



PRESS RELEASE

February 1, 2019

## Where Am I? -The Art and Design of Signage

“Signage” refers to indicators that guide people to their destinations. While we usually don’t tend to consciously think about them, there are various forms of signage around us such as informative signs, guiding displays, arrows, and pictograms in numerous places from stations, airports, commercial facilities, to museums. On the other hand, as observed from phrases like “the guideposts for life’s journey,” various places and the path by which we arrive them are inextricably linked to the ways of human life.

This exhibition focuses on the concept of “Signage=guides” and together with sign designs by graphic designers, introduces contemporary artworks that pursue relationships with place. We consider how people have attempted to understand and communicate various places and spaces, approaching the question of “Where am I?” that unravels amidst such context through both perspectives of art and design.

Title	Where Am I? -The Art and Design of Signage
Period	From February 9 (Sat) to May 19 (Sun), 2019 *Please note that the Museum may be closed for exhibition change out.
Participated artists	Sayaka AKIYAMA (Contemporary Artist) Yoshiaki IROBE (Graphic Designer / Art Director) Kaoru KASAI (Art Director) Kana KOU (Contemporary Artist) Shuetsu SATO (Security Guard) Yuichiro TAMURA (Contemporary Artist) Masaaki HIROMURA (Graphic Designer)
Scenography + Signage planning	Yoshiaki IROBE (responsible for the signage planning of the Toyama Prefectural Museum of Art and Design)
Poster Design	TSDO Inc.



Venue	2F exhibition room 3, 4
Opening Hours	9:30 - 18:00 (Last admission is 30 minutes before closing.)
Closed	Wednesdays (except May 1), March 22 (Fri) and May 7 (Tue)
Admission	Adults 900yen (700yen*), University students 450yen (350 yen*), Advance ticket 700yen *For groups of 20 people or more, admission fees in ( ) are applied. Advance tickets are available until March 8, 2019.
Organizers	Toyama Prefectural Museum of Art and Design The Toyama Shimbun Tulip TV Inc.
Contact	Toyama Prefectural Museum of Art and Design Exhibition Curators: Mao USUI / Hiroko INAZUKA / Hiromasa YAGI Public Relation: Ai KITAZAWA TEL +81 (0)76 - 431 - 2711



## Highlight of the Exhibition

We show various works by the seven artists who work at home and abroad, and relational materials. The three contemporary artists covered and stayed at Toyama and, under their present, present the new works.

In addition, the scenography and signage planning for the exhibition is designed by Yoshiaki Irobe, who was also responsible for the signage planning of the Toyama Prefectural Museum of Art and Design. Through these various aspects, we invite visitors to encounter and experience various signs within the entire setting of the museum.

## Participated Artistes (Japanese alphabet)

### Sayaka AKIYAMA (Contemporary Artist)

Sayaka Akiyama was born in 1971 in Hyogo Prefecture, and currently lives and works in Kanagawa Prefecture. She completed a Masters in Fine Art at Joshibi University of Art and Design in 2001. Akiyama continues to produce work while journeying to various locations both within Japan and overseas, pursuing an original means of expression that deeply reflect the relationship between herself and the places that she visits, such as recording her own activities through stitching on maps, and gathering and sewing together the variety of things she encountered on the travels. Her recent exhibitions include the Saitama Triennale 2016, Nissan Art Award 2015, and "Waiting for the First Train" (Tokyo Station Gallery, 2012). Her works are housed in the public collections of the Museum of Contemporary Art, Tokyo and the Fondazione Sandretto Re Rebaudengo (Italy) among others. She is the recipient of the 21st Annual Takashimaya Art Award (2010).

