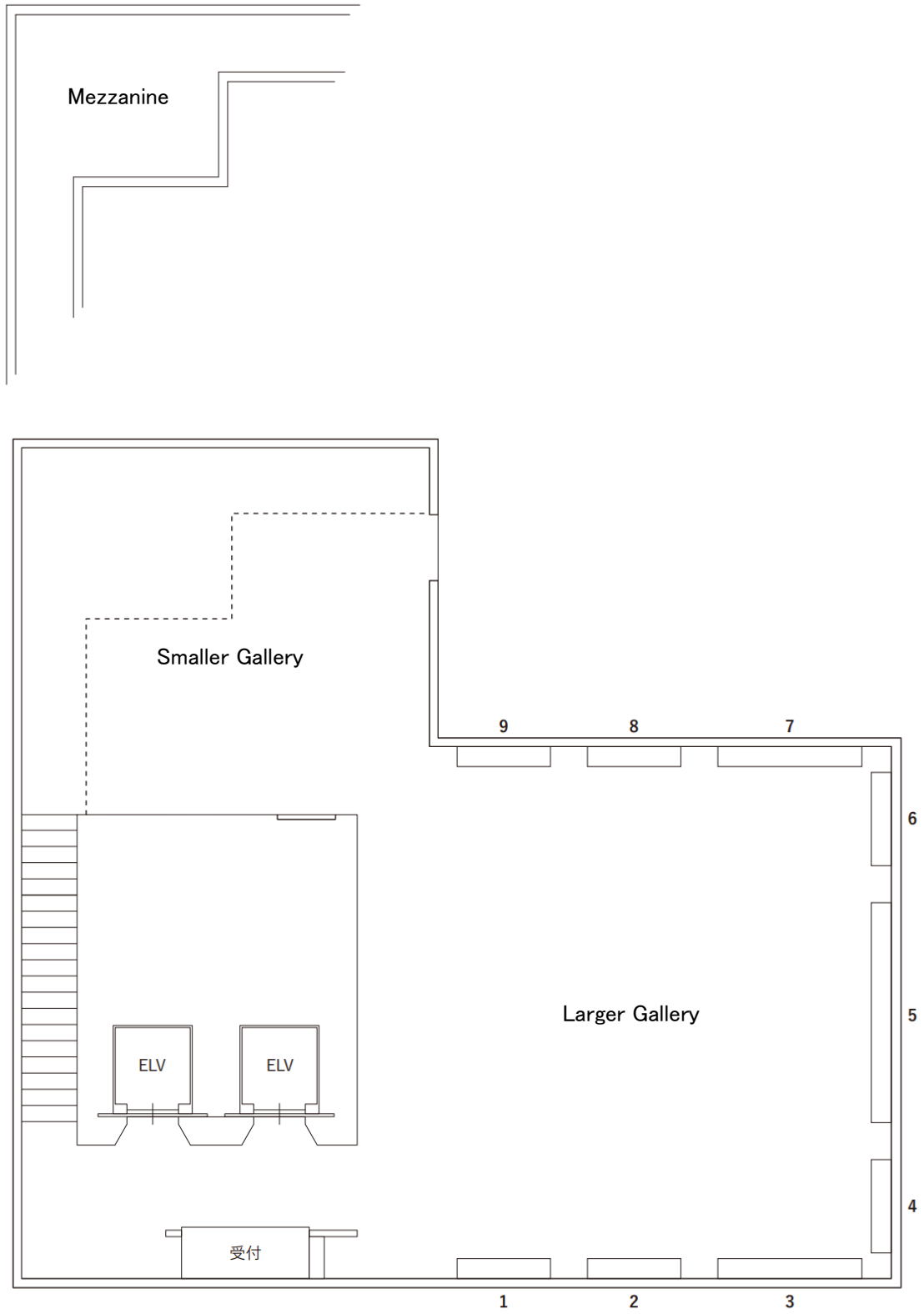


【Exhibition Map】



【Mezzanine】

■A special blend by Yuta Nakamura

Yuta Nakamura, *Yuta Nakamura blends Shiseido and*, 2022, mud on paper

【Larger Gallery】

■Yuta Nakamura blends Shiseido and Wajiro Kon

Yuta Nakamura, *Yuta Nakamura blends Shiseido and Wajiro Kon*, 2022, mud on paper

【Smaller Gallery】

■Yuta Nakamura blends Shiseido and Genpei Akasegawa

Yuta Nakamura, *Yuta Nakamura blends Shiseido and Genpei Akasegawa*, 2022, mud on paper

*Genpei Akasesawa, “Glass Paintings and Hagu” (excerpt), 2013

Yuta Nakamura, *Mug and Cup*, 2022, clay slip on ceramic

Genpei Akasegawa *Hagu 2*, 1998–2013, collection of Shiseido

“Banbutsu Shisei | Born From All Things | A Special Blend By Yuta Nakamura” commentary, 2022, HD video, filmed by Kei Uchida

| Key | In the captions, items from the collection of the Shiseido Corporate Museum are marked with an [S] and those collected by Yuta Nakamura an [N].

