

Business plans for FY2017

I. Policy

Choral music provides an opportunity of growth to all whom are engaged with this activity by deepening their understanding of human history, culture, religion, and language. Additionally, it will provide the chance to consider how to derive one's own capabilities within a group. As such, choral music and music generally inheres the power to propel the society. We consider that this will enable music to be an entity to bring one back to the core of humanity, however far science and technology develops. Therefore, we will widespread information related to choral music to convey the excellence of educational ability of choral music and to promote and develop choral music.

We will exit from the mindset upon the understanding of cultural art which Japanese has made up, and aim for a society that personnel engaged in choral music can work and act with reassurance and hope. Upon this policy, we will conduct the business set forward.

II. Summary of the business

We will host festivals and competitions for the promotion of choral music and the healthy development of children and young people through choral music. Participants will not be limited within Japan and such activities will be conducted in an international level. We will hope for the happiness of people and world peace, and pursue to deliver Japanese choral music through international exchange and qualitatively improve the level of each other.

(1) Popularization of choral music

1. Host business

- Tokyo international choir competition (planned: July 2018)

There still are only a few international choir competitions open to the world. Additionally, in international choir competitions that are already held, the regulations and contents are not aligned with other countries, and the probability of Japanese choral music to be promoted abroad is low. Thus, we aim to conduct this choir competition with regulations and contents of an international level, and aim to host a choir competition that multiple foreign choirs can participate. With the vision to start in the next fiscal year, in the future, the target will be to develop this competition to a globally authoritative international choir competition.

2. Joint hosing business

- Karuizawa International Chorus Festival

This year, it would be the 13th edition of this festival. Through inviting internationally and locally active choirs, we will cultivate customers through the moving experience of choral music and aim to propel and develop choral music, and communicate the excellence of choral music in and out of Japan through international exchange. Steady management is being achieved, however we will consider further exploitation of customers and collaboration with local governments. To target a festival of further significance, an executive committee will be set at an early stage to consider the whole concept of further editions of the festival and to improve ability.

- International chorus composition competition Japan

This year, it would be the 3rd edition of this competition. By collecting an international jury panel, we will discover choral works of excellence. In the future, we will consider the promotion activities of new pieces born from this competition.

(2) Choral music education

To widespread the educational ability of choral music aiming for the healthy development of children and young people, we will emerge into choral music education business. Additionally, we will host a practical seminar for choral conductors and call for seminar participants from in and out of Japan. Furthermore, to improve the Japanese music culture, we will cultivate human resources that can play an important role in the educational world and provide real choral music experience to children and young people.

1. Host international chorus conducting seminars
2. Chorus music education training business (including personnel dispatch to schools etc.)

(3) Inheritance, preservation, information provision upon choral music

We will conduct research necessary for the improvement of choral music, and provide information to a wider population to inherit and preserve Japanese choral works of excellence.