



PRESS RELEASE

26 August, 2017

LIFE : In Search of a Paradise

From ancient times to the present day, there have been numerous works of art created on the theme of "LIFE." The reason this theme has continued to interest artists of all ages and countries and has thus inspired them to unravel its essence through their works, is none other than the fact that it indeed persists as the most familiar and compelling issue to us human beings. This marks the first installment in a series of exhibitions held to commemorate the opening of the Toyama Prefectural Museum of Art and Design (TAD), and considers "LIFE" that is the fundamental theme of art, in terms of a "journey in search for a 'wonderful world = paradise.'" Comprising of eight sections entitled "innocence," "love," "daily life," "emotions & ideas," "dreams," "death," "primitive," and "nature," approximately 170 works centering on those selected from museum collections both within Japan and overseas are introduced. From the works of impressionists such as Renoir, to Klimt and Schiele of the Wiener Moderne, masters of 20th century modern art like Picasso and Chagall, Japanese modernist painters including Shigeru Aoki and Kanza Shimomura, as well as contemporary artists such as Tatsumi Orimoto and Atsuhiko Misawa, the exhibition serves to contemplate the profound relationship between life and beauty, and provides visitors with a new experience of encountering art in this unique setting of the Toyama Prefectural Museum of Art and Design.

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Title	LIFE : In Search of a Paradise
Period	From August 26 (Sat) to November 5 (Sun), 2017 *Please note that the Museum may be closed for exhibition change out.
Sections	1 INNOCENCE 2 LOVE 3 DAILY LIFE 4 EMOTIONS & IDEAS 5 DREAMS 6 DEATH 7 PRIMITIVE 8 NATURE
Venue	2F exhibition room 2, 3, 4
Opening Hours	9:30 - 18:00 (Last admission is 30 minutes before closing.) *August 26th will open to the public from 13:00.
Closed	September 6, 13, 19, 20, 27 / October 4, 10, 11, 18, 25 / November 1
Admission	Adults 1,300yen (1,000yen*), University students 950yen (750yen*) *For groups of 20 people or more, admission fees in () are applied.
Supported by	Toyama Prefectural Museum of Art and Design, The Kitanippon Shimbun, The Toyama Shimbun, The Yomiuri Shimbun Hokuriku Branch Office, NHK Toyama Station, Kitanihon Broadcasting Co., Ltd., Toyama Television Broadcasting Co., Ltd, Tulip TV Inc.
Contact	Toyama Prefectural Museum of Art and Design Exhibition Curator: Hiromasa YAGI Public Relation: Ai KITAZAWA TEL +81 (0)76 - 431 - 2711

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



About Toyama Prefectural Museum of Art and Design (TAD)

History of the Toyama Prefectural Museum of Art and Design

The Museum of Modern Art, Toyama was closed in December 2016 and its great collections were handed over to TAD. These collections include masterpieces from the 20th century by great artists, including Picasso and Miro, and the poster and chair collection, one of the best design collections in Japan. As well as offering more opportunities to enjoy these collections, TAD introduces more design thinking in order to be a museum that bridges art and design. TAD has set up an atelier and a gallery in the museum where visitors can have interactive museum experiences through “watching,” “creating” and “learning.” Our goal is to become a museum which a wider range of people, not only art lovers, can casually visit, and allows each visitors to find his/her own way to enjoy the museum. To this end, TAD promotes various programs in collaboration also promotes various programs in collaboration with the educational institutes and organization.

Architecture Data

Architect	Naito Architect & Associates
Structure	Three-stories, Steel construction (partially steel-reinforced concrete)
Site area	12,548m ²
Floor area	14,990m ² (used for museum: 9,965m ²)
Completion of construction	December 2016



富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Concept

The World's First Museum Bridging Art and Design

TAD showcases its world-class collection in unconventional theme groupings with new methods from different angles, and offers projects that allow visitors to find something new in each visit. With its vision for the future, TAD places emphasis on design, setting its target at creating a platform bridging the boundaries between people, art and design.

New Viewing Spot of Toyama

Visitors at TAD can enjoy an excellent view of the Kansui Park and the Tateyama Mountain Range throughout the year not only from inside the building but also from its rooftop. At the restaurant, café and museum shop, many people can gather and have a good time. Please drop by while walking in the park.