### Yoshiaki IROBE (Graphic Designer / Art Director)

Yoshiaki Irobe was born in 1974 in Chiba Prefecture. Upon completing a Master's at the Tokyo University of the Arts, he joined The Nippon Design Center Inc. Following his work at the Hara Design Institute; he has presided over the Irobe Design Institute since 2011, and is a part-time lecturer at the Tokyo University of the Arts. Irobe undertakes design work across a broad spectrum, applying his graphic design techniques with his editorial perspective, from two- and three-dimensional graphics to spatial design. His recent major works include, branding for the Osaka Metro and national parks; and signage planning for the Yayoi Kusama Museum, Ichihara Lakeside Museum, and Tenri Station Plaza CoFuFun. He has received numerous design awards both in Japan and abroad, including awards from the Japan Sign Design Association (SDA), Japan Graphic Designers Association (JAGDA), Tokyo Art Directors Club (ADC), British Design and Art Direction (D&AD), and One Show Design. He is a member of the Alliance Graphique Internationale (AGI), and ADC, and serves as a Member of the Board Director of the Nippon Design Center Inc. He designed the signage planning for Toyama Prefectural Museum of Art and Design.



### **Kaoru KASAI (Art Director)**

Kaoru Kasai was born in 1949 in Sapporo, Hokkaido Prefecture. Initially working at Bunka Printing Co., Ltd. and then Ohtani Design, he has been employed at SUN-AD Co., Ltd. since 1973. Kasai's creative activities cover a wide range, such as advertisement production and art direction for the Suntory Oolong Tea series, United Arrows, and Toraya Confectionery; CI and signage planning for Suntory and Roppongi Commerce Association; advertising for cinema and theater; and book design. He has received numerous awards including the Asahi Advertising Award, Tokyo ADC Grand Prix, Mainichi Design Award, Kodansha Publishing Culture Award for Book Design, and the Ayao Yamana Award at the Japan Advertising Awards. His recent works include CI and package designs for "TORAYA CAFÉ・AN STAND" and the book design for Japanese edition of The Diaries of Paul Klee (*Misuzu Shobo, Ltd.*, 2018). His publications include KASAI Kaoru 1968 (*ADP*, 2018).

### **Kana KOU (Contemporary Artist)**

Kana Kou was born in 1975 in Tokyo. She completed a Bachelor's in Design at the Faculty of Art, Hiroshima City University in 2002. Since 2017, she is a part-time lecturer of the Sculpture Course, Faculty of Art, Hiroshima City University. Based on her own bodily experiences and memories such as climbing mountains and diving in the ocean, Kou engages with natural landscapes in her surroundings as materials to produce works dealing with themes of time, space, and the universe. Her recent solo exhibitions include, "Cosmic Cactus" (Art Front Gallery, Tokyo, 2016), "Snow Reflected in Plumeria" (Moerenuma Park Glass Pyramid, Sapporo, 2015), with participations in group exhibitions such as "Doboku: Civil Engineering" (21\_21 DESIGN SIGHT, Tokyo, 2016 / Modern Art Museum, Shanghai, 2018), "MOT Annual 2014: Fragments –Incomplete Beginnings" (Museum of Modern Art, Tokyo, 2014), and the Setouchi Triennale 2013.

### **Shuetsu SATO (Security Guard)**

Shuetsu Sato was born in 1953 in Iwate Prefecture. He currently works at JR Shinjuku Station as a security guard registered with Sanwa Keibi Co., Ltd. He started producing handcrafted guide signs using duct-tape in 2003, while working on a construction site in JR Shinjuku Station. Their unique font with rounded corners made by taping variously in vertical and horizontal directions had received much attention on the internet and via word-of-mouth, and came to be referred to as "Shuetsu-Tai." Sato has worked in JR Nippori Station since 2007, producing information signs during the station's renovation work. He has also designed the title lettering for the film *Where The Legend Lives* (2008) as well as for various advertisements and CDs. His recent exhibitions include, "Buntai no Renshyu" (Tomonotsu Museum, Hiroshima, 2018). He is the author of the publication *Let's Write With Duct Tape* (supervision: *Sekai Bunka Publishing Inc.*, 2009).



