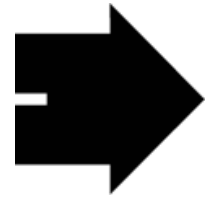


**Maison d'Ailleurs** – Museum of Science Fiction, Utopia and Extraordinary Journeys  
Place Pestalozzi 14 - P.O. Box 945 - 1401 Yverdon-les-Bains – Switzerland  
T: + 41 24 425 64 38 – F : + 41 24 425 65 75 – @ : [www.ailleurs.ch](http://www.ailleurs.ch)



# Pop Art, My Love

## PRESS KIT / Practical information

### Maison d'Ailleurs

Museum of Science Fiction, Utopia and Extraordinary Journeys

Place Pestalozzi 14  
P.O. Box 945  
CH – 1401 Yverdon-les-Bains  
T. : + 41 24 425 64 38  
@ : [www.ailleurs.ch](http://www.ailleurs.ch)

Exhibition opened  
From September 24, 2016 to April 30, 2017  
Tue-Su 11am-6pm

### Press conference

Wednesday, September 21, 2016, at 10:30am

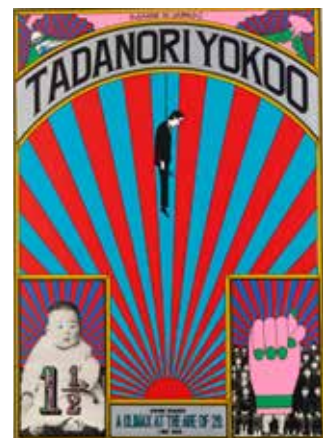
### Opening ceremony

Saturday, September 24, 2016, from 3:30pm

### HD press photos available on our ftp-server:

All pictures must be published with the indicated caption.

FTP: ftp.ailleurs.ch  
Username: mda\_presse  
Password: jules2008  
File: "data"  
Sub. file: "PopArt"



© Tadanori Yokoo



© Tezuka Productions

# SUMMARY

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## PROJECT ABSTRACT

What do Tadanori Yokoo – one of the greatest contemporary Japanese artists and laureate of the *Praemium Imperiale 2015* ("Painting" category) – and mangas, in particular science fiction, have in common? At first glance, nothing. Nonetheless, besides the fact that the names of Yokoo and *mangaka* are generally speaking not very well known in our part of the world – Osamu Tezuka is unknown to us, but is considered the "god of manga" in Japan – Yokoo's silkscreened posters are the product of a mode of creation more or less identical to these comic books so revered in our day and age and which rank amongst the best-sellers in book stores. In fact, Yokoo's posters and the post-war Japanese comic books are all inspired by motifs which were not Japanese to begin with (American Pop Art, science fiction), are made to resonate with Japanese aesthetics (*emakimono*, *ukiyo-e*) and create hybrid artworks which, in turn, influence the works of European and American artists or creators. It is therefore impossible to fully understand the *Nouvelle Manga* (New Manga) movement in France and the films *Kill Bill* (Quentin Tarantino, 2003) or *Pacific Rim* (Guillermo del Toro, 2013), without going back to the sources of these aesthetics which allowed this movement or these productions to emerge.

Halfway between Japan and the West, the *Maison d'Ailleurs* invites its visitors to discover a unique exhibition where the works of **Tadanori Yokoo** (48 silkscreened posters, one of which specially produced for the exhibition) and **Osamu Tezuka** (79 original manga pages) interact with **Joanie Lemerancier's** multimedia installation (produced for the exhibition) and the collections of the museum. A special exhibition, definitely!



© Tadanori Yokoo



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## BIOGRAPHY OF THE ARTISTS

### TADANORI YOKOO (JP)

Born on 27 June 1936 in Nishiwaki (Hyōgo Prefecture, Japan), creator of posters, paintings, collages and books, Tadanori Yokoo is one of the most well-known contemporary Japanese artists – both in the Land of the Rising Sun and abroad – who developed a passion for painting at a very young age. This passion – this obsession – which led him as a child to religiously copy his picture books and as an adult to take up the career of painter after having being a graphic designer for over 20 years, is surely at the heart of his genius, of his talent for using existing motifs and reworking these freely so as to express, relentlessly, his existence in a world saturated with signs – both graphical and textual – that constantly collide.

