

MORI ART MUSEUM REOPENS WITH A LOT THAT'S NEW

ANOTHER ENERGY: POWER TO CONTINUE CHALLENGING – 16 WOMEN ARTISTS FROM AROUND THE WORLD
OPENING ON APRIL 22 [THU]
GRAND OPENING OF FLAGSHIP "MORI ART MUSEUM SHOP"
ON APRIL 28 [WED]

On Thursday, April 22, 2021, the Mori Art Museum will reopen after three-month-long renovations.

To make the Museum more convenient to visit, while helping to prevent the spread of COVID-19, we are introducing a new ticketing system involving online ticket purchase and QR code verification. Admission pricing will also be updated, with new prices for Saturdays, Sundays and holidays, and for advance purchasing online. The aim of this new system and pricing is to build a sustainable business model while providing a safe and comfortable environment for viewing our exhibitions. We will also be working with the "Hills Network" Mori Building urban digital platform to optimize customer experiences at the Museum.

Mori Art Museum shopping options have also been extended. On Wednesday, April 28, 2021, in addition to the shop inside the museum on the 53rd floor of Roppongi Hills Mori Tower, we will be opening a new flagship "MORI ART MUSEUM SHOP" on the third floor of Roppongi Hills West Walk. We hope to make this a space for shoppers to experience the "Art + Life," Mori Art Museum philosophy of relating art to every aspect of living.

To mark the reopening of the Mori Art Museum, we are delighted to be staging the exhibition *Another Energy: Power to Continue Challenging – 16 Women Artists from Around the World*. The show features powerful works by women artists from across the globe ranging in age from 71 to 105, with individual careers spanning more than 50 years. We are confident visitors will be inspired by this historic and thought-provoking show.



Museum & Observatory Tickets/Information

(rendering)

A bright, airy space in white featuring improved ventilation and generous natural light.



Entrance to the "MORI ART MUSEUM SHOP"

(rendering)

A welcoming area accessible without paying an admission fee.

PRESS RELEASE

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E-mail: pr@mori.art.museum Web: www.mori.art.museum/en

■ NEW TICKETING SYSTEM

To guard against the spread of COVID-19 we are working to reduce face-to-face interactions and implement contactless systems, while also making visits to the Museum more convenient by selling tickets online via a dedicated website, installing ticket machines, and introducing smooth, direct admission using QR code verification. We are committed to providing an environment that enables visitors to view our exhibitions more safely and comfortably.

In addition to this, in conjunction with “HILLS ID” and the “HILLS APP” provided by the Hills Network, we look forward to offering a highly-satisfying experience and services tailored to meet the needs of individual users. Visitors can now use the app to purchase tickets and enter the museum by presenting a QR code, and in the process accumulate Hills Points. The HILLS APP enables users to access a wide range of services, not only at the Mori Art Museum but also at the many “Hills” facilities operated and/or managed by Mori Building, including Roppongi Hills.

* For details of HILLS ID and the HILLS APP, please see the website.
https://www.hillscard.com/en/about_app



■ REVISED ADMISSION PRICING

In a departure from the system that has been in place since the Museum's opening, in which the cost of Museum admission also included entry to the Tokyo City View observation deck, we will now be switching to a system offering entry to the Museum alone. We will also be introducing new admission pricing for Saturdays, Sundays and holidays and new reduced prices for tickets purchased online via the dedicated website. By thus reducing congestion, we hope to offer a more comfortable, higher-quality viewing experience.

* For the *Another Energy* exhibition admission pricing, please see the last page (p. 5) of this Press Release.

■ OPENING OF “MORI ART MUSEUM SHOP”

On Wednesday, April 28, 2021, we will be opening a new flagship “MORI ART MUSEUM SHOP,” on the site of the “Roppongi Hills Art & Design Store” on the third floor of Roppongi Hills West Walk. Located in a freely accessible area, the shop will stock a wide range of items including original merchandise bearing the Mori Art Museum logo, exclusive merchandise created by artists connected to the Museum, as well as limited editions, plus vases, sake drinking sets and other ceramics by up-and-coming ceramic artists, and miscellaneous designer goods that will also make ideal souvenirs. A section of the store will be set aside for zines produced by various creators, while the event space inside the shop will host around twenty exhibitions and other events annually by practitioners of traditional crafts, designers and other creators.

Meanwhile, the shop inside the Mori Art Museum on the 53rd floor will be renamed “MORI ART MUSEUM SHOP 53” and sell mainly original merchandise, catalogues and other merchandise related to the ongoing exhibitions.

The opening of the new “MORI ART MUSEUM SHOP” will be celebrated with a range of exclusive original merchandise, and customer giveaways.

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Exclusive Original Merchandise to Commemorate the “MORI ART MUSEUM SHOP” Opening

Yoshitomo Nara Moleskine *Cahier* Journals

Special Yoshitomo Nara edition of the Moleskine *Cahier* Journal, the legendary notebook loved by artists and thinkers. Set of three featuring drawings by Yoshitomo Nara printed on the cover and inside.

Price: ¥3,300 (incl. tax)

About Moleskine

The Moleskine notebook is the heir and successor to the legendary notebook used by artists and thinkers over the past two centuries: among them Vincent Van Gogh, Pablo Picasso, Ernest Hemingway and Bruce Chatwin. A simple black rectangle that held the sketches, notes, stories and ideas that would one day become famous paintings or the pages of beloved books.



©Yoshitomo Nara

Wisut Ponnimit “YOU ARE THE DOOR TO MY HAPPINESS” Print

Wisut Ponnimit (known affectionately as Tum or Tam) is a manga artist popular in Thailand and Japan. This print featuring the character Mamuang, which means “mango” in Thai, is sold exclusively at the MORI ART MUSEUM SHOP.

