

Benesse House Introduces A New Guest Benefit Offering Greater Freedom to Experience Art Available for Stays from April 2027



Benesse House Museum Photo: FUJITSUKA Mitsumasa

Benesse House, operated by Naoshima Cultural Village Co., Ltd. (Head Office: Kagawa District, Kagawa Prefecture; President and Representative Director: Koichi Yoshida), will introduce a new guest benefit offering for stays from April 1, 2027. The new program is designed to offer guests a more flexible and enriching way to experience the art facilities across the island.

Through this new benefit, guests will be able to enter eligible art facilities without purchasing admission tickets. Advance online reservations will also no longer be required, allowing guests to explore art more freely according to their interests, mood and preferred pace during their stay.

At Benesse Art Site Naoshima, visitors encounter landscapes and artworks whose appearance shifts continuously with the time of day, weather conditions, and changing seasons. Rather than planning visits around fixed schedules, discovering art through spontaneous curiosity and unexpected moments is one of the unique pleasures of staying in Naoshima.

With the introduction of this renewed guest benefit, Benesse House aims to provide a more immersive and flexible stay experience. Guests will be free to visit museums without the constraints of reservations or designated entry times, stroll through the island at their own pace, or return to artworks throughout the day as inspiration strikes, allowing for a deeper engagement with art and the surrounding environment.

The program is scheduled to take effect from April 2027. Further details, including participating facilities and information on how to use the program, will be announced in January 2027.

What Is the New Guest Benefit?

This guest benefit allows Benesse House guests to enjoy complimentary admission to participating art facilities in Naoshima. During opening hours, guests may explore the museums freely and revisit them throughout their stay without purchasing admission tickets.

Participating Facilities:

Benesse House Museum (including Valley Gallery)

Hiroshi Sugimoto Gallery: Time Corridors

Naoshima New Museum of Art

Chichu Art Museum

Lee Ufan Museum

Art House Project (excluding “Kinza”)

ANDO MUSEUM

Ring of Fire - Solar Yang & Lunar Weerasethakul (excluding “Lunar (Night)”)

About Benesse House

Benesse House opened in 1992 as an integrated museum-and-hotel facility based on the concept of the harmonious coexistence of nature, architecture and art. It comprises four accommodation wings — the “Museum,” “Oval,” “Park,” and “Beach” — and includes publicly accessible restaurants, a café, a spa, and a shop. All buildings were designed by Tadao Ando and are conceived to blend increasingly with the environment of the Seto Inland Sea National Park as they age. Movement along long ramps, staircases and passageways, together with natural light pouring through carefully framed openings, allows visitors to experience contemporary art throughout the site with their whole bodies.

About Benesse Art Site Naoshima

“Benesse Art Site Naoshima” is the collective name for all art-related activities conducted by Benesse Corporation and Fukutake Foundation on the islands of Naoshima and Teshima in Kagawa Prefecture and on Inujima in Okayama Prefecture. Our fundamental aim is to create significant spaces by bringing contemporary art and architecture in resonance with the pristine nature of the Seto Inland Sea, a landscape with a rich cultural and historical fabric. Through encounters with art, nature, the landscapes and people of the Seto Inland Sea region, we seek to inspire visitors to reflect on the meaning of Benesse's motto - Well-Being. In all our ongoing activities, we are committed to fostering a relationship of mutual growth between art and the region, aiming to make a positive contribution to the local communities.