



# The Red of Ukiyo-e

2016 February 2 (Tue.) - March 31 (Thu.)

Part 1: February 2 (Tue.) - February 28 (Sun.)

Part 2: March 1 (Tue.) - March 31 (Thu.)

Organizer: Shizuoka City Tokaido Hiroshige Museum of Art

Designated Manager: NPO Hexaproject

Cooperation: Tohoku University of Art and Design, Department of Fine Arts

Textile Course

Public Foundation GALLERY A<sup>4</sup>

## Outline

The natural dye, *Beni* (Safflower) is the red most often used for Ukiyo-e. It was very rare for one piece of Ukiyo-e to use excessive amounts of safflower, as it was an expensive material; however, its transparent and vivid nature proved to be effective even with a subtle amount. The red in Ukiyo-e changed in the Meiji era as new colors arrived from overseas. To mark the advent of a new era, the red in Ukiyo-e changed to a brighter and clearer red (carmine).

This exhibition will introduce Ukiyo-e with vivid red colors, and feature the artworks of Tsuji Kei who has used natural dye such as safflower. Please enjoy innovative expressions utilizing traditional colors that have been inherited from ancient times, which have become less common in everyday life.

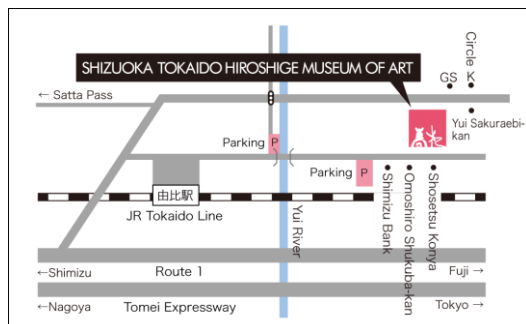
Hours 9:00 AM – 5:00 PM (last admission 30 minutes before closing time)

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

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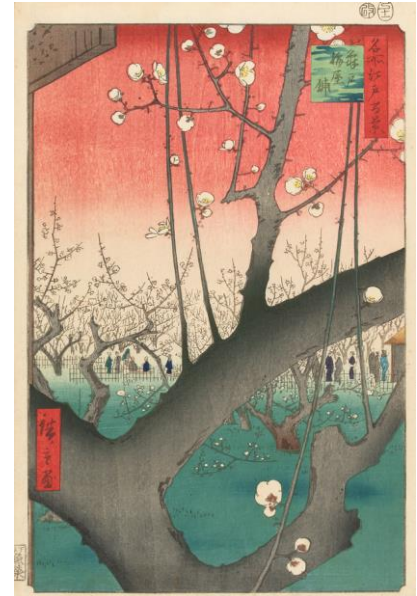
## Exhibition Highlights

### ① The collaboration of “red” that transcend generations

The color red in Ukiyo-e and artworks by Kei Tsuji are both similar in the sense that they use traditional materials. Please enjoy the beautiful appealing colors that continue to be used today despite the passage of time.

### ② The colors of Ukiyo-e that live on today

There are many artworks that retain the tone and color of the time depending on how they have been preserved, even with the Ukiyo-e that have been printed in the Edo era nearly 200 years ago. This exhibition will introduce selected Ukiyo-e with vivid colors and pieces with strong impressions of red.



Work exhibited in Part 2.  
Utagawa Hiroshige  
*One Hundred Famous Views of Edo “Plum Estate, Kameido”*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

## Ukiyo-e Works

This exhibition will introduce Ukiyo-e with vibrant colors and strong impressions of red along various themes. Please focus your attention on the visual effects and spatial expressions produced by the color red, and the relationship between color and culture.

### Depicting Weather / Time

The unique *Bokashi-gihō* or shading technique of the Ukiyo-e Hanga was applied to the sky or horizon of a scene to express weather, time, and atmosphere. *Ichimonji-bokashi* (one-line shading) is gradation printed on the top-half of a scene to express clear skies (blue), cloudy / rainy temperatures (black), and dusk / dawn (red), allowing the viewer to imagine the time frame reflected onto the picture.



