



Mr. Norio Aoyama,
intellectually disabled,
is employed by

Beauty Salon

And his job is to

Draw Paintings

Disability + Art



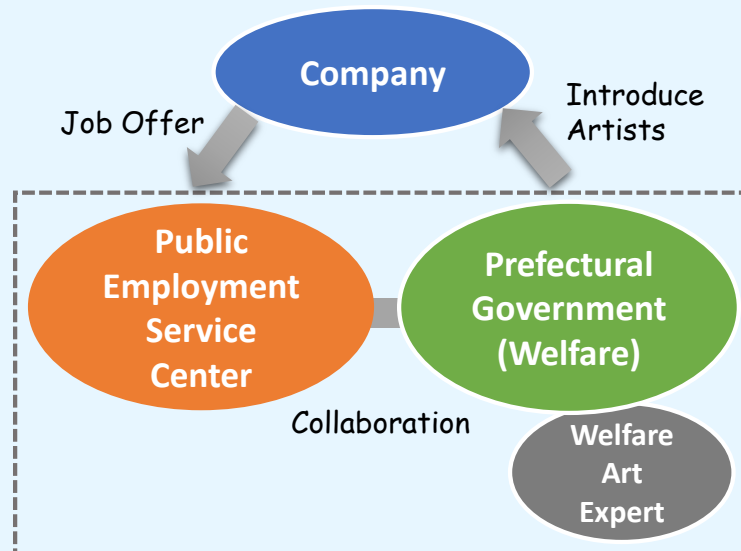
Government + Welfare + Company

In Japan, every company with more than 50 employees has to employ one person with disabilities, but the employment rate of persons with disabilities remains low and need improvement.

In Aichi Prefecture, a new employment system for persons with disabilities has started by utilizing unique skills of those with disabilities.

July 2017, Mr. Norio Aoyama who is in his fifties and has intellectual disabilities was employed by a beauty salon. His job is not to cut hair or work at desk or clean up the salon. He is in charge of public relations and his job is to draw paintings at home. Many of his paintings are exhibited to PR the company. His paintings can be also enjoyed by customers who visit the salon.

Up to date, Mr. Aoyama and 6 other persons with disabilities got a job through this new system in Aichi. Employed by companies, they were motivated and felt more responsible for creating their works.



Public Employment Service Center (Hello Work)

- Consult with companies for employment
- Collect job offers from companies
- Follow-up with employees (after getting a job)

Prefectural Government (Welfare Section)

- Introduce disabled artists to companies
- Make public "disability art" by exhibition, etc.

Experts in Welfare and Arts

- Advise to prefectural government



Norio AOYAMA is born in 1962. He has intellectual disabilities. "I want to draw paintings that make people think "that's cute! I want to draw such paintings, too!"



SERIO Corporation
(Founded in 1969)

SERIO

SERIO has 11 salons for beauty treatments, hairdresser, and nail care in Aichi Prefecture. The corporate philosophy is "beauty innovation."