

A New Hub Where Gallery and Corporate Co-Creation Meet: “PAO Makers Gallery” Opens in Kyoto’s Gojo Rakuen on Saturday, September 12, 2026



Mindfree Inc. (Headquarters: Osaka; President: Leon May Daniel) will open “PAO Makers Gallery,” a gallery and design office, in Kyoto’s Gojo Rakuen district on Saturday, September 12, 2026. The venture is guided by the company’s philosophy of “bringing makers to the world.”

PAO Makers Gallery is both a gallery for exhibiting and selling artwork, and at the same time a co-creation hub connecting creators, companies, and the local community.

In recent years, many creators have produced excellent work and ideas, yet opportunities for that work to feed into brand-building, products, services, or connections with consumers for companies remain scarce. Drawing on the digital marketing and creative expertise it has built over the years, Mindfree is working to create new mechanisms that bring creators’ creativity to society.

Through both its gallery business and B2B business, PAO Makers Gallery aims to realize this philosophy.

The Concept Behind PAO Makers Gallery

PAO Makers Gallery is guided by the following concept:

Bringing makers to the world——

This gallery was born from a wish to create a space that makes that possible.

This is a place to expand the world of people who love making things — the “Monozukurists” ものづくり家.

We want makers to be freed from all kinds of constraints, and to have a place

*where they can challenge themselves freely.
And for the works born through making to reach someone's heart.
We hope the works and the connections between people gathered here become
a spark for new creation and value.*

※ A coined term combining *monozukuri* (Japanese for “making things”) and “catalyst.”

About PAO Makers Gallery

PAO Makers Gallery is a gallery and design office born from the renovation of a former shikishi (decorative paper board) factory in Gojo Rakuen, Kyoto. It operates as a co-creation platform where a diverse range of creators — artists, illustrators, designers, and more — meet companies. It aims to be both a venue for presenting work through exhibitions and events, and a new creative hub connecting creators with companies.





✂ *Renderings shown are conceptual images.*

Gallery Business

PAO Makers Gallery will primarily host group and solo exhibitions by domestic creators across a wide range of genres, including illustration, design, craft, and photography. Alongside showcasing the work of makers ranging from up-and-coming talent to established names, the gallery will create opportunities for creators, visitors, and companies to meet through talk events and workshops.

Drawing on the domestic and international networks Mindfree has built over the years, the gallery also plans to hold exhibitions and exchange events featuring creators from East Asia, including Hong Kong and Taiwan. Looking ahead, PAO Makers Gallery aims to introduce Japanese creators abroad through exhibitions and projects — generating a new creative exchange that flows from Kyoto to Asia, and from Asia back to Kyoto.

B2B Business

PAO Makers Gallery will also run a B2B business connecting creators with companies. By combining the digital marketing and creative expertise Mindfree has cultivated with the expressive range of diverse creators, it will support companies in raising both their brand value and the quality of their creative output.

In the production of websites, brand sites, advertising, promotional materials, and video, the gallery will co-create with illustrators, artists, and designers to deliver creative work that more richly expresses what makes each company unique.

PAO Makers Gallery also plans to take on initiatives resembling “Brand R&D (Research & Development),” in which companies and creators co-create from the planning stage to generate new brands, products, services, and experiences. Through these activities, it aims to create ongoing work and opportunities for young artists and creators to thrive — realizing the philosophy of bringing makers to the world.

Venue Overview

Name: PAO Makers Gallery

Address: 201 Jizenji-cho, Shimogyo-ku, Kyoto (Shichijo-dori Kiyamachi-agaru)

Opening: Saturday, September 12, 2026

Operator: Mindfree Inc.

Hours: Weekdays 13:00–19:00 / Weekends & holidays 11:00–19:00 (Closed Mondays & Tuesdays)

Web: <https://pao.kyoto.jp/>

Instagram: https://www.instagram.com/pao_makers_gallery/

Looking Ahead

PAO Makers Gallery plans to hold a series of exhibitions by creators from Japan and abroad, corporate collaborations, workshops, and talk events. Through both its gallery and B2B businesses, it aims to grow as a place that connects creators, companies, communities, and consumers — co-creating new value and culture together.

About Mindfree Inc.

Mindfree is a creative company with an extensive track record in the digital space, built around communication design that connects companies with users. Its strengths lie in digital marketing and communication, spanning social media strategy, design, and system development.

<https://mindfree.jp>

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