

December 19, 2007
Mori Building Co., Ltd.

~Tokyo • New York • London • Paris • Shanghai~ Survey of Attitudes Toward Art in Major Global Cities

Mori Building Co., Ltd. (headquarters: Minato-ku, Tokyo; President and CEO: Minoru Mori) has conducted an internet survey to obtain a grasp of attitudes toward art in 5 major metropolitan areas around the world: Tokyo, New York, London, Paris and Shanghai.

■ Survey Result Highlights

- 1. Tokyo has the lowest degree of frequency of visits to art museums.**
- 2. Though art museum visits usually occur on holidays, there is a high degree of desire to visit on weekdays.**
- 3. Reasons for not visiting on weekdays in the case of Tokyo are issues related to location and hours of opening.**
- 4. Desired benefits from art museums differ from city to city: Tokyo = "for a change/diversion", New York = "stimulation out of the ordinary", London = "stimulation out of the ordinary" "hints for creative activities", Paris = "culture, refinement", Shanghai = "peace of mind" "hints for business".**

Topic: Shanghai has a remarkably high consciousness of contact with art.

P2~P3: Detailed Survey Results

P4: Comments on the survey results by Fumio Nanjo, Director, Mori Art Museum and the state of art museums in major international cities (Number of art museums in major overseas cities / operating hours of major museums)

<Research Framework>

Survey Subjects: 1006 students and employed adults aged 18 or older in five major cities around the world: Tokyo, New York, London, Paris and Shanghai (206 in Tokyo, and 200 each of the 4 other cities.)

Survey Content: Research into the strength and nature of attitudes toward art in daily life as they relate to art museums.

Survey Period: November 2007

Survey Methodology: Internet survey

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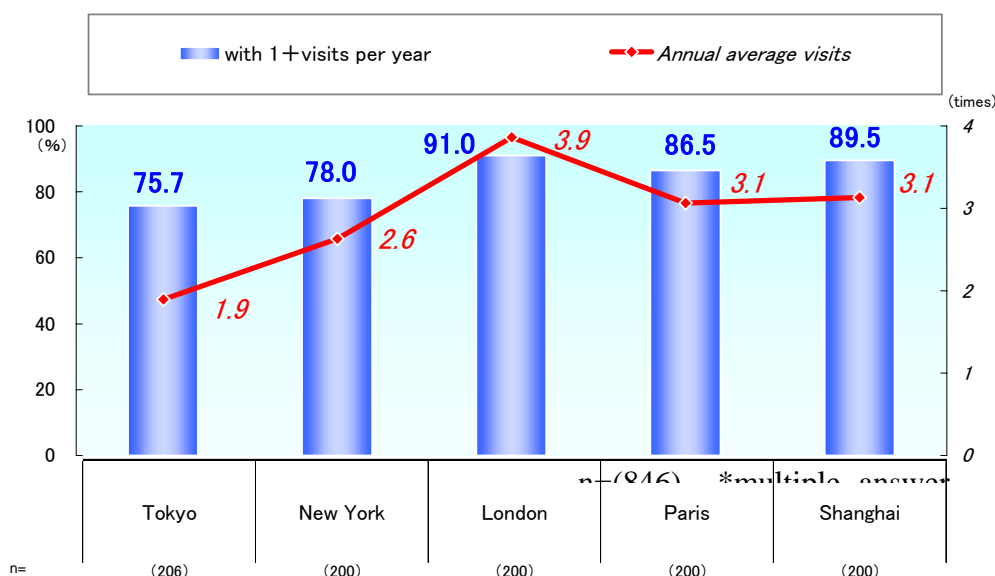
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■ Detailed Survey Results

1. Tokyo has the lowest degree of frequency of visits to art museums.

In the case of the percentage who have visited an art museum or art gallery (hereinafter, collectively referred to as "art museum" for brevity) at least once in the past year, Tokyo scored lowest with 75.7%. Also in terms of average frequency of visits to an art museum, Tokyo was also lowest with 1.9 times per years. London was highest with 3.9 times per year, and Tokyo was the only major city of the five cities in the survey to record an average of under 2 visits per year.

Figure 1. Percentage who have visited an art museum in the past year and annual average visit by city



2. Though art museum visits usually occur on holidays, there is a high degree of desire to visit on weekdays.

When samples were asked about when they visited art museums (weekdays/holidays), there was not a very big gap in trends by city with 43% of all samples in all cities making visits on weekdays and 83.1% on holidays (multiple answer). As one would expect, the overwhelming majority visit art museums on a holiday. However, when those who responded that they do not (cannot) visit on weekdays were asked if they would like to visit on weekdays if possible, almost 70% (68.6%) of all people in all cities in the survey answered "yes", indicating an overall strong desire to visit art museums on weekdays.

