

PRESS  
RELEASE

27-10-2023

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*Butsu Butsu*<sup>1</sup>  
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?

<sup>1</sup> *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.

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Centre  
National  
du Graphisme  
1 Place  
Émile  
Goguenheim

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* Design graphique contemporain au Japon

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## 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

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## Press contact

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

For any requirements and  
HD pictures.

## Come to Chaumont By car

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

## Come to Chaumont by train

TER Paris-Chaumont:  
2h15 mn - direct

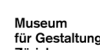
TER Lyon-Chaumont:  
about 3h50 mn - 1 connection

TER Nancy-Chaumont:  
about 2h10mn - 1 connection

TER Metz-Chaumont:  
about 3h - 1 connection

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Soutenu  
par



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