

How DNP Works to Achieve Sustainable Development

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Through its business activities, DNP solves problems faced by corporations, consumers, and society as a whole in order to realize sustainable growth as a company that has the public's trust. Toward that end, DNP strives to simultaneously fulfill three corporate responsibilities: providing society with new value (i.e. useful products and services), acting in good faith (i.e. executing business processes fairly and equitably), and demonstrating a high degree of transparency and accountability.

DNP's business activities constitute social contributions in and of themselves. We work at expanding our business based on the premise that the products and services that we supply will lead to the resolution of a variety of problems. As we do so, in addition to developing products and services, we strive to increase corporate value while keeping in mind a number of important themes such as research and development, creation of intellectual property, compliance with the law and social ethics, ensuring the safety and quality of products and services, information security, ensuring business continuity, human resource development, environmental preservation, and brand management. Our efforts in these areas have attracted public recognition as evidenced by the inclusion of DNP shares in several major socially responsible investment indices. Below is a list of those that included DNP shares as of May 2012.

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- Dow Jones Sustainability Indexes
 - FTSE4Good
 - ETHIBEL PIONEER & EXCELLENCE
 - Morningstar Socially Responsible Investment Index

Research and Development / Intellectual Property

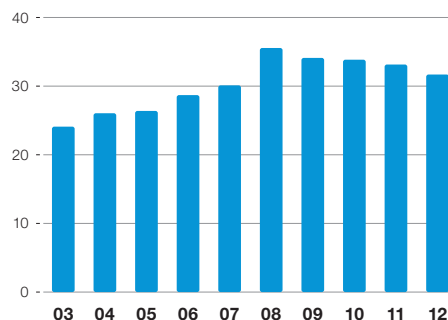
Research and development are extremely important for DNP since our business vision entails providing P&I Solutions and expanding our business by applying and developing printing and information technologies. Especially in today's rapidly changing world, we need to take a consumers' point of view, look carefully at what is happening in society, and be quick to discern where and what problems exist and which technologies are needed to solve them. In order to accelerate technological development, we actively pursue alliances with other companies that have special strengths rather than relying solely on DNP's original technologies. In addition to inventing products and services, DNP also innovates new business models. It is important to secure and manage our rights to the resulting intellectual property so that we can benefit appropriately.

We will further strengthen our research and development and intellectual property management functions in order to increase DNP's corporate value when we bring to market, before other companies do, the products and services sought by corporate clients, consumers and society.

Investment in Research and Development

DNP conducts many types of research and development, including new business creation, new product and service development, and production technology development. Continuous investment in research and development is important for increasing DNP's corporate value in the medium and long term. In the fiscal year through March 2012, DNP invested 31.7 billion yen (compared to 33.1 billion yen in the previous fiscal term), or roughly 2% of consolidated net sales, in research and development. These funds are used to support a full range of research and development activities including long-term (up to five years) basic research, medium-term (up to three years) production technology development, and short-term (up to one year) development of new products and technologies.

Research and Development Expenditures
(¥ billion)



Intellectual Property Strategies

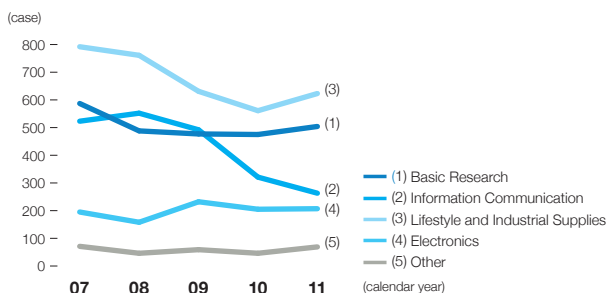
In order to raise the DNP Group's overall level of skills related to intellectual property generation and use, we conduct training sessions that cover every aspect of intellectual property from basic knowledge to application. At the same time that we promote the acquisition of our own strong rights, we foster a corporate culture of fairness that also respects the rights of others, and a corporate climate of compliance with legal regulations and social ethics.

Among other efforts aimed at increasing the value of intellectual property to DNP's business, we work to enhance

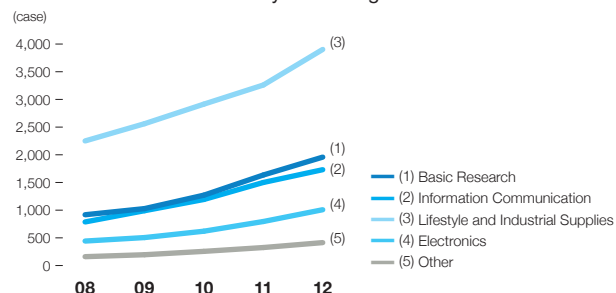
DNP's patent portfolio, pursue the strategic filing of patent applications, improve the quality of patent specifications, and fulfill relevant legal obligations.

In addition to sending representatives to an intellectual property-related association where we actively make proposals, DNP also offers proactive support to our clients through such activities as sponsoring seminars or proposing projects related to copyrights, premiums and representations, and/or trademark laws, etc.

Number of Patent Disclosures



Number of Patents and Utility Model Rights Held



Framework for Research and Development

DNP's research and development section develops original technologies that lead to the resolution of a variety of problems in a wide range of fields. In addition to building up new businesses around these original technologies, we have created a flexible framework that leaves room for forming alliances with other companies that possess technological strengths.

Specifically, this framework consists mainly of four

laboratories of DNP's head office: Research and Development Center, Electronic Systems Center, Technology Development Center, and Hub of Social Innovation. In their effort to create new value, the laboratories cooperate closely not only with laboratories and technical units within each operating segment, but also with sales, planning, and manufacturing units.

