Exhibition Planned to Commemorate Completion of the Mitsubishi Ichigokan: "Iccho London and Marunouchi Style"

The Mitsubishi Estate Co., Ltd. and Mitsubishi Jisho Sekkei, Inc. will hold a special exhibition to commemorate the completion of construction at the Mitsubishi Ichigokan, and as the details have now been finalized, we would like to take this opportunity to inform you of the overall plan for the event.

The event will mark the first time that the Mitsubishi Ichigokan is opened to the general public since construction was completed. While enjoying the exhibition, visitors will have a chance to make use of the cafe and store that are set to open at the same time.

Detailed Information

1. Title of Exhibition: "Iccho London and Marunouchi Style" (co-sponsored by Mitsubishi Estate Co., Ltd. and Mitsubishi Jisho Sekkei, Inc.)

   Hours: Tue., Sat., Sun., nat'l. hol.: 10:00-18:00; Wed. to Fri.: 10:00-20:00.
   *Last entry 30 min. prior to closing time.
   *Closed Mon. (except on nat'l. hol., when the museum will be closed on the subsequent Tue.) and January 1.
   *Open during the fall holidays from Sept. 21 to 23.

3. Place: 2-6-2 Marunouchi, Chiyoda-ku, Tokyo 100-0005
   Access: Three-minute walk from Exit 1 of Nijubashimae Station on the Chiyoda Line of the Tokyo Metro; five-minute walk from the Kokusai Forum Exit of JR Yurakucho Station or the South Exit of JR Tokyo Station.

4. Content
   A) Urban Architecture Exhibition: "The History and Culture of Marunouchi Beginning with the Mitsubishi Ichigokan"

   I. The Significance of Restoring the Mitsubishi Ichigokan
   While providing visitors with an opportunity to enjoy the restored architecture and spaces of the building, we introduce the concept behind the restoration project, building process, and construction work.
II. The History of Marunouchi
In this section, we introduce the district beginning with its use as the home of feudal lords in the Edo Period and former parade ground for the army, and from the time when it was became known as "Mitsubishihigahara" to the outset of the Marunouchi era, which began with the completion of the Mitsubishi Ichigokan. A special focus will also be placed on the career of Mitsubishi Ichigokan architect Josiah Conder.

III. The Modern Office Culture of Japan
In this section, we introduce the lifestyles of modern businessmen of the Meiji and Taisho Periods as an example of "Marunouchi Style" (a progressive business approach that emerged from the Marunouchi area and fused Japanese and foreign concepts) and imagine how these lifestyles might change in the future.

B) Photography Exhibition: "The Mitsubishi Ichigokan Album": Three Photographers (Ume Kayo, Honma Takashi, Kamiya Toshimi) Document the Restoration

In this exhibition, we present photographs by three photographers (Ume Kayo, Honma Takashi, Kamiya Toshimi) who have documented the restoration of the Mitsubishi Ichigokan. The images captured by the lens of these noted artists focus on the history and memories related to the building and the Marunouchi area, the construction process, and portraits of the people working on the building site.

5. Admission: Adults (including university students): ¥500; junior high and high school students: ¥300; free for elementary school students and younger.

6. For inquiries from the general public, please call 03-5777-8600 (toll-free; beginning August 1)
Outline of Exhibition
A) Urban Architecture Exhibition: "The History and Culture of Marunouchi Beginning with the Mitsubishi Ichigokan"

The history of the business center of Marunouchi began in 1890 with a request from the government for the Mitsubishi Corporation to acquire the entire area. This was followed in 1894 with the erection of the Mitsubishi Ichigokan, the first modern office building in the district, which was designed by Josiah Conder, an experienced architect and educator who had been hired to work in Japan and had become known for his work on the Rokumeikan ("Deer-Cry Pavilion") among other projects.

In this Urban Architecture Exhibition, while explaining the significance of the restoration project and the architectural charms of the Mitsubishi Ichigokan, we explore the history and culture of Marunouchi, the urban lifestyles of the businessmen who worked in the area during the Meiji and Taisho Periods, and attempt to shed some light on the "Marunouchi Office Culture," as the birthplace of modern office culture in Japan.

