

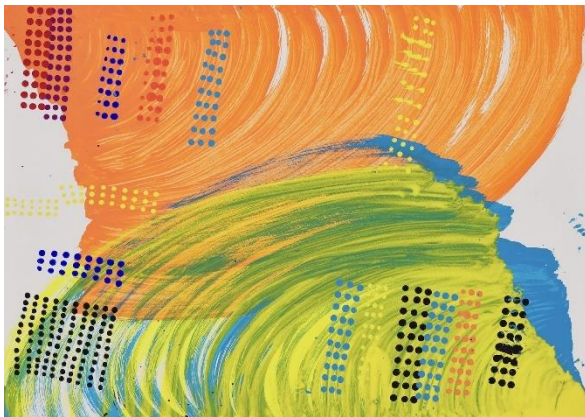


## HERALBONY's First International Art Award — JAL Prize Announced for HERALBONY Art Prize 2024

~Creating opportunities to “Radiate Your Color” around the world and  
open up the future for artists~

Tokyo, JAPAN – JAL, as a gold sponsor, has selected the “JAL Prize” in the “HERALBONY Art Prize 2024,” an international art award for artists with disabilities organized by HERALBONY Co., Ltd. (Head office: Morioka City, Iwate Prefecture; hereinafter “HERALBONY”).

### About the winning work and artist of the “JAL Prize”



「Unknown」 / Shigaku Mizukami

#### ■ Shigaku Mizukami

As a child, he enjoyed drawing anime characters, but after he started attending Yamanami Workshop, he began drawing patterns as soon as he picked up the brushes and rulers available in the room. His work features countless colored fan-shapes and dots. The brush movements and the way he places dots are methodical, repeating the same actions slowly. It is unclear whether he has a specific image in mind, whether he is simply enjoying the colors and movements, or what he feels as he draws. However, the way he uses his brush for lines and the arrangement of dots seem to indicate how he is feeling at that moment in time.

Source: <https://store.heralbony.jp/blogs/artists/shigakumizukami> (Japanese only)

#### [Reasons for selection]

Mr. Mizukami's work, which embodies diversity and free-spirited imagination, captured the hearts of many JAL Group employees. The various colored dots seem to symbolize a range of people gathering and connecting, while the bright-colored fan shapes evoke an image of freely soaring into the future with diverse personalities. It is truly a piece that resonates with the JAL Group, which connects the world through air travel.



## [Future developments]

Mr. Mizukami's artwork selected for the JAL Prize will be featured in JAL Group's international and domestic flight services. Opportunities for people around the world to encounter and connect with diverse values will be created by coloring their travel with Mr. Mizukami's artwork.

<Collaboration measures with Mr. Mizukami's works>

### 1. Paper cups for inflight beverage service

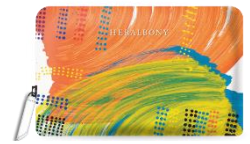
- Period: October 2024 – November 2024
- Available on all routes



Inflight paper cups  
(\*Image)

### 2. Inflight amenities for Business Class

- Period: Scheduled for November 2024
- Available routes: Between Japan and Europe, USA (except Hawaii, Guam), Canada, and Australia



Business Class Amenity

<Collaboration with HERALBONY>

### 1. Inflight amenities in First Class

- Period: September 2024 (scheduled)
- Available routes: Between Japan and Europe, USA (except Hawaii, Guam), Canada, and Australia
- Artist: Yukihiro Okabe, Yu Takada



First Class Amenities

### 2. Inflight sales reusable shopping bag

- Sales period: Scheduled for January – February 2025
- Available routes: Domestic routes only
- Artist: Tomihiro Watanabe



Artwork to be used

The JAL Group will continue to create various “connections” on the world stage by further extending collaborations and promoting initiatives in various areas with HERALBONY, aiming to realize a society where everyone can enjoy a fruitful life through travel.

## HERALBONY Art Prize 2024 Exhibition

The exhibition will feature a total of 62 works by 58 artists from Japan and abroad, including Mizukami's work.

- Dates: August 10 (Sat) – September 22 (Sun), 2024
- Hours: 10:00–18:00
- Venue: SMBC East Building 1F Earth Garden (1-3-2 Marunouchi, Chiyoda-ku, Tokyo).
- Admission: Free



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