

NEWS RELEASE

June 25, 2015

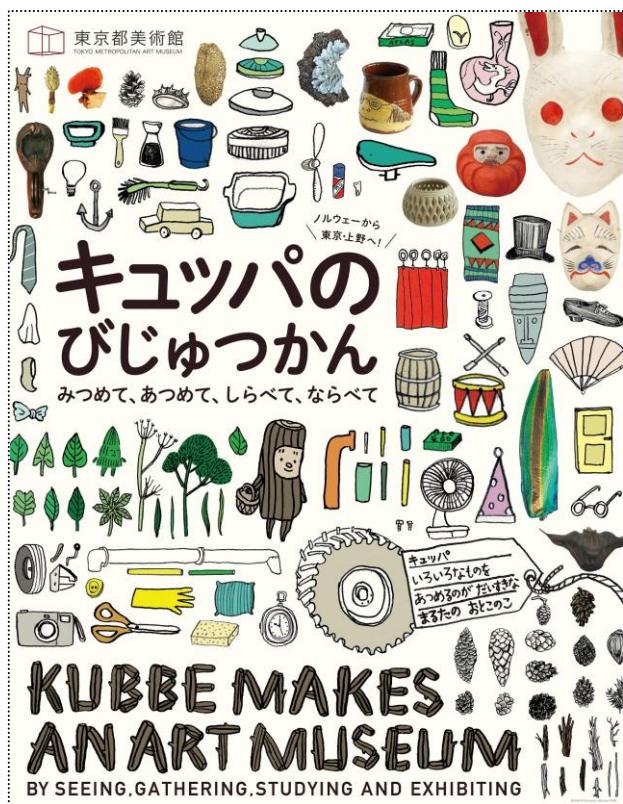
TMS Entertainment Co., Ltd.

From Norway to Ueno, Tokyo!

[Kubbe Makes an Art Museum - by seeing, gathering, studying, and exhibiting]
To be held at Tokyo Metropolitan Art Museum from July 18 (Sat)

TMS ENTERTAINMENT CO., LTD. (Head office: Nakano-ku, Tokyo; President: Yoshiharu Suzuki; "TMS") is proud to announce that the exhibition "*Kubbe Makes an Art Museum - by seeing, gathering, studying, and exhibiting*" (the "Exhibition") at Tokyo Metropolitan Art Museum (Ueno Park, Tokyo) opening from July 18 (Sat) to October 4 (Sun) in 2015.

- Special website for Kubbe Makes an Art Museum: <http://kubbe.tobikan.jp>



This exhibition is inspired by KUBBE LAGER MUSEUM (Norwegian Original Edition by GYLDENDAL and Japanese Edition “KUBBE no Hakubutsukan” by Fukuinkan Shoten PUBLISHERS, INC), a picture book by Norwegian author Åshild Kanstad Johnsen who made her Japanese debut three years ago in April 2012. With the theme of “communicating with the world in which we live starting from seeing, gathering, and exhibiting things”, it features contemporary artists which we can find the expression in the actions of seeing and gathering, as well as collections that show the collector’s passion. There are spaces next to the exhibition room, where visitors can pick and collect objects, observe and categorize them in a box by the visitor’s own rules, and then store the box in a huge shelf, just like the main character Kubbe in the book does. The exhibition will help

visitors creatively observe the world around them and experience the fun of sharing of such observation with others.

It is a participation-oriented exhibition, based on “Museum Start A I U E NO”, a project that supports children’s museum debut jointly carried out with other museums in Ueno Park.

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[Exhibition Outline]

Dates: July 18 (Sat) - October 4 (Sun), 2015

Opening hours: 9:30am - 5:30pm (last entry: 30 minutes before closing)

Night hours: Every Friday until 9pm (exclude Sep 11 (Fri) and Sep 18 (Fri))

Close on: Every Monday and Jul 21 (Tue)

(Open on Jul 20 (Monday and national holiday), and Sep 21 (Monday and national holiday))

Location: Gallery A, B and C, Tokyo Metropolitan Art Museum

Intended audience: Elementary school student and above, adult (Preschoolers may visit
accompanied by an adult)

Special cooperation: Royal Norwegian Embassy, TMS ENTERTAINMENT CO., LTD, British
Council, Fukuinkan Shoten Publishers, Inc.

Sponsor and cooperation: Norwegian Literature Abroad (NORLA), Gifu Prefecture, National
Land Afforestation Promotion Organization, Utsukushii-Mori Zukuri
Zenkoku Suishin Kaigi, Forest Revitalization Systems Corporation, Rengo
Co., Ltd, FSC® Japan, NCN, Toli Corporation, Leroy Japan K.K
[Cooperating organizations in Ueno] Ueno Royal Museum, Ueno Zoo,
National Museum of Nature and Science, National Diet Library
International Library of Children's Literature, National Museum of Western
Art, Tokyo National University of Fine Arts and Music, Tokyo National
Museum, Tokyo Bunka Kaikan

Since the publication of the Japnease edition of KUBBE LAGER MUSEUM, TMS has been
providing goods and services of the characters of KUBBE ("Kyuppa"), organizing collaboration
projects, and delivering short animation series. On the other hand, while managing artist activities
of the original author Åshild Kanstad Johnsen in Japan, we are also working to expand the
awareness of "KUBBE" as one of the icons that people will get familiar to Norway. The exhibition
is a breakthrough opportunity for people to enjoy the new attraction of KUBBE and its original
creator, Åshild Kanstad Johnsen, in Tokyo Metropolitan Art Museum.

TMS will give its full support to the exhibition and make efforts to further expand the awareness of
KUBBE and enhance the branding through selling original goods exclusive to the exhibition, café
collaboration, other collaborations with the venue and surrounding stores, as well as PR activities.

KUBBE official website: <http://kubbe.jp/>

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<Inquiries regarding the exhibition>

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