

Naoshima New Museum of Art to Open Spring 2025

Tadao Ando's Tenth Contribution to Benesse Art Site Naoshima to Host Iconic Works and Site-Specific New Creations by Cai Guo-Qiang, Takashi Murakami, Heri Dono, Do Ho Suh, N. S. Harsha, Marta Atienza, and More



Rendered image of Naoshima New Museum of Art © Tadao Ando Architect & Associates

(Naoshima, Japan, October 22, 2024) – Fukutake Foundation announces the opening of the [Naoshima New Museum of Art](#), located on a hilltop near the Honmura district of Naoshima and with **Miki Akiko** as director.

Naoshima New Museum of Art, designed by **Tadao Ando**, will be his tenth architectural work for [Benesse Art Site Naoshima](#). It will exhibit and build a collection of major works, including newly commissioned, site-specific pieces by artists and groups from the Asian region. The works will be displayed across four gallery spaces in a three-story building that houses two basement levels and a ground floor, as well as in the café area and outdoor grounds. The inaugural exhibition will feature works by eleven artists and groups, including **Aida Makoto, Martha Atienza, Cai Guo-Qiang, Chim ↑ Pom from Smappa!Group, Heri Dono, indieguerillas, Takashi Murakami, N. S. Harsha, Sanitas Pradittasnee, Do Ho Suh, and Pannaphan Yodmanee**.

The museum will feature both permanent exhibits and those that change periodically at a gradual rate. Unlike previous facilities at Benesse Art Site Naoshima, which focus more on permanent exhibitions, this approach aims to create dynamic yet unhurried artistic engagement, offering visitors something new with each visit. In addition to special exhibitions, the museum will host a range of public programs such as talks and workshops designed to convey diverse perspectives, expressions, and multilayered messages about contemporary society. This evolving experience is expected to make it a place where visitors return time and again, encouraging rich exchanges and connections with people from both on and off the island.

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As the new museum interconnects with the existing art facilities on the island, this constellation of venues will offer more integrated art encounters, deeply resonant with the surrounding nature and communities. As the first museum to bear the name of Naoshima, it aims to further explore what it means to be a museum profoundly connected to the spirit of the local community, creating an even greater harmony between art, architecture, nature, and daily life on the island.

Museum Features

■ From Standalone Venues to a Nexus of Museums

Since the 1990s, Benesse Art Site Naoshima has established and managed several facilities in Naoshima. Located in the southern part of the island that faces the Seto Inland Sea are Benesse House Museum (1992), Chichu Art Museum (2004), and Lee Ufan Museum (2010), all designed by Tadao Ando. The Honmura district, the central area for residents and town administration, hosts Art House Project (ongoing since 1998), which renovates vacant old houses into art installations, and ANDO MUSEUM (2010). In the Miyanoura district that forms the entrance to the island, Naoshima Bath “I ♥ 湯 (Yu)” (2009), where visitors can take a bath, Miyanoura Gallery 6 (2013), a remodeled former *pachinko* parlor, which has been presenting the ongoing Setouchi “Archive” project since 2019, provide new perspectives and insights into the Setouchi region’s history, culture, and folk tradition.

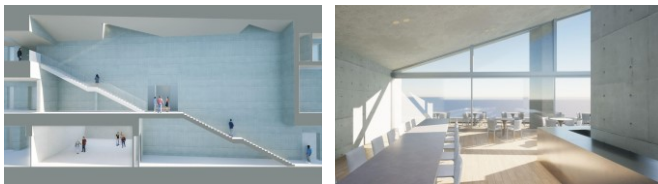
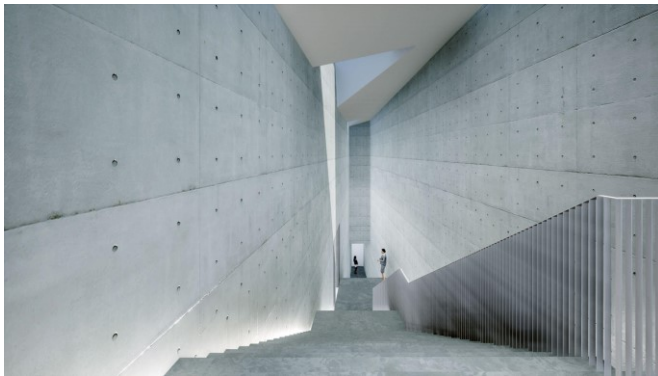
Naoshima New Museum of Art will serve to organically connect these facilities spread across the island and unify them into a nexus of sites and museums.



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■ Tadao Ando's 10th Architectural Work for Benesse Art Site Naoshima

The architecture of the Naoshima New Museum of Art is designed by Tadao Ando, who has worked on museum projects for Naoshima for over three decades beginning with Benesse House Museum, which opened in 1992. Featuring a large roof whose slope resonates with the hilltop location, the new three-story museum has two floors underground and one on ground level. A staircase, where natural light enters from a skylight, extends downward, straight from the ground level to the underground floors. Located on both sides of the staircase are four galleries. There is a café on the northern part of the ground floor, which offers a

scenic view of the island of Teshima and fishing boats coming and going, a characteristic vista of the Seto Inland Sea.

