



PRESS RELEASE

2008 No.01 July 1, 2008

Thematic Exhibition Series "Thinking of Peace"
**Shibusawa Eiichi and the Friendship Dolls:
The Doll Project 81 Years Ago**

July 19 – August 24, 2008
Shibusawa Memorial Museum

Shibusawa Eiichi and the Doll Exchange Project

In 1927, about 12,000 American dolls were sent to Japan from across the Pacific Ocean, delivering messages of friendship and goodwill. They were dispatched to kindergartens and elementary schools all over Japan, called "blue-eyed dolls" and loved by Japanese children.

In 1924, the Japanese Exclusion Act was passed in the US. The act increased anti-Japanese sentiment among Americans and cast a shadow on the relationship between the two countries. In response, Sydney Louis Gulick, a missionary who had lived in Japan, combined forces with Shibusawa Eiichi. Acting as private citizens, the two men devoted themselves to improvement of US-Japanese relations.



Gulick arranged gathering for blue-eyed dolls from 48 states to be sent them to Japan as peace messengers. Shibusawa coordinated sending 58 Japanese dolls were sent to the US in response. Through these exchanges of friendship dolls, the enthusiasm of the two men fostered friendship and trust among the children of the two countries.

The Dolls through the Years

During WWII the blue-eyed dolls were regarded as enemy materials and many of them were lost or destroyed as a result. Following this was a period when the dolls' very existence was forgotten. It is now believed that only 300 dolls have survived in Japan and 44 in the US.

This exhibition will shed light on the history of the doll exchange project by exhibiting 8 of the 10 blue-eyed dolls remaining in Tokyo. We hope it will be an opportunity for visitors to hear the dolls' message of goodwill and peace, as meaningful as it was 81 years ago.

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.



Thematic Exhibition Series "Thinking of Peace"

The exhibition "Shibusawa Eiichi and the Friendship Dolls," will be the first exhibition in a series called "Thinking of Peace." The series aims to encourage visitors to think about world peace today by introducing Shibusawa's lifelong devotion to international peace and understanding.

Thematic Exhibition Series “Thinking of Peace”

Shibusawa Eiichi and the Friendship Dolls: The Doll Project 81 Years Ago

Dates: Saturday July 19 – Sunday August 24, 2008
(closed July 22, 28, August 4, 11, 18)
10:00 – 17:00 (last entry 16:30)

Venue: Special Exhibition Hall, Shibusawa Memorial Museum
2-16-1 Nishigahara, Kita-ku, Tokyo
Tel:03-3910-0005 / Fax:03-3910-0085

Admission: Individuals 300 yen
Elementary, junior high school, and high school students 100 yen
Three Museum Tickets: Individuals 720yen / students 240yen
20% discount for groups of 20 or more

Related Events:

All related events are free of charge (museum admission required) and in Japanese only.

Symposium “Shibusawa Eiichi and the Friendship Dolls: The Doll Project 81 Years Ago”

Panelists Hiroaki KORESAWA, Professor, Otsuma Women’s University
Masahide SHIBUSAWA, President, Shibusawa Eiichi Memorial Foundation

Sunday, July 20, 13:30 – 15:00
Conference Room, Shibusawa Memorial Museum
Due to capacity of the venue, attendance is limited to 40. Reservations accepted on a first come first served basis.

Story-telling for children

“Mary the Blue-Eyed Doll” read by Kazuko GO (July 21) and Masako HAKARI (August 17)
July 21 and August 17, 13:30 – 14:10
Special Exhibition Hall, Shibusawa Memorial Museum

Film screening I

“The Tale of the Blue-Eyed Dolls,” an animated film produced by the Saitama Peace Museum
July 19, 21, 23, August 3, 6, 10, 13, 15, 20, 24
14:30 – 15:10
Conference Room, Shibusawa Memorial Museum
Due to capacity of the venue, attendance is limited to 30. No reservations needed.

Film screening II

“The Blue-Eyed Dolls,” an animated film produced by the Toei Company, from the collection of the Yokohama Doll Museum
July 27, August 23
14:30 – 15:30
Conference Room, Shibusawa Memorial Museum

Due to capacity of the venue, attendance is limited to 30. Reservations accepted on a first come first served basis.

Story time and curator-led gallery tour

“Sharon the Blue-Eyed Doll,” a story written and illustrated by the students of Togura Elementary School

Followed by a gallery tour

July 19, 23, August 20

13:30 – 14:10

Special Exhibition Hall, Shibusawa Memorial Museum

Contacts

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

Images for the press

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



① "Shibusawa Eiichi holding blue-eyed dolls"
1927, Shibusawa Memorial Museum
collection



② Post card "Miss America"
Shibusawa Memorial Museum collection



③ "Kinder Book Dolls Vol. 9 Dolls"
1929, published by Froebel-kan
Private collection

Application for the Use of Press Imaged

Attn. Mr. Jun Inoue
Director
Shibusawa Memorial Museum

Date: / /
Applicant Name:
Signature

Company/Institution:

I hereby apply for the use of images from the exhibition "Shibusawa Eiichi and the Friendship Dolls: The Doll Project 81 Years Ago" under the conditions stated below:

1. Images to be used

- ① "Shibusawa Eiichi holding blue-eyed dolls" 1927, Shibusawa Memorial Museum collection
 ② Post card "Miss America" Shibusawa Memorial Museum collection
 ③ "Kinder Book Dolls Vol. 9 Dolls" 1929, published by Froebel-kan, private collection

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

3. Media

①total number of pages: ②length of the article: ③circulation:

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:
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