieve healthy and lasting corporate growth based on the trust of customers and society. We have been promoting these activities as “value co-creation-oriented CSR by integrating with core business.”



■ Aderans' Initiatives for the SDGs

As a global company, the Aderans Group is committed to actively addressing various global issues mentioned in the SDGs and to solving social problems through its business activities, striving to help build a sustainable society and to achieve sustainable growth.



Aderans Co., Ltd. supports the Sustainable Development Goals (SDGs).

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