



Part 2: 2013 October 16 (Wed.) – November 17 (Sun.)



Ukiyo-e POP Pop culture from Edo to Today

2013 September 18 (Wed.) – November 17 (Sun.)

Part 1: 2013 September 18 (Wed.) – October 14 (Mon. /Holiday)

Part 2: October 16 (Wed.) – November 17 (Sun.)

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

Cooperation: The Adachi Foundation for the Preservation of Woodcut Printing , Edition Works , Mokuhankan



JAPAN AIRLINES



“Popular, transient, expendable, low-cost, mass-produced, young, witty, sexy, gimmicky, glamorous, and big business” – Pop artist Richard Hamilton used these words to define Pop Art. With blossoming of popular culture in the Edo Period, Ukiyo-e, which meets all of these criteria, could quite possibly be a pioneer of Japanese Pop Culture. This exhibition will showcase 126 works from our collection, Utagawa Hiroshige’s masterpiece Fifty-Three Stations of the Tokaido (Hoeido Version) and Sixty-Nine Stations of the Kisokaido, in addition to approximately 40 works by contemporary artists. Indulge yourself in the passed down legacy of Ukiyo-e’s pop perspective.

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* Changes may be made to the exhibit content and displayed works.

- Utagawa Hiroshige Part.1 “Sixty-Nine Stations of the Kisokaido ” (Nihonbashi – Otsu / 71 pieces)
Part.2 “Fifty-Three Stations of the Tokaido (Hoeido Version) Yui, Satta Pass” (Nihonbashi – Kyoto / 55 pieces)
- Contemporary artists
- Tanaka Ikko 『Ropes』 series (6 pieces)
 - Awazu Kiyoshi 『Fantasies on Japanese Playing CardsI』 series (6 pieces)
 - Katsui Mitsuo 『Closed formsII』 series (6 pieces)
 - Ay-O 『Eruption of Mt.Fuji, Gaifu Niji Kaisei』 (South Wind, Rainbow Clear Sky)
 - Miyake Mai 『Seven Tales of A Cat 』 series (7 pieces)
 - Yamaguchi Akira 『New Sights of Tokyo :Tokaido Nihonbashi Revisited』
 - Yamaguchi Ai 『Kenuru』
 - Peter McDonald 『Over There』
 - STIK 『Mountain』『River』『Flower』『Cloud』 (New work・Part2)
 - Jed Henry 『Ukiyo-e Heroes 』series (13 pieces) (Woodblock Print / 5 pieces, Giclee Print / 8 pieces)
 - Shiyotsu Rimo 『Big Mountain Soba Noodle』
 - Fukuda Miran 『Snow, Moon and Flowers 2012』
 - Yoshida Jun 『It's a small world』



Utagawa Hiroshige

Sixty-Nine Stations of the Kisokaido 『木曾海道六拾九次之内』 [Part 1]

Kiso Kaido is another name for the road Nakasendo; so called because it passes through the steep mountain pass named Kiso-ji. Keisai Eisen and Utagawa Hiroshige drew the road's landscape for the Sixty-Nine Stations of the Kisokaido. In contrast to the bright style of painting in the Fifty-Three Stations of the Tokaido, many of its works present a subdued moonlit scenery.



Nakatsugawa (Nakatsugawa on a Rainy Day)

Also called "Nakatsugawa on a Rainy Day", this is a very valuable piece for there are few prints remaining in the world, and one of those is part of our collection. The blurred straight black lines project a gloomy rain scene. Another version with the same name was produced later in greater quantities.



Seba



Oi

Fifty-Three Stations of the Tokaido (Hoeido Version) 『東海道五拾三次之内』 (通称:保永堂版) [Part 2]

The breakthrough work, Fifty-Three Stations of the Tokaido earned Hiroshige the title of "Master Landscape Artist". Made when Hiroshige was 37 years old, the popular series showed the variations of seasons and weather and was praised for its depictions of the road & post landscape. It consisted of 55 works including the 53 stations of the Tokaido plus the starting point of Nihonbashi and finishing point of Kyoto.



Yui, Satta Pass

The site of Satta Pass in Yui, where our museum is located, is known as a scenic spot for viewing Mt. Fuji and today it still offer a view similar to the landscape Hiroshige drew. This work is one of the best-selling pieces in the Fifty-Three Stations of the Tokaido series.



Nihonbashi, Morning Scene



Kambara, Evening Snow



Introduction: Contemporary Artworks

These are artists who create new values and a sense of “now” by arranging Japanese tradition and culture into the modern world. This exhibition introduces woodcut prints of contemporary artists who utilize the traditional woodcut print techniques that continue to survive to today.



