

Location Attraction Campaign Timeline

- 4/2001 **Raymond Benson visits Naoshima for research purposes**
- 5/2002 *The Man With the Red Tattoo* is published in England
- 6/2002 *The Man With the Red Tattoo* is published in the U.S.
- 10/2002 Naoshima Town expresses its desire to the prefecture to begin working with the appropriate government bodies
- 10/2003 **Hayakawa Publishing Corporation publishes the Japanese translation of *The Man With the Red Tattoo***
- 3/2004 To promote a filming location in Naoshima, the Town–Naoshima Tourism Association forms the “Committee for Bringing James Bond to Naoshima” and holds the “007 & Bond Car Exhibition”
- 6/ 1/2004 First meeting of the 007 Location Promotion Committee is held
- 6/ 8/2004 A request for support is sent to Raymond Benson
- 6/17/2004 **A letter expressing the desire to produce a Bond film in Naoshima is sent along with a promotional DVD to EON Productions**
- 6/22/2004 Recruitment of Signature Drive Volunteers begins
- 7/18/2004 1st Signature Drive Activity Meeting conducted on the streets near Sunport Takamatsu
- 8/2004 Signature Drive also begins in Noboribetsu City, Hokkaido
- 11/ 7/2004 2nd Signature Drive Activity Meeting conducted, signatures sent from Noboribetsu
- 11/18/2004 **More than 50,000 signatures collected**
- 4/ 3/2005 Preparation activities carried out by volunteers
- 5/25/2005 Assistant Professor Hotta and students from the Osaka University of the Arts visit the museum
- 6/17/2005 Mr. Kawai, a lecturer at the Anabuki Design College, visits the Museum along with a group of students
- 6/19/2005 Preparation activities carried out by volunteers
- 7/ 7/2005 The “007 Evening in Naoshima” event is held
- 7/24/2005 **The 007: Man With the Red Tattoo Museum opens**
- 11/30/2005 Visitors to the museum reach the 10,000 mark
- 3/11/2006 007 Bond Night Party held
- 4/ 1/2006 Raymond Benson is appointed as a “Kagawa Ambassador”
- 7/ 7/2006 “007 Evening in Naoshima” held
- 9/15/2006 **007 Location Promotion Campaign meeting with Sony Pictures Entertainment in Los Angeles**
- 12/ 1/2006 **The 21st 007 installment, *Casino Royale*, opens in theaters**
- 12/ 2/2006 “Go! On the 007 Train” Event held
- 1/ 6/2007 Sanyo Broadcasting Corporation airs its New Year’s television program “007 Coming to the Island,” hosted by Sawako Agawa and featuring a discussion between Soichiro Fukutake (Director and Chairman of Benesse Holdings, Inc.) and Fumio Kawakita (Vice Governor of Kagawa Prefecture)
- 3/15/2007 Request for organization establishment subsidy submitted to the Ministry of Land, Infrastructure, Transport and Tourism
- 7/ 7/2007 007 Bond Night Party, “I am the Bond Girl Contest”
- 7/ 5/2008 007 Bond Night Party, “I am the Bond Girl Contest”
- 1/24/2009 **The 22nd 007 installment, *Quantum of Solace*, opens in theaters**
- 7/ 4/2009 007 Bond Night Party “Muscle Contest” held
- 5/2010 The 007: Man With the Red Tattoo Museum was featured in an article in Time Magazine.
- 7/ 3/2010 007 Bond Night Party “Quiz Game” held