



PARA

LYM

ART



パラリンアート®

一般社団法人 障がい者自立推進機構

※パラリンアートは登録商標です。運営受託会社：株式会社パラリンアート

What is “Paralym Art”?

The Philosophy and Mechanism of Paralym Art

Corporate philosophy

Creating a world where people with disabilities can fulfill their dreams through art.

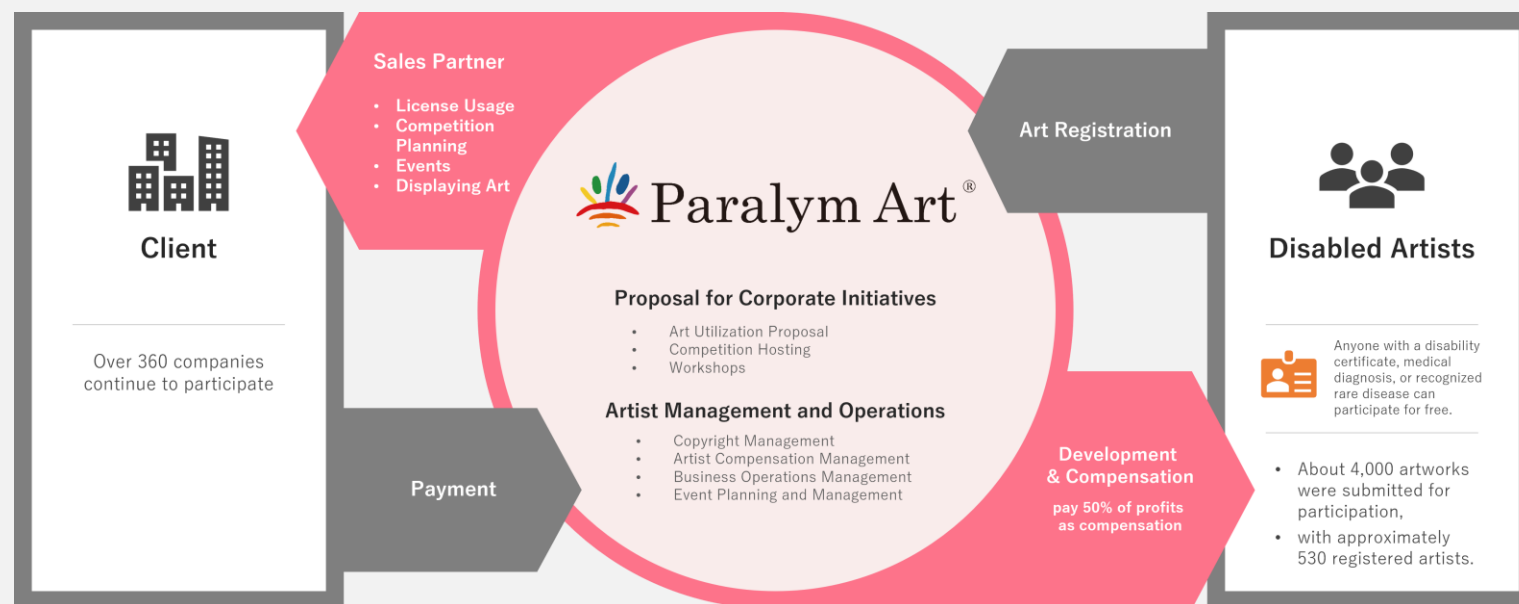
Corporate Overview

- Company Name: General Incorporated Association Disability Self-Reliance Promotion Organization
- Established: December 5, 2012
- Address: 3-17-11 Tennosho Tamachi Building 1003, Minato-ku, Tokyo, 108-0023, Japan
- Representative Director: Akihiro Matsunaga
- Website: <https://paralymart.or.jp/association/>

Paralin Art is a non-profit organization with a mission to create a world where people with disabilities can achieve their dreams through art. Founded in 2007, Paralin Art has been working for 18 years to establish a sustainable system for promoting the independence of people with disabilities, independent of social security benefits, through private sector collaboration with businesses.

Mechanism

Paralym Art registered artists' works are introduced to corporations, organizations, etc., allowing them to utilize the art for exhibitions, posters, printed materials, novelties, and products. This contributes to the artists by returning royalties for the use of their copyrighted works.



Examples of Utilization of Art

Other Company Examples

We are utilizing art in various ways, both internally and externally. BtoC companies collaborate with products, while BtoB companies utilize it for communication with stakeholders and internal activation initiatives. Please note that separate sales royalties apply for use in sales materials.



Internal newsletter



Wall Art



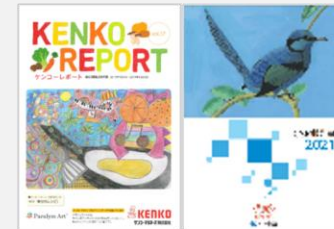
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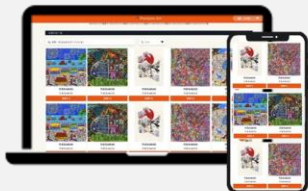
Event Sponsorship



QUO Cards



Shareholder communications



Competitions



Art Exhibitions



Business Cards



Web Design



Social Media



Visitor Items



Art Workshop



Award Ceremony



Product Packaging



Collaborative Goods

Introduction of Supportive Companies



Event Archives

Recent Case Study | Paralym Art World Cup 2022/2023

We have been holding the event annually since 2018. In 2022 and 2023, we set the theme for submissions as "Future" and "Journey" respectively, inviting art contributions. We opened the call for artists not only in Japan but also internationally, conducting an art contest and an award ceremony.



