



# PRESS RELEASE

2008 No.05 February 5, 2009

## Special Exhibition: The Shibusawa Family *Hinamatsuri*

February 21 – May 6, 2009  
Shibusawa Memorial Museum



*Hinamatsuri* (Doll's Festival or Girls' Day) is held every year on March 3 to pray for the health and happiness of girls. Most families with daughters display *hina-ningyo* (special dolls) and hold parties with family and friends.

The Shibusawa Memorial Museum will exhibit *hina-ningyo* and accoutrements donated by Ms. Noriko Sasaki and Ms. Reiko Hattori, great-grand-daughters of Shibusawa Eiichi. The dolls and their belongings date from the 1930s. A diary kept by Hozumi Utako, Eiichi's daughter, will also be displayed. The diary relates how the family celebrated the *Hinamatsuri* and shares anecdotes of Eiichi the family man.

### The Shibusawa Family *Hinamatsuri*

Dates: February 21 – May 6, 2009

10:00 – 17:00

Venue: Special Exhibition Hall, Shibusawa Memorial Museum

2-16-1 Nishigahara, Kita-ku, Tokyo

Tel: 03-3910-0005 / Fax: 03-3910-0085

Admission: Adults 300 yen

Elementary, junior high school, and high school students 100 yen

20% discount for groups of 20 or more

Special discount:

A 20% discount is also available for visitors wearing pink. This special offer cannot be combined with any other offer. It is in honor of Ms. Sasaki and Ms. Hattori, the donors, who marked their belongings with stamps of peach and cotton rose, respectively.

### About the SHIBUSAWA MEMORIAL MUSEUM

The Shibusawa Memorial Museum collects and displays documents and artifacts from the life of Shibusawa Eiichi (1840-1931), a leader in business and finance who fostered the growth and development of the modern Japanese economy. Throughout his life he advocated for the harmony of morality and economy; playing an important role not only in the business world but in the fields of social welfare, education and private-sector diplomacy as well.





## Related Events

### **Edo Ito Ayatsuri Ningyo (Edo Marionette)**

Program: *Kurokami* (Black Hair), *Shishimai* (Lion Dance) and more

Performed by Mitsuru Kamijo, Edo Marionette Puppeteer

Saturday, February 21, 14:00-15:30

Conference Room, Shibusawa Memorial Museum

Capacity: 40

## Lecture

### **The Shibusawa Family *Hinamatsuri*: Traditional Japanese Culture and Blue-eyed Dolls**

Lecturer: Hiroaki Koresawa, Associate Professor, Otsuma Women's University

Saturday, February 28, 13:30-15:00

Conference Room, Shibusawa Memorial Museum

Capacity: 30

Reservation for Related Events:

Please reserve a seat by sending a return-postcard to the museum with your name (maximum of two people per card), postal address, age, telephone number, and the date of the lecture, or make a reservation via the internet (<http://www.shibusawa.or.jp>). Reservations accepted on a first come first served basis.

All Related Events are free of charge (museum admission required) and in Japanese only.

## Contacts

Megumi Kawakami, Curator

Ruri Kato, Public Relations

Shibusawa Memorial Museum <http://www.shibusawa.or.jp>

2-16-1 Nishigahara, Kita-ku, Tokyo

Tel : 03-3910-0005 / Fax : 03-3910-0085

## Other events at the Museum

### **The Bankoro and Seien Bunko**

Visit two structures of the original Shibusawa estate dating from the Taisho era (1912-26) that have been designated as Important Cultural Properties by the Japanese government.

Saturdays 12:30-15:45

### ***Seien* Cover Pictures**

Exhibition looking back at the 60-year history of the monthly journal, *Seien*, through a display of a wide range of pictures and photographs from the front cover.

Saturdays 12:30-15:45, March 7 - May 30, 2009

Venue: Seien Bunko

### **Mini Photo Exhibition: "Wow! Take a look – that's neat!" Unknown Views of the Bankoro and Seien Bunko**

There are many discoveries to be made by looking carefully at details of the Bankoro and Seien Bunko. Discover delights of architecture through the photographs of architectural photographer Akihisa Masuda.

March 3 - May 6, 2009

Venue: Reading Corner, Shibusawa Memorial Museum

## Images for Press Use

The images below are available for press use. Please fill out the attached application form and fax it to the Shibusawa Memorial Museum.

a. *Dairi-bina* (Emperor and Empress dolls), made in 1930 (collection of the Shibusawa Memorial Museum)



b. *Mebina* (Empress doll), made in 1930 (collection of the Shibusawa Memorial Museum)



c. *Hinamatsuri* celebrated at the house of Shibusawa Takesosuke, Eiichi's second son, 1927 (collection of the Shibusawa Memorial Museum)



## Application for the Use of Press Images

Attn. Mr. Jun Inoue  
Director  
Shibusawa Memorial Museum

Date:     /     /

Applicant Name:

Signature

Company/Institution:

Address:

Tel:

I hereby apply for the use of images from the “The Shibusawa Family *Hinamatsuri*” under the conditions stated below:

### 1. Images to be used

- a. *Dairi-bina* (Emperor and Empress dolls), made in 1930
- b. *Mebina* (Empress doll), made in 1930
- c. *Hinamatsuri* celebrated at the house of Shibusawa Takesosuke, Eiichi’s second son, 1927

### 2. Purpose of use (title of publication etc.)

### 3. Media

\*total number of pages:

\*length of the article:

\*circulation:

### 4. Date of issue

### 5. Details of usage

### 6. Conditions

- \* The provenance of the images must be clearly noted.
- \* The images cannot be used for purposes other than those stated in No.2 above.
- \* The applicant must send two copies of the publication to the Shibusawa Memorial Museum.
- \* The applicant must immediately inform the museum of any changes to the above information.

### 7. Format

The applicant will scan the images attached to the press release.

Please send printed photos to:

Address:

Name:

Tel: