

## HANAE MORI Madame Butterfly, Flying to the World



Illustrated by Tony Viramontes

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### Exhibition Overview

Exhibition Title: HANAE MORI Madame Butterfly, Flying to the World

Dates: Saturday, February 22, 2020 - Wednesday, May 6, 2020

Closed on Mondays, February 25

Open on February 24 and May 4

Open Hours: 9:30 - 18:00 (no admittance after 17:30)

Venue: Contemporary Art Gallery, Art Tower Mito

Admission: ¥900 (¥700 for advance ticket and group of more than 20 people)

Free of charge for High school student, seniors over 70, the disabled and one accompanying attendant

→ Student card or other identification with age required

- One-year Pass: ¥2,000 for a one-year pass

- **First Friday** - special discount for students and senior citizens

→ Student card holders and seniors 65 to 69 get a discount rate of ¥100

each first Friday (March 6, April 3, May 1)

Organized by: Mito Arts Foundation

Sponsored by: Adastria Co., Ltd., Takimoto Clinic

Supported by: HANAE MORI OFFICE, HANAE MORI Associates Co.,Ltd., INFAS.com CO.,

SHIKI THEATRE COMPANY, NIKKATSU CORPORATION, Shochiku Co., Ltd., NHK  
IBUKI KOGEISHA CO.,LTD., abacus., Suntory Holdings Limited

Curated by: Art Tower Mito

Cooperated by: Iwami Art Museum, STUDIO SHIKUMI INC.

## **Exhibition Overview**

“My butterfly comes from the image of a silver shining jet plane.” These words by Hanae Mori, a pioneer of Japanese fashion designers, are filled with ideas of butterfly, the main motif. Mori started off as a fashion designer in the postwar restoration period, and she has been active as a powerful woman in the world while integrating cultures of the East and the West. Her first overseas fashion show took place in New York in 1965, and she was the first Asian member of “La Chambre Syndicale de la Couture Parisienne” in 1977 and became known as a world-renowned fashion designer. Not only for the brand crowning her name but also as a pioneer of Japanese fashion designers, Hanae Mori has been loved as a woman symbolizing the pioneer of women’s social advancement. This exhibition follows her footprints as a designer who carved out a career for herself in the turbulent age through her wide-ranging works such as haute couture which she has been working on for more than half a century, movie and theater costumes, and uniforms.

## **HANAE MORI’s Biography**

Mori set up her studio in 1951. She designed a lot of costumes for the movies in the heyday of the Japanese cinema. She presented her first overseas collection in New York in 1965 and the show was highly praised as “East Meets West.” After opening her “maison” in Paris in 1977, she developed her international activities as the only Asian member of “La Chambre Syndicale de la Couture Parisienne.” Having become a pioneer in the Japanese fashion industry, Mori is highly praised as an “ambassador of beauty” beyond the border. She has received a lot of awards including Order of culture, Medal with Purple Ribbon, Asahi Prize and “Officier de la Légion d’Honneur.”

## **Highlights of the Exhibition**

### **OHaute Couture: Butterfly**

Hanae Mori has been designing with the motif of butterfly for many years, not only for her works but she herself is called Madame Butterfly. A variety of expressions were created from one motif, and beautiful butterflies given radiance by Mori’s hands have been flapping under spotlights of the gorgeous fashion show. In the exhibition space representing such a worldview, many haute couture pieces designed with butterflies are displayed.

### **OVarious Haute Couture Pieces**

Mori’s haute couture created from an aesthetic sense of the East and the Western form has been praised worldwide as “East meets West.” Shown in this exhibition are works exclusively selected from numerous haute couture pieces presented in Paris for their specific techniques, materials, textile, etc.

### **OVideo Space with Flying Butterfly**

In Muikaichi-cho, Shimane Prefecture where she spent her childhood, the surroundings were full of natural

colors and white and yellow butterflies dancing in the field in spring, she says. Mori's butterflies came to the world of haute couture out of that original scenery of her memories. In this exhibition, experience-based visual artworks that inspired Mori's image of butterflies are installed in the gallery. The butterflies coming out of her clothing and flapping around can be enjoyed in this immersive space.

Direction: Tatsuya Saito, CG: Yasutaka Fukuda(dep), Music: LADER production

### **OFrom the studio, the Site of Creation**

Behind the scenes of the gorgeous world, there is another place filled with the creators' efforts. Along with the photographs at the time of "Hiyoshiya" days in Shinjuku, where she started her career as a fashion designer in the 1950s, essential materials of the haute couture production and tools that make us feel the presence of the creator are displayed.

### **OStage Costumes by Hanae Mori**

Mori has designed a variety of theater costumes for opera, ballet, Noh, Kabuki as well as Hibari Misora's concert at Tokyo Dome and performances of Shiki Theatre Company. Especially a weak Japanese heroine of the opera of Madama Butterfly that she saw in New York when she visited there for the first time excited her spirit of defiance and motivated her to go out into the world. Therefore, the Madama Butterfly performance created by her and Keita Asari has important implications for her. The major costumes used for many theater performances are introduced.

