

"A Simple, Pleasant Life" Starting with Music

Distribution of MUJI BGM via Various Music Streaming Services



Ryohin Keikaku Co., Ltd. (Tokyo; Satoru Matsuzaki, President & Representative Director) will start the distribution of its in-store background music (hereinafter referred to as "BGM") via various distribution services from Wednesday, May 19. Since 2001, MUJI has released a total of 24 CDs for its BGM, presenting the traditional music with themes of 16 countries and regions around the world. There are more than 300 BGM tracks in total, all of which are original music performed by local musicians. We hope to offer our customers a kind of music that is close to their daily lives, something a bit different from the music popular only in a certain period of time.

•Related URL: <https://www.muji.com/jp/ja/stories/other/712536>

■ "A Simple, Pleasant Life" and Music

MUJI regards in-store BGM as an important part of its store environment, and aims to propose "a Simple, Pleasant Life" to consumers through the entire sales floor. MUJI's BGM music series are simple without frills: they are born from people's daily lives and can go beyond time in everyday life. Since MUJI wishes to support people's daily lives through its products and services, we believe that these traditional music are in line with MUJI's way of thinking. Since 2001, we have visited 16 countries and regions around the world to look for music, especially traditional music, performed by musicians rooted in the local area and to introduce them in our BGM series.

The COVID-19 pandemic has greatly changed our lifestyles, and people are spending more time at home. In the past, MUJI's BGM CDs were sold in stores and online, but since people are now spending more and more time at home, we believe that by starting music distribution service, it will make it

easier for people to listen to our BGM music at any time and anywhere. Through this service, we hope to enrich people's lives and to help them enjoy different cultures around the world not only with sound but also with beautiful pictures, as if they were taking a trip around the world.

A total of 327 songs, covering from BGM2 to BGM25, will be released in order in 16 countries, starting on Wednesday, May 19.

In the future, we will expand the distribution area and aim to convey MUJI's idea of "a Simple, Pleasant Life" beyond language, even in areas where there are no MUJI stores.

■ Music Introduction

BGM NO.	Title	Country	Production Year	Introduction
BGM 2	Paris	France	2001	A collection of music performed by metro musicians in Paris.
BGM 3	Sicily	Italy	2003	Traditional music from southern Italy, mainly Sicily.
BGM 4	Ireland	Ireland	2003	A collection of Irish Celtic folk music.
BGM 5	Puerto Rico	Puerto Rico	2004	Simple music of Puerto Rico in the Caribbean, the origin of Salsa music.
BGM 6	Andalucia	Spain	2004	Folk music of Seville, the Mecca of flamenco.
BGM 7	Scotland	England	2005	Traditional Scottish music.
BGM 8	Stockholm	Sweden	2005	This music was born from the clear light of Sweden, the land of the midnight sun.
BGM 9	Naples	Italy	2006	Traditional music sung in Naples, southern Italy.
BGM 10	Buenos Aires	Argentina	2006	Created by visiting Buenos Aires, Argentina, the birthplace of tango, and re-arranging a famous tango song in a modern style.
BGM 11	Hawaii	USA	2007	This is genuine Hawaiian music, produced by George Na'ope, who is known as the God of the Hula.
BGM 12	Paris	France	2007	The representative music of Paris, "Musette," was included.
BGM 13	Rio De Janeiro	Brazil	2008	The traditional music of Brazil, "samba" and "choro," was recorded in Rio de Janeiro.
BGM 14	Cornwall	England	2008	This is a collection of Celtic music rooted in Cornwall, the southwestern part of England.
BGM 15	Praha	Czech Republic	2009	Created by visiting Prague of Czech Republic, known as the "Music Academy of Europe," and recording traditional baroque music.
BGM 16	Beijing	Mainland China	2011	Recorded in Beijing with local Chinese musicians, using mainly Chinese music from the B.C. period, arranged with a modern sound.
BGM 17	Ireland	Ireland	2012	A selection of Celtic songs rooted in Ireland, recorded in Dublin with local musicians.
BGM 18	Bretagne	France	2013	French Celtic music recorded locally by Brittany musicians, presenting the music of the Brittany region in western France.

