

# MAY I START ?

## Hirofumi Kera's Cross-Border Hair & Makeup

### Summary

Not just limited to the domains of beauty and fashion, hairstyling and makeup are both indispensable parts of various modern forms of expression, including film, theater, and the performing arts. The skills and aesthetic sense of the practitioner (the hair and makeup artist), have value and attraction not merely as part of behind-the-scenes work, but as elements of creation.

This exhibition captures the current state and potential of hair and makeup from a new perspective, through the work of eye-catching hair and makeup artist Hirofumi Kera. Kera has been active at the forefront of fashion and beauty, providing hair and makeup for many advertisements and magazines, and working as chief hair stylist for fashion shows at home and abroad, including Paris Fashion Week. Meanwhile, in recent years he has collaborated with artists of other genres such as contemporary art, expanding his work in innovating the concepts of hair and makeup.

In this exhibition, we'll introduce you to the full scope of Kera's creations, from his well-known work in advertising, to provocative work that goes beyond conventional hair and makeup. In addition to introducing you to the results of Kera's collaborations so far, such as the works of Yasumasa Morimura (for which Kera was in charge of hair and makeup) and *bunraku* puppets whose heads he created, he'll also present a new, large-scale visual installation, co-created with fashion designer Mikio Sakabe.

The title of the exhibition, *May I Start?*, comes from Kera's question to models backstage at fashion shows before he begins to style their hair and makeup, but it is also an appeal from Kera to the viewer, describing his desire for you to see with your own eyes the many new challenges he has just begun. Don't miss where Hirofumi Kera is now, as he effortlessly crosses the boundaries of established genres, challenging the possibilities of hair and makeup.



### Profile: Hirofumi Kera



Born in Niigata Prefecture in 1971. Top hair and makeup artist at Shiseido. He is active around the globe, working in advertising, such as for hair care brand TSUBAKI, and in shows for many fashion brands, including MIKIO SAKABE, ANREALAGE, SOMARTA and others. He has a reputation for hairstyling techniques that produce a variety of textures, and has been endorsed by many

actresses and entertainers. Even outside the world of beauty and fashion, he is expanding collaborations with artists of various genres, including contemporary artist Yasumasa Morimura, photographer and *ikebana* artist Joichi Teshigahara, and *bunraku* puppeteer Kanroku.

<https://hma.shiseidogroup.jp/keram/>

---

## Exhibition Info

■ Dates	July 6 <sup>th</sup> (Saturday) – September 1 <sup>st</sup> (Sunday) 2019 Closed: Mondays (open July 15 <sup>th</sup> & August 12 <sup>th</sup> )
■ Opening hours	10 a.m. – 5:30 p.m. (admission to exhibition room until 5:00 p.m.)
■ Admission	General ¥1,100 (¥880), university and high school students ¥880 (¥710) *price in parentheses ( ) for groups of 20+
■ Organizers	Museum of Modern Art, Saitama
■ Special cooperation	Shiseido, Co., Ltd.
■ Production cooperation	Crafty Co., Ltd., Nanasai Co., Ltd., Color Science Labo Inc.
■ Cooperation from	JR East Omiya Branch, FM NACK 5
■ Venue setup	Kei Kaihoh (Kei Kaihoh Architectural Design Office)

---

## Participating Brands & Artists

ANREALAGE (designer: Kunihiko Morinaga)

Kanroku (*bunraku* puppeteer)

SOMARTA (designer: Tamae Hirokawa)

Joichi Teshigahara (photographer & *ikebana* artist)

Mika Ninagawa (photographer)

MIKIO SAKABE (designer: Mikio Sakabe)

Yasumasa Morimura (contemporary artist)

writtenafterwards (designer: Yoshikazu Yamagata)

LIMI feu (designer: Limi Yamamoto)

---

## Related Events

### ■ Live Talks

① July 12<sup>th</sup> (Friday) Hirofumi Kera & Takuma Takasaki (executive creative director, Dentsu Inc.)

② August 18<sup>th</sup> (Sunday) Hirofumi Kera & Mikio Sakabe (designer, MIKIO SAKABE)

both days: 2:30 – 4:00 p.m. (venue open at 2:00 p.m.) / 2<sup>nd</sup> floor auditorium / capacity: 80 people (first-come, first-served) / admission: free

### ■ Live Hair & Makeup (numbered ticketing)

① July 15<sup>th</sup> (Monday, holiday)

② August 6<sup>th</sup> (Tuesday)

held twice on both days: 11:00 – 11:30 a.m., 3:00 – 3:30 p.m. / 2<sup>nd</sup> floor special exhibition room / capacity: 50 people (numbered tickets will be distributed from the 1<sup>st</sup> floor reception desk one hour before start time) / admission: special exhibition admission fee required / details: Hirofumi Kera will give a hair and makeup demonstration on the stage set up in the exhibition room.

### ■ Hirofumi Kera Showcase

July 20<sup>th</sup> (Saturday) (details will be announced on the homepage at a later date)

2<sup>nd</sup> floor exhibition room / admission: special exhibition admission fee required / details: Hirofumi Kera will create a *bunraku* puppet head in the exhibition room.

### ■ Gallery Tour

August 3<sup>rd</sup> (Saturday) 3:00 – 4:00 p.m. / 2<sup>nd</sup> floor special exhibition room / admission: special exhibition admission fee required

details: Hirofumi Kera and the curator in charge talk about the gallery.