Figure 2. Weekday/Holiday Visits (%) (multiple answer)

(※total of all cities)

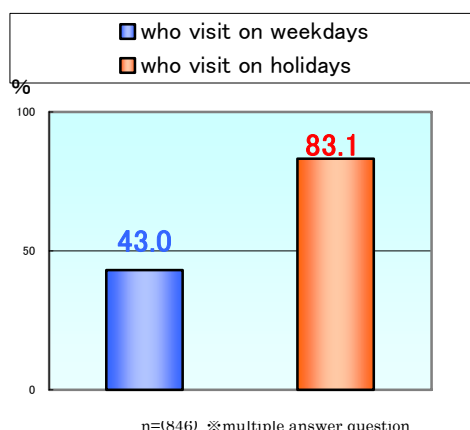
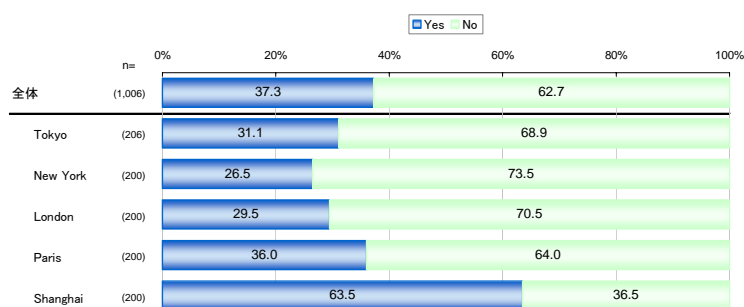


Figure 3. Desire to Visit on Weekdays if Possible (%)

(n= Respondents who visited an art museum at least once in the past year and only on holidays.)

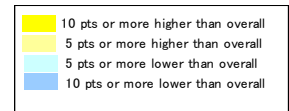


3. Reasons for not visiting on weekdays in the case of Tokyo are issues related to location and hours of opening.

Regarding reasons for not visiting (not being able to visit) art museums on weekdays, the most commonly given response in all cities (between 70% to 80%) was "Can't afford to go because work/school is too busy". However, when the trends are examined by city, higher percentages of respondents in Tokyo gave reasons such as "no art museum near workplace/school", "museums are not open late on weekdays".

Figure 4. Reasons for not visiting (not being able to visit) art museums on weekdays (multiple answer)

	n=	Can't afford to go because work/school is too busy	Want to appreciate art in quiet/less crowded time unlike holidays	No art museum near workplace school	Not open late on weekdays	Other
Total	(330)	73.3	25.5	25.2	20.0	3.6
Tokyo	(55)	78.2	10.9	36.4	30.9	3.6
New York	(54)	74.1	20.4	20.4	16.7	7.4
London	(69)	79.7	20.3	10.1	13.0	2.9
Paris	(56)	71.4	26.8	17.9	16.1	3.6
Shanghai	(96)	66.7	39.6	36.5	22.9	2.1



4. Desired benefits from art museums differ from city to city.

When the subjects were asked what they wanted from a visit to an art museum, their answers examined on a city by city basis revealed that each city had a characteristic trend in desired benefits: Tokyo = "for a change/diversion", New York = "stimulation out of the ordinary", London = "stimulation out of the ordinary" "hints for creative activities", Paris = "culture, refinement", Shanghai = "peace of mind" "hints for business".

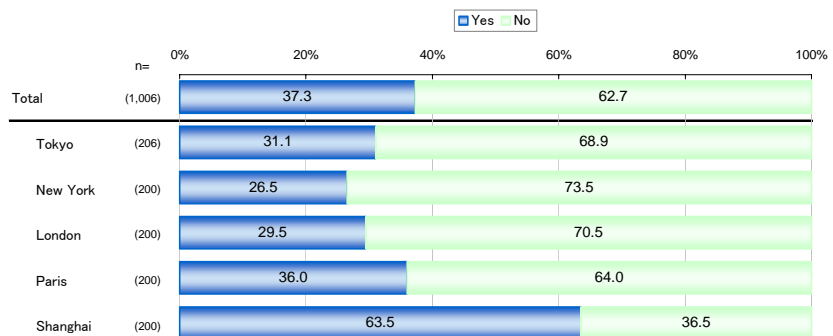
Figure 5. What people desire from art museums (multiple answer)

	n=	Culture, refinement	Peace of mind	Change /diversion	Stimulation of the ordinary	Hints for creative activities	Hints for business	Purchase	Other
Total	(846)	65.7	61.7	48.9	37.1	22.8	9.6	3.8	3.2
Tokyo	(156)	50.0	53.8	64.1	37.8	10.9	4.5	1.9	5.1
New York	(156)	64.7	57.7	51.3	55.1	26.3	8.3	3.8	3.8
London	(182)	59.9	67.0	32.4	56.0	38.5	12.6	6.0	2.2
Paris	(173)	83.2	52.0	56.1	27.7	12.7	3.5	1.2	4.0
Shanghai	(179)	69.3	76.0	43.6	10.6	24.0	17.9	5.6	1.1

Topic. Shanghai has a remarkably high consciousness of contact with art.