Work exhibited in Part 1.  
Utagawa Hiroshige: *One Hundred Famous Views of Edo “Asakusa Ricefields and Torinomachi Festival”*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



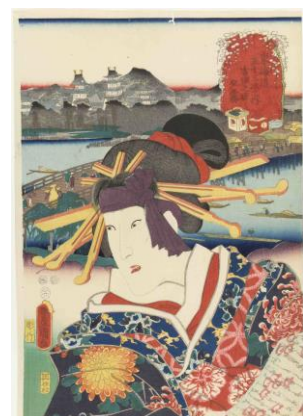
Work exhibited in Part 2.  
Utagawa Hiroshige: *Thirty-six Views of Mount Fuji “The Sea off Satta in Suruga Province”*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

### Depicting Embellishments and Clothing

The Tokugawa Shogunate prohibited flamboyant fashion by passing a sumptuary law to limit luxuries of the people. Despite this, the people of Edo enjoyed fashion by carefully selecting designs and colors that worked around the law. Ukiyo-e that depicted how the kimonos were worn by Kabuki actors and *Yūjo* (courtesans or licensed prostitutes) became references for those interested in fashion and served the purpose of fashion magazines today.



Work exhibited in Part 1.  
Utagawa Hiroshige: *Fifty-three Stations of the Tōkaidō Road “Yui: Shinobu”*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

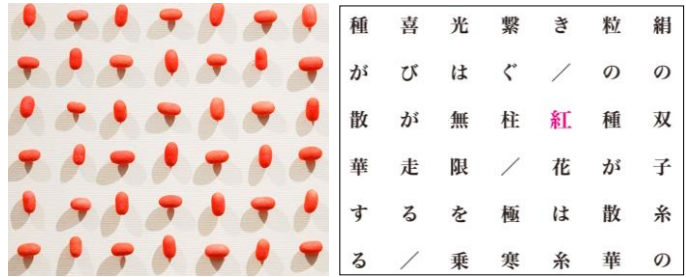


Work exhibited in Part 2.  
Utagawa Hiroshige: *Fifty-three Stations of the Tōkaidō Road “Yoshida: Yūgiri”*  
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

## Contemporary Works

### Natural Color and Expressions in Contemporary Works

Tsuji Kei has been fascinated with “red” for many years. In recent years she has created numerous pieces that have focused on the color “red”. The spun-text work “*Beni-no-Moji* (Crimson Text)” of cocoons dyed in safflower was born from the “*Benibana* (Safflower) Project”, an on-going project which aims to rediscover the charm of safflower that began in 2008 at the Tohoku University of Art and Design’s Department of Fine Arts Textile Course where Tsuji is a professor.



Left image: Tsuji Kei “*Beni-no-Moji* (Crimson Text)” (detail)

Collection of Tohoku University of Art and Design Department of Fine Arts Textile Course

Right image: Tsuji Kei “*Beni-no-Moji* (Crimson Text) - Facing Works” (detail) ©Tsuji Kei

## Contemporary Artist Profile

### Tsuji Kei

1953 -

Artist. Professor at the Tohoku University of Art and Design. Since the 1980s, Tsuji Kei has conducted fieldwork all over the world and has designed installations using cloths that have been dyed and weaved independently. Kei explores the relation between self (dyed cloth) and space (dynamics of nature) through physical activities in open air fieldworks in various environments such as forest, desert, swamp, and water front. In recent years, she has created numerous pieces that have focused on the color “red”.



#### ◆Selected Solo Exhibitions

2014 Gallery A4, Tokyo

2009 Contemporary Museum at Kasuya Forest, Kanagawa

2006 Aomori Contemporary Art Center, Aomori

2001 “Works by Tsuji Kei”, participation in the commemorative exhibition for the museum’s opening; Iwate Museum of Art, Morioka

## Related Event

### 1 Tsuji Kei: Artist Talk

Date: March 13 (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 enrolment

### 2 Workshop “Red Handkerchief Created with the Colors of Ukiyo-e”

The paint in Ukiyo-e also uses the same dye as the colors of dyed goods. This is a workshop that teaches the colors of Ukiyo-e through dyeing a handkerchief with safflower.

