ORIGINAL ARTICLE

Study on the Activation of Able-Art through the Corporate Mecenat

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ABSTRACT

This study aimed to explore the tasks to activate the Able Art through the voluntary and active corporation mecenat in the artistic and economic aspects of Able Art by reviewing the activities of Able Art Japan that is one of the non-profit organization in Japan and the current state of corporation mecenat and by reviewing the successful cases of corporate mecenat for cultural and artistic activities for persons with disabilities.

In results, the tasks to activate the able art through corporate mecenat were suggested as follows:

First, the efforts to publicize that the artworks of artists with disabilities have not only artistic value, but also marketability and profitability need to be taken.

Second, the effects of able art on the community development and the activation of community need to be proved empirically.

Third, the successful cases of corporate mecenat that companies support the collaboration between persons with disabilities and persons without disabilities need to be actively publicized.

<Key-words>
corporate mecenat, Able Art, Able Art Japan, artist with disabilities

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