		Controlled by Head Office			Controlled by Business Units			
		Development support	Production technologies; equipment development	R&D for new products and technologies		Improvement of existing products and technologies/ Development of new products and technologies for the division		
Information Communication	Books and Magazines	Corporate R&D Division	Technology Development Center	Research and Development Center	Electronic Systems Center	Hub of Social Innovation	Technical section of each operations	
	Commercial Printing							
	IPS/Business Forms							
Lifestyle and Industrial Supplies	Packaging							Packaging Laboratory
	Lifestyle Materials							Lifestyle Materials Laboratory
	Advanced Optics							Advanced Optics Laboratory
	Information Media Supplies							Information Media Supplies Laboratory
	Energy Systems							Energy Systems Laboratory
Electronics	Fine Electronics							
New Business Fields								Commercialization projects

Functions and Time Frames of R&D Facilities

	R&D facility	Function	Development term
Head Office Research Centers	Research and Development Center	Conducts research and development related to new products and new production processes	Medium to long term (less than three to five years)
	Electronic Systems Center	Develops technologies, products and services related to electronic systems	
	Hub of Social Innovation	Research and development of value-creating businesses that will lead to solving social problems	
	Technology Development Center	Researches and develops production technologies	Medium term (less than three years)
Business Unit Laboratories	Packaging Laboratory	Develops packaging materials technologies, and freshness preservation technologies	Short term (less than one year)
	Lifestyle Materials Laboratory	Researches and develops surface materials for interior and exterior building décor	
	Advanced Optics Laboratory	Researches and develops optical materials	
	Information Media Supplies Laboratory	Researches and develops all kinds of information media	
	Energy Systems Laboratory	Researches and develops energy-related components	

Compliance with Law and Social Ethics

Over the years, the DNP Group has cultivated a reputation for reliability and integrity in the communities that surround it. In order to establish that reputation even more solidly, we make a point of constantly reviewing and steadily implementing initiatives aimed at maintaining corporate ethics.

Each and every employee's conscientious behavior makes it possible for DNP to win the trust of the surrounding society. We impress upon our employees the importance of corporate ethics and urge them to take responsibility for their own actions from a positive perspective, by emphasizing that the DNP Group can develop in a sustainable manner only if it is trusted.

The entire DNP Group shares the same basic stance toward maintaining corporate ethics, a stance that is expressed in three simple terms: continuity, autonomy, and positivity.

Key concepts underlying DNP's compliance-related activities

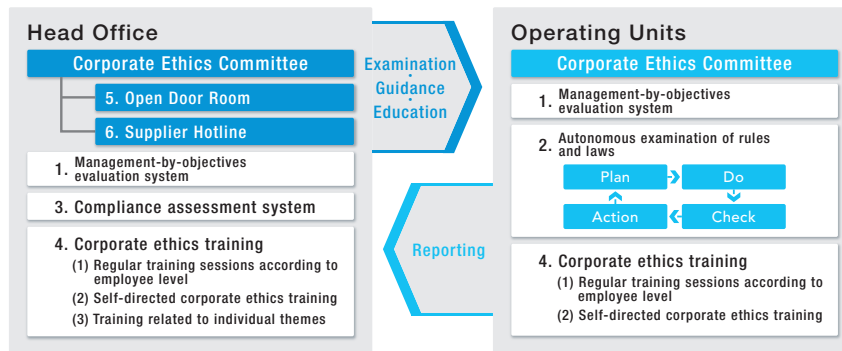
Continuity	Legal and ethical compliance is part of the fabric of our normal business operations; something we keep working at every day
Autonomy	Compliance is not "someone else's problem"; each one of us actively takes upon ourselves responsibility for legal and ethical action
Positivity	In order to be trusted by society, we take a positive, active stance toward legal and ethical behavior, which we view as essential to our corporate Group

DNP has established a "Corporate Ethics Committee," composed of Directors and executive officers in charge of our head office and each business unit. This committee is in charge of disseminating and instilling corporate ethics throughout the

DNP Group.

Each business unit and Group company also has its own corporate ethics committee, so that the entire Group can work together to promote ethical corporate behavior.

Systems for Promoting Absolute Corporate Ethics



- 1 Management-by-objectives evaluation system** In order to increase the awareness of each and every employee, we included corporate ethics as one of the self-assessment categories in our "management-by-objectives evaluation system" (evaluation-based compensation system).
- 2 Autonomous examination of rules and laws** Each business unit and Group company does its own examination and assessment according to a checklist prepared by the relevant section of the head office, and devises its own improvement measures as needed. We have been using this system since 1997, based on the idea that people should guard their own organization by themselves.
- 3 Compliance assessment system** In 2005 we adopted a system whereby the relevant section of the head office evaluates each business unit and Group company according to standards shared by the entire DNP Group. These evaluations are conducted regularly, twice a year.
- 4 Corporate ethics training** We believe that our corporate ethics initiatives will be more certain to succeed when each and every employee has a strong awareness and correct understanding of the issues involved. Therefore, we organize various occasions for education and training.
- 5 Open Door Room** We established the Open Door Room in 2002 as a way for employees to bring questions and reports related to corporate ethics. We established "DNP Group Open Door Room Operating Standards" to ensure that employees can consult and report without fear of repercussions.
- 6 Supplier Hotline** In 2009, we established our "Supplier Hotline" to give suppliers an avenue for providing information in the event that in their dealings with the DNP Group, they become aware of any illicit acts (or behavior that suggests the possibility of illicit action) on the part of an employee or someone else connected with DNP.

Safety and Quality Assurance of Products and Services

Because DNP is responsible for the quality and safety of the goods and services that we supply to society, we are aware of the importance of measures that ensure quality and safety. The entire DNP corporate group works together to provide society with products and services that are safe and easy for consumers to use.

Quality Improvement Measures

The DNP Group provides safe and reliable products and services that meet the world's highest standards for quality. In order to maintain and improve the quality of our products and services, DNP established a "Quality Policy" in 2005.