Interactive Artistic Experiences at TAD

Through programs such as art creation at the atelier, exhibitions at the gallery and artist' open studios, TAD offers interactive art experiences and creates new opportunities for people to network by sharing their experiences.

Contribution to Industry Revitalization

TAD makes a contribution to the industry revitalization through collaborative projects with local traditional art industry, such as unconventional product design for traditional crafts and development of local specialty products.

Growing and Enriched with Times

In an era of local revitalization and declining population, when values are drastically changing, TAD hopes to grow and add its value as a museum loved by the people of Toyama.

Promenade

The riverside path of Itachi River leading to TAD from the Kansui Park is a promenade to the museum. There are rows of Centennial Cherry trees and an open space with roofed benches along the path. Art wagons (stands) are set up to offer opportunities to citizens to exhibit their artworks and crafts. This is a good walking course where people can enjoy art as well as walking.

富山県美術館



Architecture & Design

Architecture

Concept

Designing something intangible

When I first visited the Kansui Park, I saw children jumping on the Fuwa-fuwa Dome, a big air bouncer, and the beautiful Tateyama Mountain Range. If the park were likened to a Japanese style room, the new museum would be an alcove of the room, which is a focal point of a room in Japan. So, in my design proposal for the new museum, I combined the three elements – alcove, children and the Tateyama Mountain Range. To allow a great view, the east-facing side of the museum is covered with an all-glass wall, creating an open area. On the other hand, the exhibition rooms have to be a closed space to allow us to control UV, temperature and humidity. Utilizing this contrast of openness and closedness, I designed the total space structure of the museum. Inside the exhibition rooms, visitors can enjoy art works in serene atmosphere and, coming out to the open area, they can feel their hearts opening up with a panoramic view. I strongly believe that, if one's first image or impression of space remains in one's mind, it will surely become a precious experience. In architecture designing, I try to imagine how people spend their time in front of art works. Audience can experience and feel various intangible things. This is the largest feature of this museum. The most important things in the world would not be seen.

Hiroshi Naito

Hiroshi Naito (Architect)

Mr. Naito is an architect, professor emeritus at the University of Tokyo and the architect designer for the Toyama Prefectural Museum of Art and Design. He received his master's degree in architecture from Graduate Schools of Waseda University. After working at Fernand Higuera in Madrid, Spain and Kikutake Architects in Tokyo, he established Naito Architect & Associates in 1981. After serving as professor and vice president at the University of Tokyo from 2001 to 2011, he is professor emeritus at the university since 2011. He also served as jury president of the Japanese Good Design Award. His main projects include Toba Sea-Folk Museum (Awarded: Award of the Architectural Institute of Japan in 1992), Chihiro Art Museum (1997), Tenshin Memorial Museum of Art, Ibaraki (1997), Makino Museum of Plants and People (Awarded: Mainichi Art Award in 1999) and Shimane Art Center (2005).

<http://www.naitoaa.co.jp/>

富山県美術館



Architecture Data

Address	3-20 Kibamachi, Toyama City, Toyama Prefecture
Architect	Naito Architect & Associates
Structural Design	KAP
Building Services	P.T. Morimura & Associates, LTD
Construction	Building: Joint Venture of Shimizu Corporation, Miyoshi Construction and Maeda Corporation HVAC system: Joint Venture of Hokuriku Electric Construction Company, ALTA and Yuho Setsubi Electrical system: Joint Venture of Kurishima, JMC Engineering and Kosugi Kodensha Hygiene system: Joint Venture of Meiki Sogo Setsubi and Sakai Sangyo Co., Ltd.
Supervision	Naito Architect & Associates
Structure	Steel construction (partially steel-reinforced concrete)
Number of stories	Three-stories
Site area	12,548 m ²
Building area	6,683 m ²
Floor area	14, 990 m ² (used for museum: 9,965 m ²)
Maximum height	19m

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Logo Mark

Concept

This logo – composed of letters A and D – represents Letter T, the initial letter of Toyama. It means this is the place bridging art and design. Each color represents an aspect of the beauty of Toyama. Light blue represents the sky of Toyama against which white Tateyama is set off and dark blue represents the deep and rich Toyama Bay. By arranging the museum's name under the logo, the longitudinal form of the logo is emphasized and the design looks sophisticated.

