



Hitachi Consulting UK Commissions Students from Chelsea College

of Art & Design to Provide Artwork for New London Offices

Second-Year Students on BA Fine Art Course Commissioned to Provide Contemporary Works

LONDON — 12 July 2010 — Hitachi Consulting UK today announced that it has commissioned students from Chelsea College of Art & Design, University of the Arts London, to provide artwork for its new offices at More London Riverside in London. This is the fourth year Hitachi Consulting has supported the programme, which is open to second-year students completing the BA in Fine Art course at Chelsea.

Thirty students were invited to view the new office space and submit proposals for their ideas and designs around contemporary art that would function within the parameters of the workplace. Ten proposals were selected and subsequently rented by Hitachi Consulting UK for a year. Hitachi Consulting UK also financed a materials allowance for the selected students. At the end of the year, Hitachi Consulting employees have the opportunity to purchase any of the works from the artists.

“It’s a tremendous opportunity for students and challenges them to create pieces of art that must function within a commercial workplace where people are living and working alongside the art for a year, rather than simply viewing it in an art gallery,” said Jeffrey Dennis, Senior Lecturer on the BA Fine Art Course at Chelsea. “It’s also an invaluable educational experience having to view a space, create and present a viable proposal, understand how to respond to a professional commission and gain insight into the business world. We appreciate the opportunity Hitachi Consulting UK has offered to

students to stretch and engage their talents with real life situations, encouraging them to consider on how their art will be experienced in the workplace on a day-to-day basis.”

Mark Robinson, Managing Vice President for Hitachi Consulting UK added, “We’ve been supporting the programme with Chelsea College of Art for the past four years as part of our heritage for innovation. We’ve been really impressed by the quality of the proposals and the calibre of the presentations the students delivered. It’s also a great way of breaking down any stereotypes the students may have about big businesses, and we may have about art students. We’re really pleased with this year’s pieces of art, and the continued success of the project.”

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As Hitachi, Ltd.'s (NYSE: HIT) global consulting company, with operations in the United States, Europe and Asia, Hitachi Consulting is a recognized leader in delivering proven business and IT strategies and solutions to Global 2000 companies across many industries. With a balanced view of strategy, people, process and technology, we work with companies to understand their unique business needs, and to develop and implement practical business strategies and technology solutions. From business strategy development through application deployment, our consultants are committed to helping clients quickly realize measurable business value and achieve sustainable ROI.

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