DNP Group Quality Policy

1. Based on the catchphrase, "P&I Solutions DNP," we combine printing technologies and information technologies to provide products and services of world-class quality that solve our customers' problems. By maintaining and improving the quality of our products and services, we gain our customers' trust.
2. We make it our mission to provide products and services that are safe to use and gentle on the environment. Through a variety of corporate activities, we aim to minimize the burden that we place on the environment.
3. We develop the world's most advanced manufacturing technologies and construct production systems that meet the world's highest standards for efficiency.
4. In order to meet these goals, all of our employees work together and engage in regular *taiwa*, both with each other and with people outside the Company. By "looking carefully, listening carefully, and thinking carefully," we intend to maintain and continuously improve the quality assurance systems that enable us to satisfy our customers on an ongoing basis.

Production 21 Activities

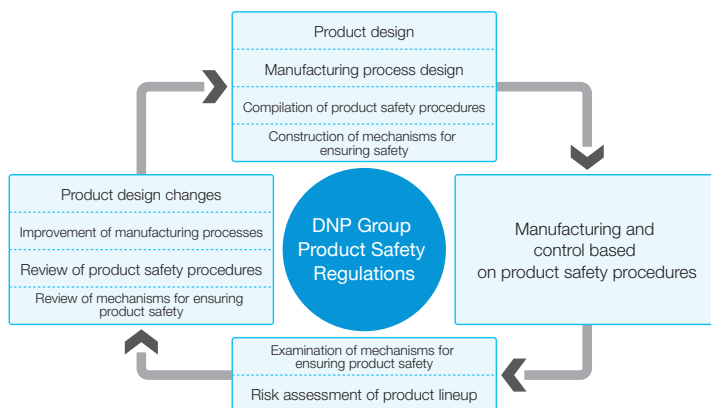
Every employee in every DNP Group business unit participates in "Production 21 Activities" in order to create a lean, tough manufacturing constitution capable of adapting to structural market changes. By quantifying goals related to quality, cost, turnaround time, environmental activities, and performance indicators, and by communicating these numerical goals to every employee, we aim to eliminate waste and achieve our goals.

At the same time that we encourage activities aimed at improving manufacturing, we aim for overall optimization of the customer's experience, from order placement to delivery. To achieve this, we focus on improving every business unit, from those that receive input from customers (planning and development, sales, etc.) to those that deliver output (manufacturing, logistics, etc.), always basing our activities on the customer's point of view.

Measures to Ensure Product Safety

DNP Group Product Safety Policy

We established the DNP Group Product Safety Policy in 1994, in order to provide products that exceed our customers' expectations for product safety, and we have been working ever since to ensure the safety of our products.



Product Safety Control System

The DNP Group Product Safety Committee establishes rules and guidelines concerning product safety, and informs the Group about them. The Product Safety Committees in each operation and Group company then establish product safety control systems based upon these rules and guidelines, and conduct safety efforts.

Given the importance of continuous product safety efforts, we conduct regular (twice annual) checks of the product safety systems, and risk evaluations of all product lines. Based upon the results, we make revisions to the control system, alter product design, or make improvements to the manufacturing processes, so as to ensure a greater level of safety.

Information Security

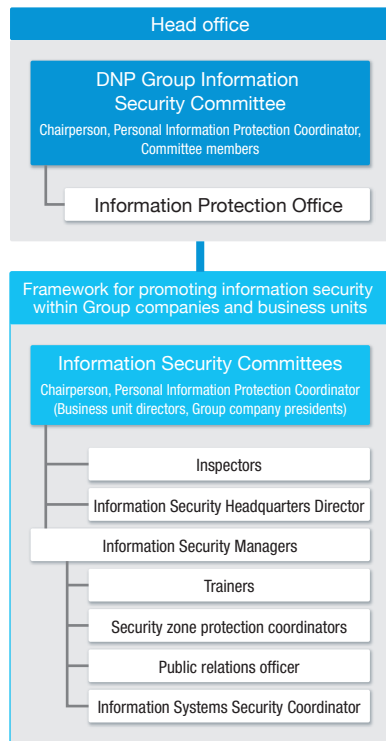
It goes without saying that every company is responsible for appropriately managing consumers' personal information and client companies' important information in the course of its business operations. Because DNP views complete information security as one of its most important management priorities, we maintain continuous and strict control over information assets.

As a framework for managing information security, the DNP Group Information Security Committee in our head office created a Personal Information Protection Office and had each operating unit (business unit or Group company) establish its own information security committee. DNP has also been active in gaining official recognition for its information protection systems, for example by establishing a personal information management system based on Japanese Industrial Standards' "Personal Information Protection Management Systems-Requirements"