Instructor: Museum Curator

Date: March 20 (Sun./Holiday) 13:30 - 16:00

Cost: Free \*museum entrance fee is required

Who: Elementary to junior-high school-age children

Registration: Applications accepted by telephone (054-375-4454) or through our website. Space is limited to the first 10 people (pre-registration recommended). Registration will close once all spaces are filled.

\*All materials are provided. Wear clothing which you don't mind becoming stained.

### 3 Gallery Talks by a Museum Curator

Part 1: February 14 (Sun.) 13:00 - 13:30

Part 2: March 6 (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 enrolment





## About the 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

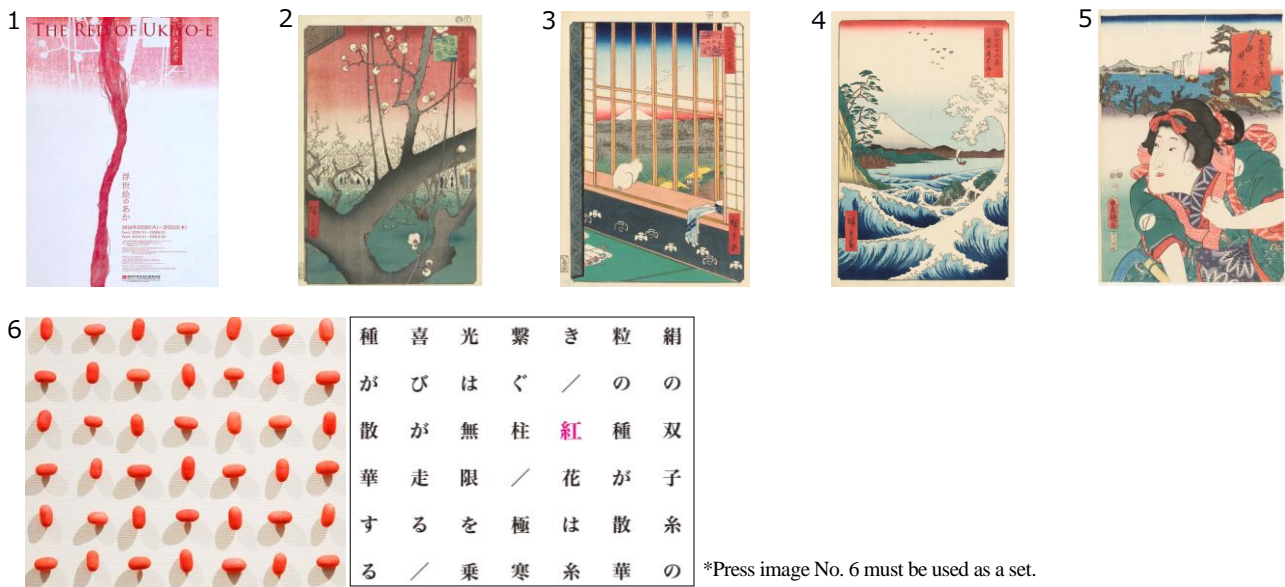
He became a pupil of Toyohiro Utagawa when he was about 15 years old. His work *Fifty Three Station of the Tōkaidō* (Tōkaidō Hoeidō Edition) caused a great sensation, after that he continued to create Ukiyo-e prints about the Tōkaidō and the landscape of Edo and became famous as landscape artist. While 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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| 5. | Utagawa Toyokuni III | <i>Fifty-three Stations of the Tōkaidō Road</i> "Yui: Shinobu" Collection of Shizuoka City Tokaido Hiroshige Museum of Art                       |
| 6. | Tsuji Kei            | "Beni-no Moji (Crimson Text)" (detail) Collection of Tohoku University of Art and Design Department of Fine Arts Textile Course                  |
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