

FOR IMMEDIATE RELEASE

July 3, 2012

ASATSU-DK INC.

ASATSU-DK publishes

“Photo Letter from Minami Sanriku Vol.2 2011. 9.11 ~2012. 3.11”

This volume contains Sato’s photographic observations from September 11, 2011 to the memorial Ceremony on March 11, 2012.

ASATSU-DK INC. (President & Group CEO: Yoji Shimizu; Head Office: Chuo-ku, Tokyo; hereinafter “ADK”) publishes “*Photo Letter from Minami Sanriku Vol.2 2011.9.11 ~2012.3.11*”. This work, the sequel to “*Photo Letter from Minami Sanriku 2011.3.11 ~2011.9.11*” published in September 2011, is a collection of the photographs Shinichi Sato continues to take of the town of Minami-Sanriku, Miyagi Prefecture. The photos capture the enormous devastation in the Great East Japan Earthquake and subsequent tsunami.

From every purchase of the photography collection, 300 yen will be donated as aid money to Minami-Sanriku Town. Additionally, all further profits will be donated as aid money.



<Overview of Photography Collection>

Photo Letter from Minami Sanriku Vol.2 2011.9.11 ~ 2012.3.11

Photographer/ Author: Shinichi Sato

Official URL: <http://www.minamisanriku-kara.com/vol2>

Format: B5 paper/96 pages

Publication Date: June 30th, 2012

Price: 1,500 yen (tax excluded)

*From each purchase, 300 yen will be donated to
Minami-Sanriku Town.

Publisher: ADK Support Project for Restoration of MINAMI
SANRIKU Released By: NIHONBUNGEISHA Co.,Ltd

Photo Letter from Minami Sanriku Vol.2 2011.9.11 ~2012.3.11 (second in the series)

As the sequel to the original, this volume is a photo letter woven from Sato’s thoughts and photographic observations from September 11, 2011 to the memorial ceremony held March 11, 2012. The photography collection is part of an ongoing effort by Mr. Sato to record for posterity the travails of his hometown and loved ones by documenting its recovery over a 10-year span. In the spirit of Mr. Sato’s conviction that “the important thing is to continue,” ADK is proud to publish this sequel.

ADK plans to continuously and periodically publish a “Photo Letter from Minami Sanriku series. This project will convey the true form of the disaster area, as opposed to shocking reporting of fragmented information.

<Overview of Photography Collection>



Abroad, starry on New Year's Eve (Shizukawa Primary School)



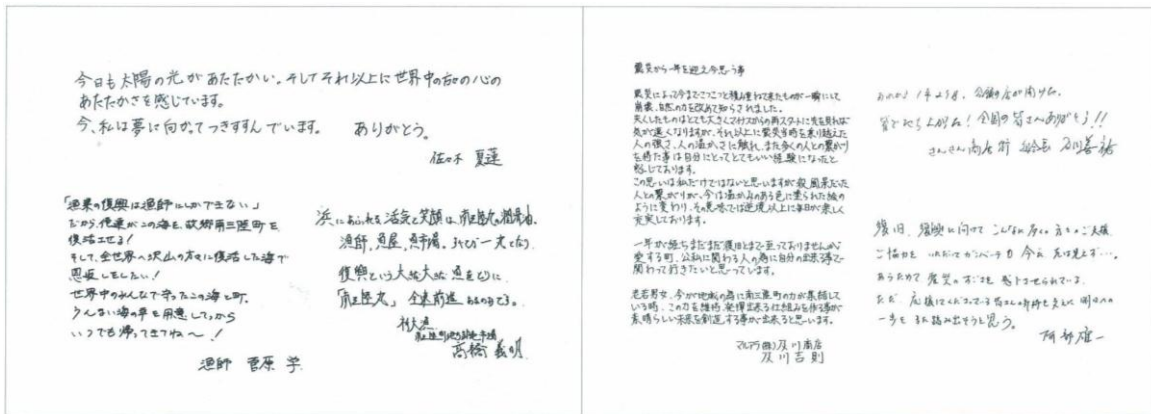
Children viewing photos of Minamisanriku before the tsunami



People praying at the memorial ceremony (March 11, 2012)



Message pasted on the wall of the Chiba Seaweed Store reads: "To the future we once knew."



Handwritten messages from local townspeople

Photo Letter from Minami Sanriku 2011. 3.11 ~2011. 9.11

The first entry in the series records the people of Minamisanriku as they struggle to move forward, even as they grieve the people and things they lost in the Great East Japan Earthquake. For six months from March 11 to September 11, 2011, despite suffering directly from the disaster himself, Mr. Sato continued to document his hometown and its people in photographs. This book is the result of that journey.

This volume won the 2012 Kodansha Publication Culture Award for Photography. The judges praised the work for its understated expression of the sorrows and anger arising from the tsunami, and for its collection of photos that could only have been captured by one who had suffered from the disaster himself. No mere visitor could have captured these gripping images

<Author Profile>



Shinichi Sato

Born in 1966 in Minami-Sanriku Town, Motoyoshi County, Miyagi Prefecture. Together with his parents, operated a photography studio name “Saryo Studio” in Minami-Sanriku Town. However, he lost both his home and studio to the tsunami occurring after the Great East Japan Earthquake on March 11th, 2011. “I will take photos from the hardest of times. This way, whatever happens in the future, we can all overcome together.” Using a single camera which he took before evacuating, beginning from immediately after the earthquake, he continues to photograph the devastated town’s path to reconstruction.

**“Photo Letter from Minami Sanriku 2011.3.11~2011.9.11”
Won the Kodansha Publication Culture Award for Photography**

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