

PRESS RELEASE 2023.08.02

“YUKATA de MINGEI” discount available for visitors to  
MINGEI: The Beauty of Everyday Things

200-yen discount available on same-day tickets for visitors wearing a *yukata*

Press Release Days: Saturdays, Sundays, and holiday (Aug. 11) in August 2023

\* Extended into September. In September the discount is available on weekdays as well as on Saturdays, Sundays, and holidays (until the final day of the exhibition Sep. 18).

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Nakanoshima Museum of Art, Osaka (located in Kita-ku, Osaka City, and headed by Director Sugaya Tomio) is currently holding the exhibition MINGEI: The Beauty of Everyday Things until September 18, 2023.

A “YUKATA de MINGEI” discount—a 200-yen discount on same-day tickets—is available for visitors to the exhibition wearing a *yukata* on Saturdays and Sundays in August 2023, and on the public holiday, August 11. *Yukata* is an informal cotton kimono with a close affinity to *mingei* craftwork. August is a time when many people wear *yukata* for summer festivals and fireworks shows.

The exhibition presents Aichi *yukatas* made of traditional tie-dyed Arimatsu Narumi Shibori cotton cloth and Okinawan kimonos made of colorful dyed *bingata* fabrics and *basho* cloth made of banana leaf fibers, whose very appearance makes one feel cooler. Why not come see the *MINGEI* exhibition wearing a *yukata*, which adds color to summertime in Japan and expresses part of the unique beauty of Japan?



“YUKATA de MINGEI” discount: 200-yen discount on same-day tickets for visitors wearing a *yukata*

Contact information for media inquiries

MINGEI: The Beauty of Everyday Things Public Relations Office (TM OFFICE,INC.)

Staff members: Bamba Daisuke, Nagai Yuna, Nishisaka Mami

TEL: 090-6065-0063 (Bamba Daisuke) 090-5667-3041 (Nagai Yuna)

Call center: 050-1807-2919 FAX: 06-6231-4440 E-mail: [mingei@tm-office.co.jp](mailto:mingei@tm-office.co.jp)

Official MINGEI: The Beauty of Everyday Things website



URL: <https://mingei-kurashi.exhibit.jp/>

"YUKATA de MINGEI" Discount Details

Visitors to the show wearing a yukata can receive a 200-yen discount when they purchase a same-day ticket at the second-floor ticket counter.

Days: Saturdays, Sundays, and holiday (Aug. 11) in August 2023

Available at: Second-floor ticket counter at Nakanoshima Museum of Art, Osaka

Official website: <https://mingei-kurashi.exhibit.jp/outline.html>

\* Kimonos are OK, too.

\* The discount is only available at the museum's second-floor ticket counter. It is not available online or at other locations.

\* The discount is not available retroactively for tickets that have already been purchased.

\* The discount applies to one or two people (the yukata-wearer and a companion).

\* This discount cannot be combined with other offers.

#### Exhibition Overview

Exhibition title: Mingei: The Beauty of Everyday Things

Dates: July 8 – September 18, 2023

Venue: Nakanoshima Museum of Art, Osaka 4F Galleries

4-3-1 Nakanoshima, Kita-ku, Osaka 530-0005

Opening hours: 10:00 – 17:00 (last entry 16:30)

Closed: Mondays (except for September 18)

Admission: Adults: 1,700 yen (Individuals in groups: 1,500 yen)

University/High school students: 1,300 yen (Individuals in groups: 1,000 yen)

Junior high school/Elementary students: free admission

\* Prices in parentheses indicate per person prices for groups of 20 or more.

Official website: <https://mingei-kurashi.exhibit.jp/>

Contactus: Osaka City General Call Center 06-4301-7285 Hours : 8:00 – 21:00 (365days)

Organizers: Nakanoshima Museum of Art, Osaka; The Asahi Shimbun; TOEI COMPANY, LTD.

Sponsor: TOPPAN Inc.

Special collaborator: The Japan Folk Crafts Museum

Collaborators: Shizuoka City Serizawa Keisuke Art Museum, Katolec Corporation

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