



# CORPORATE PROFILE





# Music Brings Everyone Together

## GREETING

Music is a wonderful form of art created and nourished by humanity.  
Music culture has provided countless emotions for people's hearts.  
Yamaha Music Foundation conveys the joy of music to as many people  
as possible beyond the boundaries and languages,  
and helps cultivate a rich sensitivity  
so that emotions can be freely expressed through music.  
In so doing, we hope to contribute to creating a healthy society.



Yamaha Music Foundation  
President

**Takuya Nakata**



## ABOUT US

### Purpose of Establishment

Yamaha Music Foundation was established in 1966 as an incorporated foundation with approval from the Ministry of Education (now the Ministry of Education, Culture, Sports, Science and Technology). In April 2011, it changed to a general incorporated foundation. Since its establishment, the purpose of this foundation has been "to explore fundamental issues of educational activities pertaining to music that serve as a basis for cultivating a rich sensitivity in toddlers, young children, youths and adults, to pursue the popularization of music and contribute widely to the promotion of social education, and endeavor to improve musical culture in Japan and other countries." To fulfill this objective, the foundation will act in the public interest with a long-term perspective, and continue to engage in creative projects and broad-ranging activities that contribute to society.

### Corporation Overview

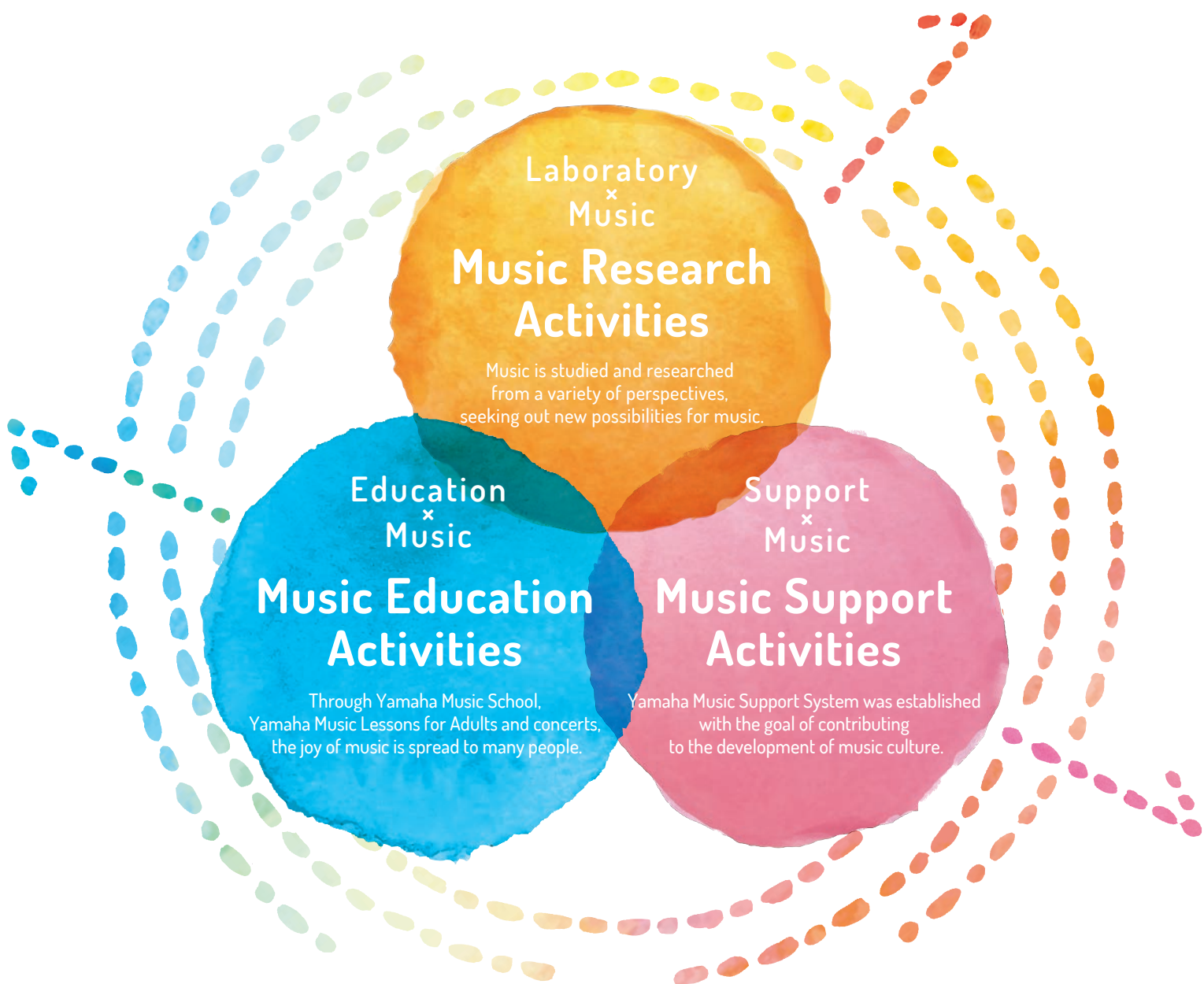
<b>Name</b>	Yamaha Music Foundation
<b>Head office</b>	3-24-22 Shimomeguro, Meguro, Tokyo, 153-8666
<b>TEL</b>	+81-3-5773-0808 (Public Relations Group)
<b>URL</b>	<a href="https://www.yamaha-mf.or.jp">https://www.yamaha-mf.or.jp</a>
<b>Establishment</b>	August 29, 1966
<b>President</b>	Takuya Nakata
<b>Employees</b>	240 (as of January 2019)



