

## Next-gen Hakuhodo creative project WHERE ART and SCIENCE FALL IN LOVE Laboratory formalizes partnership with the University of Tokyo Graduate Program in Sustainability Science Global Leadership Initiative

Tokyo—June 22, 2015—WHERE ART and SCIENCE FALL IN LOVE Laboratory, a next-generation creative project of Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), and the University of Tokyo Graduate Program in Sustainability Science Global Leadership Initiative (“GPSS-GLI;” Professor Toru Sato, Program Head) have formalized a partnership to pursue the topic of “sustainability science and creativity for a new age.”

Established in April 2015, WHERE ART and SCIENCE FALL IN LOVE Laboratory will from June work with the University of Tokyo Graduate Program in Sustainability Science Global Leadership Initiative (“GPSS-GLI”) to build an industry-academia platform for new integration of creativity and social implementation of sustainability science. The partnership marries the University of Tokyo GPSS-GLI’s high degree of specialization, scholarship and perspective with Hakuhodo’s creativity and design, implementation and visioning capabilities toward creating an industry-academia chemistry unlike any other.

### Specific Partnership Activities

- Special lecture series, Sustainability is WHERE Art and SCIENCE FALL IN LOVE, beginning June 1
- Regular internship program at Hakuhodo for GPSS-GLI students, with academic credit
- Social implementation planning of sustainability science for a new age and joint industry-government-academia proposals
- Joint consulting for companies on environmental technology and infrastructure
- Joint publishing in the fields of ground-breaking sustainability science and WHERE ART and SCIENCE FALL IN LOVE.

WHERE ART and SCIENCE FALL IN LOVE Laboratory will continue activities to envision new futures by meshing together humanities/science/art with industry/government/academia.



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### **About WHERE ART and SCIENCE FALL IN LOVE Laboratory**

Representative: Kentaro Ichiki

Established: April 1, 2015

URL: <http://whereartandsciencefallinlove.org>

- Activities:
1. Creative consulting (one client per industry)  
Designing brand growth by combining core competence with social issues
  2. Joint research with universities and designers
  3. Growth design for government and local administration
  4. New business development through collaborations with investment institutions



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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Renowned for its creativity, Hakuhold has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

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