Tanaka Ikko *Ropes series “Road”*

Published by the Adachi Institute of Woodcut Prints



Katsui Mitsuo *Closed forms II “tou”*

Published by the Adachi Institute of Woodcut Prints



Awazu Kiyoshi

*Fantasies on Japanese Playing Cards
“March”*

Published by the Adachi Institute of Woodcut Prints



◀ Miyake Mai

『Seven Tales of A Cat』

Published by the Adachi Institute of Woodcut Prints

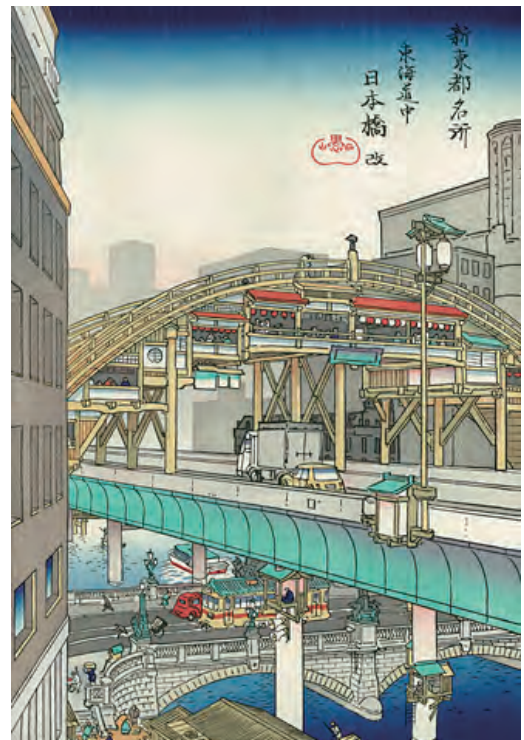
Seasonal Festivals, a typical inspiration for Edo Period Ukiyo-e, are depicted with a modern viewpoint. Five traditional seasonal festivities –Coming-of-Age-Day (January 7), Girls' Day (March 3), Boys' Festival (May 5), Tanabata/Star Festival (July 7), Chrysanthemum Festival (September 9)– are joined by two more festivities which are a part of modern day life, Cherry Blossom viewing and Christmas, making this a work of seven contemporary seasonal festivals.

Yamaguchi Akira ▶

『New Sights of Tokyo :Tokaido Nihonbashi Revisited』

Published by the Adachi Institute of Woodcut Prints

There is an arched bridge above the current Nihonbashi and Shuto Expressway, reminiscent of Hiroshige's Ukiyo-e work. People enjoy the view below the arch, where balcony-like structure is arranged. Good old Nihonbashi, but new, mixing past, present, and future. This is a contemporary Ukiyo-e work depicting Nihonbashi, which continues to attract everything and everybody throughout history and is also the starting point of the Tokaido.





Exhibiting artists 1

Ikko Tanaka

One of the representative designers of the 20th Century Japanese Graphic Design, Tanaka was the designer of the 1964 Tokyo Olympic facility symbols and medals, the Osaka World Expo exhibition layouts, and the art director of MUJI for its first 20 years. Ukiyo-e and other traditional arts greatly influenced his work.

【Awards】

Silver in Warsaw International Poster Biennale, Mainichi Design Award, New York ADC Hall of Fame, Purple Award from Japanese Emperor, Tokyo ADC Member Top Award, Person of Cultural Merit, The First Kamekura Award



Tanaka Ikko [Ropes series "Road"]
Published by the Adachi Institute of
Woodcut Prints /1979

Kiyoshi Awazu

A prolific top class graphic designer Awazu collaborated on city-planning, expo-planning and filmmaking projects with artists in a variety of fields including architecture, music, literature, and film. He participated in the Metabolism Group (1960) and was involved in the Environment Society group.

【Awards】

Silver & Special Award in Warsaw International Poster Biennale, Japan Advertisement Art Award, Best Artist in Japan Film Academy, Mainichi Design Award-Special Award, Purple Award from Japanese Emperor



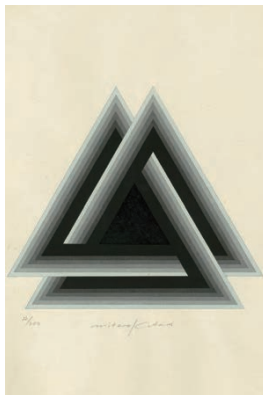
Awazu Kiyoshi [Fantasies on Japanese Playing Cards series "March"]
Published by the Adachi Institute of
Woodcut Prints /1979