# Spreading the Joy of Music.

## Activities of Yamaha Music Foundation

Our businesses are based on the three pillars of music education business, music research business, and music support business.







Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

**Using a unique education system, consistent music education from toddlers to adults**

The philosophy of Yamaha Music School is “To foster the musical sensitivity that everyone is born with, to develop the ability to enjoy creating and playing the music of their own and ultimately share the joy of music with anyone.”

Yamaha Music Education System is a systematic method to implement this philosophy. We are actively involved in training teachers, developing teaching materials, implementing a musical skill grading system (Yamaha Grade Examination System), and holding concerts.

In addition, we are promoting the popularization of music and educational activities while also working on the development of schools throughout Japan as well as staff training.

## The “Yamaha Method,” Spreading Worldwide

Yamaha Music School was first opened in Los Angeles, USA in 1964, and now over 190,000 students learn and experience the joy of music around the world. While harmonizing with the unique cultures and nationalities of different countries, the joy of music is being spread.

Over **40**  
Countries  
and Regions





Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Lessons for children's rich creativity



# ヤマハ音楽教室

Yamaha Music School



## Yamaha Music School

Yamaha Music School, which started in 1954, has approximately 2,900 locations, 260,000 students, and 7,800 teachers in Japan. Over 5,500,000 children have learned music in our schools over the past 60 years. Comprehensive music education covers listening to, singing, playing, reading, and creating music. In accordance with children's physical and mental development, timely education, their most appropriate education for that time, is used. Lessons in groups enable the students to deepen their overall understanding of music through ensembles, and they also develop social and emotional skills. These are the three pillars we use to develop children's musical skills.



Web Site

# LEARN



Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Junior Original Concert (JOC)

These are concerts of children aged 15 and under studying at Yamaha Music School in countries all over the world, including Japan. They put their feelings into songs and perform them. We have held these concerts every year since 1972 in order to draw out the infinite potential found in children and to encourage their growth, with 35,000 pieces being performed every year.



## Yamaha Highlight Concerts

These are concerts performed by JOC, YEC\*<sup>1</sup> and YJPC\*<sup>2</sup> contest winners. Held nationwide every year.

### \*1 YEC (Yamaha Electone Concours)

This contest involves four general divisions from the early years of elementary school, and it is held for the purpose of improving electronic organ playing skills and musical ability.

Organizer: Yamaha Music Japan Co., Ltd / Co-organizer: Yamaha Music Foundation

### \*2 YJPC (Yamaha Junior Piano Competition)

This competition is held to provide junior pianists of junior high school age or younger with a forum where they can learn and devote themselves to their studies and help them develop as pianists.

Organizer: Yamaha Music Japan Co., Ltd / Co-organizer: Yamaha Music Foundation

# LEARN





Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Yamaha Master Class (Yamaha Music Academy)

Yamaha Music School provides students that have excellent skills and potential with specialized, high-level education, and has produced many musicians including winners of international contests.



## Yamaha Gala Concert

This special concert has featured performers chosen from our music education and music promotion activities. It is held every year as a celebration of young musicians.



