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日本文化  
会館



## Transphere #4

Art-Mode-Innovation

トランス  
スフィア  
#4



keisuke kanda  
+ ANREALAGE

神 + 森  
田 永  
恵 邦  
介 彦

**ANOFUKU**  
Le vêtement réinventé

あ  
の  
服

Exposition  
06.09.—  
28.10.17

101bis, quai Branly  
75015 Paris  
Métro Bir-Hakeim  
RER Champ de Mars

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# Press release

## Exhibition

06.09.— 28.10.17

This fourth exhibition of the series **Transphere**, initiated in 2016 and dedicated to contemporary creation, focuses on the meeting of two of the most innovative fashion designers in Japan, **Keisuke Kanda** and **Kunihiko Morinaga**. Although they both adopt radically different approaches in the making of their clothes, there are in fact many points of convergence and they have developed a common vision. Keisuke Kanda brings mysterious concepts to life by means of a delicate handmade design and occupies a singular place in the world of fashion through his communication, which is limited to the local level. Kunihiko Morinaga, meanwhile, oscillates between the ordinary and the extraordinary, applying conceptual themes to his clothes, and using both manual and advanced technologies. He has been presenting his collections at Fashion Week in Paris since 2014.

The '**ANOFUKU**' project (which could be translated as "the clothing of someone") merges the visions of these two creators and goes beyond the field of fashion. Keisuke Kanda and Kunihiko Morinaga interweave and reorganize, with the greatest flexibility, the past and the future, Japanese and Western cultures, the ordinary and the extraordinary, materials, technologies, business, handmade and hand-crafted along with their personal memories, to create 'clothes' offering a possible image of the future. Far from the concepts of 'trends' or 'fashion' that seem to have become fixed in our time, it is perhaps a new definition, open to the future, of the term 'clothing' in its primary meaning that is offered to us here.

### Introduction / "THEIR CLOTHES"

This first section of the exhibition evokes the meeting of these two creators while they were students, as well as the beginnings of their career as fashion designers.

### Zone 1 / "CLOTHES OF THE ONE, CLOTHES OF THE OTHER"

This section shows the conceptual approaches of Keisuke Kanda and Kunihiko Morinaga and their interest in practical aspects through their successive collections.

The creative garments of **keisuke kanda (Keisuke Kanda)** deconstruct and recompose everything that necessarily defines the garment - style, use, function, gender, age, etc. The process of getting rid of the original and usual definition of clothing, from the point of view of both the physical and of meaning, in order to reassemble them by means of a delicate manual garment, offers something of the surreal in its expression and is not unrelated to traditional Japanese craftsmanship. The way in which the clothings are exposed, clearly shows this deconstruction and these transformations.

For each new collection, **ANREALAGE (Kunihiko Morinaga)** designs his clothes from a theme or concept that reveals his vision, at the border of the ordinary and the extraordinary. The process of applying these themes to standard items far exceeds the framework of fashion, coming closer to works of conceptual art or poems with a fixed form, such as haiku.

Made every season as a symbol of the boutique, trench coats from successive collections are exhibited in this section. They show how ANREALAGE introduces a thematic, gives shape to it, and how his clothing establishes communication with other people.

### Zone 2 / "ANOFUKU"

"ANOFUKU", resulting from a joint project of Kanda and Morinaga, is the result of their approach to the creation of clothes and their experience in different fields.

The two creators collaborated with the animation studio Ghibli sweaters and with the sports equipment manufacturer Asics for sportswear suits. The ANOFUKU project is therefore not only centred on 'fashion' as such, it greatly modifies the approach to manufacturing, consumption and lifestyle.

Each project is presented in the form of concrete products, according to a theme based on the brands and strengths of each of the companies that collaborate on it: "Human memories" for Ghibli, "New functions" for Asics.

### Zone 3 / "WORKSHOP"

In this zone, the visitor is invited to experiment with the principles of garment making reinvented by Kanda and Morinaga. This 'workshop' is led by mediators or, in a punctual and random manner, by the two creators.

The exhibition finally shows how Kanda and Morinaga go beyond the field of fashion to expand their fields of activity.

# Exhibition

## ANOFUKU



### ASICS + keisuke kanda + ANREALAGE JERSEY MEETS SUITS

As part of the Asics jersey costume collection, «ANO(that)» refers to 'those' salarymen, and 'that' sports equipment supplier. This involves the sports brand ASICS showing a jersey version of the extremely basic «suit» of salarymen typical of Japan. The promotional video shows scenes of office work treated as sports scenes, and makes us laugh about the incongruous social situations.