Kazumasa Nagai

Kazumasa Nagai (Graphic Designer)

Mr. Nagai was born in Osaka in 1929. After leaving the Department of Sculpture, Tokyo National University of Fine Arts and Music (present Tokyo University of the Arts) in 1951, he participated in the establishment of the Nippon Design Center in 1960. He is supreme advisor to the center now. He is also serving as director of JAGDA and member of ADC and AGI. Since 1960, Mr. Nagai has received many awards: Japan Advertising Artists Club Award, Grand Prix at the Asahi Advertising Award, Yamana Prize at the Japan Advertising Award, Yusaku Kamekura Design Award, Masaru Katsumi Award, Grand Prix at ADC, Mainichi Design Award, Mainichi Art Award, Ministry of International Trade and Industry Distinguished Service Award for Design, Minister of Education Award for Fine Arts, Medal of Honor with Purple Ribbo, Order of the Rising Sun, Gold Rays with Rosette, Fourth Class, Gold Award from the Warsaw International Poster Biennales, Grand Prixes at international design awards held in Brno, Moscow, Helsinki, Zagreb, Ukraine and Hong Kong.

Permanent Collection: the National Museum of Modern Art, Tokyo, the National Museum of Modern Art, Kyoto, the Museum of Modern Art, Toyama, Gunma Museum of Art, Tatebayashi, Tochigi Prefectural Museum of Fine Arts, Himeji City Museum of Art, The Museum of Modern Art, The Museum of Modern Art, New York / MoMA, National Museum of Abstract Art, Germany, International Poster Museum in Warsaw

<http://designcommittee.jp/>

<http://www.ndc.co.jp/>

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Staff Uniform

Concept

I am looking forward to the opening of the Toyama Prefectural Museum of Art and Design. I went back to study the nature and culture of Toyama, which in turn inspired me to incorporate Toyama's brisk wind and beautiful light into the uniform we created for the staff.

I tried to create a uniform utilizing both cutting-edge technologies, such as our original pleating techniques and A-POC's engineering, both of which have evolved. Our wish is that a new wind will spring from this site and that the uniform will become clothing that appeals to those who wear it as well as those who see it.

Issey Miyake (Designer)

Established the Miyake Design Studio in 1970. Started presenting his collections in Paris in 1973. At the heart of Miyake's clothes making is the concept of "One Piece of Cloth," and the exploration of the relationship between the human body and the cloth that covers it. Launched the line "PLEATS PLEASE ISSEY MIYAKE" in 1993. Started working on "A-POC" (A Piece of Cloth) in 1998 with Dai Fujiwara and the team. Currently, working with Reality Lab and presented "132 5. ISSEY MIYAKE", etc. In 2016, presented the exhibition "MIYAKE ISSEY EXHIBITION: The Work of Miyake Issey" at The National Art Center, Tokyo. The books of Miyake's works include "*East Meets West*" (publisher: Heibonsha, 1978), "*ISSEY MIYAKE*" (publisher: TASCHEN, 2016). Received the Order of Culture in 2010 in Japan bestowed by the Emperor, and the Commandeur de l'Ordre National de la Legion d'Honneur from France in 2016.

<http://mds.isseymiyake.com/mds/jp/top/>

<http://www.isseymiyake.com>

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Opening Poster

Concept

“It must look happy.” That’s what I thought when imaging a poster heralding the grand opening of the Toyama Prefectural Museum of Art and Design, as a new type of museum with the two axes, art and design. In general, museums tend to produce beautiful posters. However, stereotype beauty or an explanatory poster doesn’t attract anyone’s attention. So, in designing of this poster, I paid much attention to creating a happy, curious and imperfect image which would make people wonder what the museum would be. The catch phrase ドキドキ (Doki Doki) (ba-dump, ba-dump) きゅんきゅんきゅん (Kyun Kyun Kyun) (onomatopoeia for heart throbbing) combined into the visual part of the poster were chosen by Shinzo Higurashi from Japanese onomatopoeia which is the theme of the museum’s rooftop garden. Japanese language is a treasure trove of onomatopoeia. I expect this museum will be a museum which makes visitors feel ドキドキ きゅんきゅん (Doki Doki Kyun Kyun) every time they visit the museum.

Taku Satoh

Onomatopoeia Rooftop

Concept

In a child’s world, learning, playing and art are free from boundaries.