The exterior of the museum will feature black plaster reminiscent of burned cedar walls, and a stacked pebble walls to blend with the surrounding landscape of the Honmura area. The architecture and the approach leading up to the entrance are designed to connect the experience of visitors with Naoshima's history and people's lives.

■ Toward More Diverse Perspectives and Broader Museum Activities: A Platform for Exchange and Collaboration with Asian Contemporary Art

Benesse Art Site Naoshima has primarily collected and exhibited works of prominent Western contemporary artists at Benesse House Museum and Chichu Art Museum. It has recently deepened its attention and interest in contemporary Asian art, changing the venue for the Benesse Prize, which was established in 1995 to encourage artistic practices that inspire us to reflect upon well-being, from the Venice Biennale to the Singapore Biennale. The new museum will build on this, collecting and exhibiting works of art from Asia, including Japan, that demonstrate individual artists' unique and critical perspectives on society, the environment, and our times.

Messages

Fukutake Soichiro (Honorary Chairman, Fukutake Foundation)

For me, the Naoshima New Museum of Art is the culmination of what I have done for over the past thirty-five years. For this initiative we will place our focus on Asian art. The works in the collection of Benesse Art Site Naoshima will hence extend from the West to Asia, including Japan. It is my hope that the new museum will symbolize a bright future by contributing to the formation of happy communities.

Director of Benesse Art Site Naoshima; General Producer of the Setouchi Triennale; General Producer of the Echigo-Tsumari Art Triennale; Honorary Chairman of Fukutake Foundation; and Honorary Advisor of Benesse Holdings, Inc. Joined Fukutake Publishing in 1972 and became the CEO in 1986. Became the CEO and Chairman of Benesse Holdings, Inc. in 2007, then Honorary Advisor since October 2016.

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Fukutake Hideaki (Chairman, Fukutake Foundation)

Once completed, buildings and works of art tend to be seen as being in their final states. Isn't it possible, however, to create something new, such as "movements" or "circulation" even after the "completion"? For Benesse Art Site Naoshima, Naoshima New Museum of Art will play a role as a platform to promote "movements" as such. With the museum as a base, I hope we will generate new "movements" through conversations and collaborations not only between artists and architects but across a wide spectrum of encounters and exchanges including those between islanders and visitors.

Chairman of Fukutake Foundation; Chair of the Board of Directors of Benesse Holdings, Inc.

After working for KEYENCE CORPORATION, and SMS Co., Ltd., Fukutake founded efu Investment Ltd. in New Zealand and overseeing various companies such as Metro, World of Wearable Art, DDMMYY, and Hulbert House. Founded Still, Ltd. in 2020 and has conducted diverse cross-generational and cross-border business endeavors and aims at fostering a new culture that transcends borders and generations. Has served as Chairman of Fukutake Foundation since January 2023.

Tadao Ando (Architect)

I believe it was, more than anything, Mr. Fukutake Soichiro's enthusiasm and passion that led Naoshima to flourish as a world-famous island of art and culture. While there are a number of wonderful art museums around the world, I have not seen many that demonstrate the personal senses of an individual as vividly as the one in Naoshima does. Working on this new museum project, more than thirty-five years since I first met Mr. Fukutake, I am drawn more than ever to follow his liberal spirit and strong will now and going forward into the future.

Born in Osaka in 1941. A self-taught architect who founded Tadao Ando Architects & Associates in 1969. Notable works include Church of the Light (Osaka, 1989), Chichu Art Museum (Naoshima, 2004), Nakanoshima Children's Book Forest (Osaka, 2020), and Bourse de Commerce / Pinault Collection (Paris, 2021). Recipient of many notable awards including the Architectural Institute of Japan Prize for "Row House in Sumiyoshi" (1979), the Pritzker Architecture Prize (1995), the Gold Medal of UIA (2005), Order of Culture (Japan, 2010), Commandeur de l'Ordre des Arts et des Lettres (France, 2013), Commandeur de la Legion d'Honneur (France, 2021). Professor at the University of Tokyo since 1997, currently professor emeritus.

Miki Akiko (Director)

The exhibition to commemorate the inaugural year of the museum is comprised of works of art that Soichiro Fukutake, the Honorary Chairman of the Fukutake Foundation, selected to express messages he wishes to be communicated in our present time and onward to the future. On view are a diverse range of works, from representative works to new and site-specific works, created by artists who have been involved with Benesse Art Site Naoshima from its beginning, those who have been acquainted with us since the venue of the Benesse Prize moved from Venice to Asia, and those who we encountered during our research trips in recent years. In presenting such works of art, the exhibition raises questions about our times, society, environment, and our way of living.