In collaboration with  
ASICS Corporation

ASICS x keisuke kanda  
x ANREALAGE  
Jersey meets suits

### Studio Ghibli + keisuke kanda + ANREALAGE

#### ANOFUKU of Studio Ghibli

2017

- Maze by Sweater
- Knit Embroidery Animation
- Totoro Hidden Button
- Flash Light Wall

The «ANOFUKU of Studio Ghibli» project takes as its themes stories, memories and children.

An animated film inspired by the cartoon *My Neighbour Totoro* (by Hayao Miyazaki, 1988) was made with 174 knitted sweaters on which the same pattern was hand-embroidered, but each time slightly differently.

This installation connects us to the memories we have of stories and films, and the devices that complement it makes us aware of the light and the shadows that surround us, but to which we no longer pay attention.

In collaboration with  
STUDIO GHIBLI INC.  
YOKOTA CO., LTD  
PARTY NEW YORK  
TAIYO KIKAKU co., ltd

# Exhibition

## keisuke kanda's Collections

### keisuke kanda

#### Jersey (2015)

Jersey Meets Dress Long, Jersey jacket, Jersey pants

#### Yankee

Rebellious young biker outfit for *uragoizoku* (2015), Girls embroidered satin baseball jacket (keisuke kanda x sina) (2010), Yankee Sweatshirt (2014)

#### School uniforms - sportswear, sailor suits

See-through sportswear (2014), Short en tricot / Knitted shorts (2014), Hand-stitched school uniform jacket (2006), Tracksuits for after school - pants (2013), Sailor outfit (2012), «Paper apron» T-shirt for Sailor outfit (2013), Tracksuit shoulder wrap (2014)

#### Uragoizoku

Overalls for *uragoizoku* (2011), Shirt dress for *uragoizoku* (2012), Aran sweater for *uragoizoku* (2012), Kitchen apron for *uragoizoku* (2014), Collar for *uragoizoku* (2011), Portraits of *uragoizoku* (2011)

#### Reconstructed clothing

Duffel-coat «white bear»/before reconstruction: denim jacket (2009), Sailor outfit and old lace/before reconstruction: agricultural clothing (2011), Shirt dress/before reconstruction: men's shirt (2007)

#### Wa (2016)

Jumper dress with tasuki, T-shirt with tasuki, Transparent kimono stole, Skirt decorated with knotted fortune slip (ecru), Kimono t-shirt, Skirt decorated with knotted fortune slip (black)

#### keisuke kanda Air

Hand stitched blue cardigan [actual size] (2016), Small hand stitched blue cardigan [Air] (2015), Hand-stitched T-shirt with a hand sewn Japanese flag [actual size] (2015), Small T-shirt with a hand-sewn Japanese flag [Air] (2015), Hand-sewn blouse-handkerchief with braid [Air] (2015), Old-fashioned skirt-handkerchief [Air] (2015), Hand-sewn tracksuit-handkerchief [Air] (2015)

#### Tie (2010)

Plastic Model Ribbon Warrior for Girls (accessory kits of ribbons)

#### Masashi Asada + keisuke kanda

Research Project: Graduation Photograph (2014)

Photo: Masashi Asada

#### Kyoichi Tsuzuki

HAPPY VICTIMS, keisuke kanda (2016)

In collaboration with: Kobe Fashion Museum

## ANREALAGE's Collections

### REFLECT

2016 Spring-Summer Collection

### SHADOW

2015 Spring-Summer Collection

### COLOR

2013-14 Autumn-Winter Collection

### BONE

2013 Spring-Summer Collection

### AIR

2011 Spring-Summer Collection

### WIDESHORTSLIMLONG

2010-11 Autumn-Winter Collection

### 凹凸

2009-10 Autumn-Winter Collection

### ○△□

2009 Spring-Summer Collection

*Transphere* is a series of exhibitions designed by **Aomi Okabe**, artistic director of the MCJP exhibitions.