1 1902: Soda fountain installed in the Izumocho store

Wajiro Kon ed., *Shinpan dai-Tokyo annai* [A guide to greater Tokyo – new edition] (Chuokoronsha), 1929 [S]

Ryusei Kishida, “Dai Tokyo hanjōki 61: Shinko zaiku renga no michitsuji,” *Tokyo Nichi Nichi Shimbun*, 1927 [S]

Utagawa Hiroshige, *Famous Views of Modern Tokyo: Brick Buildings in Kyobashi*, year unknown [S]

Utagawa Hiroshige, *Famous Views of Modern Tokyo: Shinbashi Street, Brick Buildings*, year unknown [S]

Yuta Nakamura, *Soda Fountain*, 2022, clay slip on ceramic

Pomatum Honour advertisement (Yomiuri Shimbun), November 17, 1889 [N]

2 1915: Shinzo Fukuhara comes up with the camellia logo

Wajiro Kon, *Etudes de Styles et de Decorations: Egypt, Assyrie, Grece et Rome* (Sagamishobo) 1966 [N]

Yuta Nakamura, *Camellia Design Colored Paper*, 2022, clay slip on ceramic

Yae Komura, ed. Takeo Yamamoto, *Settai gashū* [The paintings of Settai] (Takamizawa Mokuhansha), 1942 [S]

Shiseido, “Kiku” (chrysanthemum) perfume, c. 1920 [S]

Riichiro Kawashima, “Drawing for the Izumocho store (chair back) ,” 1923 [S]

3 1917: Shinzo Fukuhara creates formula for Hanatsubaki perfume

Anko ningyō, c. 1930–40 [N]

Wajiro Kon, *Nihon no minka* [Traditional houses of Japan] (Suzuki shoten), 1922 [N]

“Hanatsubaki Main Store Fukuhara Shiseido Hanatsubaki Hair Oil,” sales agency wooden signboard, c. 1917 [S]

Yuta Nakamura, *Hanatsubaki Hair Oil*, 2022, clay slip on ceramic

Oshima miyage: kōtō no fūzoku (Oshima souvenirs: customs of isolated islands), year unknown [N]

Shiseido, “Hanakatsura” hair tonic advertisement, *Tokyo Asahi Shimbun*, June 22, 1905 [S]

Shiseido, *Dainigōchō Kakushu keshōhin kōryō shohō* (Book 2: Various cosmetics and fragrance compounds), 1924 [S]

Shinzo Fukuhara, *Hikari to sono kaichō* [Light and its Harmony] (Shashin Geijutsusha), 1923 [S]

Shiseido, “Euthrixine” (camellia) perfume, 1917 [S]

4 1921: Publication of *Ginza*

Yutaka Misu ed., *Ginza*, (Shiseido Cosmetics Division), 1921 [S]

Ryusei Kishida, “Dai Tokyo hanjōki 62: Shinko zaiku renga no michitsuji,” *Tokyo Nichi Nichi Shimbun*, 1927 [S]

Tokyo meisho: Ginza-dōri (Famous places of Tokyo: Ginza main street), Meiji era [N]

Ginza-Owaricho yakeato (*Ginza-Owaricho after a fire*), c. 1923 [N]

Hōshuku ginkonshiki kinen: Ginza tsuya no hōshuku kōkei [(Emperor Taisho’s) 25th wedding anniversary celebration: Scene of nighttime celebration in Ginza], c. 1923 [N]

Yuta Nakamura, *Parasol Doll*, 2022, clay slip on ceramic

Wajiro Kon, *Minzoku to kenchiku* [Folklore and architecture] (Isobe Koyodo), 1927 [N]

Shizuo Isobe ed., *Ikamono shumi 2: Shinkō to shūzoku no maki* [Unusual interests 2: Beliefs and Customs edition] (Ikamonokai), 1933 [N]

5 1923: Izumocho store rebuilt in temporary barracks form

Kenchiku shashin ruiju: Barakku kenchiku kan-no-ichi [Architectural photography collection: Barrack-style architecture vol. 1] (Koyosha), 1923 [N]

Yuta Nakamura, *Cafe Kirin*, 2022, clay slip on ceramic

Yuta Nakamura, *Shiseido Izumocho Store*, 2022, clay slip on ceramic

Riichiro Kawashima, “Elevation drawing of the Izumocho store (front interior wall)”, 1923 [S]