International Artistic Director of Benesse Art Site Naoshima, Miki Akiko was chief and senior curator of Palais de Tokyo, Paris, from 2000 to 2014. Her curatorial experience includes such major international exhibitions as the Yokohama Triennale (artistic director, 2011, and co-director, 2017) as well as roles as a guest curator at Barbican Art Gallery (London), Taipei Fine Arts Museum, National Museum of Modern and Contemporary Art, Korea, Mori Art Museum (Tokyo), Yokohama Museum of Art, and Kyoto City KYOCERA Museum of Art, among other notable museums in Japan and overseas.

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Notes for Editors

Naoshima New Museum of Art

The Naoshima New Museum of Art is the first art museum named after the eponymous town and the latest addition to Benesse Art Site Naoshima, known for its array of art museums and facilities across Naoshima, Teshima, and Inujima. In Naoshima, the museum will highlight its role in revitalizing the local community through collaboration with local residents, reinforcing the harmony of art, architecture, nature, and community.

The museum will also prioritize showcasing contemporary art from Japan and other parts of Asia, featuring a wider range of dynamic activities such as rotating exhibitions and public programs. As a hub linking a network of museums reflecting Benesse Art Site Naoshima's three-decade legacy, the museum aims to be a space attracting repeated visits, fostering new encounters, exchange, awareness, imagination, and creativity among visitors from Naoshima and around the globe.

The titular "new" not only highlights a wider range of activities, diverse outlooks through art, and a critical stance toward contemporary society, but also reaffirms Benesse Art Site Naoshima's ongoing mission to innovate and create new perspectives. It reflects a dedication to questioning and challenging established norms through artistic endeavors looking ahead centuries into the future.

Outline

Name: Naoshima New Museum of Art

Founder: Fukutake Foundation (Naoshima, Kagawa: Chairman, Fukutake Hideaki / Honorary Chairman, Fukutake Soichiro)

Design: Tadao Ando Architect & Associates

Architecture: 3 stories (1 above ground and 2 underground), with a café (144 sq m)

Galleries: (1) 373 sq m, (2) 300 sq m, (3) 320 sq m, (4) 494 sq m (rounded numbers)

Site Area: 6,017.67 sq m

Total Floor Area: 3,176.43 sq m

Address: 3299-73, Naoshima, Kagawa, Japan

Director: Miki Akiko

Scheduled to open in spring 2025

Artists (alphabetical order by their last/ family names)

Aida Makoto: Born in Niigata Prefecture, Japan in 1965. Based in Tokyo.

Martha Atienza: Born in Manila in 1981. Based in Bantayan Island, Philippines.

Cai Guo-Qiang: Born in Quánzhōushì, China in 1957. Based in New York.

Chim ↑ Pom from Smappa!Group: Founded in Tokyo in 2005. Based in Tokyo.

Heri Dono: Born in Jakarta, in 1960. Based in Yogyakarta, Indonesia.

indieguerillas: Founded in Yogyakarta in 1999. Based in Yogyakarta.

Takashi Murakami: Born in Tokyo in 1962.

N. S. Harsha: Born in Mysuru, India, in 1969. Based in Mysuru.

Sanitas Pradittasnee: Born in Bangkok in 1980. Based in Bangkok.

Do Ho Suh: Born in Seoul in 1962. Based in London.

Pannaphan Yodmanee: Born in Nakhon Sri Thammarat, Thailand, in 1988. Based in Bangkok.

*The exhibiting artists are subject to change

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About Benesse Art Site Naoshima

Benesse Art Site Naoshima is the collective name for all art-related activities conducted by Benesse Holdings, Inc. and Fukutake Foundation on the islands of Naoshima and Teshima in Kagawa Prefecture and Inujima in Okayama Prefecture.

Our fundamental aim is to create significant spaces by bringing contemporary art and architecture into resonance with the pristine nature of the Seto Inland Sea, a landscape with a rich cultural and historical fabric.

Through contacts with art and nature, sceneries, and inhabitants of the Seto Inland Sea region, we seek to inspire visitors to reflect on the meaning of Benesse's motto: Well-Being. In all our ongoing activities, we are committed to fostering a relationship of mutual growth between art and the region, aiming to make a positive contribution to the local communities.

Museum Logo

The logo for the Naoshima New Museum of Art was designed by Shin Sobue, who also designed the logos for the Benesse Art Site Naoshima's iconic Chichu Art Museum and the Teshima Art Museum.

Sobue Shin

Born in Aichi in 1959, Shobue Shin is an art director and the director of Cozfish. A master at creating extraordinary and enchanting works, he works across design disciplines, including book and exhibition design as well as merchandise branding. He designed the logos for Chichu Art Museum and Teshima Art Museum, provided art direction for Snoopy Museum Tokyo, and has handled graphic and merchandise design for many exhibitions, including ones about Miffy, Evangelion, Momoko Sakura, and Hokusai. Sobue is a member of TDC and AGI.

直島新美術館

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