# LEARN



Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Having music be part of your whole life

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### Yamaha Music Lesson

ヤマハ大人の音楽レッスン



## Yamaha Music Lessons for Adults

There are a total of 37 courses available (e.g. musical instruments and vocals). Currently, approximately 4,400 teachers and 107,000 students are enrolled at 1,200 locations in Japan. The lessons help people from a wide range of age groups learn performance techniques and musical expression skills while having fun. Moreover, we have also developed programs for health that take advantage of the effects of music aimed at seniors.



Web Site

# ENJOY



Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Youthful Pop Music

These lessons enable today's older generation to enjoy the Japanese pop music and other popular songs of their youth between the 1960s and 1980s together with like-minded people, as well as introducing them to the enjoyment of learning new songs. The lessons were launched in 2016, and already more than 10,000 people have signed up.



Web Site



## Musician's Creativity Lab

In addition to musical performance techniques, the online music lessons enable students to acquire a diverse range of knowledge into composing and arranging music, etc. The lessons consist of two services, involving video lessons by Lee Ritenour, Akira Jimbo and other well-known international artists, and a man-to-man clinic in which advisors introduce videos.



Web Site



Lee Ritenour

# ENJOY





Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Training of teachers with comprehensive musical and instruction skills

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### Training of Musical Instructors

These substantial study workshops provide potential and certificated instructors with a full understanding of Yamaha's instruction philosophy and methods and enables them to master the techniques necessary for teaching. Other workshops are also available nationwide for instructors wishing to learn how to introduce creative ideas and develop their applicative skills in teaching.



### Teaching Materials Development and Teaching Methods Research

Based on accumulated teaching knowhow, research and development, and teaching workshops by instructors, the most appropriate teaching materials and methods for lessons are being developed.



# TEACH



Education × Music

# Music Education Activities

Cultivating the musical sense all people possess

## Yamaha Grade Examination System

Yamaha Grade Examination System was established in 1967 with the goal of letting all music learners test their own skill level while developing balanced musical skills. More than ten million people having taken the examination, and it has become established as a trusted social evaluation standard for musical skills.

## PSTA

(piano-study teachers' association)

A support system for the individual piano lesson guide using the Piano-study lesson materials, which provides helpful information for teaching.



Piano-study textbook

## Yamaha Piano Concert Grade

A grade examination in the form of a concert that evaluates performance expression. There are 20 grades, from introductory to diploma.

# TEACH



Laboratory × Music

# Music Research Activities

Seeking new possibilities for music

## Yamaha Music Research Laboratory

A variety of research activities are carried out into music through collaborations between internal and external experts, educational institutions, and independent musicians for the purpose of discovering new possibilities for music and music education and contributing to the creation of music culture.

## Music Research Activities

Research into music as it relates to education, psychology, medicine, engineering and other scientific perspectives is being carried out for the purpose of clarifying the role that music plays in everyday life. In addition to providing the data acquired from our research and surveys to the people involved in music education, we also publish research reports on our website so that they are available to as many people as possible.

## Collaborations with Research Institutions

By collaborating with researchers and research institutions, music research on a variety of themes is undertaken, with the goal of giving back to society with the results.



Laboratory × Music

# Music Research Activities

Seeking new possibilities for music

## ON-KEN SCOPE Music x Research

In June 2013, the ON-KEN SCOPE website was opened to introduce a variety of information on research related to music. It is organized into genres including child rearing and development, sensitivity and musical skills, performance, mind and body, researcher essays, and ON-KEN reports. Articles written by university professors and specialists are on the website.



Web Site



## Examples of Experiments Carried Out Through Joint Research Between Industry, Academia and the Government

Mihama/Kiho Project: Mie University, the towns of Mihama and Kiho in Mie Prefecture and the Yamaha Music Research Laboratory launched a joint research project using hands-on music programs to prevent the onset on dementia in healthy senior citizens living in local communities. The results of this have proved that hands-on music programs combining appropriate exercise and music are effective in maintaining and improving cognitive functions, and details on this have been introduced in press releases targeting the medical profession and to the mass media. A large number of local residents are currently taking part in "street-corner exercise" programs.





Support × Music

# Music Support Activities

Contributing to the development of music culture

We carry out a variety of support activities in Japan for students that want to specialize in studying music, young musicians with potential, and music researchers, in order to assist them in their efforts.

## Yamaha Music Support System

- **Music Scholarship Support**

For young musicians with excellent musical skills and who are expected to widely contribute to the field of music in the future



- **Research Activities Support**

For research on music from either scientific or social scientific perspectives





YAMAHA MUSIC FOUNDATION

[www.yamaha-mf.or.jp](http://www.yamaha-mf.or.jp)

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