

Information concerning the Summer 2017 exhibition at the Towada Art Center

Tadanori Yokoo Towada Roman Exhibition: Pop It All

Saturday June 17, 2017 – Sunday September 24, 2017

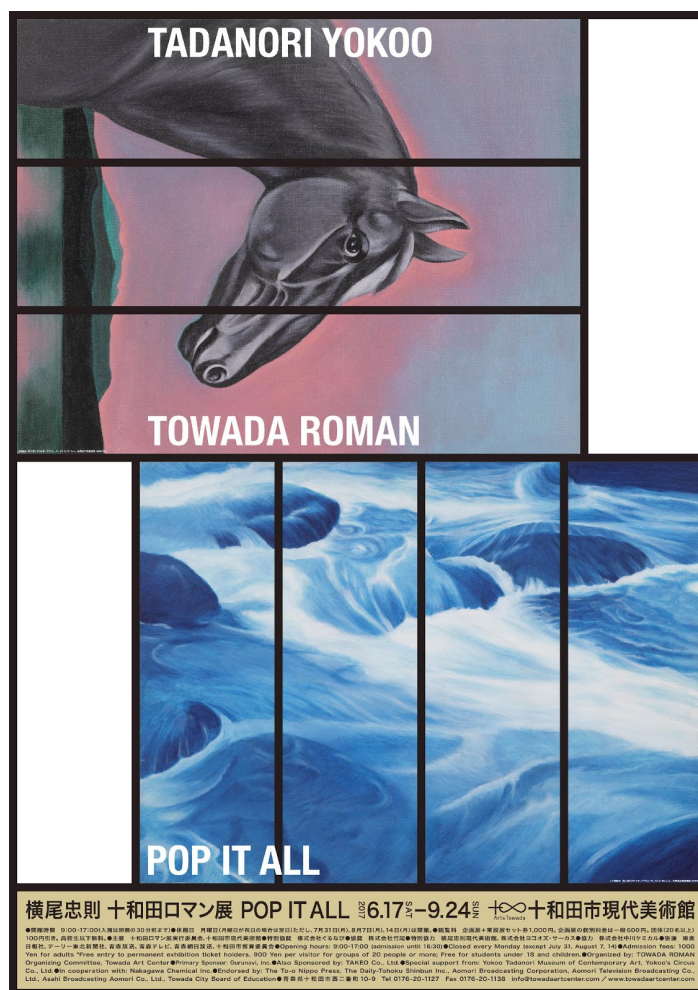


Fig. 1 Poster for Tadanori Yokoo Towada Roman Exhibition: Pop It All (2017)
Poster images from top: Asosan/Kusasenri (1974) and Lake Towada/Oirase (1973)
Both artworks property of the Hyogo Prefectural Museum of Art

Tadanori Yokoo traveled throughout Japan for a two-year period at the beginning of the 1970s producing landscapes as he went. His *Travel of Japanese Landscapes* includes *Lake Towada/Oirase* (1973), which he created in Towada. The torrents of Oirase Gorge are said to be the roots of his trademark waterfall themes. His successive waterfall artworks use a technique called technamation, better known as lightbox painting, in which light reproduces the effect of flowing water. *Tadanori Yokoo Towada Roman Exhibition: Pop It All* highlights Yokoo's large-scale waterfall works and masterpieces of technamation with a curated selection from Yokoo's prolific past.

The exhibition also provides a first look at new, never-before-seen artworks as well as paintings from early on in Yokoo's career. Visitors can also see the newest developments in his work on display, from a fusion of East and West in his Buddhism-inspired statue of Mozart to his many sculptures and paintings of cats, a common subject matter in recent years.

Contact Us

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Message from Kazuko Koike


Director, Towada Art Center

With each iteration of his painting experiments, Tadanori Yokoo expresses a brand of creativity all his own. Come June, the Towada Art Center's exhibition space will be filled with dynamic works that substantiate my claims. From summer to autumn, when the beautiful nature that surrounds Towada is at its most brilliant, Tadanori Yokoo, a legend among contemporary artists, will show his love for Towada with a solo exhibition titled *Towada Roman*.

As a designer and artist in the 1970s, the torrents of his *Lake Towada/Oirase* marked the beginning of the ongoing waterfall works for which he is known today. This exhibition will feature his large-scale waterfall masterpieces in various styles, including technamotion, in which light gives the illusion of flowing water.

What appears as a sculpture is a world of mystery, as if Mozart and Maitreya had merged, fusing the cultures of the East and the West. Why is Maitreya Mozart engaged in a dialogue with his cat disciples? It all comes from the momentum of an artist who never stops creating, and artist Tadanori Yokoo does just that as he pulls from the inspiration of his pop art years and continues to pop it all.