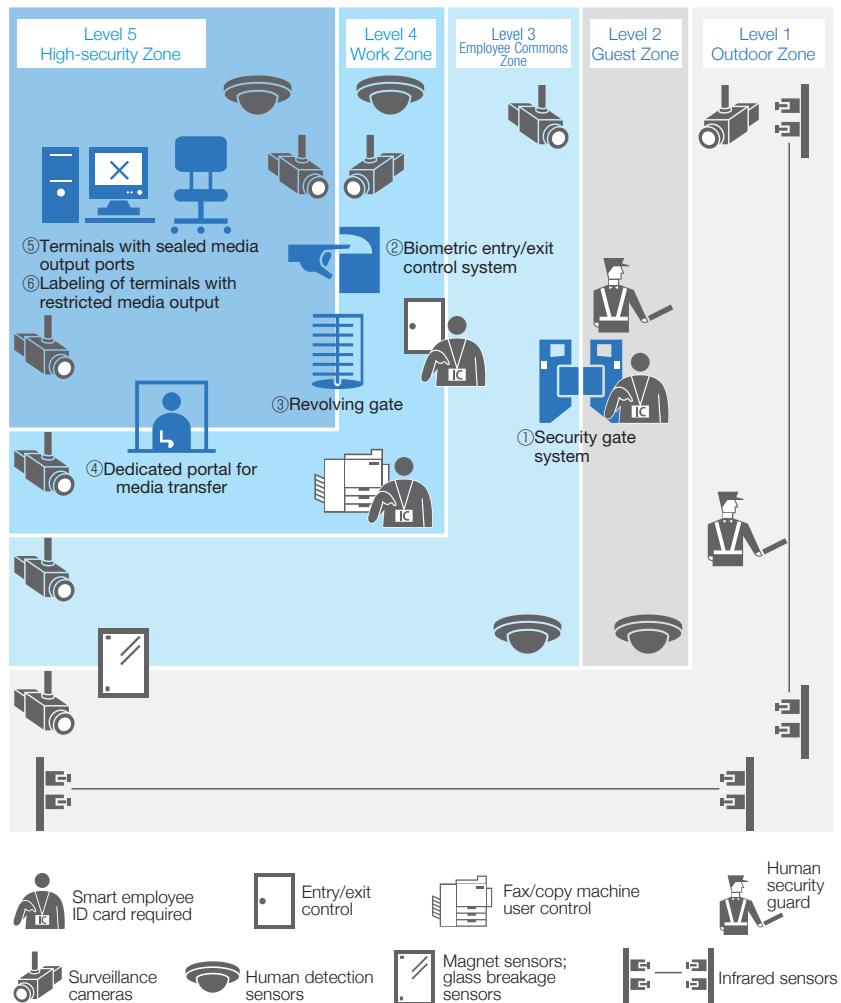
(JISQ15001), and by acquiring and maintaining Privacy Mark certification for workplaces that handle sensitive information. In addition to organizing group training sessions and online courses to teach each one of our employees to be more aware of security maintenance, DNP also actively employs cutting-edge security equipment to guard information. For example, we have introduced security gates that work with smart employee ID cards, as well as access control systems that use those same smart employee ID cards to control access to personal computers.

Through initiatives like these, DNP has accumulated a good deal of expertise in the area of information security. We have built up our security solutions business by developing a variety of security-related products and services that we provide to corporate clients.

Information Security Management System



The Most Up-To-Date Security Equipment



Business Continuity

In order to increase the DNP Group's overall disaster preparedness, we established the "DNP Group Basic Code for Disaster Response." Aiming for a "disaster-proof DNP Group," we implement disaster prevention and preparedness measures on a daily basis in line with our disaster prevention plan. We also prepared a business continuity plan (BCP) to help us restore operations as quickly as possible in the event of a major disaster.

Basic Approach and Organization

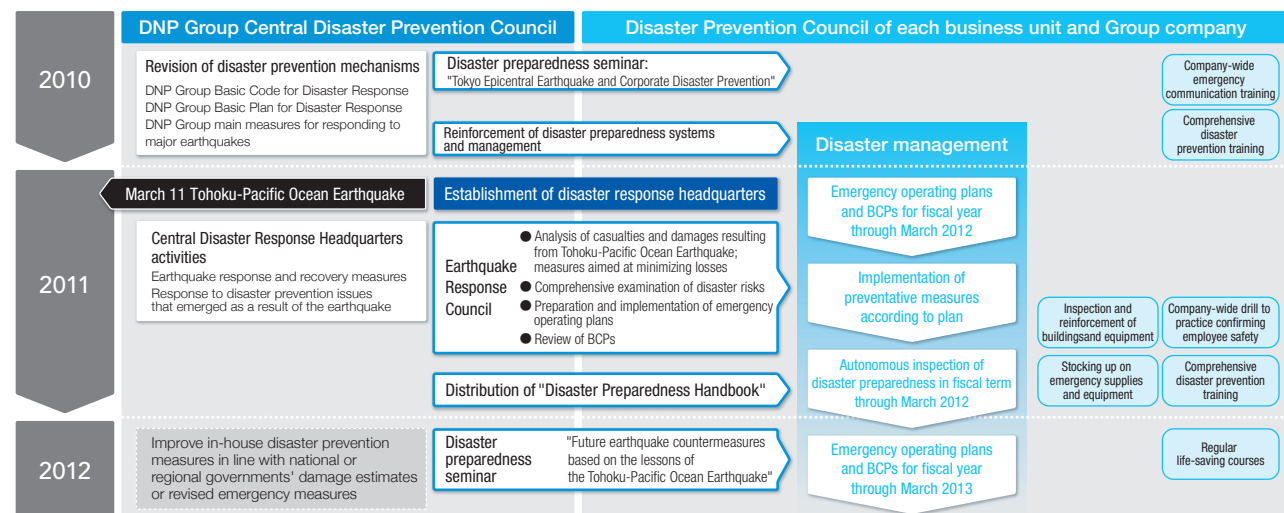
We established the DNP Group Central Disaster Prevention Council to create and promote basic disaster prevention measures for the entire DNP Group. Each business unit and Group company has established its own disaster prevention council to promote measures that suit its own particular characteristics and circumstances. We also established regional disaster councils to promote cooperative measures within each geographical region. Each of these councils has prepared plans and measures for coping with emergency situations.

Our experiences with the Tohoku-Pacific Ocean Earthquake renewed our awareness of the importance of having up-to-date business continuity plans (BCPs). In the course of our daily operations, we take appropriate preventative measures based on a correct awareness of the possibility that disaster could strike. Our basic approach is (1) to give priority to measures aimed at ensuring human safety in the event of an emergency, and (2) to increase the company's ability to cope with and recover from disastrous events.

