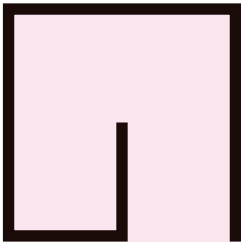


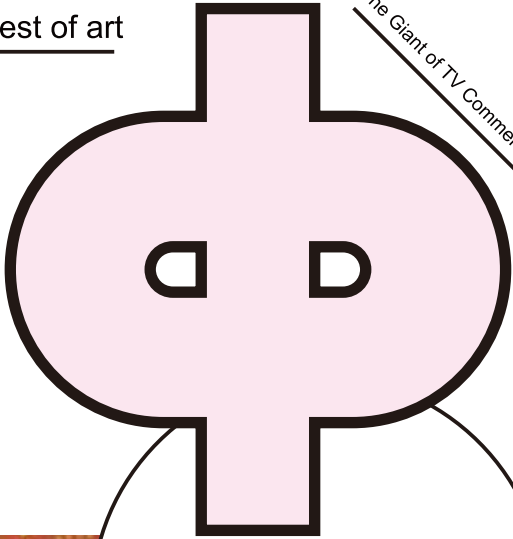
The Oddball of the Design World

The inside of the advertiser's mind is a forest of art

The Giant of TV Commercials

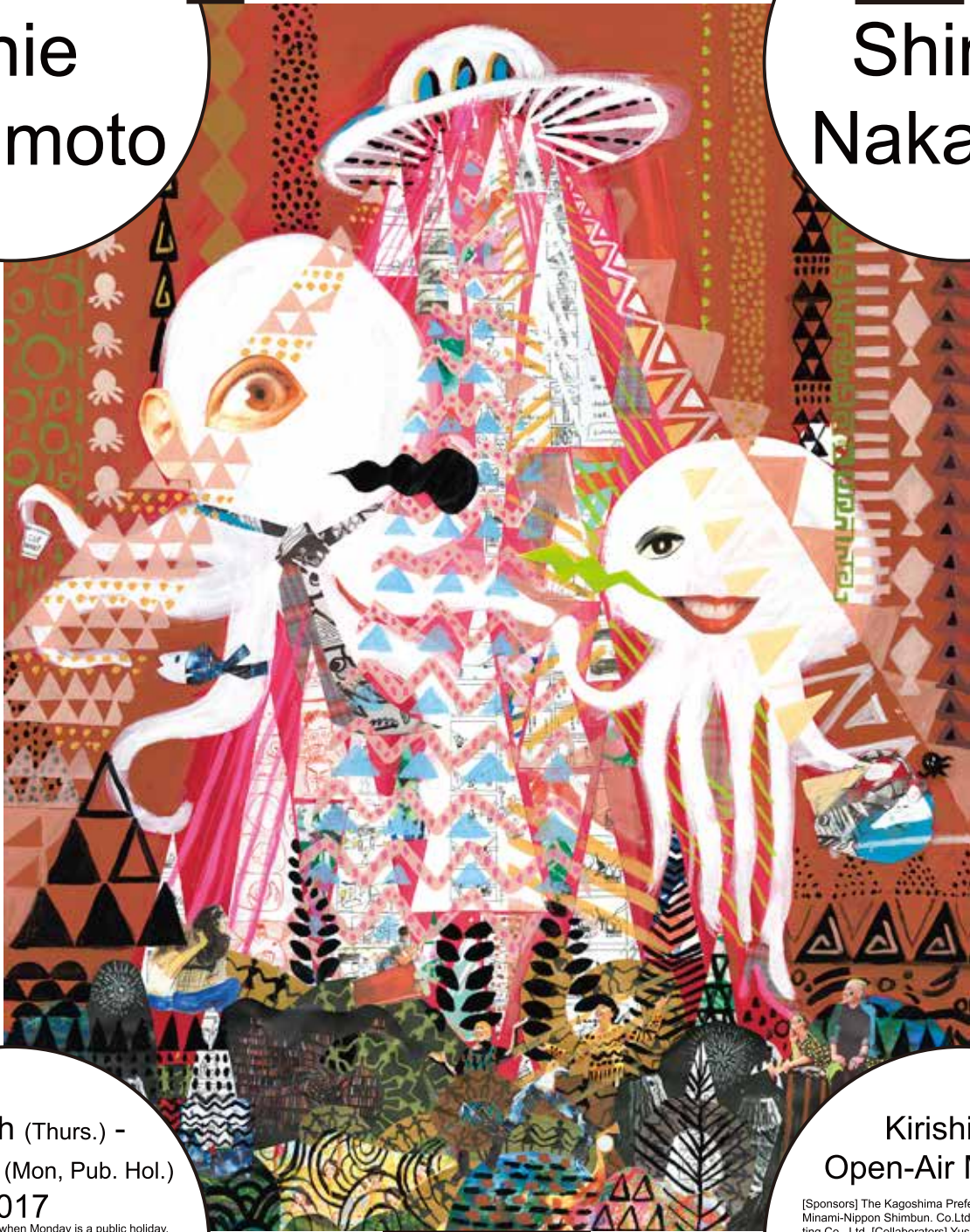


In the Forest



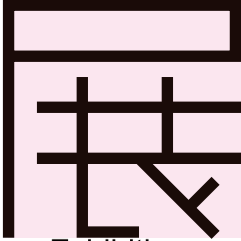
Chie
Morimoto

Shinya
Nakajima



Jul. 13th (Thurs.) -
Sept. 18th (Mon, Pub. Hol.)
2017

Museum closed on Mondays (when Monday is a public holiday, closed on the next non-holiday)
[Opening Hours] 9:00 AM to 5:00 PM (admission until 4:30 PM)
On weekends and public holidays from July 20th until Aug 31st, hours will be 9:00 AM to 7:00 PM (admission until 6:30 PM)
[Admission Fee] Adults 800 (600) yen,
High school/University students 600 (400) yen,
Primary/Middle school students 400 (300) yen
*Figures in parentheses applied for groups of 20 persons or over



