

The 220th anniversary of Utagawa Hiroshige's birth Ukiyo-e and Advertisements

2017 April 4 (Tue.) - June 11 (Sun.)

Part 1 / April 4 (Tue.) - May 7 (Sun.)

Part 2 / May 9 (Tue.) - June 11 (Sun.)

Organizer: Shizuoka City Tokaido Hiroshige Museum of Art

Designated Manager: NPO Hexaproject

Cooperation: The Adachi Foundation for the Preservation of Woodcut Printing

Outline

Ukiyoe-Hanga is now appreciated as a work of art, but in the Edo era, it was also considered a form of commercial media. It was very common for scenery prints and *Hanpon* (literature of the day) to depict signs and *Noren* (shop curtains), as well as commercial products for the purpose of promotion.

In addition, after exports of tea leaves (tea) became popular with the opening of ports in the Bakumatsu era, labels for tea boxes (*Chabako*) using Ukiyoe-Hanga techniques were produced. These labels were called *Chabako-e* (tea box design), but later called "*Ranji*" as they used English alphabets.

This exhibition will focus on scenery prints that had a lot of commercial value, even amongst most Ukiyoe-Hanga. The gradual changes in *Chabako-e* (Tea box design) will be introduced alongside the history of the tea export business.

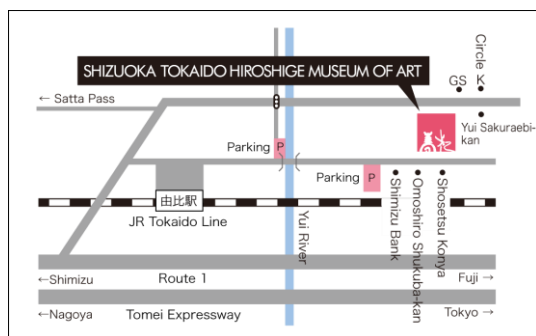
Hours 9:00 AM – 5:00 PM (last admission 30 minutes before closing time)

Closed Mondays (if it falls on a holiday, then the following Tuesday) *May 1st (Mon.) is the extraordinary opening day.

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

Advertisements in the Edo Era

Ukiyo-e was a popular form of media to promote various things such as famous sights, local delicacies, actors, and Kabuki programs. From the common to the unusual, this exhibition will introduce Ukiyo-e that were used for advertising. Exhibited items will include Ukiyo-e that show signs of the Edo era and advertisements that uses the paper media but not in the Ukiyo-e style.



Work exhibited in Part 1.
Utagawa Hiroshige / *Famous Places in the Eastern Capital*
"Cherry Blossoms on Naka-no-chō in the Yoshiwara"
Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Work exhibited in Part 1.
Utagawa Hiroshige / *One Hundred Famous Views of Edo*
"Momendana Cotton-goods Lane in Ōdenma-chō"
Collection of Shizuoka City Tokaido Hiroshige Museum of Art

Export Business of Tea and Ukiyo-e

After the opening of ports in the Bakumatsu era, the tea (tea leaves) export business gained popularity. The emerging business introduced tea boxes, or the *Chabako*, which had labels designed with Ukiyo-e techniques. This exhibition shows how these labels were actually used for the *Chabako* and displays the actual labels themselves.



Work exhibited in Part 1.
Utagawa Hiroshige II / *Chabako-e*
(Cherry blossoms, a morning glory and swallows)
Collection of Fujieda Municipal Museum of History



Work exhibited in Part 2.
Unknown / *Chabako-e* (Chinese-style)
Collection of Shizuoka City

Artworks

Varieties of Ukiyo-e

Scenery prints obviously promote famous sights, but also sneak in many advertisements.

We have specially selected a variety of scenery prints including *Sixty-nine Stations of the Kisokaidō Road* by Hiroshige and Keisai Eisen, *One Hundred Famous Views of Edo* by Hiroshige in his later years, and *Famous Restaurants of Edo* that depicted a famous restaurant in Edo. Please enjoy scenery prints from a fresh new perspective.