Review and Improvement

In the aftermath of the Tohoku-Pacific Ocean Earthquake, we took a fresh look at how to ensure the safety of DNP employees, secure stable supplies of electrical power, and maintain business continuity, etc. As a result, we took the following steps in 2011.

Enhanced emergency response systems	<ul style="list-style-type: none"> ● Confirmed existence of disaster response headquarters ● Put in place satellite telephones or other methods of emergency communication and systems for confirming the safety of DNP employees 	<ul style="list-style-type: none"> ● Reviewed each disaster response headquarters' action plan
Preventive measures	<ul style="list-style-type: none"> ● Inspection and reinforcement of buildings and equipment ● Secured emergency power supplies; promoted the use of emergency earthquake warnings, etc. 	<ul style="list-style-type: none"> ● Stocked up on equipment and supplies, including helmets, emergency food, and drinking water ● Backed up information systems and IT networks; prepared alternative systems, etc.
Improved education and training	<ul style="list-style-type: none"> ● Distributed disaster preparedness handbooks for both workplace and home use ● Conducted all types of emergency drills at each workplace ● Held disaster preparedness seminars, with participation from about 650 employees 	<ul style="list-style-type: none"> ● Practiced using an "emergency call system" for confirming the safety of each employee



Environmental Conservation and Expansion of Eco-Business

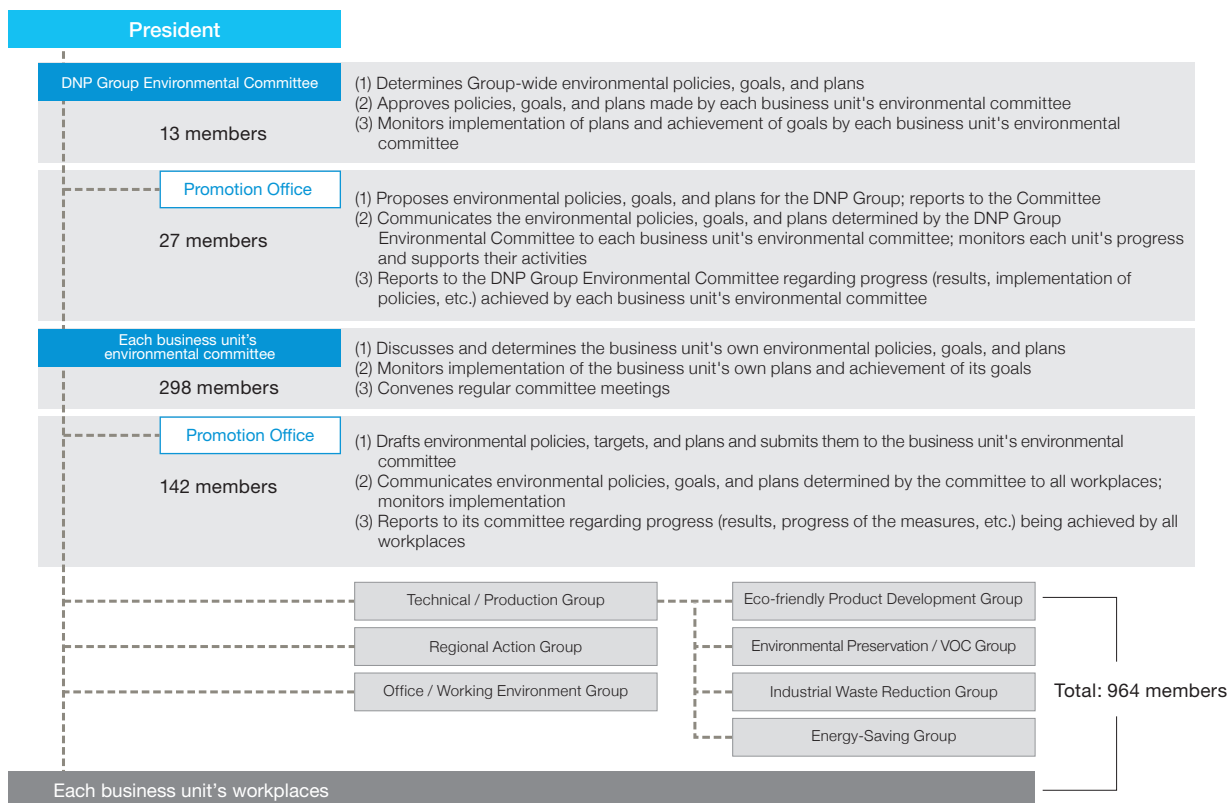
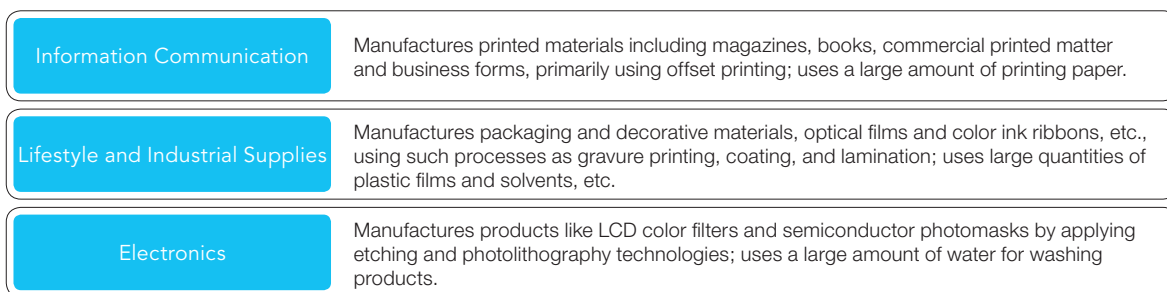
Establishment and Operation of Environmental Management Systems

As a company that provides products and services to solve the problems of businesses, consumers, and society, DNP views coexisting with the Earth's environment as an important management task. Our mission is to coexist with nature and pass on the Earth to the next generation without wasting its limited resources. We implement specific measures in Japan and overseas in line with our basic environmental policies—"preserve the Earth's environment," and "use resources effectively." DNP reduces the negative effects of its business activities on the

environment to the absolute minimum. In addition to using resources effectively, we are working harder than ever on the development of eco-friendly products.