He achieved success in 1960 through his silkscreened posters combining photographs, chromatic scales directly inspired by the Pop Art movement, and influences from traditional *ukiyo-e* (woodblock prints). The visual power of his works – where shapes and colours reinforce each other to impact the viewer – is due in part to their mode of creation: the posters are worked using several techniques and are composed of a reappropriation of popular images of various origins reflecting the rapid changes and the Westernization of Japanese post-war society in which Yokoo grew up.

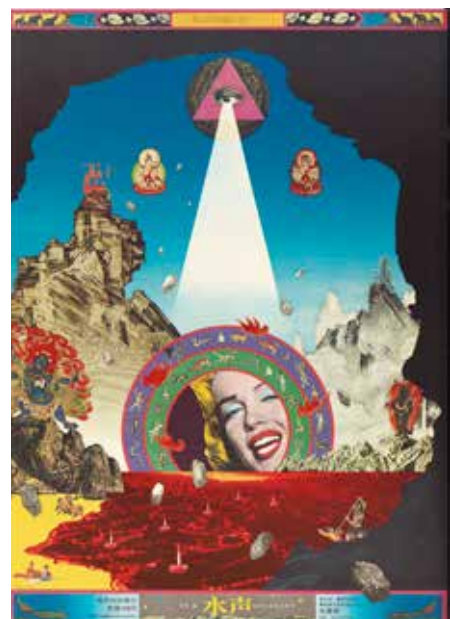
The graphic works of Tadanori Yokoo can be understood as the desire – found in aesthetic syncretism – to unify the international artistic avant-garde (Pop Art), popular Japanese culture (*ukiyo-e*, *emakimono*) and self-representation (the artist has constantly revisited the trauma of his birth in a world where individuality is embedded in the sign): Yokoo does not create something out of nothing, but creates a very personal form of Pop Art through references that are massively distributed and industrially produced by various artistic and popular movements in order to express his pain of being. It is obvious that Tadanori Yokoo's greatest strength is not simply to play with diverse cultural sources, but can be found in the manner in which he plays with these: one can perceive in his posters the joy of someone who manipulates the codes, of someone who is inspired by advertisements in order, once these have been reworked, to herald something new and not always clearly identifiable. The laureate of the *Praemium Imperiale 2015* is therefore a magician of manipulation, a magician who reveals the real even though his works seem at first to distance themselves from it.

["Pop Art, My Love" presents the first Swiss retrospective of Tadanori Yokoo's original posters](#)

Created between 1964 and 2016, the 48 posters presented at the *Maison d'Ailleurs* are a fascinating retrospective – and unprecedented in Switzerland – of the works of the artist known as the "Warhol of Japan".

Visitors are invited to explore the Pop Art redesigned by Tadanori Yokoo and to contemplate the different aesthetic inspirations that he synthesises in his works with a clearly ironic force. As he has himself declared:

*"Everything is important and, at the same time, nothing is important. I try to see the present moment, as this is most important for creation; this is why my past works are no longer important for me, they no longer mean anything. Perhaps the most important for me is to make a critique of art by art ... sometimes in jest".*



© Tadanori Yokoo

## OSAMU TEZUKA (JP)

Osamu Tezuka was born on 3 November 1928 in Toyonaka and died on 9 February 1989 in Tokyo. Tezuka revolutionised the manga industry by calling into question the publication formats in place at the time. In fact, it was at his instigation that the stories grew longer and became intrigues full of emotions and action, as can be seen with *New Treasure Island* (1947) and *Lost World* (1948). Strongly influenced by pre-war manga, European novelists and filmmakers as well as Walt Disney movies, Tezuka published over 700 mangas throughout his career, the best known in Europe being *Metropolis* (1949), *Astro Boy* (1952) and *Phoenix* (1968). His art is recognised around the world and has had a lasting impact on the manga industry: this is why he is still known today as the "god of manga".

The *Maison d'Ailleurs* presents the first Swiss exhibition of Tezuka's original manga pages

No less than 79 original drawings have been lent to the museum of science fiction by the Tezuka Productions Company, the right holders of this master's works since his death. From his first mangas - *Lost World*, *Metropolis*, *Nextworld* - to *Astro Boy*, as well as his masterpieces (*Phoenix*) and his most advanced graphic experiments (*The Crater*, *Dororo*), Tezuka's entire "SF" career will be presented, for the first time in a Swiss museum, to the visitors of the *Maison d'Ailleurs*.