### **Yuichiro TAMURA (Contemporary Artist)**

Yuichiro Tamura was born in 1977 in Toyama Prefecture, and currently lives and works in Atami and Kyoto. He completed a Bachelor's in Photography at Nihon University, and a doctoral degree at the Graduate School of Film and New Media, Tokyo University of the Arts. He served as a guest researcher for the Institut für Raumexperimente, Olafur Eliasson class at the Berlin University of the Arts (2013-14). Tamura creates new means communication with viewers through appropriating independent forms of reflection that are unbound to existing categories such as video and art. He has participated in numerous exhibition both in Japan and overseas including "Roppongi Crossing 2019: Connexions" (Mori Art Museum, 2019), the Busan Biennale 2018, Nissan Art Award 2017, "Essay: Glory and the End, or that Weekend / Week End" (Kurumaya Museum of Art, Oyama City, Tochigi, 2017), and "BODY/PLAY/POLITICS (Yokohama Museum of Art, 2016).

### **Masaaki HIROMURA (Graphic Designer)**

Masaaki Hiromura was born in 1954 in Aichi Prefecture. After working at Tanaka Ikko Design Office, he established Hiromura Design Office in 1988. Centering on graphic design, Hiromura has worked on a numerous projects including CI, VI planning, and sign designs for commercial facilities and museums. He is a Visiting Professor at Tama Art University, and is the Representative Director of Japan Creative. His major works include art direction and designs for the signage systems of the National Museum of Emerging Science and Innovation, Yokosuka Museum of Art, 9h (Nine Hours), Sumida Aquarium, Abeno Harukas, National Taichung Theater, the Nagoya Castle Hommaru Palace, Sogo & Seibu Co., Ltd, and Loft. He has received numerous awards such as the Mainichi Design Award, KU/KAN Award, SDA Award (Grand Prize), and the Good Design Award (Gold Prize). His recent publications include From Design to Design (*ADP*, 2015).



## Related Events

1) Kaoru KASAI x Masaaki HIROMURA x Yoshiaki IROBE - special three-way conversation (\*conducted in Japanese)

There is a talk event about the signage by three graphic designer who are representative of Japan and participated artists in this exhibition.

Period March 9 (Sat) 14:00 – (about 90 minutes)

Venue 3F Hall

Capacity Preliminary application is took priority, first-come 100 applicants. Not required

Admission Free

2) Workshop with Shuetsu SATO (\*explanation in Japanese)

There is a workshop to make “Shuetsu-Tai” by using duct-tape. This is an original font of Shuetsu SATO.

Period March 24 (Sun) 14:00 – (about 90 minutes)

Venue 3F Atelier

Capacity For adults (junior high school students or over) (booking required by telephone from February 15)

Admission Free (special exhibition ticket valid for the day of issue required)

3) Talk event by participated artists in this exhibition (\*conducted in Japanese)

There is a talk event by Sayaka AKIYAMA, Kana KOU and Yuichiro TAMURA.

※We will inform the details on the website as soon as possible we decided.

4) Gallery Talks by the curator in charge of the exhibition (\*conducted in Japanese)

Talks about the highlight of this exhibition by an exhibition co-curator

Period March 16 (Sat), 23 (Sat), April 6 (Sat), 20 (Sat), May 11 (Sat) and 19 (Sun)

\*each date: 14:00 – (about 30 minutes)

Venue 2F Exhibition room 3, 4

Admission Free (special exhibition ticket valid for the day of issue required)

\* Please come to the entrance of the exhibition room 4 directly (Not required)

\*Please find the details of related events on our website.

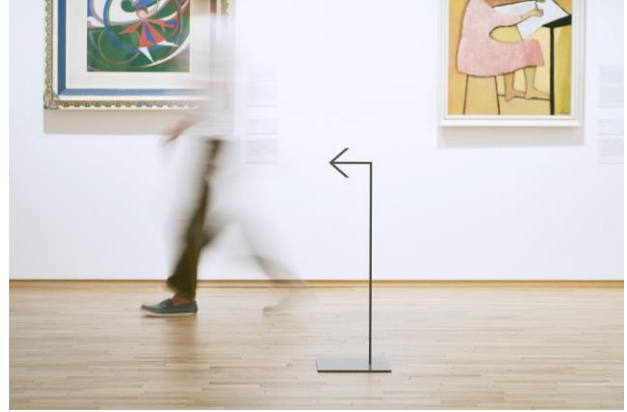
<http://tad-toyama.jp/exhibition-event/category/event>



