

# Japan Brand Program

## Spiritual Recycling : PIA RE:MEMBER Project -New recycle model incorporating memories-

Schedule : June 4-10, 2017 Site : Czech, France (Paris)

### ■ Dispatched Expert



**Shuji Yonemura**  
**New Business Development ,**  
**Live Entertainment Department,**  
**PIA Corporation**

Yonemura joined PIA Corporation after working for a financial enterprise and being involved in establishing technological venture business upon graduating from Kwansai Gakuin University. He, as a new project manager, inaugurated "RE:MEMBER Project" as his first initiative by dealing with Japanese National Stadium in 2014. Yonemura aims at facilitating the revitalization of local community by carrying out projects in collaboration with local enterprises in order to succeed precious memories and historical heritages, such as halls, stadiums, and historical buildings in generations.

### ■ Review of Activities

#### ● Czech



Lecture targetting artists, students and the general public



Czech media's interview



Opinion exchange session with National Theater associates

#### ● France (Paris)



Lecture at the Japan Cultural Institute in Paris



Meeting with SISMO Design group



Exchange views with Paris redevelopment project associates

### ■ Achievements

"RE:MEMBER Project" regenerates scrap wastes from restored and demolished memorial facilities such as Japanese National Stadium and Ryogoku Kokugikan for memorabilia and to sell them as products. The project also aims at conveying the quality of Japanese high technological skills born by small and medium enterprises as well as the traditional art craftsmen who manufacture products, and the said parties involved utilize the sales profit as funds for social contribution activities. Shuji Yonemura, who is responsible for this project, visited the Czech Republic and Paris, France and delivered lectures. At the same time, Yonemura held meetings with National Gallery, National Theater and architect in Czech and exchanged opinions with architects, designers and Paris city government employees in charge of city redevelopment project in order to discuss how to implement such recycling projects. Major newspapers covered the tour and carried articles of these projects.