When I first heard the new museum’s rooftop garden plan that involved relocating the big air bouncer that was originally on the site, the name of the bouncer “fuwa-fuwa dome” attracted my attention as it contained Japanese onomatopoeia “fuwa-fuwa (fluffy).” Then, taking inspiration from this, one naming idea for the roof garden came to my mind: Onomatopoeia Rooftop. It takes a new approach to play equipment development. That is an onomatopoeia inspiration-first approach that develops play equipment, inspired by sounds of onomatopoeia or imitative words. What should the Museum’s roof garden playground be? It wouldn’t be interesting to install ordinary equipment. This should be an enjoyable space with an unprecedented ideas. This notion led to the unique idea.

Taku Satoh

富山県美術館



Taku Satoh (Graphic Designer)

In 1979, Mr. Satoh graduated from Department of Design, Tokyo National University of Fine Arts and Music (present Tokyo University of the Arts) and completed his master's degree in 1981 from Tokyo National University of Fine Arts and Music (present Tokyo University of the Arts). After initially working for Dentsu, Inc., he established Taku Satoh Design Office Inc. in 1984. He has been engaged in a wide range of artistic activities, including product development of Nikka Whisky's Pure Malt, package designs of LOTTE XYLITOL Gum chewing gum and MEIJI Dairies' Oishii Gyunyu milk, graphic design for PLEATS PLEASE ISSEY MIYAKE, the logo marks for the 21st Century Museum of Contemporary Art in Kanazawa, the National Museum of Nature and Science, Tokyo and National High School Baseball Championship. He has also served as art director for the "Nihongo de Asobo" children's program on NHK's educational channel, overall supervisor of the "Design Ah!" children's program on the same channel, and one of three directors of 21_21 DESIGN SIGHT. His publications include *"Kujira wa shio o fuite ita"* (DNP Art Communications), *"JOMONESE"* (Bijutsu Shuppan-sha) and the photo book *"Maana – Mikan"* (Heibonsha).

<http://www.tsdo.jp/>

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Opening hours, Closed

Area	Opening Hours	Closed	Tickets
Museum	9:30 – 18:00	Wednesdays (Except national holidays) When Wednesday is a national holiday, closed on the following weekday. New Year's holidays	Collection Exhibition: Adults ¥300 (¥240) University students ¥240 (¥150) *For groups of 20 people or more, admission fees in () are applied. Special Exhibition: Exhibition admission fees vary depending on the exhibition. *Tickets for the special exhibitions also include admission to the collection exhibition.
Onomatopoeia Rooftop	8:00 – 22:00	December 1 – March 15	
Parking	8:00 – 22:30		For the first 1 hour ¥320, thereafter ¥110/30 min. * Visitors to the museum can park FREE for the first two hours. (Please see the details below)

* Please note that the Museum may be closed for maintenance or an exhibition change out.

* Opening hours and days of the Museum may be changed depending on seasons or events.

• Free admission both to collection exhibitions and special exhibitions for the following visitors.

1) Children, students (elementary, junior high or high school students, etc.)

2) Persons escorting children/students for school activities or social activities. (Submission of admission free application is necessary.)

3) Disabled people with a physical disability certificate.

• For seniors (70 and above), admission to collections is free.

• Visitors to the museum or the Kansui Park can park for FREE for the first two hours. For this, you need to insert the parking ticket in to the automated pay machine or the authentication machine at the Ticket & information Counter on the 1st floor.

• For further information, please visit our website or contact the museum.

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Access

From JR

Toyama Station Shinkansen (Bullet Train) Ticket Gate

By walk: approx. 20 min. / By taxi: approx. 10 min.

By bus: from bus stop number 7, get off at “Toyama-ken Bijutsukan-mae” (Toyama Prefectural museum of Art and Design)

From Ainokaze

Toyama Railway Toyama Station (JR Toyama Station North Exit)

By walk: approx. 15 min. / By taxi: approx. 3 min.

