



Edo Design Book

Beauty of Design in Hinagata books and Ukiyo-e

January 19 (Tue.) ~ March 28 (Sun.) 2021

Part1 January 19 (Tue.) ~ February 21 (Sun.)

Part2 February 23 (Tue.) ~ March 28 (Sun.)

Organizer: Shizuoka City Tokaido Hiroshige Museum of Art

Designated Manager: NPO Hexaproject

Cooperation: Konbun Silk Co., Ltd.

Outline

Traditional Japanese clothing that we call “*Kimonos*” or “*Wafuku*” today were known as “*Kosode*” before the Edo era. Contrary to Western clothing that puts emphasis on form, Japanese “*Kosode*” puts emphasis on the design of the back. The exhibition will introduce the beauty of design in the patterns of *Kosode* through *Hina-gata books*, which were like sample books of Edo Ukiyo-e and fashion design.

HOURS

Hours: 9:00 ~ 17:00 (Last admission; 30mins. Before closing time)
 Closed: Mondays (If it falls on a holiday, then the following Weekday)
 Newyear holidays (12/28~1/4)

FEE

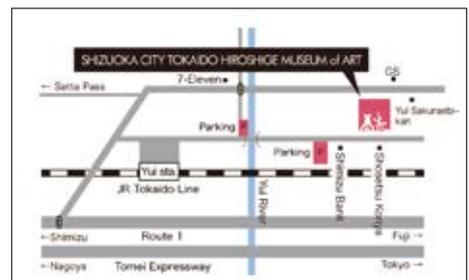
Adu Filts: 520 (410) yen
 University / High School Students: 310 (250) yen
 Junior high students and younger: 130 (100) yen

* () 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

[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)



静岡市東海道広重美術館
 SHIZUOKA CITY TOKAIDO HIROSHIGE MUSEUM of ART

Exhibition hall **Edo Design Book ~Beauty of Design of Ukiyo-e~**

Geometry pattern

Patterns that have overlapping or numerous circles, polygons, lines, and curves



Part1: Utagawa Hiroshige, Utagawa Toyokuni III
Famous Restaurants of the Eastern Capital "The Momokawarō Restaurant: Ukiyo Inosuke"
Shizuoka City Tokaido Hiroshige Museum of Art Collection

Character pattern

Patterns that use characters as design



Part1: Utagawa Toyokuni III
Fifty-three Stations of the Tōkaidō Road "Mishima: Kanaya Kingorō"
Shizuoka City Tokaido Hirishige Museum of Art Collection

People/utensil pattern

Patterns of people or household tools such as appliances/utensils



Part2 : Utagawa Hiroshige, Utagawa Toyokuni III
Fifty-three Stations by Two Brushes "Mishima"
Shizuoka City Tokaido Hiroshige Museum of Art Collection

Actor pattern

Patterns that have been produced by Kabuki actors or designs based on Kabuki outfits. A dyeing pattern that secretly incorporates actor names

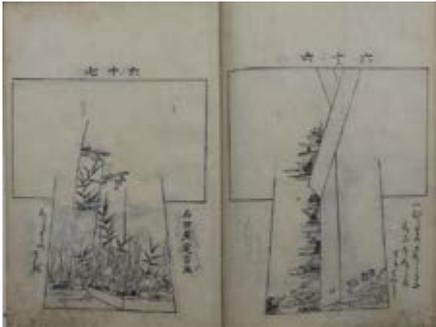


Part2: Utagawa Toyokuni III
Roles Representing the Five Elements
Shizuoka City Tokaido Hiroshige Museum of Art Collection

Exhibition hall

Edo Design Book ~Beauty of Design of Hinagata Books~

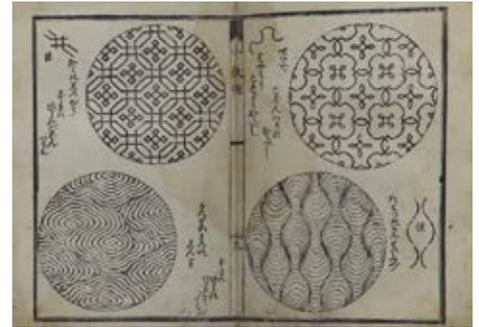
Within these *Hinagata Books*, there are nearly 200 publications that were published between 1661-1736 including those that have been created by *Ukiyo-e Eshi* (painter) Hishikawa Moronobu and Nishikawa Sukenobu. The exhibition will introduce "*Hinagata Books*" of *Kosode* that were published in the Edo era. Enjoy design aesthetics captured in *Hinagata Books* that were equivalent to fashion books today.



"Chitose Sode" Private Collection



"Tokiwa Hinagata" Private Collection



"Fine pattern Book" Private Collection

Related Event**1. Lecture "The Color and Pattern of Kimonos"**

Colors and patterns of Kimonos that have changed over time will be explained using *Hinagata books* that were the fashion books of Edo.

- **PRESENTER** Toshiji Hagiwara (Konbun Silk chairman)
- **DATE** February 11 (Thu.) 13:30 ~ 15:00
- **ADMISSION** Free *museum entrance fee is required
- **REGISTRATION** Applications accepted by telephone (054-375-4454) or through our website.
Space are limited to the first 10 people (pre-registration recommended)

2. Gallery Talks by a Museum Curator

Colors and patterns of Kimonos that have changed over time will be explained using *Hinagata books* that were the fashion books of Edo.

- **DATE** Januar31 (Sun.) , March 7 (Sun.) 13:00 ~ 13:30
- **ADMISSION** Free *museum entrance fee is required

*Language: Japanese

*Meeting place is the entrance hall of the museum.

*No pre-registration needed; unlimited enrollment

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Collection of Shizuoka City Tokaido Hiroshige Museum of Art
- 3. Utagawa Toyokuni III *Fifty-three Stations of the Tōkaidō Road* "Mishima: Kanaya Kingorō"
Collection of Shizuoka City Tokaido Hiroshige Museum of Art
- 4. Utagawa Hiroshige, *Fifty-three Stations by Two Brushes* "Mishima"
Utagawa Tokokuni III Collection of Shizuoka City Tokaido Hiroshige Museum of Art
- 5. Utagawa Hiroshige *Five Elements at Famous Places in Edo* "Fireworks of Ryōgoku"
Collection of Shizuoka City Tokaido Hiroshige Museum of Art
- 6. Utagawa Toyokuni III *Roles Representing the Five Elements*
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

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~Beauty of Design in Hinagata books and Ukiyo-e~

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