Price: ¥45,100 (incl. tax) [Limited to 35 Editions]



Aoki Ryota Plates and Bowls in New Colors

Plates and bowls in new colors developed for the opening of the MORI ART MUSEUM SHOP by Aoki Ryota, an acclaimed ceramic artist noted for his original use of glazes. Available for purchase at the pop-up shop “Ryota Aoki PRET A LINE” situated for a limited time in the event space inside the MORI ART MUSEUM SHOP on the 3rd floor.

Period: Wednesday, April 28 - Sunday, June 16, 2021

Price: TBD



NEWSED One-and-Only Key Chains

Create your own original key chain by combining multiple tag plates made from recycled acrylic remnants by upcycling label NEWSED. For every two tag plates purchased, get one key ring free.

Price: ¥500 per tag plate (incl. tax)



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NEWSSED Key Holder Shopper Giveaway to Mark Opening* Only while stocks last

Spend 1,650 yen or more including tax at the MORI ART MUSEUM SHOP or MORI ART MUSEUM SHOP 53 and receive a free NEWSSED acrylic key holder (not for sale) featuring the Mori Art Museum + Tokyo City View logo.



MORI ART MUSEUM SHOP / From April 28 / First 600 customers

MORI ART MUSEUM SHOP 53 / From April 28 / First 200 customers

[About the Shops]

“**MORI ART MUSEUM SHOP**” (3F, Roppongi Hills West Walk)

Hours: 11:00-21:00 * 11:00-20:00 from April 28 to May 11

Inquiries: +81-(0)3-6406-6280

“**MORI ART MUSEUM SHOP 53**” (Located within the Mori Art Museum, 53F, Roppongi Hills Mori Tower)

Hours: 10:00-22:00 | Tue: 10:00-17:00

* To open on Thursday, April 22. Hours also subject to those of the Museum.

* 10:00-20:00 from April 22 to May 11 (will close at 17:00 with the exception of Tuesday, May 4, where it will close at 20:00).

Inquiries: +81-(0)3-6406-6118

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■ ANOTHER ENERGY EXHIBITION GENERAL INFORMATION

Exhibition Title: *Another Energy: Power to Continue Challenging – 16 Women Artists from around the World*

Organizer: Mori Art Museum

Curated by: Kataoka Mami (Director, Mori Art Museum), Martin Germann (Independent Curator)

Exhibition Period: April 22 [Thu] – September 26 [Sun], 2021

Venue: Mori Art Museum, 53F, Roppongi Hills Mori Tower, 6-10-1 Roppongi, Minato-ku, Tokyo

Hours: 10:00-22:00 | Tue: 10:00-17:00

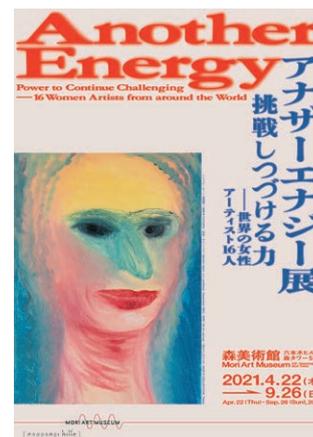
* As Pre-Emergency Priority Measures to Prevent Infection Spread [COVID-19] have been applied to the Tokyo's 23 Metropolitan Wards, Mori Art Museum will close at 20:00 from Thursday, April 22 to Tuesday, May 11 (will close at 17:00 on Tuesdays, with the exception of Tuesday, May 4, where it will close at 20:00). | * Admission until 30 minutes before closing. | * Open every day.

* See the Mori Art Museum website for the latest updates concerning hours.

www.mori.art.museum/en

* See the Mori Art Museum website for our countermeasures against COVID-19.

<https://www.mori.art.museum/en/news/2021/04/4624/index.html>



Admission:

	[Weekdays]		[Sat., Sun. & Holidays]	
	On-Site	Online	On-Site	Online
Adults	¥ 2,000	¥ 1,800	¥ 2,200	¥ 2,000
Students (University/High School)	¥ 1,300	¥ 1,200	¥ 1,400	¥ 1,300
Children (Age 4 through Junior High School)	¥ 700	¥ 600	¥ 800	¥ 700
Seniors (Ages 65 and over)	¥ 1,700	¥ 1,500	¥ 1,900	¥ 1,700

* It is encouraged to make advance booking for a designated date/time slot and purchase the admission ticket on the booking website.

* Kindly note, however, the last timeslot to make a booking/ticket purchase for on the website is 18:30-19:00 daily. Those looking to visit the Museum after 19:00 are requested to resort to on-site purchase instead.

* All prices include tax.

* Holiday admission will apply on April 30 (Fri), May 6 (Thu), and May 7 (Fri).

* Ticket also valid for admission into the Mori Art Museum small programs to run concurrently: *MAM Collection 013: Lines Tell Everything about the Universe - Kusama Yayoi, Prabhavathi Meppayil, Tsai Charwei*; *MAM Screen 014: Cyprien Gaillard*; and *MAM Project 029: Oscar Murillo*.

* Admissions to Tokyo City View, Sky Deck and Mori Arts Center Gallery are separate.

General Inquiries: 050-5541-8600 (Hello Dial, within Japan) / +81-(0)47-316-2772 (Hello Dial, from overseas)

www.mori.art.museum/en

The press images including those of the *Another Energy* exhibition are available on our website for downloads:
<https://press.mori.art.museum/en/press-img>

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