

The Joy of Toy

—UK/JP Character World—

Both Japanese character art and Western style street art have come to influence each other while becoming popular all over the world. And the personification and deformation of characters as icons has become an important part of visual communication. For the Joy of Toy exhibition, 8 artists will present works in 2D & 3D illustration, figures, painting as well as animation. And only as character artists can do, they will present a unique world of ideas – an imaginarium – and explore the role of character design in contemporary visual communications.

Title: The Joy of Toy—UK/JP Character World—

Dates: 2010.4.2 (fri) – 5.22 (sat)

Place: the center for creative communication (CCC)

Organizer: the center for creative communication (CCC)

Co-sponsor: ANA

Participating Artists:

Sichi, Peter Fowler, Tokyo Plastic (UK) / Dehara Yukinori, SHIN TANAKA, Atelier SANGO, Planet Planter, Hexa Project

Related program:

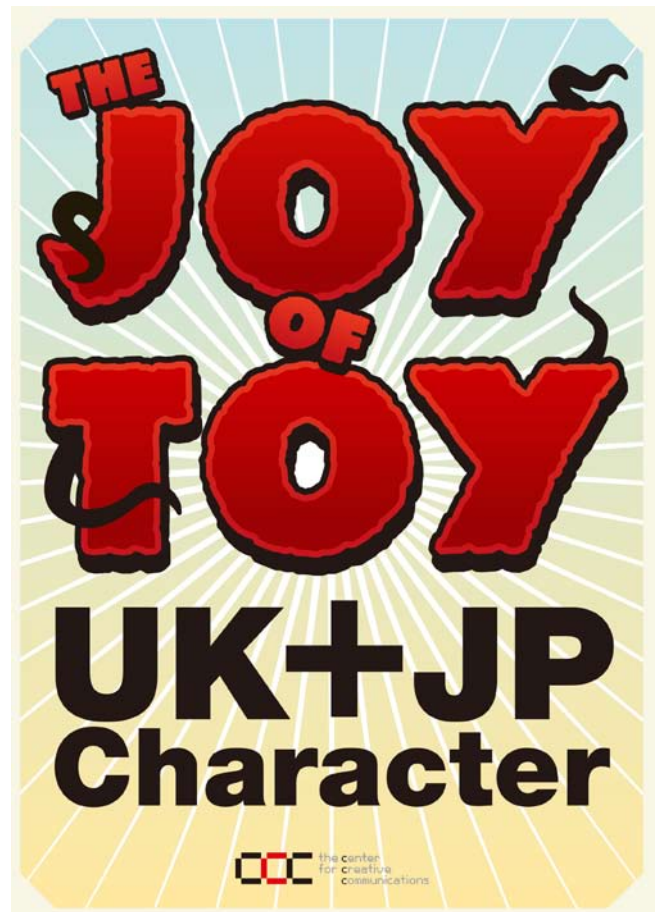
Exhibit-related Event: Gallery Talk by the Artists & Reception

Date: 2010.4.3 (sat)

Gallery Talk: 13:00-14:30

Reception: 14:30-15:30

Place: CCC



■ For more information on this event:

the center for creative communications (CCC)
4-16 Ote-machi, Aoi-ku; Shizuoka City 420-0853
JAPAN

tel : 054-205-4750
e-mail : info@c-c-c.or.jp
website: www.c-c-c.or.jp/

THE JOY OF TOY

Concept

The Joy of Toy exhibition is based around a cultural exchange of character art between UK and Japanese artists. With Japanese character art being a big influence on UK artists and Western style street art being a big influence on Japanese artists - the two sit side by side with considered certainty.

Character art presents a platform for artists to create cute, curious, confusing and often bizarre worlds - and then inhabit those worlds with equally strange characters. The formulation of these ideas comes from the artist's complexities, where underlying themes boil to the surface and burst into life against a backdrop of colourful landscapes. This imaginarium - a place where ideas grow - is explored in The Joy Of Toy, a bringing together of thoughts, ideas and inspirations. (Sichi)



Participating Artists

Sichi, Peter Fowler, Tokyo Plastic (UK) / Dehara Yukinori, SHIN TANAKA, Atelier SANGO, Planet Planter, Hexa Project

Exhibit-related Event: Gallery Talk by the Artists

A presentation on the UK and Japan toy scene and the global visual culture of character design.

Date: 2010.4.3 (sat)

Time: 13:00-14:30

*After the talk there will be a casual reception with the artists (free). Please feel free to participate.

Time: 14:30-15:30

Place: CCC

Participation for both the talk and reception is free. Limited to the first 80 to register.





Pete Fowler

www.monsterism.net/

An illustrator from Wales. Creator of the monsterism island of characters. Pete fowler has produced creative animation and illustration work for kia, super furry animals and disney.



SHIN TANAKA

www.shin.co.nr

Influenced by graffiti art, he uses his original papercraft as his canvas instead of walls in the city. The world noticed and he created a new genre of "Paper Toy" in the contemporary art work. He has collaborated with over 500 brands, mostly international and his Paper Toy models are used in art education curriculums in over 20 countries.



Sichi/Simon Poland

A toy designer & illustrator from North Hampshire. Sichi has produced creative work for various commercial projects including the illustration of vivienne westwood's manifesto. He has created buka, which was exhibited at the v&a museum.



AtelierSANGO

<http://sango.exblog.jp/>

Atelier SANGO began in Shizuoka City in 2001. From 2D to 3D, clay work to animation, Atelier SANGO is involved in a variety of creative work. Also holds workshops and in 2010 conducted an illustration workshop at the Lasalle College of the Arts in Singapore.



tokyoplastic

www.tokyoplastic.com/

Highly respected for their ground breaking animation and character designs, tokyoplastic is widely exhibited at animation and toy fairs worldwide.



Planet Planter

www.pla-pla.com/

Plant Planter is a character creation team based in Shizuoka City. Current work includes character development with a publishing company, character goods planning with a toy manufacturer, as well as local PR character planning and workshop production.



Dehara Yukinori

www.DEHARA.com

Makes 300 figures and consumes 3000 liters of beer per year. He has worked with Nike, Tower Records and numerous other advertising campaigns as well as conducting solo-exhibits both in Japan and abroad 4-6 times a year. He is also active under the pseudonym "Kaneko Nanpei" & part of Menpe (Tokyo Men's Painter Association).



Hexaproject

www.hexaproject.com/

From character development to Flash animation and exhibit/workshop/ seminar production- Hexa Project's broad range of interests and design sensibilities have culminated in a series of art and design projects including "express" at the Shanghai Duolun Museum of Maodern Art in 2005 as well as an exhibit in the "Kansei - Japan Design Exhibition" at the Louvre Musee des arts Decoratifs in Paris in 2008.

Access to the center for creative communications (CCC)



■ CCC is a 10-minute walk from JR Shizuoka Station north exit. (5 minutes by taxi.)

the center for creative communications
4-16 Ote-machi, Aoi-ku
Shizuoka City 420-0853 JAPAN

Shizuoka City is only a 1 hour Shinkansen train ride from either Tokyo or Nagoya.

About CCC

the center for creative communications (CCC) is a creative education facility which opened in January 2008. CCC's keywords are "Contemporary", "Creative" and "Communication" CCC supports the exhibit of, learning and business of contents creators in fields such as moving image, and design.

■ For more information on this event:

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