Exhibition curator: **Maholo Uchida**, Head of the "Development of exhibition projects" at the National Museum of Emerging Science and Innovation (Miraikan) in Tokyo

# keisuke kanda (Keisuke Kanda)

[www.keisukekanda.com](http://www.keisukekanda.com)

Born in 1976 in Kagoshima, Keisuke Kanda graduated in sociology from Waseda University and Bunka Fashion College. He designed his first clothes during his studies and created the keisuke kanda brand in 2005. Since 2007, he has been presenting his new creations at press conferences organized throughout the archipelago in the manner of touring rock concerts.

- 2005 Created the company, Candyrock.  
First fashion show in the Tokyo Tower with ANREALAGE as part of Tokyo Fashion Week.
- 2007 Presented his creations in several cities. These 'Japanese road trips' are still an essential part of his activities.
- 2011 Opened his first boutique in Koenji, Tokyo.  
Participated with, among others, ANREALAGE at the exhibition Feel and Think: A New Era of Tokyo Fashion at the Tokyo Opera City Art Gallery.
- 2012 Participated in the exhibition Future Beauty: 30 Years of Japanese Fashion at the Museum of Contemporary Art, Tokyo.
- 2013 Creation of the fan club keisuke kanda.
- 2014 Participated in the exhibition You reach out - right now - for something: Questioning the Concept of Fashion at the Art Tower Mito, Mito.  
Publication of the book Homework: Graduation Photograph, Clothes by Keisuke Kanda, Photographs by Masashi Asada.  
Moved his shop to the Shinjuku district.  
Created goodies for the rock band Ging Nang Boyz.  
Designed the clothes for the characters of a manga by Inio Asano.
- 2015 Launched the new brand 'keisuke kanda AIR' for 'clothes that can only be worn on the Internet'.  
Created the clothes for the heroine of 'Mare', a TV series on the Japanese Public Broadcasting network, NHK.  
Products made from the works of the manga pioneers Tezuka Osamu and Akatsuka Fujio were put on sale in the Isetan department store in Shinjuku.  
Collaborated for the collection 2016 S/S REFLECT of ANREALAGE.
- 2016 His collaboration with the photographer Kyoichi Tsuzuki was presented in the exhibition of the latter entitled, Beauty of the BORO, at the Kobe Fashion Museum.



Kyoichi Tsuzuki  
*HAPPY VICTIMS - keisuke kanda*  
Photo: Kyoichi Tsuzuki

# ANREALAGE (Kunihiko Morinaga)

[www.anrealage.com](http://www.anrealage.com)

Born in 1980 in Tokyo. Graduated in sociology from Waseda University. While studying, he began designing clothes at the Vantan Design Institute.

- 2003 Created the brand, ANREALAGE.
- 2005 Winner of the Grand Prize of the avant-garde section at GEN ART in New York, which rewards new talent.
- 2006 Presented his first fashion show in the Tokyo Tower with keisuke kanda as part of Tokyo Fashion Week.
- 2009 Exhibited at the Museum of Far Eastern Antiquities in Stockholm.
- 2010 Participated in the exhibition FUTURE BEAUTY - 30 YEARS OF JAPAN FASHION presented at the Barbican Centre in London and the Haus der Kunst in Munich.
- 2011 Opening of his first boutique, ANREALAGE TOKYO, in Harajuku, Tokyo.  
Participated in the Miffy in Fashion exhibition at the Centraal Museum in Utrecht, The Netherlands.  
Winner of the Best Young Designer Award at the Mainichi Fashion Grand Prix and the Shiseido Incentive Award.  
Participated with, among others, keisuke kanda at the exhibition Feel and Think: A New Era of Tokyo Fashion at the Tokyo Opera City Art Gallery.
- 2012 Participated in the Tokyo Fashion Week in India presented in New Dehli as part of the Cool Japan programme.  
Exhibition in Beijing at the I.T Beijing Market, concept store of Comme des Garçons and I.T.  
Participated in the exhibition Future Beauty: 30 Years of Japanese Fashion at the Museum of Contemporary Art Tokyo.  
For ANREALAGE's tenth anniversary, he presented his first solo show, A REAL UNREAL AGE at the Parco Museum in Shibuya, Tokyo.
- 2013 Participated in Hello, Shibuya Tokyo with Singapore as part of the Cool Japan programme in Singapore.  
Participated in the exhibition Feel & Think: A New Era of Tokyo Fashion at the National Art School Gallery, Sydney, Australia.  
Held an exhibition, Philosophical Fashion 2: ANREALAGE 'A COLOR UN COLOR' at Kanazawa 21st Century Museum of Contemporary Art, Kanazawa.
- 2014 Was presented at Nipponista, a pop-up shop opened as part of the Cool Japan programme in New York.  
Participated in the exhibition Future Beauty: The Tradition of Reinvention in Japanese Fashion at the National Museum of Modern Art, Kyoto.  
Personal exhibition A REAL UNREAL AGE IN PARIS at the LECLAIREUR boutique in Paris.  
Presented the 2015 S/S collection SHADOW at Fashion Week in Paris with the collaboration of Daito Manabe (Rhizomatiks).  
Participated in the exhibition Wardrobe MEMORIES Art and Fashion in Japan, Arts Maebashi, Gunma.
- 2015 Presented the 2015-16 A/W collection LIGHT at Fashion Week in Paris, with the collaboration of Daito Manabe (Rhizomatiks).  
Finalist of the ANDAM Fashion Award competition organized in Paris by the National Association for the Development of the Fashion Arts.  
Introduced the 2016 S/S collection REFLECT with the collaboration of keisuke kanda and the rock band Sakanaction.  
Presented an exhibition and a fashion show at Neo Tokyo Brands, a project organized in Bangkok, with the support of the Japanese Ministry of Economy, Trade and Industry.
- 2016 Presented the 2016-17 A/W collection NOISE with the collaboration of Sakanaction.  
Participated at the exhibition Digital X Fashion at the Kobe Fashion Museum.  
Opening of his second boutique, ANREALAGE AOYAMA, in Aoyama, Tokyo.  
A pop-up shop ASICS X keisuke kanda X ANREALAGE opened as part of this boutique.  
Presented the 2017 S/S collection SILENCE with the collaboration of Sakanaction.
- 2017 Introduced the 2017-18 A/W collection with the collaboration of the artist Kohei Nawa.