By bus: from bus stop number 1, get off at “Toyama-ken Bijutsukan-mae” (Toyama Prefectural museum of Art and Design)

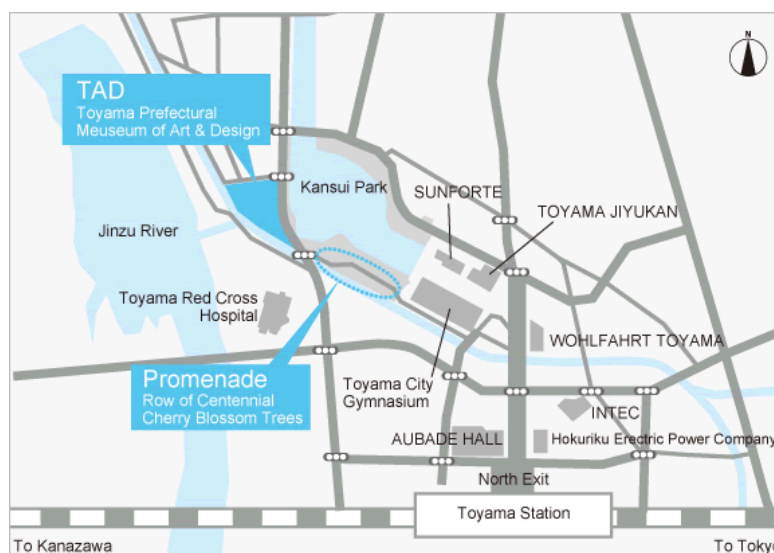
From Toyama Airport

By taxi approx. 20 min. (when traffic is not heavy) approx. 9 km

From Hokuriku Expressway Exit

Get off the expressway at Toyama IC and take Route 41, 15-minute drive (when traffic is not heavy)

Map



Toyama Prefectural Museum of Art and Design (TAD)

3-20 Kibamachi, Toyama 930-0806 Japan

TEL. +81 -76-431-2711 FAX. +81-76-431-2712

<http://tad-toyama.jp/en/>

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



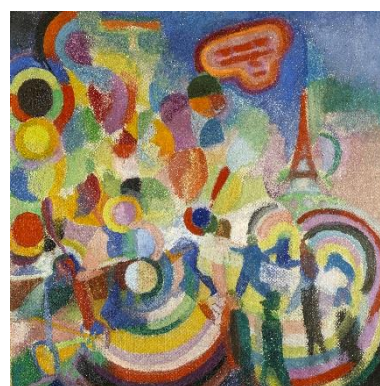
LIFE : In Search of a Paradise Images for Press



No.1



No.2



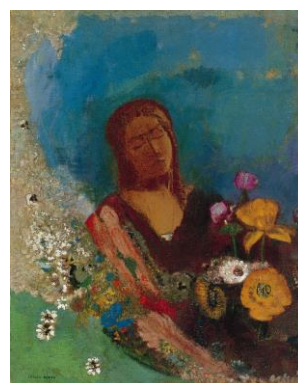
No.3



No.4



No.5



No.6



No.7



No.8



No.9



No.10

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel. 076-431-2711 fax. 076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711



Toyama Prefectural Museum of Art and Design Terms of Image Use

To request the images, please indicate your agreement to the terms of use and submit an application form below to the museum.

* Please note that provision of the images may be charged or may not be available depending on the nature of the request.

- TAD provides the publicity images to publications, broadcasts (programs) and websites only for press coverage which publicizes information about TAD and / or exhibitions at TAD. In press coverage on exhibitions at TAD, information about exhibition title, period and venue must be included.
- For press use of the TAD publicity images, each of the images must be published / displayed with its caption and credit.
- All the images must be used in whole. As well, in laying them out, please be careful not to cut images of artworks, or to lay caption letters over the images.
- Please do not lay any other design elements over / across the TAD logo mark/logo type, or to trim off blank space of the TAD logo / log type.
- Secondary use of the requested images for media other than the applied media is prohibited. (Prohibited use: e.g. use for cover image of a publication or advertisement materials) For republication or rebroadcasting of the requested images, an application must be made separately.
- For confirmation of basic information and use of images, please send your proof copy to the Publicity Team of TAD by facsimile or e-mail.
- When a publication / broadcast/website in which the images are used is published/aired/completed, please provide the published newspaper / magazine, the aired program DVD/CD, or URL of the website to TAD.

富山県美術館

〒930-0806 富山県富山市木場町 3-20 tel.076-431-2711 fax.076-431-2712

Toyama Prefectural Museum of Art and Design 3-20 Kiba-machi, Toyama City, Toyama, 930-0806, Japan tel. +81-76-431-2711