



Tōkaidō Travel Souvenirs

2016 April 5 (Tue.) - July 10 (Sun.)

Part 1: April 5 (Tue.) - May 1 (Sun.)

Part 2: May 3 (Tue./Holiday) - June 5 (Sun.)

Part 3: June 7 (Tue.) - July 10 (Sun.)

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

Cooperation: The Adachi Foundation for the Preservation of Woodcut Printing

Outline

Information on trips and regions were published with the maintenance of main roads during the late Edo period, and visiting shrines and temples became common such as *Ise mairi* and *Konpira mairi*. Tourists enjoyed the local specialties that could only be eaten in specific areas, as well as shops selling souvenirs that were light and easy to carry near temples and along the road. In addition, “multicolored-print Ukiyoe-Hanga, known as *Azuma Nishiki-e* were sought as gifts of Edo, and “scenery prints” specialized by Hiroshige” were used as a guide for tourists.

The exhibition will explore various cultures of regions through a series of work on the Tōkaidō depicted by Hiroshige, as well as local specialties and souvenirs of the Tōkaidō.

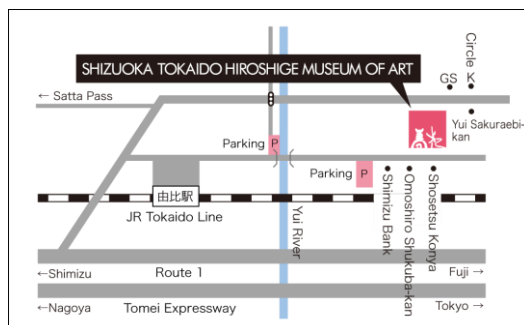
Hours 9:00 AM – 5:00 PM (last admission 30 minutes before closing time)

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 Trips on the Tōkaidō Seen in Ukiyo-e

This exhibition introduces “The Fifty-Three Stations of the Tōkaidō” (*Tōkaidō Gojūsan-tsugi*) Ukiyo-e-Hanga by Utagawa Hiroshige, as well as the local specialties and souvenirs depicted in the works. We hope you embark on a trip to the Tōkaidō as if you were a traveler during the Edo era.

Abekawa Mochi

Abekawa mochi are rice cakes topped with soybean flour. They are famous for being served to Tokugawa Ieyasu and made to look as if they were topped with gold dust acquired from the upper stream of Abekawa River.



Work exhibited in Part 2.

Utagawa Hiroshige / *Fifty-three Stations of the Tōkaidō Road*
“Fuchū Distant View of the Abe River”

Collection of Shizuoka City Tokaido Hiroshige Museum of Art

② Edo Souvenir: Azuma Nishiki-e

The name “Azuma Nishiki-e” (multicolored Ukiyo-e-Hanga) originates from its beautiful nature (or *Nishiki*) born in the east (or *Azuma*) contrary to the *Nishijin Nishikiori* that was a local specialty of the west (around the Kyoto area). We hope you enjoy the “Azuma Nishiki-e” that the people of the Edo era fancied as souvenirs.

Work exhibited in Part 1. / Utagawa Hiroshige
Famous Places in Edo “Shinobazu Pond at Ueno”
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Related Event 1 / Ukiyo-e Demonstrations & Workshops

Demonstrations and workshops by The Adachi Foundation for the Preservation of Woodcut Printing who continue the Edo-period techniques of woodcut printing. All ages are welcome to participate.

*Presenter: The Adachi Foundation for the Preservation of Woodcut Printing

*When: May 3 (Sun.); Morning / 11:00 - 12:30, Afternoon / 14:00 - 15:30

*Cost: Free *museum entrance fee is required

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

Printing workshop spaces are limited to the first 15 people (pre-registration recommended).

Registration will close once all spaces are filled.

Related Event 2 / Gallery Talks by a Museum Curator

*Date: Part 1: April 10 (Sun.) 13:00 - 13:30

Part 2: May 15 (Sun.) 13:00 - 13:30

Part 3: June 19 (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

Main Artworks

Part 1 *Fifty-three Stations of the Tōkaidō* (Kyōka Tōkaidō) 56 works

This series is called “Kyōka Tōkaidō” because Kyōka (Japanese comic poems) are included in the Ukiyo-e. Part of the Tōkaidō series along with “Gyōsho Tōkaidō”, which will be introduced in Part 2, “Kyōka Tōkaidō” was published after Hiroshige's masterpiece “Tōkaidō Hoeidō Edition.

Utagawa Hiroshige *Fifty-three Stations of the Tōkaidō* “Kuwana”
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Part 2 *Fifty-three Stations of the Tōkaidō* (Gyōsho Tōkaidō) 56 works

Together with landscapes of famous sights, this series features many famous products and foods from post-station towns. The title characters are done in the gyōsho writing style, which gives this series the name “Gyōsho Tōkaidō”.

Utagawa Hiroshige *Fifty-three Stations of the Tōkaidō* “Mariko”
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Part 3 *Fifty-three Stations* (Figure Tōkaidō) 56 works

Fifty-three Stations is also known as Figure Tōkaidō from the way that the landscapes are in the background and the people, such as travellers, porters, and beautiful women, are given focus.

Left Work / Utagawa Hiroshige *Fifty-three Stations* “Numazu”
Collection of Shizuoka City Tokaido Hiroshige Museum of Art
Right Work / Utagawa Hiroshige *Fifty-three Stations* “Narumi”
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Museum Shop Information

Shizuoka Aoi Premium products, today’s “travel souvenirs”, will be sold for a limited time at the museum shop.