Soichi Kimura, ed., *Daiikkai koseikai kagu tenrankai* [1st Koseikai Furniture Exhibition], 1938 [N]

Riichiro Kawashima, “Elevation drawing of the Izumocho store (front interior wall)”, 1923 [S]

Shiseido, “Ginza Face Powder,” c. 1931 [S]

6 1925: Exhibition of pictures for children by Takeo Takei

Shiseido, “Childrenswear,” c. 1922 [S]

Kodomo no kuni [Children’s land] vol. 4, no. 3 (Tokyosha), 1925 [N]

Heiwa kinen Tokyo hakurankai: Bunkamura (Tokyo Peace Exposition: Bunkamura), c. 1922 [N]

Takashi Shimizu, *Shumi no atsugami-zaiku* [Hobby cardboard craft] (Sanyusha Shoten), 1930 [N]

Yuta Nakamura, *Black Cat on Wheels*, 2022, clay slip on ceramic

Kenchiku shashin ruiju: Kenchikuka no ie kan-no-ichi [Architectural photography collection: Architects’ houses vol 1] (Koyosha), 1934 [N]

7 1928: Shiseido Ice Cream Parlour opens

- Wajiro Kon, Kenkichi Yoshida eds., *Modernologia* (Shunyodo), 1930 [S]
- Ryusei Kishida, “Dai Tokyo hanjōki 64: Shinko zaiku renga no michitsuji,” *Tokyo Nichi Nichi Shimbun*, 1927 [S]
- Riichiro Kawashima, “Drawing of the Izumocho store (wall decoration detail),” 1923 [S]
- Yuta Nakamura, *Ice Cream Cup*, 2022, clay slip on ceramic
- Shiseido Parlour, “Tabletop menu,” year unknown [S]
- Shiseido Parlour, “Rattan takeaway ice cream pot (large),” Taisho–early–Showa period [S]
- “Ginza o aruku hito” (The people who stroll the Ginza), *Shiseido Geppō* 28, 1927 [S]
- Shiseido, *Dainirokugōchō Shiseido Parlour ice cream syrup seizōhō* (Book 6: Shiseido ice cream syrup formulas), 1924 [S]

8 1937: Launch of the “Hanatsubaki-kai” club

- Shiseido, “Modern Colour Face Powder,” 1933 [S]
- Shiseido, “Beauty Chart,” c. 1936 [S]
- Shiseido, “Grease Shadow / Cream Shadow / Modern Colour Face Powder Color Chart,” c. 1933 [S]
- Shinzo Fukuhara, “Recent trends in the material and shape of cosmetic containers” 1929 [S]
- “Fourth Shiseido Art Exhibition” catalogue, 1929 [N]
- “Hanatsubaki-kai kinenhin furoku: kinenhin ni soete” (Hanatsubaki-kai gift extra: With this gift), 1939-1940 [N]
- “Hanatsubaki-kai kinenhin furoku: Tomimoto Kenkichi sensei no ryakureki” (Hanatsubaki-kai gift extra: Profile of Kenkichi Tomimoto), 1939-1940 [N]
- Yuta Nakamura, *White Porcelain Jar*, 2022, clay slip on ceramic
- Kenkichi Tomimoto, Obi clasp, 1939-1940 [N]
- Wajiro Kon, “Kōgei zenya no sanbi” [In praise of every type of craft], *Kogei jidai*, vol. 2 no. 7 (Atoriesha), 1927 [N]
- “Burūno Tauto-shi Nippon o saru!” [Bruno Taut is leaving Japan!], *Kogei News* vol. 5 no. 11 (Kogei Chosa Kyokai), 1936 [N]

9 1941: Second New Lifestyle Art Exhibition

- Shiseido, “Peroxide Cucumber” advertisement, 1943 [S]
- Takashi Shimizu, *Shumi no atsugami-zaiku* [Hobby cardboard craft] (Sanyusha Shoten), 1930 [N]
- Yuta Nakamura, *Table and Chair*, 2022, clay slip on ceramic
- “Gekidan Todō 46th performance program: *Nogamo wa nogamo*” (Written by Kuri kikuoka, set design Kenkichi Yoshida), 1940 [N]
- Kuri Kikuoka, *Nogamo wa nogamo* [A wild duck is a wild duck] (Cover design: Kenkichi Yoshida; Mikasa Shobo), 1940 [N]
- Wajiro Kon, *Jūseikatsu* [Housing life] (Kangensha), 1946 [N]
- Shiseido, “Muscle Oil,” c. 1941 [S]
- Shiseido, “Peroxide Cucumber,” c. 1938 [S]
- Shiseido, “Lipstick in a wooden case,” c. 1943 [S]