Mitsuo Katsui

Born in 1931. Katsui started the Katsui Design Office in 1961 after working for Ajinomoto. He worked on numerous expos including the Osaka Expo, Okinawa Marine Expo, and Tsukuba Science Expo. He has been the chairman of JAGDA, Tokyo ADC member, AGI member, New York ADC member, and Honorary Professor of Musashino Art University

【Awards】

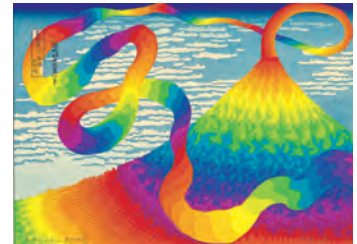
Gold New York ADC Award, Tokyo ADC Hiromu Hara Award, Japan Advertisement Art Award, Purple Award from Japanese Emperor, Mainichi Design Award, Kodansha Publication Culture Award, Education Minister Award for Art Selection and Recommendation



Katsui Mitsuo [Closed forms II (tou)]
Published by the Adachi Institute of
Woodcut Prints /1979

Ay-O

Ay-O participated in the Democrat Artists Association in the 1950's before going to US in 1958. He collaborated with Yoko Ono as a member of Fluxus, the avant-garde art movement of the 1960's and received worldwide fame as the "Rainbow Artist" for his works in the 1964 Venice Biennale.



Ay-O [Eruption of Mt. Fuji, Gaifu Niji Kaisai]
(South Wind, Rainbow Clear Sky)
Published by the Adachi Institute of
Woodcut Prints /1982

Mai Miyake

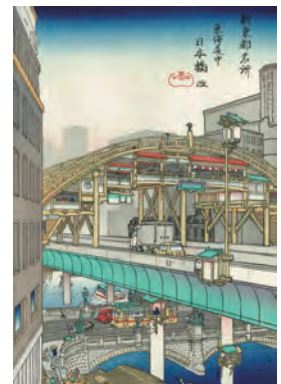
Miyake began her artist activities in 2001 after self-study. Her delicate but audacious works take advantage of the exhibition space incorporating Japan's unique senses. A broad array of activities include not only exhibitions in art galleries, museums, and art fairs, but also collaborations with companies - JAL, Ginza Maison Hermes, Takashimaya, Mori Arts Center - and book decorations. She studied in Ecole Nationale Supérieure des Beaux-Arts (Paris, 2008-2009) on a scholarship.



Miyake Mai
[Seven Tales of A Cat "April"]
Published by the Adachi Institute of
Woodcut Prints /2012

Akira Yamaguchi

Yamaguchi received the Outstanding Performance Award in 2001 for the 4th Taro Okamoto Memorial Contemporary Art Contest. Main works include bird's eye views on cities and battlefields that describe powerfully in detail the various events and folkways of all ages and cultures. His style attracts viewers by mixing humour with cynicism and is distinctive by combining animals (including people), plants and inorganic items such as machines. Not confining himself to only painting, he also expresses himself in a variety of media including sculpture, manga, and installations.



Yamaguchi Akira
"New Sights of Tokyo: Tokaido Nihonbashi Revisited"
Published by the Adachi Institute of
Woodcut Prints /2012



Exhibiting artists 2

Ai Yamaguchi

In "Mountain Path Tea House", girls are painted with unique support and delicate fine lines. Yamaguchi's world of girls with numerous meanings and images offers scenery with depth and afterglow. She creates new Bijin-ga (pictures of beautiful ladies) works based on the culture and folkways of the Edo Period and Japanese aesthetics such as Rinpa (one of the major historical schools of Japanese painting). Her activities attract great deal of attention not only within Japan but also abroad.



Yamaguchi Ai『Kenuru』
Produced by Edition Works / 2010
© ai yamaguchi • ninyu works/2010

Jed Henry

Jed Henry is an illustrator, lifelong gamer, Japanophile, and all-around nerd. He grew up copying art from game manuals, and years later, eventually got a degree in animation. He now illustrates children's books, and dreams up crazy projects like Ukiyo-e Heroes. Jed lived in Tokyo for 2 years, and proudly speaks Japanese at about a 4-year-old level. Jed divides his time between drawing, his family, and wishing he were back in Japan.



Jed Henry
『Ukiyo-e Heroes "Rickshaw Cart"』
Produced by Mokuhankan / 2012.

Rimo Shiyotsu

He started his artistic activities as painting master Rimo Shiyotsu in 1981 and from 1991 to 2011 as a Nihonga (Japanese-style painting) artist under the name Tsuyoshi Mori. He creates a surreal world with a unique viewpoint using accessible and familiar motifs.

