国立新美術館
Kokuritsu- Shin Bijutsukan

2018.4.11 | Wed | 5.28 | Mon

Koinobori Now!

Installation by
Reiko Sudo, Adrien Gardère 
and Seiichi Saito

Sound softpad
Exhibition outline

Imagine some 300 koinobori (carp streamers) designed by Reiko Sudo, one of Japan’s preeminent textile designers, vigorously swimming around the gallery. Taking her inspiration from the traditional Japanese koinobori event, Sudo created this collaborative project with French exhibition designer Adrien Gardère, and presented the work at the John F. Kennedy Center for the Performing Arts in Washington D.C. in 2008 and the Guimet Museum in Paris in 2014. For Sudo’s new version of the work, produced for the National Art Center, Tokyo’s largest gallery (2000m² wide, 8m high), she will join forces with Seiichi Saito, a noted member of Rhizomatiks. For everybody to better enjoy and participate in the installation, a hands-on experience corner will also be set up at the venue. Don’t miss this opportunity to enjoy the multicolored koinobori as they come alive “now!” in this incredible atmosphere.
Exhibition highlights

1 | One of the largest installations so far
Approximately 300 koinobori designed by Sudo, and supervised by NUNO, are exhibited at once. The display takes up the entirety of the largest exhibition room (2000m², ceiling height 8m) at the National Art Center, Tokyo (NACT), when you walk in, it looks like all the koinobori are “swimming around” the gallery.

2 | The first collaboration in Japan
Sudo has collaborated with exhibition designer Adrien Gardère in Washington D.C. and Paris in the past. In this exhibition, Saito joins these efforts, realizing their first collaboration in Japan.

3 | Hands-on experience corner
At the venue a hands-on experience corner will be set up, with free special tools allowing visitors to enjoy and create koinobori at any time. Moreover, another special area will be provided for everybody to actually feel and touch the textiles used to make the koinobori, and to learn more about their respective titles and origins.

4 | Talk events
The event will feature exhibition-related talks by Sudo and Saito, along with Gardère’s first lecture in Japan. During the exhibition, Sudo also plans to hold a koinobori workshop.

5 | Special sound program for the Roppongi Art Night 2018
In a special program part of the Roppongi Art Night 2018 on May 26 (Sat), this installation will be given sound by softpad. Details will be posted on the museum website as soon as they are finalized.

Related Events

Special Talk 1 | Adrien Gardère
Date | Apr. 11 (Wed)  Time | 14:00-15:30  (doors open at 13:30)
Venue | The National Art Center, Tokyo, Auditorium 3F  Capacity | Limited to 260
Admission free, no registration required  *English / Japanese consecutive interpretation

Special Talk 2 | Reiko Sudo + Seiichi Saito
Date | May. 13 (Sun)  Time | 14:00-15:30
Venue | The National Art Center, Tokyo, Special Exhibition Gallery 2E
Capacity | Limited to 100
Admission free, no registration required

Workshop | Koinobori Now!
Date | Apr. 29 (Sun)  Time | 13:00-16:00  Instructor | Reiko Sudo
Participation free, registration required
*Conducted in Japanese  *Application process details will be announced on the website when approved.
Koinobori Now!  Installation by Reiko Sudo, Adrien Gardère and Seiichi Saito

Artist Profiles

Reiko Sudo
Textile designer. Sudo was born in Ishioka City in Ibaraki Prefecture in 1953 and lives in Tokyo. From 1984, when she helped establish the textile manufacturer NUNO Corporation, Sudo applied novel techniques to create a range of textiles. In 2005 she received her honorary master’s degree from the UCA arts college in the United Kingdom. In 2006 she handled textile design at the Mandarin Oriental, Tokyo, which granted her the Mainichi Design Prize. Since 2008, Sudo has been involved in fabric project development at Ryohin Keikaku Co., Ltd., and since 2016 an advisory board member of MUJI. In addition, she has provided design advice on textile development to businesses and the like. The rich expressiveness of her fabrics gained wide appreciation, and her works have been exhibited in such places as the Museum of Modern Art, New York; the Metropolitan Museum of Art, New York; the Museum of Fine Arts, Boston; Victoria and Albert Museum, London; and the National Museum of Modern Art, Tokyo. Many exhibitions are held both in Japan and abroad. Sudo is a Professor at Tokyo Zokei University, Visiting Professor at Central Saint Martins, and Director of NUNO Corporation.

Adrien Gardère
Exhibition designer. Gardère was born in Paris in 1972, where he still lives. He established Studio Adrien Gardère in 2000. His focus ranges from product design such as lighting to exhibition design of art galleries and museums in countries all over the world. As an example of his work so far, Gardère was responsible for the renovation of the Museum of Islamic Art in Cairo in 2010, the Lembé Annex opening in 2012, the design of the Albert Giacometti’s retrospective exhibition held in the Yuz Museum Shanghai in 2016 and so on. As an ongoing project, he is working on the design of the Narbonne Roman Antiquities Museum with Foster and Partners, and a project for the Royal Academy of Arts of London in collaboration with David Chipperfield.

Seiichi Saito
Representative director of Rhizomatiks Co., Ltd.; president of Rhizomatiks architecture. Born in Kanagawa Prefecture in 1975, Saito now lives in Tokyo. He studied architectural design at Columbia University and started activities in New York. Later, his selection as an artist in the 2003 Echigo-Tsumari Art Triennale provided the cue for him to move back to Japan. Saito founded Rhizomatiks in 2006. Since then, with a way of thinking shaped by architecture, he has continued to produce interactive works in the art and commercial fields. He was a judge on the Branded Content and Entertainment Division of the 2014 Cannes Lions Awards, served as the 2015 Milan Expo Japan Hall Theater Content Director, and was the Roppongi Art Night 2015 Media Art Director. In addition, Saito is in charge of HP and video production at NUNO Corporation, where Sudo is the director.

Sound: softpad
**Summary**

**Exhibition title**  
*Koinobori Now!  
Installation by Reiko Sudo, Adrien Gardère and Seiichi Saito*

**Dates**  
April 11 (Wed) – May 28 (Mon), 2018

**Closed**  
Tuesdays (except for May 1)

**Opening hours**  
10:00 – 18:00

*10:00-20:00 on Fridays, Saturdays, and April 28 – May 6
*Open until 22:00 in conjunction with the Roppongi Art Night 2018 on May 26 (Sat.)
*Last admission 30 minutes before closing

**Venue**  
The National Art Center, Tokyo (Kokuritsu-Shin-Bijutsukan), Special Exhibition Gallery 2E

**Organized by**  
The National Art Center, Tokyo

**Sponsored by**  
TEAC CORPORATION, MUJI, ARAKAWA & CO., LTD., SUNCORONA ODA CO., LTD.

**Admission**  
Free

**Inquiries**  
+81(0) 3-5777-8600 (Hello Dial)

Information about the related events will be announced as soon as details are decided. For the latest information, please visit the NACT Website (http://www.nact.jp/english/).

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**Access**

- Tokyo Metro Chiyoda Line, Nogizaka Station (C05), direct access from exit 6
- Tokyo Metro Hibiya Line, Roppongi Station (H04), approximately 5 minutes walk from exit 4a
- Toei Oedo Subway Line, Roppongi Station (E23), approximately 4 minutes walk from exit 7

*No parking

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**Press inquiries**

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**hashtag**  
#こいのぼりなう  #koinoborinow

https://www.instagram.com/koinoborinow/