DNP's environmental management framework consists of the DNP Group Environmental Committee, which establishes Group-wide environmental policies and plans and monitors progress towards the achievement of goals, and each business unit's environmental committee, which takes specific actions in accordance with the characteristics of its field of business.

DNP provides diverse products and services. The main raw materials that we use are paper, film, resins, metals including steel and aluminum, and ink. Following are the special characteristics of each of our business segments.

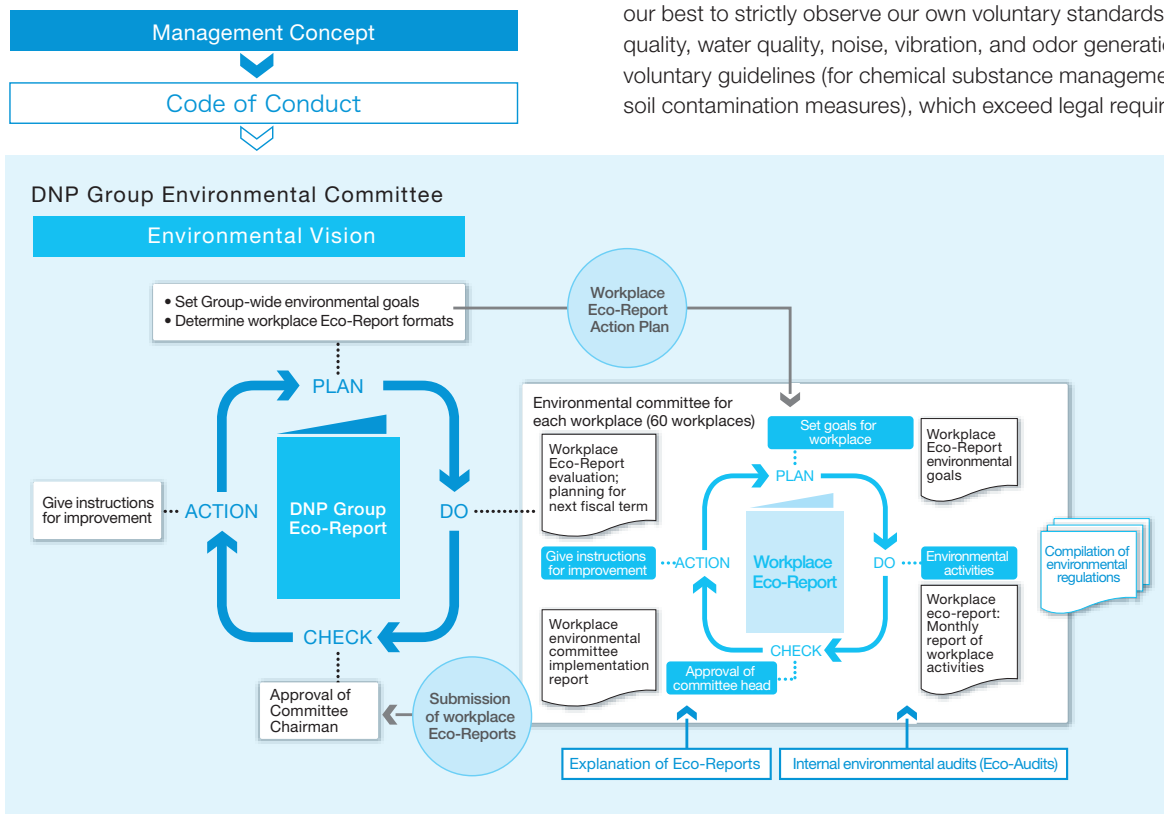


Environmental Management System

DNP was among the first Japanese printing companies to take action to protect the environment. In 1972, we became the first company in our industry to establish a special section to address environmental issues (currently the Environmental Safety Department), and to initiate antipollution measures and *taiwa* with residents of local communities. From 1990 on, we have also focused on global-level environmental issues. We created our own environmental management system (EMS) in 1993, even before the International Organization for Standardization published its ISO14001 EMS standards in

1996. Our EMS is the basis for the environmental management activities that we perform every six months in the form of "Plan-Do-Check-Action" cycles.

In order to further increase the effectiveness of our EMS, in 1996 we began conducting Eco-Audits. In the event that an audit reveals the need for corrective action, the DNP Group Environmental Committee sends a written request to the relevant operational base and receives a written response. Through activities such as Eco-audits and regular issuance of "Eco-Reports," DNP keeps its business activities in line with relevant laws and regulations. We have also established and do our best to strictly observe our own voluntary standards (for air quality, water quality, noise, vibration, and odor generation), and voluntary guidelines (for chemical substance management and soil contamination measures), which exceed legal requirements.



Protecting Biodiversity

In the fiscal year ended March 2012, we gave new thought to the connection between biodiversity and all of our business activities, including product development, materials procurement, manufacturing, sales, and even the usage and disposal of DNP products by customers. As a result, we designated "workplace

greening" and "procuring raw materials" as important themes that are highly dependent on, and at the same time have a significant impact on, ecological systems, and we are taking concrete steps to address these areas.

