

PRESS RELEASE

27-10-2023

*Butsu Butsu*¹ Design graphique contemporain au Japon

From 22 November 2023
until 24 March 2024

Curated by Alexandre Dimos
Exhibition design by
Pernelle Poyet

Featuring : All Right Graphics, Kazunari Hattori, Midori Hirota, Yoshiaki Irobe, Atsuki Kikuchi, Kitasenju Design, Aiko Koike, Daito Manabe, Rikako Nagashima, Mariko Okazaki, Tomohiro Okazaki, Shun Sasaki, Syunichi Suge, Tezzo Suzuki, Mina Tabei, Yuri Uenishi, UMA/design farm, Bunpei Yorifuji

Butsu Butsu presents a rich panorama of Japanese graphic works based on a field investigation Alexandre Dimos has been conducting since 2012. This research involves meetings and testimonies by women and men designers born between 1970 and 1990. It shows how rich and varied contemporary design practices are in Japan. The exhibition offers a selection of original works, most of which have never been shown in France.

The exhibition is curated by Alexandre Dimos, a French graphic designer and editor, member of Alliance graphique internationale. He co-founded the design studio deValence in 2001 and created the publishing company B42 in 2008, where he is the editorial director. He started conducting this study on contemporary Japanese graphic design during his art residency in the Villa Kujoyama, Kyoto, in 2012.

In Japan, the profession graphic designer emerged after the Second World War. These new graphic works resulted from the legacy of pre-war artists. Some have become iconic and have accompanied the economic development of the country and have also contributed to spreading Japanese culture all over the world. What can be said about Japanese graphic design production fifty years later?

¹ *Butsu Butsu* (物物) is a Japanese motto which designates both the variety and multiplicity of objects. Like a collection, this subjective selection has been drawn up in the course of travels and meetings. It is one of the many possible entries into the field of design, and this is just a small preview of the richness of Japanese graphic design.

Centre
National
du Graphisme
1 Place
Émile
Gouguenheim

52000
Chaumont
France
contact@cndg.fr
03 25 35
79 01



View of the exhibition
(c) Nicolas Waltefaugle, 2023



View of the exhibition
(c) Nicolas Waltefaugle, 2023

What is there in this narrow space between the popular imagery that has flooded Western societies through manga, anime or music and the traditional Japanese culture ?

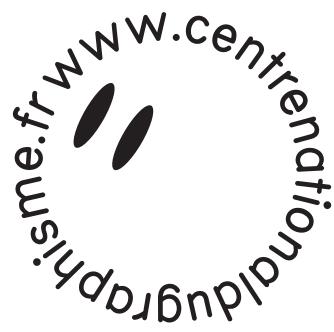
The exhibition is designed as a gallery of portraits where all the protagonists meticulously keep on their own narrow track, assert their singularity, and show their specificity. It features a wide range of practices in the field of visual design : book design, printed matter, visual identities, advertising campaigns, animated videos, augmented reality, signposting, exhibition design etc... All of the designers presented here are characterized by their creative work, research, assiduity, perseverance and persistence.

This collection of objects has been brought together in an attempt to map the Japanese graphic design actors and to understand the specificity of Japanese graphic design.

Butsu Butsu

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1 Place Émile Goguenheim
52000 Chaumont France
contact@cndg.fr
03 25 35 79 01



Free acces

to the exhibitions, café and co-working space (free wifi)

Open from Wednesday to Sunday From 2pm to 6pm
7/7 on reservation: resa@cndg.fr

Press contact

Mélissa Papet
melissa.papet@cndg.fr
+33 (0)3 25 35 79 04

For any requirements and HD pictures.

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From Nancy:
A31 highway exit 8
to Chaumont/Bourbonne-les-Bains/Nogent...

From Metz:
A31 highway exit 8
to Chaumont/Bourbonne-les-Bains/Nogent...

From Paris:
A5 highway 24
to Chaumont/Arc-en-Barrois/Semoutiers

From Lyon:
A6 then A31 to highway exit 24
to Saint-Dizier/Chaumont/Châteauvillain

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TER Paris-Chaumont:
2h15 mn - direct

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TER Nancy-Chaumont:
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TER Metz-Chaumont:
about 3h - 1 connection



Butsu Butsu is co-produced by the Museum für Gestaltung de Zurich.

This research project was selected and supported by La Fondation des artistes that supported it. This project was also supported by the program Ishibashi Foundation / The Japan Foundation Fellowship on Japanese Art.