



Activities in Culture and the Arts



From Japan

Tohoku's Present and Future—in Photography

Once a year, Olympus holds the Tohoku Study Tour with Photojournalist Natsuki Yasuda, a program organized for supporting development of young people and recovery from the Great East Japan Earthquake. The tour is offered to more than ten high school students selected from across Japan to tour the disaster-struck area with Ms. Natsuki Yasuda to learn of the current state of damage and recovery efforts through exchanges with local citizens. Also, photos are taken with Olympus digital cameras to present the current state of recovery and the importance of disaster prevention both on the web and at exhibitions. Now in its third year,

students who participated in the tour spoke at the 2016 photography exhibition to some 130 visitors on their impressions of the area and what they hoped to communicate through photos.



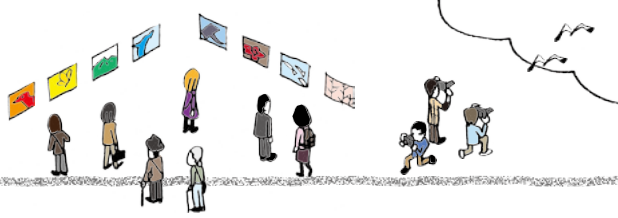
The towns that were damaged by the disaster are changing rapidly almost every day. In the strong desire to keep the memory alive, the students clicked away on their cameras. It is only through photography that they are able to bring back to their hometowns what they learned in Tohoku. For the students who are expected to drive society in the future, Olympus cameras are a vital tool to encourage kindness and friendliness between the camera user and the subject, in delicate situations that call for careful attention.



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Natsuki Yasuda

Photojournalist
Born in 1987 in Kanagawa Prefecture, she was active as a photojournalist while still a student in the Department of Education at Sophia University. She won the eighth Yonosuke Natori Photography Award for her work on Uganda's HIV-AIDS orphans.



From Asia/Oceania

The power of art—to the people and to society

Olympus Korea Co., Ltd., (Group company in South Korea) is involved in cultural contributions in a wide range of areas. In addition to assistance to young artists, the company organizes art appreciation opportunities for disadvantaged people at its exhibition hall and regular educational opportunities in using the camera for young people. In recognition of these activities that contribute to cultural enrichment and security in Korean society, the company was awarded the Innovation Prize in the 16th Mecenat Awards hosted by the Korean Mecenat Association and a newspaper publisher in the country.



From Japan

Supporting aspiring young photographers in going out into the world

Olympus supports Photo Field Work Seminar, a program of the Nippon Photography Institute, where young people aspiring to become photographers work on the global stage. The company supplies cameras for the students to use in real-time blogging of their hands-on training while on their

six-month overseas fieldwork programs. It also makes available the Olympus Gallery in Tokyo as the venue for their graduation works.

- Photo Field Work Seminar
<http://www.npi.ac.jp/pfw/en/>



Students who returned from a six-month tour of Asia



Work by fiscal 2016 participants

