



Relaying the Thoughts of Konosuke Matsushita to Future Generations.

The founder of Panasonic, Konosuke Matsushita, established the management philosophy that “A company is a public entity of society”. He put his idea of “Contribution to society through business” into action, and went beyond the traditional model of a businessman in his dedicated pursuit of bringing prosperity and good fortune to all of humanity.

We have opened our Panasonic Museum as a place of learning for all, where we hope to preserve for future generations the spirit of Panasonic as exemplified in the writings and historical products that Konosuke Matsushita left behind.

Today, as we undergo transitions in nearly every aspect of society, economics, and industry, Panasonic leads the way into a new future so we can continue to be “a business that benefits the growth of society”, firmly grounded in the founder’s management philosophy.



Panasonic Museum



Sakura Hiroba (Sakura Garden)
The cherry tree is said to evoke the very spirit of the Japanese. In this park there are 190 Yoshino cherry trees, all of which blossom in the same beautiful color. The park is a place of relaxation and respite where visitors can enjoy nature throughout the year.



Konosuke Matsushita's former home in Kadoma
This home was built as the founder's residence when he relocated the head office and factory to the site in Kadoma.
Note: Not open to the general public.



Taikando
Taikan Kato was a priest of the Daigo school in the Shingon sect of Buddhism who had contributed towards the development of the founder's spirit. This temple was constructed in 1956 as a posthumous memorial to Kato and his meritorious deeds.
Note: Not open to the general public.

Monument commemorating the 100th anniversary of the company's founding



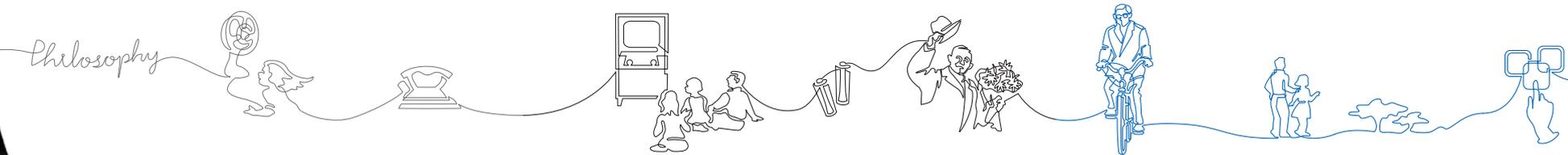
Time Waterfall – Panel #2
Tatsuo Miyajima



Floating form-vertical 2018
Keiji Uematsu



Harmony with the breeze 2018
Kozo Nishino



A Timeline of Konosuke Matsushita's 94 years

- 1894 Born on November 27 in Wakayama Prefecture.
- 1904 Leaves school in the fourth grade to take up an apprenticeship at the Miyata Hibachi Shop in Osaka.
- 1905 Begins to work at the Godai Bicycle Shop.
- 1910 Joins the Osaka Electric Light Company.
- 1913 Enrolls in night school classes at the Kansai Commercial and Industrial School.
- 1915 Marries Mumenno Iue
- 1917 Quits the Osaka Electric Light Company, and begins manufacturing and selling light sockets.
- 1918 Founds Matsushita Electric Housewares Manufacturing Works in Ohiraki-cho, Osaka.
- 1922 Completes construction of the first factory in Ohiraki-cho.
- 1923 Develops and markets a bullet-shaped bicycle lamp.
- 1927 Markets a square bicycle lamp as the first National brand product.
- 1929 Sets forth the Basic Management Objective and Company Creed.
- 1932 Establishes the Export Trading Division. Announces the true mission of the company at a celebration marking the company's foundation.
- 1933 Adopts a division system. Constructs a new headquarters and factories in Kadoma, Osaka. Sets forth the Five Principles (Reformulates it as the Seven Principles in 1937.)
- 1934 Founds an employee training school.
- 1935 Establishes Matsushita Electric Trading Co., Ltd. Issues basic internal rules for all employees. Incorporates the company as Matsushita Electric Industrial Co., Ltd.
- 1940 The first Annual Management Policy Meeting is held.
- 1946 The seven postwar regulations are imposed by the GHQ of the Allied Powers, effectively purging Matsushita management. (The regulations are eventually rescinded in 1950.) Founds the PHP Institute.
- 1951 Makes his first visits to the United States and Europe.
- 1952 Concludes a technical tie-up with Philips.
- 1955 Panasonic brand name used for the first time, on a speaker exported to the US market.
- 1956 Launches a five-year plan to boost annual sales from 22 billion yen to 80 billion yen.
- 1959 Establishes Matsushita Electric Corporation of America (MECA), the first post-war overseas sales company.
- 1961 Becomes chairman of the board. Founds National Thai, the first post-war overseas manufacturing company.
- 1962 Time magazine runs a cover story on Konosuke.
- 1964 Holds Atami Conference to solve the problem of flagging sales in the Japanese market. Life runs an article, "Meet Mr. Matsushita". Initiates the five-day work week.
- 1965 The Atami Conference
- 1970 The Matsushita Pavilion goes on display at the Japan World Exhibition.
- 1973 Assumes the post of executive advisor.
- 1979 Receives the Panglima Mungku Negrara award from the Malaysian government. Visits China.
- 1980 Establishes the Matsushita Institute of Government and Management.
- 1983 Proposes the Japan Prize and becomes the first director of the Japan Prize foundation.
- 1987 Receives Order of the Paulownia Flowers from Japanese government.
- 1989 Passes away of pneumonia at the age of 94.