## Where Am I? -The Art and Design of Signage Images for Press



No.1



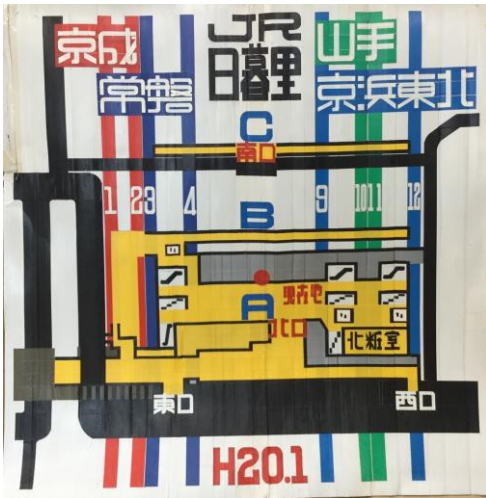
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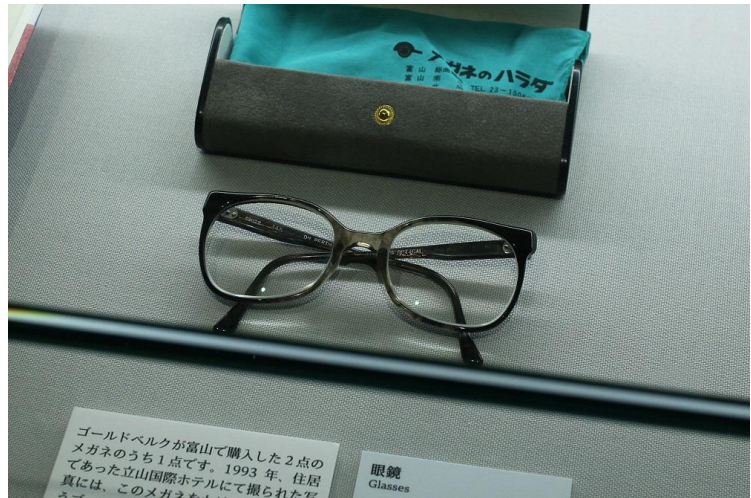
No.3



No.4



No.5



No.6



No.7



No.8





## Where Am I? -The Art and Design of Signage Image Request Application Form for press

**FAX 076-431-2712 / E-mail : abijutsukan@pref.toyama.lg.jp**

■ 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.

Image Request Application Form	
Type of Media	
Company Name	
Name of Person in Charge	E-mail:           @
Address	
Tel + Fax number	TEL:    FAX:
Date for publish / for go on air	On-sale date :
Contents for publish	
Deadline for image request	

### ■ Images to be requested for “Where Am I? -The Art and Design of Signage”

(\* Please check on  !)

List of Images for Press + Captions for publish			
<input type="checkbox"/>	1 Sayaka AKIYAMA, the creating scene at TAD (January 14, 2019) ©Ryohei YANAGIHARA	<input type="checkbox"/>	2 Yoshiaki IROBE, sign of museum at Toyama Prefectural Museum of Art and Design (Scheme of sign: Yoshiaki IROBE, Supervisor: Kazumasa NAGAI)
<input type="checkbox"/>	3 Kaoru KASAI, Tokyo Metropolitan Tsubasa Sogo Senior High school, 2002	<input type="checkbox"/>	4 Kana KOU, series for Tateyama air vehicle (tentative title), work's image
<input type="checkbox"/>	5 Shuetsu SATO, JR Nippori Station yard map, 2008	<input type="checkbox"/>	6 Yuichiro TAMURA, work's image (Szymon Goldberg Collection)
<input type="checkbox"/>	7 Masaaki HIROMURA, YOKOSUKA MUSEUM OF ART, 2007	<input type="checkbox"/>	8 <i>Where Am I? -The Art and Design of Signage</i> Poster (Design: TSDO Inc.)



## 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.