

Relaying the Spirit of
Konosuke Matsushita to
Future Generations.

Panasonic Museum

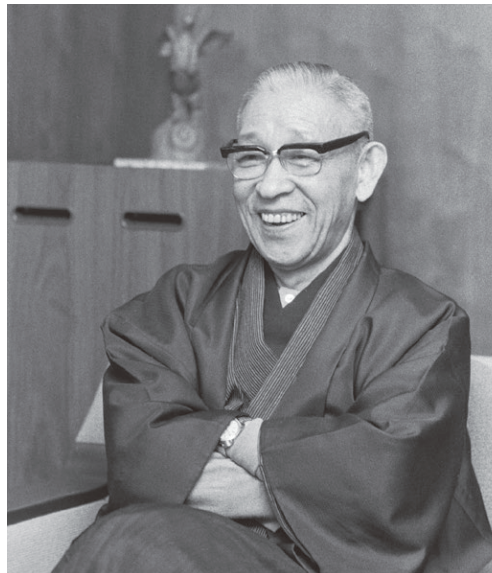


Konosuke Matsushita Museum







The founder of the Panasonic Group, 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.

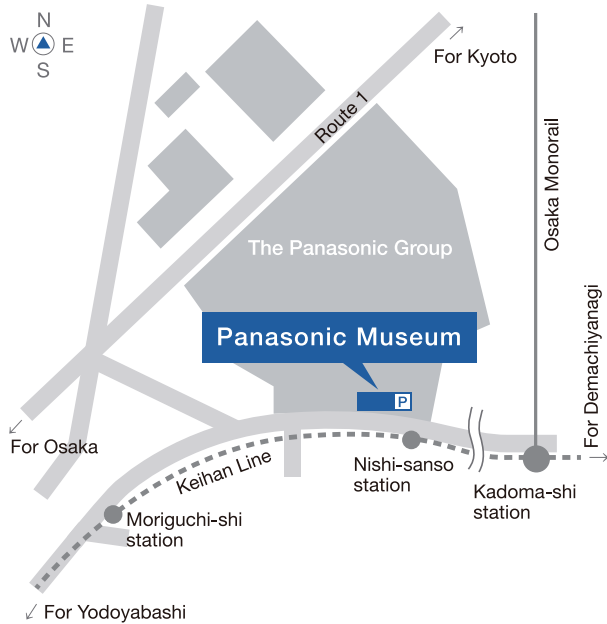
We have opened our Panasonic Museum as a place of learning for all, where we hope to preserve for future generations the spirit of Konosuke Matsushita as exemplified in his life and the writings that he left behind.

Today, as we undergo transitions in nearly every aspect of society, economics, and industry, the Panasonic Group 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.



A Timeline of Konosuke Matsushita’s 94 years

<p>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.</p>	 <p>With Mrs. Godai, the bicycle shop owner's wife, the oldest existing photo of Konosuke.</p>
<p>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.</p>	 <p>Back row, from the left: Konosuke, his brother-in-law Toshio Iue, and his wife Mumenno, Front row: Mumenno's three sisters</p>
<p>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.</p>	 <p>Inaugural issue of PHP Magazine</p>
<p>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 1952.) Founds the PHP Institute.</p>	 <p>Signing of a tie-up agreement with Philips.</p>
<p>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.</p>	 <p>The Atami Conference</p>
<p>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”. 1965 Initiates the five-day work week.</p>	 <p>The Atami Conference</p>
<p>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. Establishes a foundation to help create the Japan Prize. 1987 Receives Order of the Paulownia Flowers from Japanese government. 1989 Passes away of pneumonia at the age of 94.</p>	



- Keihan Line / 2 min. walk from Nishi-sanso Station
- Osaka Monorail / Change to the Keihan Line at Kadoma-shi Station

Panasonic Museum

1006, Kadoma, Kadoma city, Osaka 571-8501

Opening Hours : 10:00 a.m. – 5:00 p.m.

Closed : Saturdays, Sundays, public holidays, Obon holidays, New Year holidays, and others

Entrance Fee : Free

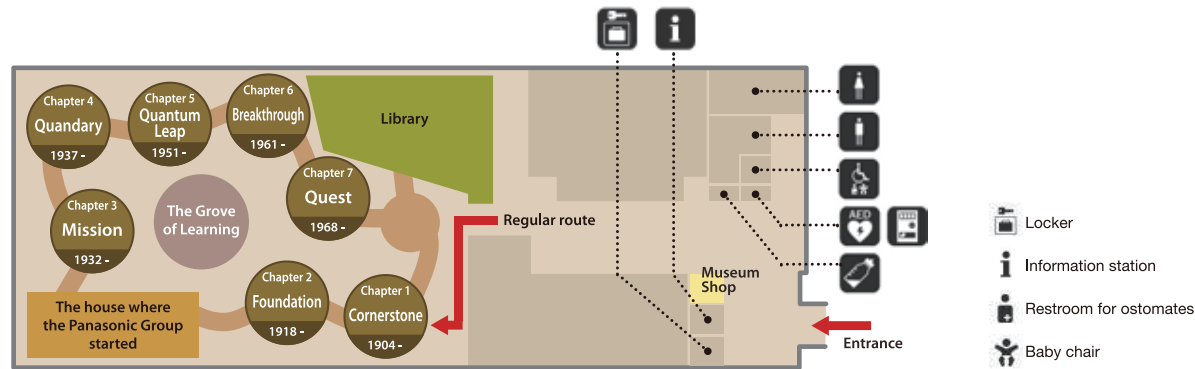
Parking : Parking space for 10 passenger cars

Panasonic Museum | 🔍

<https://holdings.panasonic/global/corporate/about/history/panasonic-museum.html>

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



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

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

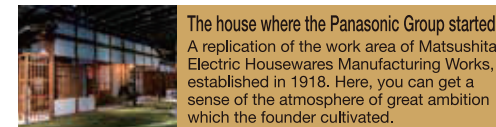
Cornerstone
1904 - At the age of 9, he leaves home to start work as an apprentice in Osaka. At the Godai Bicycle Shop he learns how to greet customers as well as the meaning of earning, grounding him in the fundamentals of business.

Chapter 2: The founding of Matsushita Electric Housewares Manufacturing Works

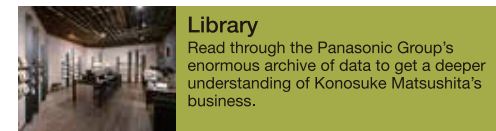
Foundation
1918 - Matsushita Electric Housewares Manufacturing Works opens in Ohiraki-cho (the present day Fukushima Ward in Osaka). It is here that the wiring fixtures designed by Konosuke, such as attachment plugs, become popular due to their excellent quality and low price.

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.



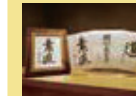
The house where the Panasonic Group started
A replication of the work area of Matsushita Electric Housewares Manufacturing Works, established in 1918. Here, you can get a sense of the atmosphere of great ambition which the founder cultivated.



Library
Read through the Panasonic Group’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.



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, his love of his country strengthens.