### **OCostumes on the Silver Screen**

There was the Golden Age of Japanese cinema from the 1950s to the 1960s. Mori, then in her twenties, designed hundreds of film costumes for stars such as Ruriko Asaoka, Mariko Okada and Yujiro Ishihara by famous directors including Yasujiro Ozu, Kozaburo Yoshimura and Nagisa Oshima. Mori's work of her youth when she learned about human nature through the expressions in the motion pictures are introduced by panels and videos.

### **OUniform Design: A Symbol of Japan**

Mori has designed uniforms for people working on the international stage, such as uniforms of Japan Airlines which has descended all over the world, uniforms for about 260 athletes of the Japanese Olympic Team of 1992 Barcelona and those of the 1970 Osaka Expo. Uniforms that combine both functionality and beauty for various occasions are popular as a Japanese face. The major uniforms designed by Mori are exhibited.

### **OThe Life Story of Hanae Mori**

As a woman who launched out into the world from postwar Japan, Hanae Mori has been admired by many people. Her life is accentuated by colorful fashion shows and exchanges with celebrities and various artists. Behind her accomplishments, however, are unspeakable efforts. Mori's life as a Japanese who repeatedly made challenges is traced through her own words, photographs, etc.

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## RELATED PROGRAMS

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### ■ Curator Talk

The curator of the exhibition will talk about the exhibition.

Date/Time: Thursday, March 12 16:00 - 17:00

Venue: Contemporary Art Gallery, Art Tower Mito

Fee: Free (included in the admission, reservation unnecessary)

\* Meet at the entrance of the Contemporary Art Gallery.

### ■ Weekend Gallery Talk

CAC (Contemporary Art Center) gallery volunteer talkers guide visitors to explore the exhibition together.

Dates: Saturdays between March 7 and May 2

Starts at 14:30 (Gallery talk lasts approximately 40 minutes.)

Fee: Free (included in the admission of the exhibition, reservation unnecessary)

Venue: Contemporary Art Gallery, Art Tower Mito

\* A gallery talk might be canceled due to circumstances.

## NOTES

### Contact:

Contemporary Art Center, Art Tower Mito

1-6-8, Goken-cho, Mito City, Ibaraki, 310-0063, Japan

Tel: +81 (0)29 227 8120 / Fax: +81 (0)29 227 8130 <https://www.arttowermito.or.jp/>

Regarding the exhibition, contact Junya Yamamine (Curator, Contemporary Art Center, Art Tower Mito)

Regarding educational programs, contact Junko Moriyama, Maiko Sato (Educational program coordinators)

For public relations and publicity of photographs, contact Kaori Torii (PR).

Email: [cacpr@arttowermito.or.jp](mailto:cacpr@arttowermito.or.jp)

Information is available on ATM twitter account [http://twitter.com/MITOGEI\\_Gallery](http://twitter.com/MITOGEI_Gallery)

Requests regarding publication of information:

1. Please make sure to use the official title of the exhibition, along with the exhibition dates.
2. When using photographs, please put captions, credits and any other information attached to a photograph adjacent to the photo.
3. The phone number of Art Tower Mito to be published is +81 (0)29 227 8111 only.
4. Please send Kaori Torii a copy of the VTR, newspaper or magazine for our archives.
5. For interviews with an artist or to photograph the exhibition, please contact Kaori Torii in advance.

Requests may not be accepted under some circumstances.

## ACCESS

### Train:

Take the Limited Express on the JR Joban Line from Tokyo Station (also from Shinagawa and Ueno Station) in Tokyo, and get off at Mito Station. The Express runs every 30 min. The ride takes 65-85 min.(¥3,890)

From Mito Station, take a bus for Daiku-machi from the stop no. 4, 5, 6 or 7 at the north exit bus terminal and get off at Izumi-cho 1-chome outside Keisei Department Store, the forth stop. (¥170) It is a 2 min. walk to Art Tower Mito.

\*Mito Station (the north exit) --> Icho-zaka --> Minami-machi Ni-chome --> Minami-machi San-chome --> Izumi-cho I-chome

### Highway Bus (Mito-go):

Take a highway bus bound for Mito (via Akatsuka route or Ibarakidaigaku route) from the highway bus terminal located at the Yaesu south gate of Tokyo JR station. (¥2,120)

The ride takes approx. 100 min. Get off at the Izumi-cho 1-chome stop, opposite Keisei Department Store. It is a 2 min. walk to Art Tower Mito.

### Car:

Get off at Mito IC on Joban Highway, and drive toward the city center on the route 50 for about 20 min. Pay parking is available on the basement level of Art Tower Mito. Gate is at the north side of the main building.

Free for 30 min., ¥200 for an hour and ¥100 for every additional 30 min. Open from 7:00 to 23:00.

**Press Image Stock**

The images are available for press purpose. Please contact Torii at the office.

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1. HANA MORI Haute Couture Collection Photo: Eiji Ina © Iwami Art Museum

2. HANA MORI Haute Couture Collection

3. HANA MORI Haute Couture Collection

4. HANA MORI Haute Couture Collection Photo: Hiroshi Yoda

5. HANA MORI Haute Couture Collection Photo: Hiroshi Yoda

6. Hanae Mori's working equipment Photo: Go Watanabe

7. "Madama Butterfly" Performed in China, 2002 Photo: Eisuke Miyoshi © SHIKI THEATRE COMPANY