

The 70s in Japan

Student struggles, Expo '70 ... events such as these formed the background to the 1970s, an era of excitement and vitality that engendered diverse expression and movements

From 1968 to the early 70s, Japan passed through a heated period, with intensification of student activism, Expo '70 fever, and other events.

A movement arose in which creators in various fields such as design, drama, and music adventurously interacted with each other and questioned radically what art should be. Creators endeavored to doubt existing expressions and to seek the essential, while there arose anti-Expo movements against Expo '70 and resistance to organizations that were perceived as authoritarian.

Distinctive, avant-garde books and magazines such as *The Design Review* and *Film Quarterly Magazine* were created by groups of designers, photographers, and writers working in unison. Further, various magazines such as the woman's magazine *An-an* and the town magazine *Pia* were published, sensitively capturing the new era and the trends of the streets.

By the late 1970s, the mood of the times changed dramatically and painting was reinstated, as if making a fresh start from its origins.

Focusing on youth culture, magazines such as *Popeye* and *Brutus* were published one after another, and the magazine covers were adorned with light, easy, and cozy illustrations.

The period was colored by the brilliance of what is called the "Saison Culture" today, including designs and posters that emanated from PARCO, the Seibu Department Store, and the Seibu Museum of Art.

A retrospective of the 70s through works and documents in a wide diversity of genres – design, architecture, drama, art, photography, music and manga

Starting around 1968, when Japan was rocked by student activism, this exhibition will be a retrospective look at the 70s—an era full of excitement and vitality—through works and materials by leading figures in diverse genres, such as design, architecture, drama, art, photography, music, and manga. The exhibition will give us opportunities to consider what paths we could take to face the future, in the chaos of our time.

- Duration: Saturday Apr 20- Sunday Jul 7, 2013
- Opening hours: 10:00-17:00 (Last Admission 16:30)
- Closed: Mondays (Except April 29 and May 6), April 30 and May 7
- Admission charges: Adults 1,000 (800) yen, College Students 700 (600) yen, High School Students 500 (400) yen *Figures in brackets () are the charges for advance-purchase and groups of 30 or more persons.
- Organizers: The Hiroshima City Museum of Contemporary Art, The Yomiuri Shimibun, The Japan Association of Art Museums
- Supported by: Lion Corporation, Shimizu Corporation, Dai Nippon Printing Co., Ltd., SOMPO JAPAN INSURANCE Inc.
- Partonized by: Hiroshima Prefecture, Hiroshima Municipal Board of Education, Hiroshima FM Broad Casting Co., Ltd., Onomichi FM Broad Casting Co., Ltd.



SASAKI Michiko
Nihon University Zenkyoto (All Campus Joint Struggle), 1968
Collection of the artist



Expo'70 Textiles Pavilion: the exterior and a large billboard, 1970
Photo: ENDO Tadashi
Courtesy of MATSUMOTO Toshio



A.K.A. *Serial Killer*, 1969
ADACHI Masao
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Art Direction: HORIUCHI Seiichi
Photo: TATSUKI Yoshihiro
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