

For Immediate Release
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Mitsubishi International Corporation Supports The New York Botanical Garden's Chrysanthemum Exhibition

October 20 – November 18, 2007

A Celebration of Japanese Art, Life, and Culture

Kiku: The Art of the Japanese Chrysanthemum, the most elaborate flower and cultural exhibition ever presented by The New York Botanical Garden, will open on October 20, 2007. Mitsubishi International Corporation (MIC), a wholly-owned subsidiary of Mitsubishi Corporation, is a presenting sponsor of this exhibition and has been instrumental in garnering support from the Japanese business community in New York.

MIC has had a relationship with the Botanical Garden since 1994, when the Mitsubishi International Corporation Foundation began supporting environmental education programs at the Garden. "Our goal in supporting the Kiku Exhibition is to promote cross-cultural understanding through a shared appreciation of art and beauty, while also indirectly cultivating greater appreciation for the natural environment," said MIC President & CEO, Mr. Ryoichi Ueda. "The Kiku exhibition bridges the realms of nature and art by demonstrating the wonderful possibilities that can result from interactions between human beings and mother nature."

The month-long exhibition is the culmination of a cultural exchange and collaboration between Shinjuku Gyoen National Garden in Tokyo and the Botanical Garden and will include:

- a flower show featuring distinct styles of *kiku* and other Japanese garden plants, including maples and bamboos, in the expansive courtyards of the Enid A. Haupt Conservatory, the largest Victorian-style glasshouse in America;
- an exhibition in the LuEsther T. Mertz Library gallery of works on paper illustrating the plants of Japan;
- a wide range of programs for adults, children, home gardeners, and aficionados of Japan that celebrate the chrysanthemum and Japanese art, life, and culture.

Shinjuku Gyoen National Garden, a 144-acre garden that blends English landscape, French formal, and Japanese traditional garden styles, was originally an Imperial garden entrusted with the cultivation of *kiku*, which is also the crest of the Imperial family and the national flower of Japan. For nearly a century, it has presented an annual fall Chrysanthemum Exhibition and developed original methods of cultivation and display. Chrysanthemums grown in this Imperial style have never been seen outside of Japan in this extensive a display.

Kiku: The Art of the Japanese Chrysanthemum is being co-designed by Yasuhira Iwashita, Chief of the Chrysanthemum Department at Shinjuku Gyoen National Garden, Marc Peter Keane, a renowned landscape architect based in Kyoto, and Susan Cohen, an award-winning exhibition designer, and will display several traditional styles of the Japanese chrysanthemum, highlighted by dramatic shapes, vibrant colors, and numerous blossoms. The "thousand bloom" plants feature hundreds—if not quite thousands—of simultaneous blossoms in massive, domed-shaped arrays, all from a single plant. Another type, single-stem

plants ranging up to six feet in height, present one single perfect flower balanced atop the stem. Quantities of these are arranged in diagonal lines to form disciplined color patterns. A third type, cascades, present dramatic waterfall-like frameworks covered by small-flowered chrysanthemums.

Integral to the chrysanthemum display will be traditional Japanese garden pavilions, or *uwaya*, built according to centuries-old construction techniques utilizing bamboo and rope accented with swags of purple cloth and red tassels. In addition to providing shelter for the plants, these structures create an atmosphere of Japanese elegance and taste.

Founded in 1891, The New York Botanical Garden—a 250-acre National Historic Landmark and one of the world's premier botanical gardens—is widely recognized for its floral and cultural exhibitions such as *The Orchid Show*, a magnificent spring flower show, last summer's *Chihuly at The New York Botanical Garden* exhibition, and the annual *Holiday Train Show*, which annually attract hundreds thousands of people from the tri-state area, the nation, as well as tourists from around the world.

In addition to Shinjuku Gyoen National Garden and The New York Botanical Garden, participants in this cultural exhibition include The Metropolitan Museum of Art, Japan Society, and the Japanese Ministry of the Environment.