Figure 6. Do come in contact with art (culture/fine arts) in your daily life?

When asked if there is contact with the art (culture/fine arts) in their daily lives, 63.5% of respondents in Shanghai said "Yes" – an overwhelmingly higher response than in other cities in the survey.



■ Comments on the survey results by Fumio Nanjo, Director, Mori Art Museum

First of all regarding Tokyo, which recorded the lowest frequency of art museum visits, the survey reveals that, while there is strong desire to visit art museums on weekdays, there are many issues such as museum location and operating hours that pose barriers. Compared to the other cities, the number of museums in Tokyo certainly could not be described as few (see Reference Data 1). It is necessary to evolve museum operation to accommodate the needs of people who desire to visit and take other steps to create an environment that facilitates art museum visits by more people.

For example, Mori Art Museum is open until 22:00 at night – which is exceptional compared with other cities (see Reference Data 2). During our Le Corbusier Exhibition this summer, attendance increased considerably on weekday nights, especially between the hours of 19:00 to 20:00. While it is said that museum visitation peak hours are conventionally between 14:00 and 16:00, the trends observed during our exhibition appear to be a clear example of the effects of responding to the underlying needs of the museum visitors.

Another issue for the operation of art museums in Tokyo is not only the quality of the exhibitions but also just as importantly, the perspective of their contribution to our society. For example in New York, major art museums have a powerful presence and are seen as the face of the city. This is the result of a long-term strategy and execution of continuously communicating a consistent message in a variety of forms. It is not simply a matter of publicity and advertising activities. It is result of a museum that responds to the needs of the citizens and taking a proactive role in school and community activities. Currently in Tokyo, art museum efforts to undertake diverse activities and strategies that lead the establishment of such a presence are still quite lacking.

Regarding what people hope to gain or seek from a visit to a museum, the differences between the surveyed cities were fascinating. While museum visitors in Tokyo are looking "for a change (from their daily routine)/diversion", respondents in Paris wanted "culture/refinement", and those in New York and London sought "stimulation out of the ordinary". It appears that people in cities other than Tokyo visit art museums with a more positive objective in mind and approach the opportunity to encounter art with a more forward-looking attitude. Perhaps it is because Tokyo people are just exhausted by the day-to-day life.

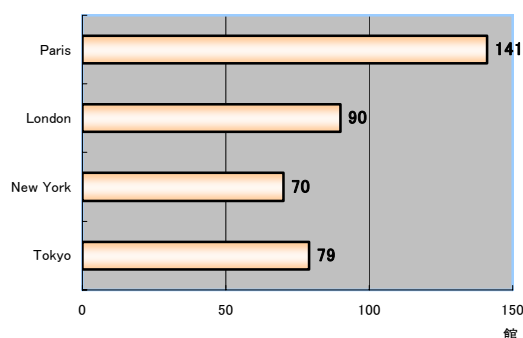
Also the Shanghai response of "hint for business" was quite interesting. Shanghai recorded a remarkably high percentage of people who felt that they are in touch with art in their daily lives. From these results, we can sense the energetic attitude of Shanghai people towards arts – their very strong expectations for and curiosity in learning about the world through art, and their aggressiveness in exploiting this knowledge in business. In Japan, we need to reawaken this curiosity and the will to translate what we experience in art into work and lifestyles. I believe that by doing so, we can inject our society with new vitality.

<Reference Data 1:

Number of Art Museums in the Surveyed Cities>

Source: Tokyo Metropolitan Government 2006 survey)

*Corresponding data for Shanghai are unavailable.



* State of Shanghai art museums

In Shanghai as of November 8, 2006, there were 4 art production/exhibition centers on a municipal level and 5 art museums on a county level. In addition on each country/province level, there were 15 calligraphy institutions and 16 exhibition halls. As of the end of 2005, the number of galleries and artwork-related companies in Shanghai (entities engaged in the management and exhibition of original artworks) totaled 197.

(Source: Shanghai Municipal Administration of Culture, Radio, Film & TV)

<Reference Data 2: Operating Hours of Major Museums in the Surveyed Cities>

(Source: Mori Building research)

Tokyo	National Museum of Western Art	9:30~17:30 (Fri ~20:00)
	Tokyo Metropolitan Art Museum	9:00~17:00
	Mori Art Museum	10:00~22:00 (Tue ~17:00)
New York	The Metropolitan Museum of Art MOMA	Fri & Sat 9:30~21:00, Sun~Thu 9:30~17:30
		Wed~Mon 10:30~17:30 (Fri ~20:00)
London	The National Gallery	10:00~18:00 (Wed ~21:00)
Paris	Musée du Louvre	Mon, Thu, Sat, Sun 9:00~18:00, Wed & Sat 9:00~21:45
Shanghai	Shanghai Art Museum	9:00~17:00
	Liu Haisu Art Museum	9:00~16:00