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

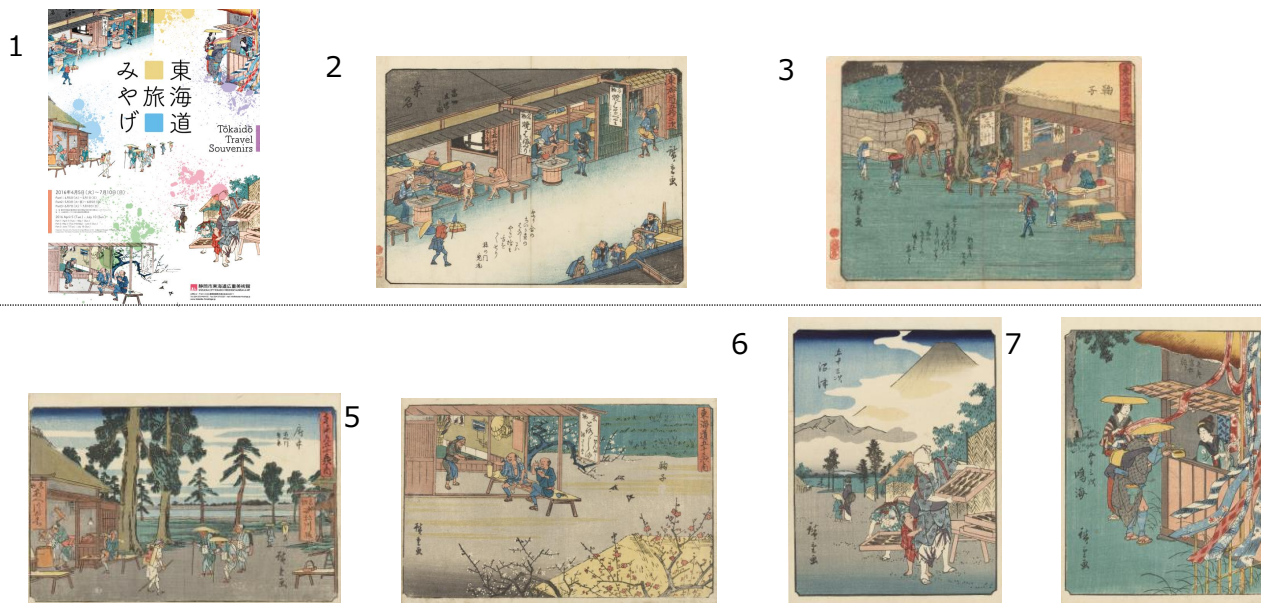
He became a pupil of Toyohiro Utagawa when he was about 15 years old. His work *Fifty Three Station of the Tōkaidō* (Tōkaidō Hoeidō Edition) caused a great sensation, after that he continued to create Ukiyo-e prints about the Tōkaidō and the landscape of Edo and became famous as landscape artist. While 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



Press Images

High-resolution data for the following 7 images are available for editorial coverage of exhibitions. Please send your request by email or fax after reading the usage conditions on the following page.



□ Titles and Credits

- | | | |
|----|-------------------|--|
| 1. | Poster image | ©Shizuoka City Tokaido Hiroshige Museum of Art |
| 2. | Utagawa Hiroshige | <i>Fifty-three Stations of the Tōkaidō</i> "Kuwana", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 3. | Utagawa Hiroshige | <i>Fifty-three Stations of the Tōkaidō</i> "Mariko", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 4. | Utagawa Hiroshige | <i>Fifty-three Stations of the Tōkaidō Road</i> "Fuchū Distant View of the Abe River", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 5. | Utagawa Hiroshige | <i>Fifty-three Stations of the Tōkaidō Road</i> "Mariko", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 6. | Utagawa Hiroshige | <i>Fifty-three Stations</i> "Numazu", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 7. | Utagawa Hiroshige | <i>Fifty-three Stations</i> "Narumi", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |

〈Usage Conditions〉

- * The images may be used only for editorial press purposes in conjunction with this exhibition and may not be used after the exhibition is over.
- * Images may not be altered (trimmed, combined with other images or text, etc...).
- * Images must be reproduced with notice of attribution.
- * When an image is used, please email us a review copy
- * Please send a final copy for our records (publication copy, URL, DVD video, CD, etc...)



Tōkaidō Travel Souvenirs

Press Image Data Request

TO: Tokaido Hiroshige Museum of Art Press Desk

Fax. 054-375-5321 E-mail. info@tokaido-hiroshige.jp

■ Check the box for image data to be requested.

1. ☐ Poster image
2. ☐ Utagawa Hiroshige / *Fifty-three Stations of the Tōkaidō* "Kuwana"
3. ☐ Utagawa Hiroshige / *Fifty-three Stations of the Tōkaidō* "Mariko"
4. ☐ Utagawa Hiroshige / *Fifty-three Stations of the Tōkaidō Road* "Fuchū Distant View of the Abe River"
5. ☐ Utagawa Hiroshige / *Fifty-three Stations of the Tōkaidō Road* "Mariko"
6. ☐ Utagawa Hiroshige / *Fifty-three Stations* "Numazu"
7. ☐ Utagawa Hiroshige / *Fifty-three Stations* "Mariko"

Your Company:

Publication's Name:

Your Name:

TEL :

FAX :

E-mail :

When do you need the image by (month / date / time) ?

*Can be sent between 10:00 – 16:00 (JST)

Planned publishing date (section title)

〈Usage Conditions〉

- * The images may be used only for editorial press purposes in conjunction with this exhibition and may not be used after the exhibition is over.
- * Images may not be altered (trimmed, combined with other images or text, etc...).
- * Images must be reproduced with notice of attribution.
- * When an image is used, please email us a review copy
- * Please send a final copy for our records (publication copy, URL, DVD video, CD, etc...)

Please send us information if you introduce our program.

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