## JOANIE LEMERCIER (F)

Joanie Lemerrier is a French artist primarily focused on projections of light in space and its influence on our perception. He was introduced to creating art on a computer at the age of five by attending classes on pattern design for fabrics taught by his mother. The threads of his early education grounded his interest in physical structures: geometry, patterns, and minimalist forms. Since 2006 Lemerrier has worked with projected light, and co founded the visual label AntiVJ in 2008. In 2013, he founded a creative studio to develop installations, gallery pieces and experiments using projected light in space.

"Pop Art, My Love" presents *Ravage*, a contemplative work created for the *Maison d'Ailleurs*, inspired by manga and offering visitors an astonishing experience

With this exhibit - created specially for the exhibition - which pays tribute to the art of manga, the French artist, Joanie Lemerrier, invites the visitors to the museum in Yverdon-les-Bains to explore a landscape that is both drawn and animated by a projection. It reveals a post-apocalyptic environment of deserted and abandoned architectures; we perceive subtle plays of shadow and light, the only indications of a time that continues to flow; we immerse ourselves in the unfamiliar and emerge changed.



© Tezuka Productions



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# THE EXHIBITION: "POP ART, MY LOVE"

24.09.2016 - 30.04.2017

## GLOBAL CONCEPT

The exhibition "Pop Art, My Love" establishes, between the works of three artists (Tadanori Yokoo, Osamu Tezuka, Joanie Lemercier) and part of the collection of the *Maison d'Ailleurs*, an original dialogue on the question of "aesthetic syncretism". In other words, this exhibition reflects on the one hand the process which, soon after the war, led Japanese artists and *mangaka* to build on American artistic movements or science fiction codes in order to create works in which these movements and codes resonate with traditional Japanese aesthetics (*emakimono*, *ukyio-e*). On the other hand, "Pop Art, My Love" shows clearly that today, Japanese creations must be taken into consideration if we are to apprehend the contours our imagination. The *Maison d'Ailleurs* therefore invites its visitors to discover a truly amazing exhibition and to partake in a new experience illustrating the dynamism of creation.

## ARTWORKS AND OBJECTS SHOWN IN THE EXHIBITION

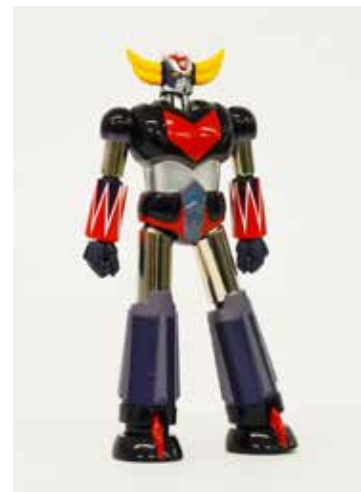
- 48 silkscreened posters - of one which specially produced for "Pop Art, My Love" - made by the *Praemium Imperiale 2015* laureate, Tadanori Yokoo.
- 79 original manga pages drawn by Osamu Tezuka, the "God of Manga", and a poster device made up of 25 reproductions taken from *Astro Boy* mangas.
- *Ravage*: a multimedia installation mixing drawings and projection, imagined by the French artist Joanie Lemercier for the exposition.
- 130 objects taken from the *Maison d'Ailleurs'* permanent collections:
  - 60 mangas that paint a brief history of Japanese post-war comics and the influences it has forged with Western productions.
  - 10 publications illustrating how the *mangaka* addressed the space opera (galactic stories) and cyberpunk (stories of man-machines) movements.
  - 25 figurines evoking the link between manga and mythology (the old with *Knights of the Zodiac* and the new with robots and mecha).
  - 20 movie posters and lobby cards on adaptations of mangas into *anime*.
  - 12 vinyl records or original Japanese soundtracks.