About the Exhibition

Title	<i>Tadanori Yokoo Towada Roman Exhibition: Pop It All</i>
Date	Saturday, June 17, 2017 – Sunday, September 24, 2017 *Opening Reception June 16, 2017 16:30–
Hours	9:00-17:00 (Last admission 30 minutes before closing)
Closed	Mondays except for National Holidays, in which case the museum is open on the holiday and closed the following Tuesday *Open July 31, August 7, and August 14
Location	Towada Art Center
Admission	Exhibition + Permanent Collection: 1,000 yen Exhibition only: 600 yen 100 yen/ticket discount for groups of 20 or more High school students and younger: Free
Organized by	Towada Roman Exhibition Organizing Committee, Towada Art Center
Primary Sponsor	 Gurunavi, Inc.
Also Sponsored by	Takeo Co., Ltd.
Special Support from	Yokoo Tadanori Museum of Contemporary Art and Yokoo's Circus Co., Ltd.
In Cooperation with	Nakagawa Chemical Inc.
Endorsed by	To-o Nippo Press, The Daily-Tohoku Shimbun Inc., Aomori Broadcasting Cooperation, Aomori Television Broadcasting Co., Ltd., Asahi Broadcasting Aomori Co., Ltd., & Towada City Board of Education
Planning	Curator: Kazuko Koike (Director, Towada Art Center) Co-Curator: Kodama Kanazawa (Independent Curator)

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Tadanori Yokoo

Born in Hyogo Prefecture in 1936, Tadanori Yokoo made his international solo exhibition debut at The Museum of Modern Art (MoMA), New York and went on to exhibit at Biennale's in Paris, Venice, São Paulo, Bangladesh, and elsewhere during his long career.

His works are regarded highly around the globe with a repertoire that includes solo exhibitions at the Stedelijk Museum in Amsterdam and the Fondation Cartier pour l'art contemporain in Paris.

The Yokoo Tadanori Museum of Contemporary Art opened in Kobe in 2012, followed by the Teshima Yokoo House on Teshima, Kagawa Prefecture, in 2013.

Yokoo received the 27th Praemium Imperiale Awards In Honor of Prince Takamatsu in 2015. Yokoo's artworks are collected broadly by numerous major museums both in Japan and abroad, and he currently has future solo exhibitions abroad in the works.



Fig. 2 | Photo by Akihito Yoshida

<http://www.tadanoriyokoo.com>

Concurrent Exhibition

Date Jun 17th, 2017 - Sep 24th, 2017 (open daily)

Location Central Towada

Details

Posters and stickers from Tadanori Yokoo's exhibition will color one kilometer of the storefronts that line the main street in central Towada, about a 5-minute walk from the museum. Stores along the street will also use limited edition wrapping paper based on the exhibition's poster design. As part of the Arts Towada Project, the Towada Art Center works to fill the city center with art, and this project will connect the museum and local businesses in a way that only the Towada Art Center can. Please enjoy the dynamic world of Tadanori Yokoo as it jumps out of the museum and seeps into the landscape of main street Towada.

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Related Events

Public Production by Tadanori Yokoo

Date	Saturday, June 17 10:00–12:00
Location	Towada Art Center
Details	Further details to follow.
Admission	Free with exhibition ticket.

<MAKE IT POP> Workshop

Date	Saturday, July 29 and Sunday, July 30
Location	14-54 (Downtown Towada: Inaoicho 14-54, Towada, Aomori)
Details	Participants will create a collage or mini poster to be exhibited at one of the locations throughout the city.
Admission	TBD. Prior registration required.

Curator Talk by Kazuko Koike and Kodama Kanazawa

Date	Saturday, August 26
Location	Towada Art Center Collaborative Space
Guests	Kazuko Koike (Exhibition Curator and Director, Towada Art Center) Kodama Kanazawa (Exhibition Co-Curator)
Details	Oirase Gorge is said to be at the root of Tadanori Yokoo's trademark waterfall themes. This exhibition could be called a homecoming of sorts. Tadanori Yokoo, who shifted from graphic design to painting in 1981, first presented his <i>Taki</i> (Waterfall) series at the alternative Sagacho Exhibit Space started by Kazuko Koike. Yokoo and Koike are two of the people who have continued to invent and reinvent the modern Japanese art scene in pursuit of creativity. In this talk, exhibition curator and museum Towada Art Museum Director Koike will talk with co-curator Kodama Kanazawa about Tadanori Yokoo, focusing on the early 1980s when the <i>Taki</i> series was first presented to the world.
Admission	Free with exhibition ticket.

* Additional events will be held throughout the exhibition period. Details will be announced at a later date.

*Content and guests of the events above are subject to change. We update our website regularly, so please check there for the latest information.

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About the Artwork

*Approximately 40 paintings



Fig. 3 | *Gathering and Dispersing—The Action of Its Power*, 1991

Property of the Artist
(Long term loan to the Museum of Contemporary Art Tokyo)



Fig. 4 | *The Erased Memory*, 1994

Property of Yokoo Tadanori Museum of Contemporary Art



Fig. 5 | *Earth Beat*, 1993

Property of Yokoo Tadanori Museum of Contemporary Art



Fig. 6 | *Woman with Toilet Paper*, 2017

Property of the Artist

*Please contact the museum if you are interested in leasing the artwork.

*Please use the main visual (Fig. 1 on p. 1 of this press release) when posting only one image.

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