

Charity Auction: Plastic Revives Donation Report



Caption : Chief Conservation Officer & Director, Conservation Division, Naoyuki Yamagishi (left) hands over the certificate of appreciation to POLA ORBIS HOLDINGS INC. Corporate Officer & General Manager of Corporate Communication, Naotaka Hashi (right)

POLA Museum Annex (Ginza, Chuo-ku, Tokyo) held its fourth annual charity auction exhibition titled “Plastic Revives” from November 10 (Fri.) to December 3 (Sun.), 2023. We are pleased to announce that all proceeds from the project, an amount of 15,387,300 yen were donated toward the ocean conservation initiatives of the World Wide Fund for Nature Japan (WWF Japan).

For this project, we commissioned original works on the theme of “revival” from a wide range of artists. The works were offered for sale by means of a silent auction*. We also offered drawings as lottery prizes, sold event-related merchandise, and held workshops. Thanks to the warm and generous support of many people, we managed to donate all proceeds (15,387,300 yen) of the charity auction by the end of 2023.

In this project, for the first time ever, the original artworks for the charity auction were produced in collaboration by the artists and a research team from POLA Chemical Industries, using plastic recycled from the containers of POLA ORBIS Group cosmetics products. Combining recycled materials with art certainly added value. It was also a great achievement to provide the customers a work made of material that had completed a life cycle. The knowledge we gained in the process of giving shape to the ideas of the artists will be useful in our efforts to promote resource recycling in the POLA ORBIS Group. We would like to express our sincere appreciation to all the customers, artists, and everyone else involved for supporting and engaging with this project.

Note that all the works shown at the “Plastic Revives” exhibition are available for viewing in our online catalog until April 30, 2024.

Online Catalog URL: https://www.po-holdings.co.jp/m-annex/information/20240229_catalog.html

* A silent auction is an auction without direct competition, in which all bids are privately submitted during a set time period. The highest bid at the end of the period wins the auction.

|| Donation Report ||

Donation to: World Wide Fund for Nature Japan (WWF Japan)

Amount of donation: 15,387,300 yen

Number of application: 678 (Number of application for the auction, lottery, workshop, and related merchandise)

Purpose: The funds will be used to the marine conservation activities by WWF Japan

|| General information ||

Title	Charity Auction: Plastic Revives
Term	Friday, November 10 to Sunday, December 3, 2023
Artists	Naho Iino / Yuka Kashiwara / Kengo Kito/ Kohsuke Kimura / Hiraku Suzuki* / Kei Takemura / Noritaka Tatehana / Miyuki Tsugami / Hiroko Nakajima/ Hiromine Nakamura / Moe Nakamura / Manika Nagare* / Tetsuya Noguchi / Risa Fukui / Sebastian Masuda / Rina Mizuno / Mai Miyake / Miyuki Yokomizo / Osamu Watanabe
Venue	POLA MUSEUM ANNEX https://www.po-holdings.co.jp/m-annex/en/
Organizer	POLA ORBIS HOLDINGS INC. https://www.po-holdings.co.jp/en/index.html
Inquiries	050-5541-8600 (Hello Dial, only within Japan)

*Participation in drawing works only

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