Coll. Maison d'Ailleurs



Coll. Maison d'Ailleurs



Coll. Maison d'Ailleurs

## OPENING CEREMONY PROGRAM

The Foundation of the *Maison d'Ailleurs* is pleased to invite you to the opening of its new exhibition "Pop Art, My Love" on Saturday, September 24, 2016, starting at 3.30pm, in Yverdon-les-Bains. In addition to the exhibition, you will be able to experience several exceptional events: a cosplay contest (3.30pm to 5.30pm), Japanese folktales for all ages (4pm to 6pm) the official part (6pm to 7pm), a Swiss and Japanese cocktail dinner prepared by several sushi masters and one catering service (7pm to 8.30pm), a photo studio with the cosplayers (7pm to 9pm). All the events related to the opening will be free of charge and will take place at the Benno Besson Theatre, our partner for the day.

### Program

<b>3.30pm</b>		<b>Maison d'Ailleurs</b> Official opening of the exhibition
<b>3.30pm</b>		<b>Benno Besson Theatre</b> Cosplay contest <i>Partner: Juusan no Hoshi Association</i>
<b>3.30pm</b>		<b>Maison d'Ailleurs</b> Quiz: "Themes from our Childhood!" <i>Partner: Association des Amis de la Maison d'Ailleurs</i>
<b>4.00pm</b>		<b>Benno Besson Theatre</b> <i>Hall-Kamishibai</i> - Japanese folktales <i>Partners: Nathalie Jendly</i> <i>La Suisse raconte</i>
<b>6.00pm</b>		<b>Benno Besson Theatre</b> Official part and cosplay awards ceremony
<b>7.00pm</b>		<b>Benno Besson Theatre</b> Cocktail dinner <i>Partners: City of Yverdon-les-Bains</i> <i>Jimmy Lin &amp; St-Roch Restaurant</i> <i>Mobsya</i> <i>Le Trèfle Gourmand</i> <i>Winegrowers of Bonvillars</i> <i>Boxer SA</i> <i>La Semeuse</i>
<b>7.00pm</b>		<b>Benno Besson Theatre</b> Photo studio with the cosplayers
<b>9.00pm</b>		<b>Maison d'Ailleurs</b> End of the opening ceremony
<b>9.00pm</b>		<b>Benno Besson Theatre</b> Opening of the bar <i>Partner: Le Trèfle Gourmand</i>

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### ***Hall-Kamishibai* - Japanese folktales**

Nathalie Jendly has made numerous trips to Japan where she studied *Kamishibai* and has presented this art form in Switzerland and France since 2003. She is a professional singer and storyteller specialising in the presentation of Japanese culture through visual arts, music and stories. She is also a member of the non-profit association *La Suisse raconte* (*Stories from Switzerland*).



# PARTNERS

## PROJECT MANAGEMENT

### Maison d'Ailleurs

Director - Curator:

Secretary:

Curator in charge of the collections:

Coordinator:

Communication:

Promotion:

Cultural Educator:

Technician:

Receptionist:

Marc Atallah

Laure Kuenzli / David Fonseca

Frédéric Jaccaud

Patricia Valceschini

Mona Juillard / Laurie Shann

Jeanne Rossich

Ken Gardner

Maxence Laurent

Jonathan Malgioglio

### Curator of the exhibition

Pierre Keller

### Scenography

### Graphic design

Serge Perret

Notter+Vigne

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## PARTNERS OF THE EXHIBITION

### Main partners

City of Yverdon-les-Bains

ADNV

Loterie romande

Casino Barrière Foundation

State of Vaud

OPTI

Travys

### Official partners

Under the patronage of the Embassy of Japan in Switzerland and the Consulate of Japan in Geneva

Embassy of Switzerland in Japan

Banque Cantonale Vaudoise

Retraites Populaires

Sakae Stünzi Foundation

Leenaards Foundation

Hublot

Japan Foundation

Ernest Gabella SA

### Supports

Autumn of the Japanese culture

Imprimerie Fleury

Winegrowers of Bonvillars

Le Trèfle Gourmand

Boxer SA

La Semeuse

AMDA

### Partners

Yokoo Tadanori Museum of Contemporary Art

Tezuka Productions Company

Foundation of the Centre Patronal

Payot Libraire

Artgraphic Cavin SA

Ted Support

Mix-Image

Jouets Davidson

RailAway

### Educational program partners

STRID

Brandons of Yverdon Association

### Media partners

Couleur3

La Région

ActuSF

### Cultural partners

Switzerland Japan Association

TBB

Juusan no Hoshi

Japan Impact

NIFFF