1st Prize of the Adachi Contemporary Ukiyoe Award 2010, Selected in Shingo Hoshino Prize Exhibition at 5th "Triennale Toyohashi" in 2011, Judges' Special Award at FACE 2013 Sonpo Japan Art Contest in 2013.



Shiyotsu Rimo 『Big Mountain Soba Noodle』
Produced by The Adachi Foundation for the Preservation of Woodcut Printing.
(1st Prize of the Adachi Contemporary Ukiyoe Award 2010)

STIK

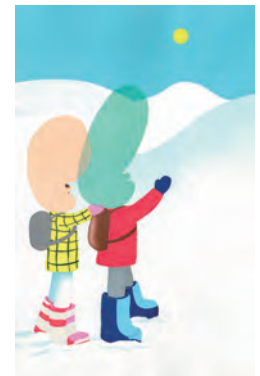
A street artist in East London, STIK had four sold out solo-exhibitions in 2011 and gained an international fan base. In April 2012, his solo-exhibition "Walk" held at a London gallery sold out within ten minutes after the opening. Social activities are a priority due to his former homeless experience and his activities, both domestic and international, include children's workshops in UK and Jordan. STIK's works are a highlight of East London's street art tours.



STIK (New work image)
Published by the Adachi Institute of Woodcut Prints/2013

Peter McDonald

McDonald is a young artist in UK who has attracted worldwide attention recently. He received the 2008 John Moore Painting Award Grand Prize and participated in a yearlong project held at the Kanazawa 21st Century Museum in 2011. He equates drawing pictures as a performance and in 2002 started to paint figures with large heads. Since then, these figures became the core of his expression and he paints daily scenes such as airports, schools, barbershops, and cafés colorfully with simplified iconography.



Peter McDonald 『Over There』
Produced by The Adachi Foundation for the Preservation of Woodcut Printing.
(Special print made for the foundation members in 2012)

Miran Fukuda

Fukuda creates works with an insightful eye on the flood of media and techniques in modern art. In recent years she made many drawings for newspapers and held a solo exhibition at the Tokyo Metropolitan Museum in 2013. Awards: Yasui Prize in 1989. Gold prize at the "India Triennale" in 1991. Gunma Prefecture Modern Museum Prize "Modern Japanese Art Exhibition" 1992. VOCA Prize in 1994, Phillip Morris Art Award 1996 Outstanding Performance Award.



Fukuda Miran 『Snow Moon and Flowers 2012』
Produced by The Adachi Foundation for the Preservation of Woodcut Printing.
(1st Prize of the Adachi Contemporary Ukiyoe Award 2011)



Exhibiting artists 3

Jun Yoshida

Yoshida creates works by commanding the techniques of woodcut printing and Japanese-style paintings and fusing together a line of vision towards future and traditional craftsmanship on an established artifice. Active both in Japan and abroad, he exhibits not only in Tokyo and Osaka, but also in Shanghai and Taiwan.

Tokyo University of the Arts, Oil Painting & Prints, Education & Research Fellow

1st Prize of the Adachi Contemporary Ukiyoe Award 2009



Yoshida Jun 「It's a small world」

Produced by The Adachi Foundation for the Preservation of Woodcut Printing.

(1st Prize of the Adachi Contemporary Ukiyoe Award 2009)

Cooperation

The Adachi Foundation for the Preservation of Woodcut Printing

The Adachi Foundation for the Preservation of Woodcut Printing is the only remaining publisher in Japan with craftsmen preserving the high skills to make Ukiyo-e. In order to preserve and inherit traditional woodcut printing techniques developed through Ukiyo-e from the Edo Period, activities vary around a core of growing technicians. Adachi continues to present many works from Ukiyo-e reprinting to Yamato-e, including the Tale of Genji Picture Scroll, woodcut prints of Japanese painting masters, and works by modern artists.

<http://www.adachi-hanga.com/foundation/>

Edition Works

Established in 1984, Edition Works is a Tokyo block print atelier producing work through a wide variety of techniques ranging from traditional skills to digital expressions such as etching, lithograph, silkscreen, woodcut printing, and digital printing. Printing activities are also emphasized by planning and producing block prints and multiple works of mainly modern artists.

<http://www.editionworks.jp>

Mokuhankan

Mokuhankan is a woodblock print publishing venture initiated by British-born Canadian printmaker David Bull. Best known in Japan for his ten year project to create reproductions of Katsukawa Shunsho's Hyakunin Isshu designs, he has become well known internationally as the 'face' of traditional Japanese printmaking through his extensive internet activities. Mokuhankan is the vehicle through which he is training a new generation of traditional printers, with an emphasis on publishing designs that appeal to young people all across the planet.