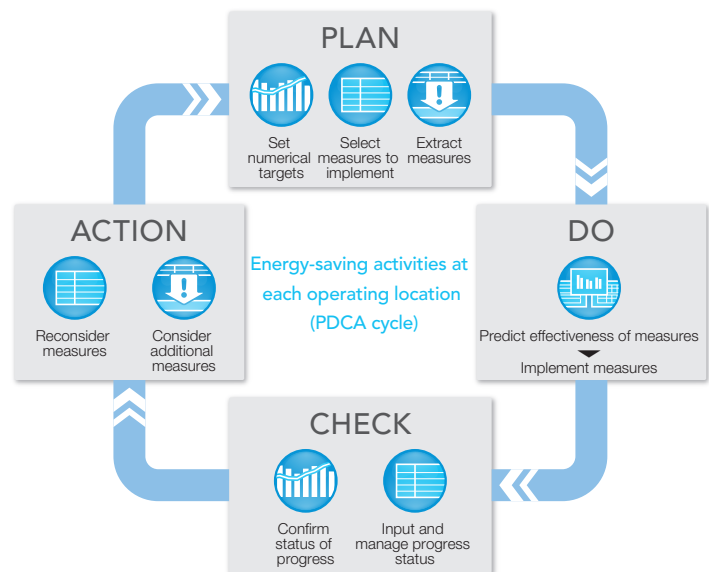
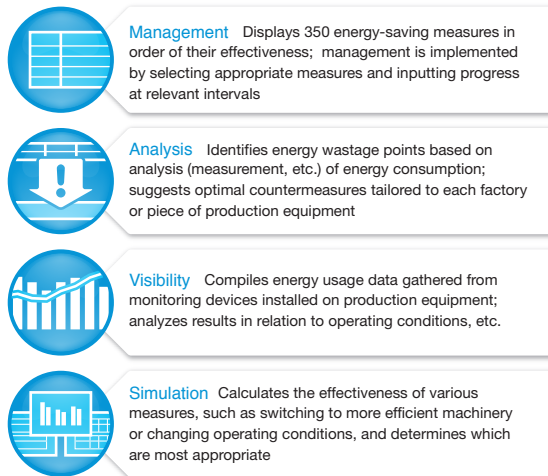
Conserving Energy by Making Consumption "Visible"

DNP has helped make energy consumption "visible" by means of a system that we introduced in 2009. As part of our efforts to reduce the amount of energy consumed through production activities, to extract energy wastage and to optimize manufacturing conditions, DNP has installed devices for monitoring power usage by production equipment at about 70 of its operating locations throughout Japan.

We used the results that we had achieved as of August 2011

to develop a comprehensive energy consumption management system that covers every step from planning an operating location's energy-saving measures to verifying the effectiveness of adopted measures. The system is designed to support Plan-Do-Check-Action (PDCA) cycles for improving energy-saving activities. By implementing more effective measures at each operating location, we constructed a system for efficiently promoting energy conservation.

DNP's Total Energy Conservation Management System: Four Subsystems



Fiscal year ended March 2012: DNP receives a special award as part of the Energy Conservation Grand Prize

The Energy Conservation Center, Japan sponsors an Energy Conservation Grand Prize whereby each year it recognizes companies, governments, schools and other institutions for outstanding energy conservation activities or advances in energy-saving products based on technological developments, etc.

DNP achieved major reductions in energy usage after developing a system for reducing energy consumption in laser lithography, one of the processes used on the

semiconductor photomask production lines at our Kamifukuoka Plant in Fujimi, Saitama Prefecture. In recognition of this achievement, we were awarded a special prize for Excellent Energy Conservation activities as part of the Energy Conservation Grand Prize program for the fiscal year ended March 2012.

DNP will apply this award-winning energy-saving system to its other photomask production plants, and will continue to actively engage in minimizing energy consumption.



Development of Environmentally Conscious Products

DNP is working to reduce the burden that our products place on the environment in every phase of their life cycle: from design and development to manufacturing, distribution, consumption, disposal, and recycling. In the fiscal year through March 2012, sales of products developed according to DNP's "Environmentally Conscious

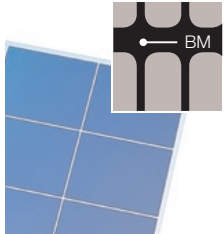
Product Development Guidelines" amounted to 336.0 billion yen, compared with 318.0 billion yen a year earlier. By increasing our efforts in this area, we plan to boost sales of eco-friendly products and services to 400.0 billion yen in the fiscal term through March 2016.

1 Reducing environmental pollutants

Eliminating ozone-depleting substances, heavy metals, and organic chlorides; reducing the release of substances like nitrogen oxides into the environment

Example • Resin Black Matrix Color Filters

We make LCD color filters using film instead of heavy metal for the black matrix. By developing this product, we reduced negative impact on the environment and lowered costs at the same time.



2 Conserving resources and energy

Energy-saving products and systems; reducing consumption of metal resources and fossil fuels

Example • Elbow Pouch

A refill pouch that is easier to open and easier to pour from. Conserves resources used for making products containers; collapses after use for efficient disposal.



3 Use of sustainable materials

Sustainable use of natural resources

Example • Biomatek PET, PE

Part of the raw material in this product is derived from plants. In addition to helping reduce emissions of CO₂, which is a greenhouse gas, it can also reduce usage of petroleum, which is an exhaustible resource.



4 Enabling long-term use

Supporting long-term product use by simplifying repairs and parts replacement, offering long-term maintenance and repair services, allowing for expansion of functionality, etc.

Example • Safmalle

DNP's original olefin-based decorative sheet for use in carpentry work including home fittings such as door and window frames provides a solution to consumers' need for healthy, clean, safe living spaces.



5 Reusability

In the case of parts, consideration for ease of disassembly, washing, refilling etc; establishment of convenient collection and reuse systems

Example • Easily removable shipping labels

Shipping labels that stick well to paper or cardboard packaging but come off easily. Single-use shipping labels save paper, leave no marks when removed, facilitating reuse of boxes and other packing materials.