# Tamed light, or the entrance of ANREALAGE into French fashion heritage

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**Alexandre Samson**

Head of the contemporary creation department and exhibition curator  
Palais Galliera – Fashion Museum of Paris

On September 23rd, 2014, Kunihiro Morinaga organized his first runway show in Paris, at the École Nationale Supérieure des Beaux-Arts, in the Salle Melpomène. Around a simple rectangle drawn by the stage, the audience discovered the ANREALAGE collection, Spring-Summer 2015, entitled "Shadows." On the models, each collar, each buttonhole, each embroidered pearl projected its dark shadow, black on the ivory clothes. Two models stood at the center of the stage between powerful projectors that drowned them with light. It was then that their dresses, made of photosensitive fabrics, got darker, printing in negative the shadow of a hand or an arm. While working with shadows, the collection told the story of light. It announced the following runway show, named "Light," presented in the same space in Paris on March 3, 2015. In complete black, the show began when a spotlight lit up a white circle at the back of the room. Imperceptibly, one could guess that the circle of light was not projected against a wall, but on a moving silhouette, entirely black. The skin and hands of the model were colored charcoal. A helmet, like charred earth, encompassed her head. She wore a large trench coat, the round shape of which molded with the circle of the projector. The spot of white light was reproduced in jacquard wool on the center of the coat, its luminous halo overflowing and diffusing its outline on the inside of the sleeves. The skirt was asymmetrical, in glistening black polyester. The heels of the pumps looked like plexiglass optical lenses.

This first silhouette of the second Parisian fashion show of ANREALAGE is now part of the collections of Palais Galliera, the Fashion Museum of the City of Paris<sup>1</sup>.

(...)

When he designs, Kunihiro Morinaga thinks as little as possible about the body. Guided by a unique research focus, he chooses a presentation of conceptual fashion, the performative structure of which brings to mind the designs of Hussein Chalayan or Martin Margiela. However, through these advanced technological systems, ANREALAGE seems to question our society and its uses. For the "REFLET" collection (Spring-Summer 2016), for example, Morinaga makes the telephone the exclusive intercession between the public and his designs. With the head taken over by wide 3D headphones to hear the fashion show's music, one had to photograph models with the flash of a phone to discover their prints. ANREALAGE plunged us into an allegory, that of current fashion presentations where, for nearly 10 years now, cell phones are the silent ovations of an ultraconnected and autistic audience.

Japanese and French designers are nourished by their mutual admiration. Paris offers its sumptuous setting to creators, all origins included, for the presentation of their vision to an international audience. ANREALAGE, in choosing the City of Light, is part of a line of Japanese couturiers whose runway shows and clothes have contributed to the influence of Paris as a fashion capital.

