

# Paper cups with a deep story



**T**hank you for flying with Japan Airlines.

“Would you like something to drink?” When a cabin attendant offers and serves you a drink, take a look at the paper cup it comes in. You’ll notice that what you are holding has a different design from the usual red crane motif on a white background.

The new design has received the highest number of votes from the JAL Group employees who have participated in the selection for the HERALBONY Art Prize 2024\*, an international art award. The company organizing the award, HERALBONY, manages digital images of works by creators with intellectual disabilities and pays them licensing fees. The goal and vision HERALBONY aims to achieve and the wonderful art they represent resonate so strongly with us at the JAL Group that we have been collaborating with them in a variety of ways, including this award. For this year’s contest, nearly 2,000 artists from 28 countries submitted a wide range of entries, each with its own distinctive appeal. Our employees seem to have racked their brain to decide which to choose. We have been looking forward to sharing with our passengers during the flight what images come to mind upon hearing the stories behind the artists.

When I was a cabin attendant, I treasured the brief exchange with a passenger while serving a beverage. Now, I hope our new cup

design will prompt you to savor not only the drink but also the budding young artist’s vision and story, adding some color to your journey.

We look forward to serving you on your next flight.

## 耐人寻味的纸杯

非常感谢您乘坐本次航班。

“请问要喝点什么吗？”当客舱乘务员前来为您提供饮品时，请一定要注意观察一下“纸杯”。现在为您提供的纸杯设计与以往的基本款“白底红鹤圆形标志”稍显不同。

新设计采用了在“HERALBONY Art Prize 2024\*”国际艺术大奖赛中，由JAL集团员工投票选出的最受欢迎作品。主办方HERALBONY公司，主要以智力障碍者的艺术灵感为中心拓展业务，JAL集团也对其志向和世界观、以及艺术本身的魅力产生了强烈的共鸣，开始参与了包括此次大奖赛在内的各种活动。此次大奖赛，收到了全世界28个国家的近2000件多姿多彩的艺术品，每件作品都有其独特魅力，据说员工们还为了投票而大伤脑筋呢。我们衷心期待能在机舱内与乘客一起，体会艺术家的故事，放飞想象，享受艺术。

我曾经是一名客舱乘务员，在提供饮品的瞬间所产生的，与客人的细微交流是无可替代的回忆。这次在机内享用饮品时，也请同时品味今后将振翅高飞的艺术家的世界观和故事，希望这能为您的旅途增添乐趣。

衷心期待您再次选乘日航航班。

\* The HERALBONY Art Prize was established to help advance the budding careers of numerous talented artists. It was created to elevate artists' careers to the next level and redefine the conventional perception of "disability and art".

\* 艺术竞赛的对象为希望在国内发展的有残障的独特艺术家。创立的目的是为了将艺术家的职业生涯推向新的高度，超越原有的“残障与艺术”的概念。



President and  
Group CEO

**TOTTORI  
Mitsuko**

Born in Kurume, Fukuoka in 1964. Joined JAL in April 1985 as a cabin attendant. Appointed vice president of the Cabin Safety Promotion Department in 2019, executive officer and senior vice president of the Cabin Attendants Division in 2020, managing executive officer and senior vice president of the Cabin Attendants Division in 2022, senior managing executive officer and senior vice president of the Customer Experience Division in 2023, and representative director, senior managing executive officer, and group chief customer officer (CCO) in June 2023. Assumed her current position in 2024. Loves listening to music and watching historical dramas.

**鸟取 三津子** 1964年出生于福岡县久留米市。1985年4月进入本公司（客舱乘务员）。2019年任客舱安全推进部部长，2020年任执行董事 客舱本部长，2022年任常务执行董事 客舱本部长，2023年任常务执行董事 客户体验本部长。同年6月就任代表专务执行董事、集团CCO，2024年起担任现职。爱好是音乐鉴赏和日本大河剧（长篇历史电视连续剧）。

ILLUSTRATION: YAMAMOTO YUKO

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\* Page numbering is reversed in the Japanese Section. Magazine information is subject to change.

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