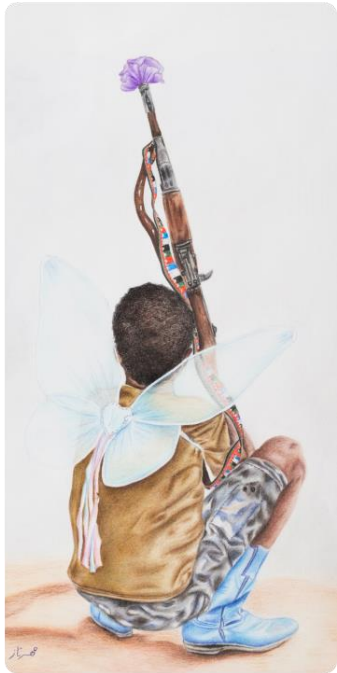
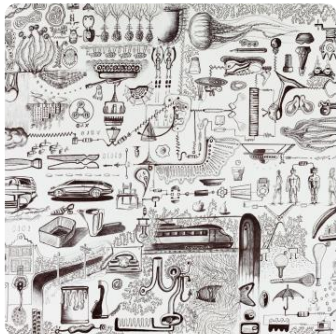
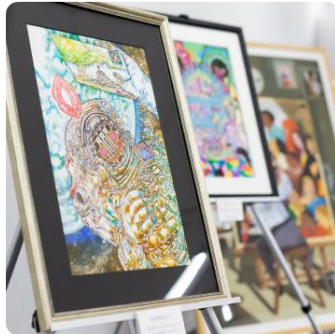
Paralym Art World Cup 2022 Theme: Future

- Organizer: General Incorporated Association for the Promotion of Independence for Persons with Disabilities
- Application Period: June 1, 2022 (Wednesday) to the end of August 2022
- First Screening: September 8, 2022 (Thursday) ■ Final Screening: October 20, 2022 (Thursday)
- Award Ceremony: December 8, 2022 (Thursday) ■ Venue: F Studio SHIBUYA
- Total Entries: 498 artworks ■ Entries Passing First Screening: 89 artworks out of 498 entries
- Winners: 14 artworks receiving 10 awards ■ Advertising Equivalent Value: ¥92,213,495



Paralym Art World Cup 2023 Theme: Journey

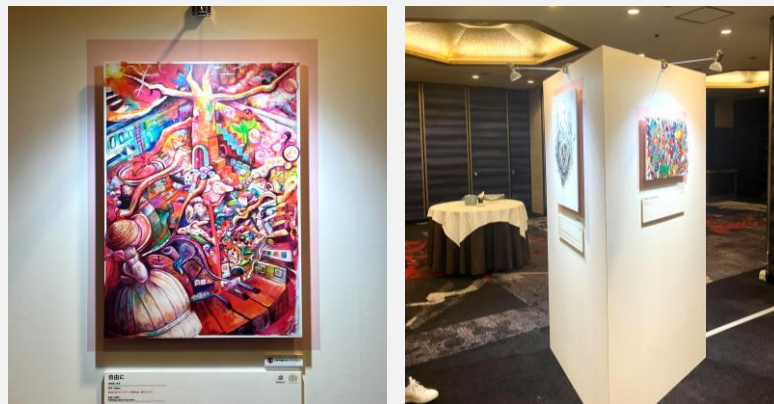
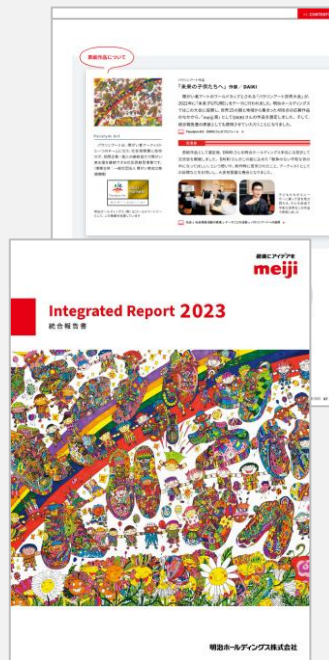
- Organizer: General Incorporated Association for the Promotion of Independence for Persons with Disabilities
- Application Period: July 1, 2023 (Saturday) to the end of September 2023
- First Screening: October 10, 2023 (Tuesday) ■ Final Screening: October 31, 2023 (Tuesday)
- Award Ceremony: January 23, 2024 (Tuesday) ■ Venue: Minato Ward Men and Women Equality Participation Center "Libra"
- Total Entries: 488 artworks ■ Entries Passing First Screening: 89 artworks out of 488 entries
- Winners: 15 artworks receiving 15 awards ■ Advertising Equivalent Value: ¥224,738,255



After the Event

Utilization of Art

You can utilize the art data of the Sponsorship Award-selected works or the ParaLymArt Award-winning works (unlimited use for one year). The artwork data is scanned in high resolution, making it suitable for various applications. If you have other use cases not mentioned here, please feel free to discuss them with us.



Meiji Holdings Co., Ltd.

Using the artwork selected for the Meiji Award as the cover of your integrated report and as the top image on your website's page is a great way to showcase its quality and significance. It adds a creative and meaningful touch to your communications.

Persol Holdings Co., Ltd.

Collaborating with the 2021 Semi-Grand Prix-winning artwork to create a mosaic art piece adds a unique and artistic touch to your group company's anniversary event. Displaying the award-winning artwork at the event not only enhances the ambiance but also provides an opportunity for employees to appreciate and understand Para-art. It's a wonderful way to promote art appreciation and inclusivity within your organization.

Tokairika Co., Ltd.

Inviting the award-winning artist NAMY to your headquarters for the original artwork framing ceremony and transferring replicas for display at various factories is a great way to showcase and celebrate their talent. Utilizing the artwork for novelty items such as tote bags and clear files further promotes the art and enhances its visibility among your audience. It's a wonderful way to support artists and integrate art into different aspects of your organization.