Exhibition

Kirishima
Open-Air Museum

[Sponsors] The Kagoshima Prefectural Culture Foundation, Minami-Nippon Shimbun Co.Ltd., Minaminihon Broadcasting Co., Ltd. [Collaborators] Yusui Town, Kirishima-sanroku Yusui Town Tourism Association, Daiichi Kotsu Sangyo Co., Ltd., Musashino Art University [Planning Collaborators] Tohokushinsha Film Corporation, goen* Co., Ltd., Murayama Inc., Seio Printing Co., Ltd., Hisashi Sasaki
[Special Support] Toyota Corolla Kagoshima Corporation
[Contact] 6340 Koba, Yusui-cho, Aira-gun, Kagoshima, 899-6201
TEL: 0995-74-5945 FAX: 0995-74-2545
www.open-air-museum.org/en/



Chie
Morimoto



The
In the Forest Exhibition

The Oddball of the Design World &
The Giant of TV Commercials
The inside of the advertiser's mind is a forest of art

Shinya
Nakajima

We will be hosting a new exhibition by two creators working at the forefront of today's advertising and design industries: Chie Morimoto and Shinya Nakajima. The exhibition will cover the process of creating an advertisement from the time of its inception until it permeates into society. Featured materials will include CD jackets, artwork from music videos, artistic sets, video storyboards and "the making of advertisement", a special exhibit detailing how a TV commercial is made. The museum will become a stage where the idiosyncrasies of these two creators can interact, producing an entertaining and hands-on exhibition that all our guests can enjoy. It promises to be an intriguing insight into the goals and methods employed by Morimoto and Nakajima in their creation of advertisements.



Chie Morimoto: President of goen*Co., Ltd. and art director. Joined Hakuhold Inc. in 1999. Her varied portfolio includes projects such as advertisement planning, artwork for musicians, art for film and stage as well as space direction for facilities such as zoos and kindergartens. She is a recipient of the Juzo Itami Prize and Architectural Institute of Japan Prize, among many others and was named Nikkei Woman of the Year in 2012.



Mr. Children, "HOME", 2007



Yumi Matsutoya, "Space Library", 2016



Onward Kashiya, "Suite", 2012



Ayaka, "This is me", 2016



HARUHI, "BANQUET" - Key animation for music video, 2016

Shinya Nakajima: Ad director and board member at Tohokushinsha Film Corporation. A Tokyoite born in Fukuoka prefecture and raised in Osaka. Commenced working at Tohokushinsha Film Corporation after graduating from Musashino Art University. He is the recipient of multiple awards, including from the Cannes Lions International Advertising Festival. He is responsible for Nissin Food Products' Cup Noodle ad "hungry?", Suntory ad "Iyemon" and TOTO ad "Germ Parent and Child" among others. He also directed the film "Yashima Biyoushitsu", released in cinemas in 2010.



Nissin Food Products, "Cup Noodle", 1992



Suntory, "Nenshou-kei Amino-shiki", 2003



Suntory, "Iyemon", 2016



TOTO NEOREST, "Germ Parent and Child", 2015



"The Wonder of Kyushu", 2016

Related Events

- Opening Ceremony: July 13th (Thurs.), 2:00 PM
- Artist Talk: July 13th (Thurs.) 2:30 PM
- Art Event with Chie Morimoto and Shinya Nakajima:
 - ① July 17th (Mon., Sea Day) 2:00 PM
 - ② Aug. 13th (Sun.) 2:00 PM
- *Further details to be announced on our website
- Gallery Talk (commentary by curators)
 - Held on Saturdays from 2:00 PM (8 times total)
 - ① July 15th ② July 22nd ③ July 29th ④ Aug. 5th
 - ⑤ Aug. 12th ⑥ Aug. 26th ⑦ Sept. 9th ⑧ Sept. 16th
- *Special exhibition tickets required for admission.

[Presale Tickets Available from]: Minami-Nippon Shimbun, Kirishima-sanroku Yusui Town Tourism Assoc. affiliated stores, Kirishima Onsen Market, Co-Op Service, Kagoshima University Co-op, Prefectural Employees Co-op, Miyazaki Prefectural Art Museum, Miyakonojo City Museum of Art, Hozan Hall (Kagoshima Prefectural Culture Center), What, Yamakataya Play Guide, Otani Art Supplies, Shukeido, Juji-ya Cross, Takagi Gaso, Kokubu Shinkodo, Ticket Pia (P-code: 768-465), Lawson Tickets (L-code: 81542), e+



[Access]

By car: 20 minutes from the Kyushu Expressway Kurino Interchange, 40 minutes from Kagoshima Airport
By Train: Take the Nippo line from Kagoshima Chuo station to Hayato station. There, change to the JR Hisatsu line and alight at Kurino station. From there, take Furusato Bus route 10 to the museum, approximately 20 minutes
By Bus: Take Furusato Bus route 10 from either Kurino station (approx 20 mins) or Iki-iki Center Kurino-sato (approx 40 mins)



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