Work exhibited in Part 2.
 Utagawa Hiroshige / *One Hundred Famous Views of Edo*
 “Suruga-chō”
 Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Work exhibited in Part 1.
 Utagawa Hiroshige / *Sixty-Nine Stations of the Kisokaidō Road* “Niegawa”
 Collection of Shizuoka City Tokaido Hiroshige Museum of Art

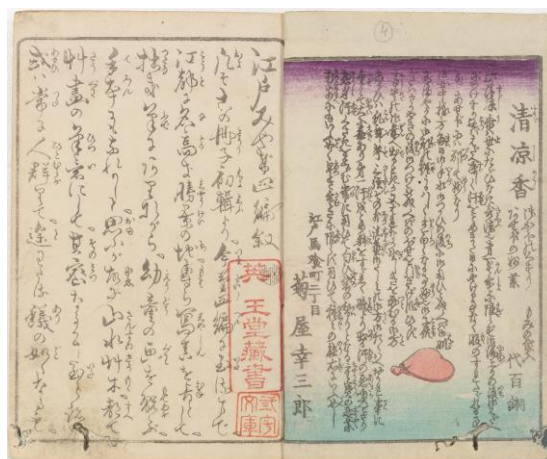


Work exhibited in Part 2.
 Utagawa Hiroshige / *Famous Restaurants of Edo*
 “Dewey and a View of Mimeguri”
 Collection of Shizuoka City Tokaido Hiroshige Museum of Art

Hanpon

Depending on the writer, their *Hanpon* (literature of Edo) would sometimes promote the shops that they visited as a form of appreciation. Similar to a lot of modern literature, the end of a book is either dedicated to a bibliography or a page promoting commercial products. We hope you enjoy the other side of *Hanpon* from displayed works including *Tōkaidōchū Hizakurige* (Shank's Mare) by Jippensha Ikku or *Picture of Souvenirs from Edo* by Utagawa Hiroshige.

Work exhibited in Part 1.
 Utagawa Hiroshige / *Picture of Souvenirs from Edo* Vol.4
 Collection of Shizuoka City Tokaido Hiroshige Museum of Art



Artworks

Hikifuda

Hikifuda is what we now call a leaflet or flier. Even in the Edo era, there were advertisements in paper-form with only words. Rare *Hangi* (a printing block a woodcut) from the day will also be displayed at this exhibition.

Left and Right Work exhibited in Part 1. /2.
A printing block used for *Hikifuda* front/back
Private Collection



Chabako-e / Ranji

Chabako-e (Tea Box Design) were originally designed in Ukiyoe-style and Chinese-style, and ultimately, became *Ranji* using English alphabets. This exhibition will exhibit the gradual changes of *Chabako* labels over the course of history.

Left Work exhibited in Part 1.
Chabako-e (The type of cherry blossom)
Collection of Shizuoka City

Right Work exhibited in Part 2.
Ranji (Spiny lobster)
Private Collection

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 (Wed. / Holiday); 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 9 (Sun.) 13:00 - 13:30

Part 2: May 14 (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



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 8 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.



1



2



3



4



5



6



7



8

□ Titles and Credits

- | | | |
|----|----------------------|--|
| 1. | Poster image | ©Shizuoka City Tokaido Hiroshige Museum of Art |
| 2. | Utagawa Hiroshige | <i>Famous Places in the Eastern Capital</i> "Cherry Blossoms on Naka-no-chō in the Yoshiwara", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 3. | Utagawa Hiroshige | <i>One Hundred Famous Views of Edo</i> "Momendana Cotton-goods Lane in Odenma-chō", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 4. | Utagawa Toyokuni III | <i>Fifty-three Stations of the Tōkaidō Road</i> "Fuchū: Kitahachi", Collection of Shizuoka City Tokaido Hiroshige Museum of Art |
| 5. | Utagawa Hiroshige II | <i>Chabako-e</i> (Cherry blossoms, a morning glory and swallows), Collection of Fujieda Municipal Museum of History |
| 6. | Unknown | <i>Chabako-e</i> (The type of cherry blossom), Collection of Shizuoka City |
| 7. | Unknown | <i>Chabako-e</i> (Chinese-style), Collection of Shizuoka City |
| 8. | Unknown | <i>Ranji</i> (Spiny lobster), Private Collection |

〈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...)



The 220th anniversary of Utagawa Hiroshige's birth Ukiyo-e and Advertisements

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 / *Famous Places in the Eastern Capital* "Cherry Blossoms on Naka-no-chō in the Yoshiwara"
3. ☐ Utagawa Hiroshige / *One Hundred Famous Views of Edo* "Momendana Cotton-goods Lane in Odenma-chō"
4. ☐ Utagawa Toyokuni Ⅲ / *Fifty-three Stations of the Tōkaidō Road* "Fuchū: Kitahachi"
5. ☐ Utagawa Hiroshige Ⅱ / *Chabako-e*(Cherry Blossoms, a morning glory and swallows)
6. ☐ Unknown/ *Chabako-e*(The type of cherry blossom)
7. ☐ Unknown/ *Chabako-e*(Chinese-style)
8. ☐ Unknown/ *Ranji*(Spiny lobster)

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