6 Recyclability

Making products from easy-to-recycle materials, designing them for ease of disassembly and sorting into different materials, or creating collection and recycling systems that are easy for consumers to use

Example • Eco-friendly calendar

Calendars made of recycled paper and eco-friendly ink. Because the calendars are processed without the use of metal or plastic, they do not need to be taken apart and sorted after use.



7 Use of recycled materials

Products made with a significant amount of recycled or reused materials or parts

Example • Magazines and pamphlets made of recycled paper

Printed materials made of recycled paper, containing used magazines or newspapers, etc. We are also using more environmentally friendly inks, such as soy ink and non-VOC ink.



8 Ease of processing and disposal

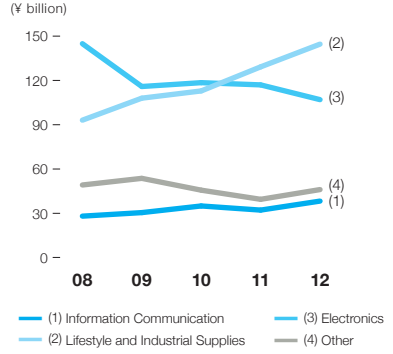
Placing minimal burden on waste incinerators and landfills

Example • IB (Innovative Barrier) film

Transparent, moisture-proof packaging film is made without chemicals that contain chlorine, so it does not emit dioxins when burned. It is used to package a large number of food products, toiletries and everyday items that require good barrier protection.



Sales of DNP's Eco-friendly Products



Brand Management

Improving Corporate Value by Making the Most of Branding

DNP operates businesses in Japan and abroad, based on our corporate vision of providing "P&I Solutions." In addition to selling to corporate clients, we also engage in "B to C" business that involves communicating directly with consumers. Therefore it has become increasingly important to increase the value of the DNP

corporate brand as well as the brands of products and services that we offer. We will continue to work to strategically cultivate DNP's brand strength, based on our belief that building brands that are supported by corporate clients and consumers will result in increased corporate value.

Examples of DNP's B to C Businesses



"honto"
hybrid bookstore network



"OriKomi!"
e-flyer service



Internet-based point service
"Elne"



Photobook compilation service
"DreamPages"



Self-service printing systems
"PrintRush"

DNP's Corporate Brand and "DNPenguin"

The DNP corporate brand applies to every business activity that we engage in. In order to increase the value of the products and services that we offer, the DNP brand must make its way into the awareness of corporations and consumers.

We launched a new corporate mascot called "DNPenguin,"

with the goal of increasing contact with consumers and raising our corporate brand value. We will make effective use of this character in newspaper and television advertising, on our website, and elsewhere, in an effort to express the appeal of our DNP corporate brand.

Launched a corporate image advertising campaign featuring a friendly new mascot (May 2012)



A friendly new mascot that we call "DNPenguin" (dee en penguin), which introduces DNP's products, services, and corporate activities in easy-to-understand terms. Besides using this character in newspaper and television advertising, DNPenguin will introduce "DNP Topics" on our website, and will amuse consumers through original products like DNPenguin wallpaper.

Further Initiatives

We devised four "brand policies" aimed at winning support from corporate clients and consumers to help DNP continue growing in the long term.

- Enhance brand management
- Create category brands applied horizontally across business divisions
- Identify criteria for bestowing brands
- Develop brand-related communication

Based on these policies, we intend to increase the value of our corporate brand, and that of brands attached to our products and services.

■ DNP Supports Graphic Design Development through "Close Encounters" —25th Anniversary of Opening of ggg

In our view, advanced printing technologies are new creative techniques that contribute to the development of arts and cultures. DNP engages in highly original cultural activities, primarily focused on supporting graphic art.

What is ggg?

A place where people can experience the mysterious result of collaboration: printing x graphic design

Since graphic design is expressed through posters, pamphlets, books, magazines, and other printed materials, it is an inseparable partner of printing. Printing technologies evolve in response to the imaginative ideas of designers, and those evolved printing technologies further stimulate designers' creativity. Products that are born of the interchange between a generation's most advanced sensibilities with its most advanced technology garner high praise as works of art.

Out of our desire to have people look at genuine examples of this type of outstanding work and experience the greatness of graphic design, in 1986 DNP established Japan's first gallery devoted solely to graphic design in Tokyo's Ginza district. We call it "ggg (Ginza Graphic Gallery, pronounced 'three-gee')." By continuing to provide a broad array of opportunities and forums where people can meet artists and creative, diverse works from any country and any time period, we want to contribute to the cultivation of sensitive people who accept diverse cultures.



From Shigeo Fukuda Exhibition: "ILLUSTRICK 412," 1986



From Ikko Tanaka Exhibition: "Graphic Art Botanical Garden," 1990

ggg's 25th anniversary

what we have valued for 25 years
what we want to pass on in the next 25 years

In 2011, ggg celebrated the 25th anniversary of its founding. To date, we have held more than 300 original exhibitions, generally at the rate of one per month, and have welcomed a total of more than 1 million visitors.

ggg has organized a variety of activities related to themes like "Close Encounters with Graphic Design" or "Preserving and Passing on the Sensibilities of a Generation." Exhibitions that allow one to feel the power of an entire room full of original works, or to relish the precision of details viewed from up close; "gallery talks" (also broadcast via the Internet) that reveal an artist's personal points of view; more than 100 gggBooks collections (paper and e-books) of the works of single artists, each brimming with originality. In addition to these types of projects, we feel that an important aspect of ggg's mission is to collect, and to preserve as cultural assets for the future, works that express a particular era or artist. Besides offering the public opportunities to re-experience these works, we will pass them on to future generations.



From "Shueitai 100," 2011



From Alexander Rodchenko Exhibition: "Innovator of the Russian Avant-Garde," 2012

Posters can offer a taste of different eras; those above were designed by (from left) Shigeo Fukuda, Ikko Tanaka, Dainippon Type Organization, Kijuro Yahagi