With Mrs. Godai, the bicycle shop owner's wife. The oldest existing photo of Konosuke.



Back row, from the left: Konosuke, his brother-in-law Toshio Iue, and his wife Mumenno. Front row: Mumenno's three sisters



Inaugural issue of PHP Magazine



Signing of a tie-up agreement with Philips.



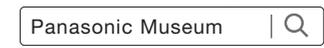
The Atami Conference



Panasonic Museum

1006, Kadoma, Kadoma city, Osaka 571-8501
Tel: 06-6906-0106 Fax: 06-6906-1894
Opening Hours : 9:00 a.m. – 5:00 p.m.

Note: Museum hours may be subject to change
Closed : Sundays and New Year holidays
Entrance Fee : Free
Parking : Parking space for 10 passenger cars and 4 large buses



<https://www.panasonic.com/global/corporate/history/panasonic-museum.html>
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The exhibit areas in the Konosuke Matsushita Museum and the Hall of Manufacturing Ingenuity are illuminated with LED lights that connect to users' smartphones to provide multilingual information.



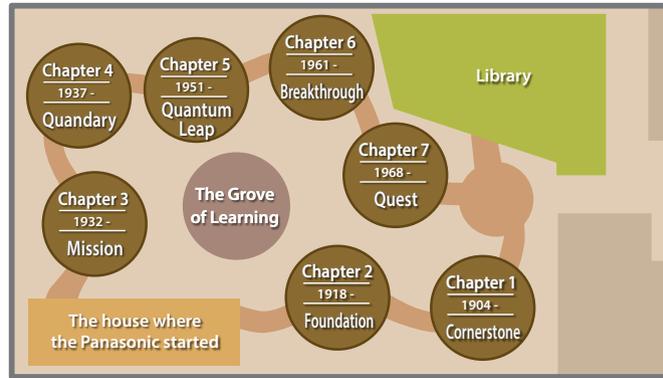
[Languages] Japanese, English, Chinese (simplified), Chinese (traditional), Korean, Thai, Indonesian, Vietnamese, Spanish

Please install the app on to your smartphone via the QR code.



Konosuke Matsushita Museum A place where you can meet Konosuke Matsushita.

Hall of Manufacturing Ingenuity A place to explore Panasonic's manufacturing DNA.



The Way

Every person has a path to follow.
It widens, narrows, climbs and descends.
There are times of desperate wanderings.
But with courageous perseverance
and personal conviction,
the right road will be found.
This is what brings real joy.



Konosuke Matsushita



The house where the Panasonic started
A replication of the work area of Matsushita Electric Housewares Manufacturing Works, established in 1918. Here, you can get a sense of the atmosphere of great ambition which the founder cultivated.



Library
Read through Panasonic's enormous archive of data to get a deeper understanding of Konosuke Matsushita's business.

Museum Shop
Here, you can purchase books written by and about Konosuke Matsushita.

We have used the latest technology to newly restore the third company headquarters to its original state as it was when construction finished here in 1933. As visitors walk the "path" of Konosuke Matsushita's 94-year life, they can learn about the numerous hardships that Konosuke overcame that shaped his views of management and life.

Chapter 1: While building his foundation as a merchant in Osaka, Konosuke becomes aware of the electricity

Cornerstone 1904 -
At the age of 9, he leaves home to start work as an apprentice in Osaka. At the Godai Bicycle Shop he learns how to greet customers and bow properly, grounding him in the fundamentals of business.

Chapter 2: The founding of Matsushita Electric Housewares Manufacturing Works

Foundation 1918 -
Matsushita Electric Housewares Manufacturing Works opens in Ohiraki-cho (the present day Fukushima Ward in Osaka). It is here that the wiring fixtures designed by Konosuke, such as attachment plugs, become popular due to their excellent quality and low price.

Chapter 3: Konosuke's awakening to the true mission of a manufacturer, and his establishment of the corporate fundamentals as a businessman

Mission 1932 -
He realizes that humans need spiritual peace of mind and material wealth, and that the mission of a manufacturer is to produce materials in abundance and at an affordable cost.

