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Wednesday, Aug. 7, 2024

To DuPage County Board:

McAninch Arts Center at College of DuPage respectfully requests support from the DuPage County Board to market and promote a major exhibition **“Hokusai and Ukiyoe: The Floating World, Artworks from the Chiossone Collection”** opening summer 2025. The project plans to promote not only the exhibition but each visitor will be given a *Eki Souvenir Passport stamp book* featuring related attractions, and tourism locations and specials throughout DuPage County to promote to the expected 30,000 visitors. In addition, there will be a \$200,000 advertising budget for print and digital marketing including: Television, Billboards, press releases, brochure design and distribution and social media content, resulting in approx. \$3 million in economic impact to DuPage County. The MAC would be able to provide proof of marketing and press expenses and receipts for the grant by September 30, 2025.

The exhibit will provide a window into the City of Edo that thrived as the center of Japan’s economy and culture featuring a total of 60 original works by Hokusai and renowned artists from the Period (1603-1868) along with several educational and interactive experiences and installations throughout the McAninch Arts Center (MAC).

The collection has never been to the Chicago area and comes from the Edoardo Chiossone Museum of Oriental Art in Genoa, Italy and considered to be one of the top Japanese collections in Europe featuring hand-painted, original silks with gold leaf embellishments as well as complex, multi-colored prints made from carved woodblocks that were meticulously placed and then hand-painted. Artworks by acclaimed artists Hokusai and Hiroshige includes “The Great Wave off Kanagawa” from the series “Thirty-Six Views of Mount Fuji,” by Hokusai and 17 works by Hiroshige, known for his traditional woodblock prints. The opulent works are quintessential representations of the Japanese art form known as “Ukiyoe,” or “floating world images,” in which artists depict an idealized world of grandeur, class, wit, style, and pleasure, offering a unique point of view. The unique scrolls, screens, and fans created during this time brought international notoriety to Japan.

In addition to the artwork, the exhibition will include: a historical area and timeline with multimedia elements; an outdoor Japanese garden; a children's Edo art & anime area with coloring pages and activities; an interactive Edo Experience with Shogun and Kabuki garments and more. As with past major exhibitions, including 'Frida Kahlo: Timeless' and 'WARHOL,' the creative teams and designers of the MAC will create interactive exhibition experiences that help visitors connect with this enchanting era of Shoguns, Samurai and Geisha, that are rich educational experiences. During the summer long exhibition, special events and curator lectures will be curated that enhance understanding and appreciation of the Japanese Edo era and attract a wide-range of visitors.

The entire project budget is two million dollars. In order to keep ticket prices affordable with accessibility in reach, the goal is to raise 30% of the needed funds for expenses through donations, grants, fundraisers and sponsorships. Ticket sales is projected to raise 70% of the income. Thank you for your consideration and support of the McAninch Arts Center.

Sincerely,

A solid black rectangular redaction box covering the signature area.

Diana Martinez  
Director McAninch Arts Center

**McAninchArts Center**

Since 1986, the McAninch Arts Center (MAC) at College of DuPage, has demonstrated commitment to the arts in Chicago's western suburbs to experience music, theatre, dance, opera, and visual arts. The mission of the MAC is to foster enlightened educational and entertaining arts opportunities, encourage artistic expression and engagement, establish a lasting relationship between people and art, and enrich the cultural vitality of the community. The MAC hosts an average of 350 events and 115,000 people annually.

The MAC is dedicated to enriching the community with world-class entertainment opportunities that go beyond the stage. Along with offering the most diverse range of programming in the area, numerous free outreach & engagement programs are provided to enlighten, educate and foster conversation and understanding in the community