<sup>1</sup> Thanks to the support of the Vogue Paris Foundation, 2015.

# What is “ANO”?

**Masato Kubo**

Assistant Professor

Bunka Gakuen University, Department of Fashion Sociology

“Ano” is a demonstrative pronoun, used to point to something.

When we say “ano( that [something]),” it is understood that the one being spoken to also knows what “that [something]” refers to. Whether it is “[something] I bought yesterday,” or “[something] that is making the headlines,” we only say “that [something]” when we know that the other person would easily understand. The “something” may be a person, a thing, an incident, or phenomenon, but it must be something that is already known.

This exhibition presenting, “ANOFUKU” (That Clothes) also points to something already understood.

(,,)

This style of Kanda changes gradually after the advent of the name change of the brand to keisuke kanda in 2005. If his fashion had previously been an introspective dialogue, after becoming keisuke kanda, an interactive dialogue had become the core of his creation.

For example, “Children’s wear combines into a skirt” or “Trousers of the Imperial Japanese Army” literally uses children’s clothes and pre-war military pants as material. It is obvious that the former are not clothes for a child, and the militarism is purged from the latter, reconstructed into a pair of pants that seems even “cute” from the softness conjured by the white and blue. Furthermore, these subject matters, although some are related to personal history and others to a collective history, are things that anyone living in Japan can call to mind, and being extremely comprehensible, are histories, in other words, stories, that invite these residents to dialogue.

The brand keisuke kanda does not only use stories of the past, or history, as his subjects. His photo-book called “Homework: Graduation Photograph” which mimics a typical, Japanese graduation yearbook, includes photos of Keisuke Kanda fans dressed up as high school students enjoying their school trips. Of course, this is a fake school, but the field trips took place and the participants experienced them as actual trips. In other words, Keisuke Kanda created a new story, or history, for these participants.

Keisuke Kanda takes stories and histories that can be shared, uses them to create new stories and histories, and by doing so, he connects the brand to his fans. For Kanda, the expression “ano” is not simply a word to indicate widely shared information for arriving at a mutual understanding with the other person. It is a linguistic mechanism to bring out empathy, induce resonance, and breed an elastic community.

(,,)

The meaning that Kunihiro Morinaga pours into the word “ano” is different from that of Kanda. Kanda uses the word “ano” to point to a well-known story or history, but Morinaga uses it to point to things that are forgotten in our daily lives.

The two concepts, “real” and “unreal” that compose his brand name do not mean “reality” and “unreality” but rather “ordinary” and “extraordinary.” Moreover, the “ordinary” expressed in ANREALAGE is a world full of “insignificant things,” such as scenes and daily commodities that go unnoticed.

(,,)

Why does he focus on the “insignificant things”? It is because to wear clothes is an extremely daily, ordinary act, and for many, clothes are “insignificant things” much like digital screens and product packaging that fill in the city.

Moreover, because its ubiquity almost renders it as forgettable, clothes have the power to change our daily lives, however slight. Morinaga is a fan of the manga artist Fujiko F. Fujio, some of whose works are described as “slightly peculiar.” This description comes from the fact that these works illustrate the slightly peculiar things in everyday life, and the same could be said for the clothes by ANREALAGE.

If the coat of the woman next to you changed instantly from white to black the minute she stepped outside, you would probably think that you were mistaken. However, this item was presented as a part of the 2013-14 AW collection “COLOR” and 2015 SS collection “SHADOW,” using material that changed colors when exposed to the sun. The technology of the changing colors that ANREALAGE incorporated was discovered over 50 years ago, and had been long forgotten. It was taken as granted and forgotten as an old idea, but when incorporated into fashion, our ordinary lives get a slight change in scenery and the “insignificant things” start to look different themselves. (...)

