



# Toy Prints of Edo

2016 July 12 (Tue.) - September 11 (Sun.)

Part 1 / July 12 (Tue.) - August 14 (Sun.)

Part 2 / August 16 (Tue.) - September 11 (Sun.)

Organizer: Shizuoka City Tokaido Hiroshige Museum of Art  
Designated Manager: NPO Hexaproject

## Outline

Ukiyoe-Hanga was not only for visual pleasure as Ukiyo-e that were actually enjoyed as toys (woodblock paper toys) called “*Omocha-e*” or Toy Prints were also created. The types of “*Omocha-e*” range from *Sugoroku* (game of dice), *Monozukushi-e* (piece with many images of one theme), *Kisekai-e* (changing clothes), *Kumiage-e* (3D papercraft), *Hanji-e* (riddle art), and more; these were enjoyed by both adults and children and also served as fun learning tools for children. This exhibition will take you on a tour through the playfulness of the Edo period with an exhibit of “*Omocha-e*” – Ukiyo-e that were enjoyed by cutting, combining, and thinking – and humorously caricatured Tōkaidō Ukiyo-e by Utagawa Hiroshige which are unlike many of his landscape works.

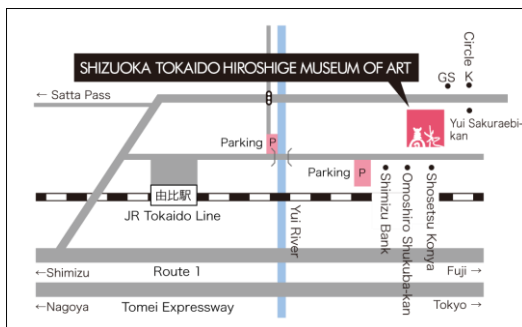
Hours 9:00 AM – 5:00 PM (last admission 30 minutes before closing time)

Closed Mondays (if it falls on a holiday, then the following Tuesday)

Adults: 510 (410) yen / University / High School Students: 300 (240) yen / Junior high students and younger: 120 (100) yen

\* ( ) indicates prices for groups of 20 or more \* Persons with proof of disability and one accompanying person are admitted free of charge

\* Shizuoka City residents, junior high students and younger, as well as Shizuoka City residents over 70 are admitted free of charge.



### Access by train:

Take the JR Tokaido Line and get off at Yui Station.  
It is a 25-minute walk or 5-minute taxi ride from there.

### Access by car:

There are 21 parking spaces at the museum  
(Yui Honjin Park Parking)

### ■From Osaka, Nagoya area

Exit the Tomei Expressway at the Shimizu IC and it is 20-minutes by Route 1 from there.

### ■From Tokyo, Yokohama area

Exit the Tomei Expressway at the Fuji IC and it is 25-minutes by Route 1 from there.

### For more information on this exhibition and press inquiries

Tel 054-375-4454 / Fax 054-375-5321 info@tokaido-hiroshige.jp

Shizuoka City Tokaido Hiroshige Museum of Art

297-1 Yui, Shimizu-ku Shizuoka City 421-3103

[URL] www.tokaido-hiroshige.jp [facebook] www.facebook.com/tokaido.hiroshige

## Exhibition Highlights

### ① Playing with Ukiyo-e

There are a wide variety of the recreational Ukiyo-e “*Omocha-e*”: illustrated references and picture books which are both educational and entertaining, as well as “*Kisekae-e*” that allow children to dress up and change hairstyles of paper dolls, and games that are familiar to us today during New Year celebrations. The *Omocha-e* works will introduce the rich playfulness of the Edo period.

Work exhibited in Part 1.

Utagawa Kuniyoshi

*Illustrations of Moral Conduct Compared with the Chapters of the Genji* “The Picture Contest”

Private Collection

Parent and child playing with *Omocha-e* cut-outs.



### ② Laughing with Giga

*Giga* plays a clever joke on various elements such as Kabuki, Rakugo, and classical literature, and turns them into humorous Ukiyo-e. The exhibition will highlight the *Giga* of Utagawa Hiroshige. Please enjoy the cute and comical depictions by Hiroshige.

Work exhibited in Part 2.

Utagawa Hiroshige

A Collection of Warriors for the Amusement of Children “*Momotarō*”

Collection of Shizuoka City Tokaido Hiroshige Museum of Art

*Momotarō* purchasing stolen treasures from an *oni* (ogre).



### Related Event 1: Lecture “Toy Prints of Edo”

Presenter: Yoshiko Yuasa (Tobacco and Salt Museum Chief Curator)

Date: August 13 (Sat.) 13:30 - 15:00

Cost: Free \*museum entrance fee is required

Registration: Applications accepted by telephone (054-375-4454) or through our website.

