

NEWS RELEASE**FOR IMMEDIATE RELEASE****March 9, 2009**

Dentsu, Joshibi University of Art and Design and Musashino Art University to Jointly Host “Human Rights Art Project” Poster Exhibit

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that it will partner with Joshibi University of Art and Design (President: Nui Sano; Sagami-hara, Kanagawa Prefecture and Sugami-ku, Tokyo) and Musashino Art University (President: Yoji Koda; Kodaira, Tokyo) to jointly host the “Human Rights Art Project” poster exhibit displaying human rights-themed posters from March 16 at the Dentsu Head Office Building in Shiodome, Tokyo.

Each year since 1988, as part of internal efforts to create awareness at Dentsu regarding human rights, short messages based on the subject (human rights slogans) have been collected from Dentsu employees and used by the Dentsu creative staff to create Human Rights Posters. The posters, which use understandable, memorable expressions to speak to the issue of human rights, have earned high praise outside of Dentsu, which in recent years has seen requests from local governments to borrow them for use in events nationwide to strengthen awareness on the subject.

The Human Rights Art Project is Dentsu’s attempt to transform the creation of the Human Rights Posters, which incorporate advertising techniques, into a collaborative activity that includes participants from outside the company.

As part of the project, art students from Joshibi University of Art and Design and Musashino Art University combine their own visual designs with the human rights slogans collected by Dentsu to create Human Rights Posters. The project began in 2007 between Joshibi University of Art and Design and Dentsu, with Musashino Art University joining in 2008. The posters are created based on the ideas and designs of the students and the Dentsu creative staff, and in 2008 the 60

participating students helped create nearly 70 posters.

For Joshibi University of Art and Design and Musashino Art University, the goal of the project is to cultivate awareness regarding human rights through art and explore the possibilities of art in society. Students who have participated said the project allowed them to develop their own opinions on human rights and think deeply about the subject. Dentsu's goal is to utilize the communication skills it has developed as an advertising company to contribute to the issue of human rights as a part of its CSR activities.

The exhibition will feature the nearly 70 posters created by the art students in 2008 in one venue. We invite you to look at each of the many expressions of human rights through the sense of humor and insight of the students.

Joshi University of Art and Design, Musashino Art University and Dentsu
"Human Rights Art Project" Poster Exhibition

March 16, 2009 –April 3, 2009

10:00 a.m. to 18:00 p.m. except weekends, admission free

Dentsu Shiodome Head Office Building, 2nd Floor Special Gallery

1-8-1 Higashi-shimbashi, Minato-ku, Tokyo 105-7001

■ **Joshibi University of Art and Design and Dentsu Human Rights Art Project (2008)**

Participating Professors:

Professor Azuma Kawaguchi, Joshibi University of Art and Design, College of Art and Design,
Department of Media Arts

Professor Katsuya Ise, Joshibi University of Art and Design, Junior College of Art and Design,
Department of Art and Design Design Course

Dentsu employee instructors:

Four including art director(s), copywriter(s), and human rights project representative(s)

(Participating students: 40, Complete pieces: 48)

Joint production schedule

May 2008

Orientation

Keynote speech on “Human Rights in Words and Visuals”

Copy based on 11 issues relating to the handicapped, women and children shown to students

June 2008

Review of rough sketches and discussion of designs toward design completion

July 2008

Exhibition and public critique held at Joshibi open campus

August 2008

Poster exhibition and project symposium held as part of the “Human Rights Awareness Festival” held by the Ministry of Justice and the Tokyo Metropolitan Government in the Tokyo Metropolitan Buildings

■ **Musashino Art University and Dentsu Human Rights Art Project (2008)**

Participating Professor:

Yoshiaki Kaji, Musashino Art University, College of Art and Design, Department of Arts Policy and Management

Dentsu employee instructors:

Six including art director(s), copywriter(s), and human rights project representative(s)

(Participating students: 18, Complete pieces: 19)

Joint production schedule:

October 2008	Orientation Keynote speech on “Human Rights in Words and Visuals” Special lecture on “Public Messages” Symposium “Creative Process for Dentsu Human Rights Posters” Copy based on 12 issues shown to students
November 2008	Review of rough sketches
December 2008	Presentation and critique of posters

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