<http://mokuhankan.com/jp/>



Related Event 1

Ukiyo-e Demonstrations & Workshops

Demonstrations and workshops by the Adachi Institute of Woodcut Prints who continue the Edo-period techniques of woodcut printing. All ages are welcome to participate.

- When: October 20 (Sun.); Morning／11:00 - 12:30, Afternoon／13:30 - 15:00
- Presenter: Adachi Hanga Kenkyu-jo (Adachi Institute of Woodcut Prints)
- Cost: Free *museum entrance fee is required
Spaces are limited to the first 15 people (pre-registration recommended).
Registration will close once all spaces are filled.



Utagawa Hiroshige
“Fifty-Three Stations of the Tokaido
(Hoeido Version) Yui, Satta Pass”



Demonstration and Workshop/ 2013



Related Event 2

Edo Culture Seminar,
Part 3 “*Nihon to Igrisu*” (Japan and England)
※Presentation is in Japanese.

- When: November 3 (Sun.); 13:00–14:30
- Presenter: Timon Screech
- Cost: Free *museum entrance fee is required
Spaces are limited to the first 35 people (pre-registration recommended).
Registration will close once all spaces are filled.



Info/Registration

- tel: 054-375-4454
- <https://tokaido-hiroshige.jp/inquiry>



Related Event 3

Gallery Talks by a Museum Curator

- When: Part 1 “Sixty-Nine Stations of the Kisokaido”,
September 21 (Sat.) 13:00 - 13:30
Part 2 “Fifty-Three Stations of the Tokaido (Hoeido Version)”,
October 19 (Sat.) 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.

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)
 Admission : Adults: 500 (400) yen / University/High School Students: 300 (240) yen
 *Junior high students and younger as well as Shizuoka City residents over 70 are admitted free of charge
 * () indicates prices for groups of 20 or more
 * Persons with proof of disability and one accompanying person are admitted free of charge

Organizer : Shizuoka Tokaido Hiroshige Museum of Art (Designated Manager: NPO Hexaproject)
 Cooperation : The Adachi Foundation for the Preservation of Woodcut Printing , Edition Works , Mokuhankan



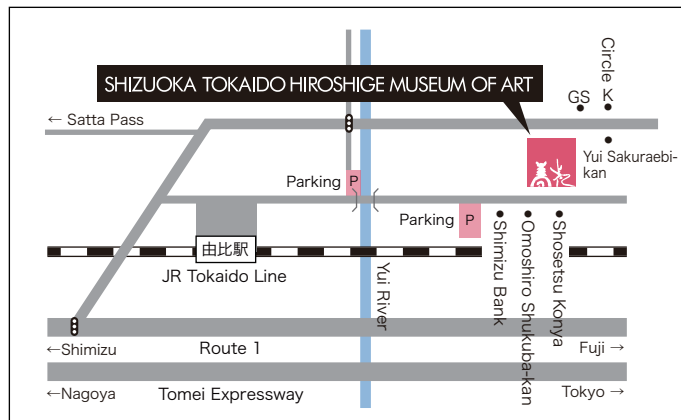
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□ Access by train:
 Take the JR Tokaido Line and get off at Yui Station.
 It is a 25-minute walk or 5-minute taxi ride from there.

□ Access by car:
 Exit the Tomei Expressway at the Shimizu IC and it is 20-minutes
 by Route 1 from there. There are 21 parking spaces at the museum
 (Yui Honjin Park Parking).



For more information on this exhibition and press inquiries
pr@tokaido-hiroshige.jp



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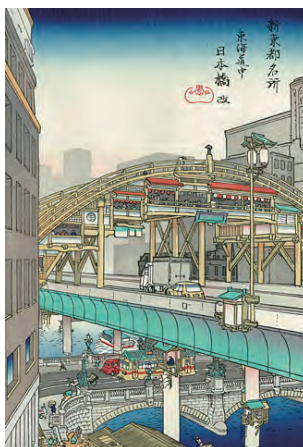
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3. Awazu Kiyoshi “Fantasies on Japanese Playing Cards March” Published by the Adachi Institute of Woodcut Prints
4. Yamaguchi Akira “New Sights of Tokyo :Tokaido Nihonbashi Revisited” Published by the Adachi Institute of Woodcut Prints
5. Miyake Mai “Seven Tales of A Cat series April” Published by the Adachi Institute of Woodcut Prints
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Ukiyo-e POP Pop culture from Edo to Today

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