Spaces are limited to the first 35 people (pre-registration recommended).

Registration will close once all spaces are filled.

### Related Event 2: “The Challenge! Making Kumiage-e”

Instructor: Museum Curator

Date: July 30 (Sat.), July 31 (Sun.), August 20 (Sat.), August 21 (Sun.)

13:30 - 15:00

Cost: Free \*museum entrance fee is required

Registration: Applications accepted by telephone (054-375-4454) or through our website.

Spaces are limited to the first 15 people (pre-registration recommended).

Registration will close once all spaces are filled.

### Related Event 3: Gallery Talks by a Museum Curator

☐ Date: July 24 (Sun.), August 28 (Sun.)

13:00 - 13:30

☐ Cost: Free \*museum entrance fee is required

Language: Japanese

Meeting place is the entrance hall of the museum. No pre-registration needed; unlimited enrollment

## Artworks

### Sugoroku

In *Sugoroku*, a player rolls dice in order to move along the board game. The work shown below features a variety of birds and the people who caught them professionally.



Work exhibited in Part 1.  
Utagawa Shigenobu  
“Newly Published: Bird Catcher Sugoroku”  
Private Collection

### Katsuratsuke (Bewigged)

*Katsuratsuke* is type of *Kisekae-e* (changing clothes picture) where one can enjoy placing different character wigs on the image of an actor.



Work exhibited in Part 2.  
Artist Unknown “Bewigged”  
Private Collection

### Orikawari-e

*Orikawari-e* is a picture which when folded becomes a picture of a different item. A picture of a child, cat or daruma doll when folded will transform into a dried cuttlefish, paint brush or *kabocha* pumpkin.



Work exhibited in Part 1.  
Artist Unknown  
“There is a funny thing in this” (detail)  
Private Collection

### Kumiage-e (3D papercraft)

With connections to today's plastic models, *Kumiage-e* uses the cut-outs from Ukiyoe-Hanga to construct a 3-dimensional object.



Work exhibited in Part 2.  
Artist Unknown “Kumiage-e: Fan Store” Private Collection



Completed Work  
(Replica)

### Giga (Comic Picture)

*Giga* is a comically drawn Ukiyo-e which presents a parody of real subject matter. The samurai Nasu-no-Yoichi is known for hitting the target of fan placed 70m away during Heike's Battle of Yashima. In this work, none of his arrows reach the target – they are scattered on the ground and one is stuck in the woman's backside.



Work exhibited in Part 1.  
Utagawa Hiroshige  
A Collection of Warriors for the Amusement of Children “Nasu-no-Yoichi”  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



## About of Museum

### Shizuoka City Tokaido Hiroshige Museum of Art

Shizuoka City Tokaido Hiroshige Museum of Art is the first art museum in Japan to focus on the works of Edo Ukiyo-e Artist, Utagawa Hiroshige. There are approximately 1400 landscape woodblock prints and other works within the Hiroshige collection, including Hiroshige's masterpieces *Fifty-Three Stations of the Tōkaidō* (Tōkaidō Hoeidō Edition) and *One Hundred Famous Views of Edo*. We aim to promote a new culture of Ukiyo-e through curated exhibitions connecting Ukiyo-e with contemporary works. Visitors can enjoy the magnificence of internationally loved Ukiyo-e works from Edo to the present.

### About Hiroshige

Utagawa Hiroshige (1797 - 1858) Ukiyo-e artist

He became a pupil of Toyohiro Utagawa when he was about 15 years old. His work *Fifty Three Station of the Tōkaidō* (Tōkaidō Hoeidō Edition) caused a great sensation, after that he continued to create Ukiyo-e prints about the Tōkaidō and the landscape of Edo and became famous as landscape artist. While he was working on what is considered his late-life masterpiece, *One Hundred Famous Views of Edo*, Hiroshige fell ill and passed away at the age of 62. Hiroshige's bold composition and lyrical style is loved by all and his works continue to influence artists all over the world.

Utagawa Toyokuni III *Memorial Portrait of Utagawa Hiroshige*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



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| 3. | Utagawa Shigenobu | "Newly Published: Bird Catcher Sugoroku" Private Collection  |
| 4. | Unknown           | "Bewigged" Private Collection  |
| 5. | Utagawa Hiroshige | <i>A Collection of Warriors for the Amusement of Children</i> "Momotarō" Collection of Shizuoka City Tokaido Hiroshige Museum of Art |

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## Toy Prints of Edo

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