

Corporate Citizenship

For Society, For the Earth A Rich Variety of Pathways for Demonstrating Corporate Citizenship

Taisei contributes to the creation of an affluent, forward-thinking society, not only through its business operations but also through various activities that express its commitment to create a vibrant living environment for all members of society. The Company recognizes that attaining widespread, enduring trust as a good corporate citizen is only possible through a variety of efforts, including support of the arts, such as the planning and management of galleries, and activities that contribute to society as well as the preservation of the global environment.

Carrying John Lennon's Spirit into Tomorrow

The John Lennon Museum



The exhibition space is divided into nine time zones, recreating through personal memorabilia and displays places where John lived or performed. Each zone is accompanied by background music symbolic of each period of John's life.

John Lennon was a well-loved artist whose life and work continues to influence people around the world today. This museum was set up to pass on his 40-year life story and message to future generations. With formal approval from John's wife, Yoko Ono, Taisei became the principal organizer for the first permanent museum dedicated to the artist in Japan, inside the Saitama Super Arena in the Saitama New Urban Center. The museum portrays John's life with approximately 130 exhibits, including photographs and many personal items made available to the public for the first time, depicting his boyhood days in Liverpool, UK, through the forming of The Beatles, to his solo performances following the breakup of the band. The museum has welcomed many visitors since opening on October 9, 2000, the sixtieth anniversary of John's birth.

State-of-the-art Computer Graphics Technology

Bringing Lost Ancient Cities Back to Life

Taisei has produced many computer graphic images of lost ancient cities and large-scale architecture using technology developed for simulating scenery. In "The World's Four Great Civilizations," an NHK special program broadcast in the summer, Taisei utilized state-of-the-art technology to provide realistic reproductions of a variety of sites, including Ur, the ancient Sumerian city state of the Mesopotamian Civilization, and the Dholavira ruins located in the Indian state of Gujarat, which is thought to hold the key to unraveling the mysteries of the Indus Civilization. These images offer lively depictions of ancient civilizations, and have received acclaim for the high value they represent for both academic and reference purposes. Taisei is also distributing video productions of ancient city civilizations free of charge to schools and educational institutions nationwide.



The City of Ur of the Mesopotamian Civilization, top; and the City of Dholavira of the Indus Civilization, below. Buildings have been realistically reproduced, including the original color tones and texture of their walls.

Sharing the Joy of Art

Gallerie Taisei



Le Corbusier was a master of twentieth century architecture. In 1992, Taisei opened Gallerie Taisei in the Shinjuku Center Building to make its

collection of paintings by Le Corbusier available to the general public. The Gallerie presents his painting exhibition free of charge to the public, and under a variety of themes. Since 1995, Taisei has collected a nominal fee of ¥100 per pamphlet, which is donated to support creative activities and exhibitions by handicapped artists. The Company also supports a variety of other artistic activities, such as collecting the paintings of Shunichi Kadowaki, dubbed the "Ukiyo-E Master of Our Times," and organizing exhibitions to introduce paintings reflecting his originality.

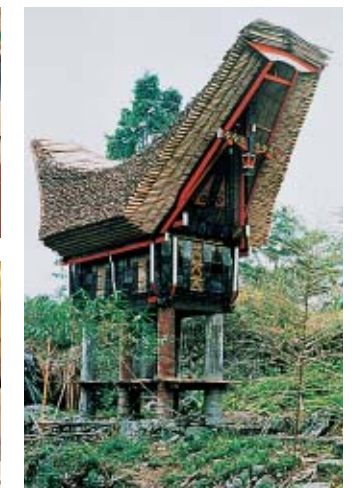
Le Corbusier (1887~1965)

An artist who embodied the ideals of modernism through his paintings, sculpture, city planning and architecture. Hoping to introduce Le Corbusier's achievements to as wide an audience as possible, Taisei conducts research and studies of his paintings, sculpture and craftwork which form the basis of his design activities, and collects his artwork for public exhibition while at the same time preserving and maintaining them.

Supporting Environmental Activities that Contribute to Society

Taisei Corporation Natural and Historical Environment Fund

As a company involved in construction, an activity deeply connected to the global environment, Taisei is engaged in activities that aid society in preserving and enhancing the environment. In 1993, Taisei placed ¥1 billion in trust to establish the Charitable Trust Taisei Natural and Historical Environment Fund, to commemorate its 120th anniversary. The Company funds organizations involved in conducting research and preserving natural environments and historical architecture that are among mankind's common treasures.



The Support Committee for Restoring the Tongkonan, an organization based in Iwate Prefecture which received money from the fund, aims to support the restoration of the Tongkonan, the traditional style of housing of Indonesia's minority Toraja People, which is threatened by collapse or depletion. The photo shows a restored Alang, elevated rice barns which—like the Tongkonan—are becoming increasingly rare.

Organizations Subsidized by the Natural Environment Fund

- FY1996: Park Volunteer Group for the Aso Region, and 15 other organizations
- FY1997: Park Volunteer Group for Yakushima, and 17 other organizations
- FY1998: Support Committee for Restoring the Tongkonan, and 17 other organizations
- FY1999: Friends of the Abunze, Park Volunteer Group for the Goto Region of Saikai National Park, and 21 other organizations
- FY2000: The Ecosystem Conservation Society—Japan, and 23 other organizations
- FY2001: Sea Turtle Association of Japan, and 20 other organizations
- FY2002: NPO ERECON (=Institute of Environment Rehabilitation and Conservation), and 21 other organizations