Chapter 4: Konosuke seeks the essential nature of man in the chaos of wartime

Quandary 1937 -
With an eye toward rebuilding after the severe damage from the war, Konosuke begins to have strong doubts about the essential nature of man, and he ponders the significance of human society.

Chapter 5: Fresh off his visit to America, Konosuke's ambitions turn toward a global perspective

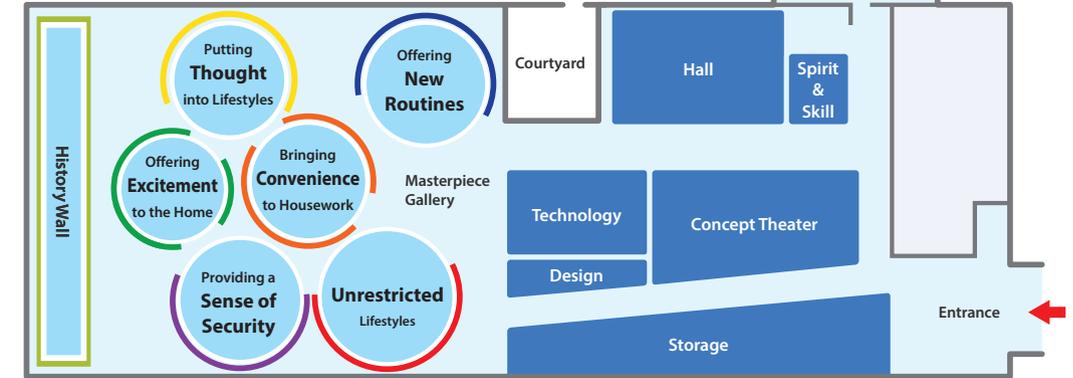
Quantum Leap 1951 -
Upon returning from his inspection tour of America, Konosuke resolves that he will bring that kind of prosperous lifestyle to Japan, and becomes a driving force toward the spread of electronics in Japan.

Chapter 6: Konosuke warns about the extremes of high-level economic growth, and works to break through the recession

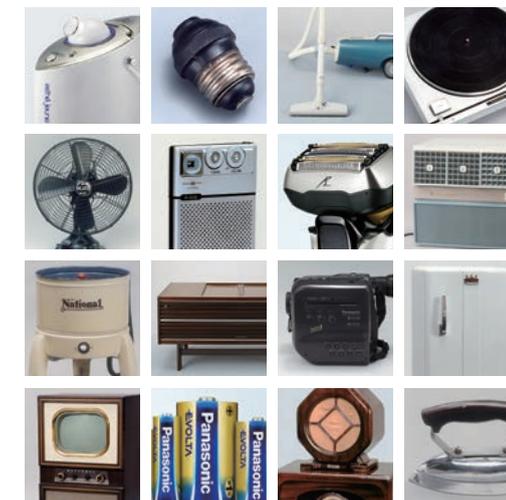
Breakthrough 1961 -
As financial restraints intensify, the worsening condition of sales companies becomes apparent. Konosuke convenes a round-table conference with the sales companies (the Atami Conference), and he begins to pour all his efforts into overcoming the recession.

Chapter 7: Looking towards Japan's future, Konosuke starts working on realizing his ideal society

Quest 1968 -
In 1973, Konosuke steps down as chairman, and assumes a role as executive advisor. Distinguished in management, his love of his country strengthens.



Since its founding, with consumer electronics at its core, Panasonic has continued to create products for better living—a reflection of its true manufacturing spirit. View the astounding array of products Panasonic has provided throughout its history, and get a true feel for the countless pioneers who have poured their heart and soul into manufacturing ingenuity.



Storage
In this hall of memories, nearly 300 different home electronics products ranging from televisions and radios to major consumer electronics are on exhibit. These products tell quiet yet moving stories of Konosuke's vision and their designers' dedication.



Masterpiece Gallery
Nearly 150 consumer electronics are on display, showcasing bountiful ways of life through six headings: Bringing Convenience to Housework, Putting Thought into Lifestyles, Offering Excitement to the Home, Unrestricted Lifestyles, Providing a Sense of Security, and Offering New Routines.



History Wall
In this 16 meter wide experience space combining innovative design and technology, advanced images depict Panasonic's path of manufacturing ingenuity in its response to social backgrounds and the needs of the time.

Museum Shop
Here, we sell original merchandise relating to classic consumer electronics products as well as our National Boy mascot. Please be sure to stop by.

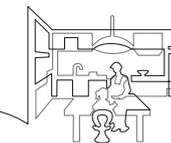
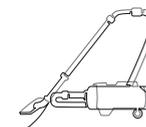
Panasonic Museum

Konosuke Matsushita Museum
Hall of Manufacturing Ingenuity

Sakura Hiroba



Person



Products