# Visuals for the press



Kyoichi Tsuzuki  
HAPPY VICTIMS - keisuke kanda  
Photo: Kyoichi Tsuzuki



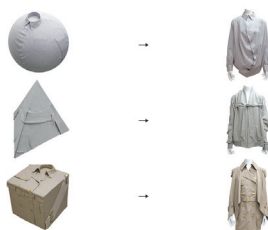
keisuke kanda  
keisukekanda\_AIR



keisuke kanda  
2016 SS COLLECTION



keisuke kanda  
2016 AW COLLECTION



ANREALAGE  
2009 SS COLLECTION  
« marusankakushikaku »



ANREALAGE  
2010 AW COLLECTION  
« WIDESHORTSLIMLONG »



ANREALAGE  
2016 S/S COLLECTION «REFLECT»  
© 2015 ANREALAGE



Kunihiko Morinaga



ASICS x keisuke kanda  
x ANREALAGE  
Jersey meets suits

Installation view  
Keisuke Kanda + ANREALAGE, ANOFUKU, 2017  
© Graziella Antonini



# Around the Exhibition

## Conversation with Keisuke Kanda and Kunihiro Morinaga

Tuesday, September 5 at 6:30 p.m.

Petite salle (ground floor)

In French and Japanese with consecutive translation in French

Duration: approximately 1:30

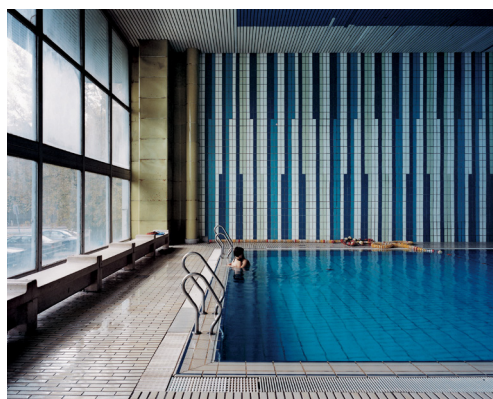
On the occasion of the opening of the exhibition ANOFUKU - The reinvented garment, Keisuke Kanda and Kunihiro Morinaga will talk about their work, their first fashion shows in Tokyo and their joint project exhibited at the MCJP.

They will initiate a discussion with **Alexandre Samson**, Head of contemporary fashion and is the exhibition curator at Palais Galliera.

Moderator: **Maholo Uchida**, Head of the "Development of exhibition projects" at the National Museum of Emerging Science and Innovation (Miraikan) in Tokyo.

**Alexandre Samson** works in the Palais Galliera – Fashion Museum of Paris, as curator and head of the contemporary creation department. Graduated from Ecole du Louvre on Museology and History of costume, since 2010, he worked with Oliver Saillard, director of the Palais Galliera, on performances, publications and exhibitions such as Madame Grès, la couture à l'oeuvre, Comme des Garçons, White Drama, Paris Haute couture and Alaïa. He curated Fashion Mix, Mode d'ici créateur d'ailleurs at the Palais de la Porte Dorée, Paris in 2015. In 2018, he will be in charge of the first retrospective dedicated to Martin Margiela in Paris, and will curate the exhibition Back Side, Fashion from Behind in Bruxelles.

**Maholo Uchida** is Head of the "Development of Exhibition Projects" at the National Museum of Emerging Science and Innovation (Miraikan) in Tokyo. She holds a master's degree in "Media and Governance" from Keio University and a master's degree in Scenography from the Zurich University of the Arts, where she has been practicing since 2001. Specializing in the fusion of arts, technology and Design, she is also curator of numerous exhibitions, among which Exploration in Time, Love Stories, The Sekai ichi, and teamLab. At the origin of audacious projects combining arts and sciences, she was in charge of a collaboration with Björk and Jeff Mills for the exhibition Geo-Cosmos.



## Upcoming Exhibition of the *Transphere* series

### Transphere #5

Tomoko Yoneda

March 27 to May 19, 2018

Photo: Tomoko Yoneda, *Lover*, Dunaujvaros  
(formerly Stalin City), Hungary, 2004

## Maison de la culture du Japon à Paris

### Maison de la culture du Japon à Paris

101 bis, quai Branly

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### Exhibition

September 6 to October 28, 2017

Tuesday to Saturday

From 12 p.m. to 8 p.m.

Free entrance

### PRESS CONTACTS

Martial Hobeniche, Daniela Jacquet

2e BUREAU

[maisonculturejapon@2e-bureau.com](mailto:maisonculturejapon@2e-bureau.com)

t: 01 42 33 93 18

### MCJP CONTACTS

#### Exhibition

Tomoko Osumi

t : 01 44 37 95 29

[t.osumi@mcjp.fr](mailto:t.osumi@mcjp.fr)

#### Public Relations

Philippe Achermann

t : 01 44 37 95 24

[p.achermann@mcjp.fr](mailto:p.achermann@mcjp.fr)

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