### Special Gift for Visitors

---

For every day of the exhibition, the first 30 people to purchase an exhibition ticket at the reception desk on the first floor will receive an original clear file folder.

### Exhibition Highlights

---

#### ■ Fashion + Hair and Makeup

Kera has supported the expression of many brands through his hair and makeup work backstage at fashion shows such as Paris and Tokyo Fashion Weeks, as well as seasonal looks and catalogs.

In this exhibition, we'll introduce you to Kera's work with five of the many domestic and international brands he's worked with: ANREALAGE, SOMARTA, MIKIO SAKABE, writtinafterwards, and LIMi feu, as well as wigs, headpieces, and production materials. It will be a perfect opportunity to reflect on the current state of fashion from the perspective of hair and makeup.

#### ■ New Visual Installation by Hirofumi Kera & Mikio Sakabe

Central to the exhibition is a collaboration between Kera and fashion designer Mikio Sakabe, a new visual installation specifically for the exhibition called *FACE*. With Kera in charge of hair and makeup and Sakabe heading clothes styling, the piece expresses the face of a woman transforming into diverse female images through the power of hair and makeup. Kera's unbound creativity and superior technique is expected to portray the power and potential of hair and makeup in an unprecedented way. Look forward to a large-scale installation, utilizing about 40 displays.

#### ■ Introduction to the Full Spectrum of Collaborations

Kera first headed hair and makeup for Yasumasa Morimura's work as part of his 2013 exhibition, *Yasumasa Morimura – In Praise of Velázquez: Handmaidens Reborn in the Night* (Shiseido Gallery). Kera's excellent technique, embodying his image as an artist, earned Morimura's trust, and since then he has continued to participate in Morimura's work, including his *Self-Portraits through Art History* series.

In addition, Kera has produced heads for *bunraku* puppets, providing them for performances by puppeteer Kanroku, and has worked with *ikebana* artist and photographer Joichi Teshigahara in a collaboration with "flowers" as its subject. By cooperating with creators in a variety of genres, he expands his work in innovating the concepts of hair and makeup. This exhibition will be a valuable opportunity to bring together the results of such collaborations under one roof.

#### ■ Venue Setup by Architect Kei Kaihoh

Design and setup of the exhibition space will be provided by spirited architect Kei Kaihoh. The venue setup, in which Kaihoh and Kera repeatedly conversed, is sure to bring viewers into Kera's world, providing a fascinating experience, as if moving you to follow his train of thought. This also resonates with Kera's message to the viewer: "May I start?"

Be sure to check out the museum's exhibition space, shown in a new light by Kaihoh.

Profile: Kei Kaihoh

Born in 1982. Graduated with a master's degree in Architecture from the University of Tokyo's Graduate School of Engineering in 2007. Worked for Taira Nishizawa Architects from 2007 to 2009. Established Kei Kaihoh Architectural Design Office in 2010. Worked as a part-time lecturer at the University of Tokyo from 2014 to 2018, at Shibaura Institute of Technology from 2016, and at Tokyo University of Science from 2019. Awards include the Excellence Award at the 33<sup>rd</sup> Fukushima Prefecture Building and Culture Awards (Angelica Garden), Grand Prize at the 2<sup>nd</sup> Urban Design Center Koriyama Competition, and the Excellence Award at the Glass Architecture Competition.

<http://kaihoh.jp>

---

### Press Conference

On the day before the exhibition, we will have a sneak preview for the press as well as a press conference. If you would like to participate, please apply using the attached application form by June 28<sup>th</sup> (Friday).

Date and time: July 5<sup>th</sup> (Friday) 3:00 – 5:00 p.m. (admission starts at 2:30)

Location: 2<sup>nd</sup> floor lecture room & special exhibition room, Museum of Modern Art, Saitama

Speakers: (planned) Hirofumi Kera, Kei Kaihoh

## Promotional Images

The following images are provided as data, expressly for the purpose of PR for this exhibition.  
Please email [kouhou@aria.ocn.ne.jp](mailto:kouhou@aria.ocn.ne.jp) (Mr. Yata, head of PR) to request.

- Application for copyright clearance is not required for publishing images.
- When publishing images, please include the captions/credits below. You may not crop images or add text.



①



②



④



③



⑤



⑥



⑦

### Image Credits

① Which is your Giulietta? Alfa Romeo/I am GIULIETTA. The Drive Art Exhibition 2012. Photo: Joichi Teshigahara. Stylist: Yuki Mayama

② IZANAGI April 2015 Issue

③ MIKIO SAKABE 2018 Spring/Summer Collection

④ Mika Ninagawa, *Untitled (DEMPAGUMI.inc)*, 2011

©Mika Ninagawa / Courtesy of Tomio Koyama Gallery

⑤ Yasumasa Morimura, *Self-Portraits through Art History (Dürer's Hand is Another Face)*, 2016

©Yasumasa Morimura 2019

⑥ Shiseido Professional Beauty Congress 2019

⑦ Hirofumi Kera & Joichi Teshigahara — *Flowers*, 2019

## Contact Us

---

Principal contacts: Mr Oura, Ms Shigihara TEL: 048-824-0111 (main) / 048-824-0110 (curation) FAX: 048-824-0118