BGM 19	Galicia	Spain	2014	Recorded in Galicia, Spain, a place of pilgrimage surrounded by beautiful sea and forest. This is a collection of Celtic and Iberian music performed by local musicians.
BGM 20	Lima	Peru	2015	The music of Lima, Peru, and Musica Criolla's delicate and powerful music has been enjoyed and passed on by the common people of Lima, who come from a variety of racial and cultural backgrounds, including Europe, Africa, and the Andes.
BGM 21	Bulgaria	Bulgaria	2016	This is an introduction to the variety of traditional Bulgarian music, mixing songs from the regions of Bulgaria where music is most popular. Songs from the northern, southwestern, and western regions of Bulgaria are combined with Holodance songs.
BGM 22	Basque	Spain	2017	Basque region is famous for food and art. This is an original recording of traditional music using the most traditional and indigenous Basque instruments that are essential to Basque music.
BGM 23	Latvia	Latvia	2018	Latvia is a beautiful country, known as the "Lady of the Baltics", with a rich history and excellent architecture. Many attractive songs by local musicians were nurtured there. These are original recordings made in Latvia.
BGM 24	Finland	Finland	2019	Finland is the land of forests and lakes. Beautiful and transparent music by local musicians is recorded.
BGM 25	Ireland	Ireland	2020	Ireland is a country where Celtic culture has taken root. Local musicians have made original recordings of music that has been nurtured for a long time.

■ Music distribution platform

•Apple Music

<https://music.apple.com/jp/artist/id1566808662>

•Amazon Music Unlimited

<https://music.amazon.co.jp/artists/B094GJDMZX>

•AWA

<https://s.awa.fm/artist/ddcc9261b5893ffaef02?t=1620376565>

•Spotify

<http://open.spotify.com/artist/67J1KP70RqsL6uAIXkscKE>

•LINE MUSIC

<https://music.line.me/launch?target=artist&item=mi00000000161b22ee&cc=JP&v=1>

•YouTube Music

<https://music.youtube.com/browse/UC4HQrs23tItzTD-wGKIxMA>

•Utapass (in Japan)

<https://au.utapass.auone.jp/>

• d Hits (in Japan)

<https://selection.music.dmkt-sp.jp/>

※More platforms will be added in the future.

■ Spotify Playlist

As environmental music without vocals, we hope that the BGM music can be enjoyed by people while tele-working or relaxing at home. To do so, we will periodically update BGM playlists, choosing music from various series, to be enjoyed according to different scenes. The Spotify playlists will be updated four times a year.

	<h3>MUJI BGM Summer</h3> <p>MUJI BGM 30 songs - 1 hour 40 minutes This is a playlist of songs from BGM2~25 with the concept of "enjoying early summer."</p> <ol style="list-style-type: none">1. Até Amanhã2. Derecho Viejo3. Gran Valzer4. E Huli Hoi Mai - Radio Hula5. Manamanalima6. Guajira de la cala7. Rapaz Folgado8. Sara9. Quando O Samba Acabou10. Seis Montebello11. Passeggiando Per Lipari12. Los Magos De Oriente13. Joropo14. Medley folklórico15. Jesus Amoroso16. Medley de seis17. Pequeña18. Yira yira19. Feitio de Oração20. II carnevale di Venezia21. Por una cabeza22. Volvió Una Noche23. Flor Amorosa24. Brejeiro25. Los cuatro muleros26. El vals de la Guinea27. Malagueña28. Pastorale Siciliana29. La Traviata - Preludio All'atto30. El Dia Que Me Quieras
--	--

• Spotify Playlist

<https://open.spotify.com/playlist/6mITSMCysHFEBorGDCdS3k?si=77ea522a4930406f>