

## THE VERMILION TORII (KYOTO, JAPAN)

Eric Drouart\*



The Vermilion Torii in Fushimi Inari Shrine (Kyoto, Japan). *Color Photograph.*

“I made this photograph in the Fushimi Inari Shinto Shrine in Kyoto. This is the most famous of the many thousands of shrines dedicated to Inari, the popular deity of rice and sake. It was moved to its present location in 1438 A.D. Several hundreds of vermilion torii structures are scattered along the mountain paths of Mt. Inariyama.” — *Eric Drouart*

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\* **ERIC DROUART**, a native of France, after graduating from Institut de Préparation à l'Administration et à la Gestion (IPAG) in Paris, France, attended the University of Massachusetts (Amherst), and received a Bachelor's in Business Administration and a Master's of Science in Business Administration. Drouart joined Rivier College in early 2000. He is an Associate Professor in the Business Administration Division teaching courses in management, marketing, advertising, international business, and strategic management. Drouart had extensive international marketing and general management experience with Bristol-Myers Squibb. He was based in Paris, France from 1994 to 1999. Eric also spent five years, from 1986 to 1991, in Japan, and one year (1993) in Italy. Drouart had prior international research experience with General Foods Corporation and Burke Marketing Research. Drouart is a member of the American Marketing Association.