1. The Dawning of Marunouchi: Josiah Conder's Relationship with the Area
The Mitsubishi Ichigokan was the first office building to be built in Marunouchi. In this section, we trace the life and career of Josiah Conder, who designed the building, and present an overview of the area.

2. The Mitsubishi Ichigokan: The First Century and the Significance of Restoration
While detailing the preserved sections and design process that served as the foundation for the restoration, we introduce architectural aspects of the project through a variety of displays with actual articles.
3. The Birth of the Red-Brick Town of "Iccho London"
While depicting the process in which Conder’s apprentices went on to give form to the district, we reveal new-found information about the architect's efforts to educate Western-style furniture craftsmen based on surveys dealing with the restoration of office furniture and furniture from the Senshokaku mansion (not on display).

Josiah Conder's Apprentice
Sone Tatsuzo

Chair from the Senshokaku Mansion

The Red-Brick District of Marunouchi known as "Iccho London"
(Courtesy of the Ishiguro Collection)

4. The Modern Japanese Urban Space and the Businessman
In this section, we trace the development of the Marunouchi district following the erection of the Mitsubishi Ichigokan and look at the businessmen who worked in the area.

Office Scene from the Meiji Period

The Evolving Form of Marunouchi in 1910
5. Urban Culture as Seen Through the Lives of Businessmen
In this section, we examine how businessmen, as urban residents, lived their daily lives. In addition to displays of office supplies and other daily necessities from the Meiji and Taisho Periods, the young media-art group plaplax will oversee one part of the exhibition.

6. The Birth of Marunouchi Style
In this section, we recreate the lifestyles of Meiji- and Taisho-era businessmen and their wives. Along with reproductions of men's wear from the period, we display genuine articles of Western-style women's wear from the Ikeda Shigeko collection. In addition, Paul Smith, one of England's most renowned designers, will display his concepts for the lifestyle of the 21st century in this unique space in which the history of British and Japanese culture cross from the late 19th century into the early 20th, and on into the 21st century.
B) Photography Exhibition: "The Mitsubishi Ichigokan Album": Three Photographers (Ume Kayo, Honma Takashi, Kamiya Toshimi) Document the Restoration

In this exhibition, we introduce documentary images from the lens of three photographers who focus on the history and memories related to the Mitsubishi Ichigokan and Marunouchi, the restoration process, and portraits of workers on the construction site.

One of today's most acclaimed young photographers, Ume Kayo concentrates on the forms and expressions of the craftsmen working on the building's construction site. Over 500 photographs capture vivid moments of these people as they create the Mitsubishi Ichigokan.

As one of the most famous younger photographers in Japan, Honma Takashi turns his camera to the red bricks of the building by visiting the Changxing region of China where the 2.3 million blocks were fired, shooting the factory and the production process, and depicting the stacking of the bricks on the building site in Marunouchi.

Kamiya Toshimi, who has been taking photographs of Marunouchi for the last ten years, captures the changes that the area has undergone, the preserved sections of the original Mitsubishi Ichigokan, the construction site of the new building, and the architectural process in his black-and-white images.
Artists' Profiles

Ume Kayo
Born in Ishikawa Prefecture in 1981. Graduated from the Japan Institute of Photography and Film in 2002. In 2006, her first book of photographs, _Umeme_, became an unexpected bestseller, and she received the 32nd Kimura Ihei Award. In 2007, she collaborated with the Shinmeikai Japanese Dictionary to produce _Umeban_, and published a book of photographers called _Danshi_. Last year, she published _Jiichan-sama_, a collection of portraits of her grandfather that were taken over a period of many years. She has shown not only in Japan, but also in Paris, London, and Thailand. Recently, she received widespread attention for her cover photographs taken for each volume in a new edition of books by the writer Dazai Osamu to commemorate his centenary. An exhibition of Ume's _Jiichan-sama_ photographs is scheduled to be held from July 20 to August 16 in Ishikawa Prefecture.
Honma Takashi
Born in Tokyo Prefecture in 1962. After dropping out of the Photography Department at Nihon University's College of Art, Honma spent 1991 and 1992 in London, and since returning to Japan has been active in a wide variety of activities including photography for magazines and advertisements. In 1998, he published a book of photographs titled _Tokyo Suburbia_ and received the 24th Kimura Ihei Award. In 2008, he published _Tokyo_, the first book by a contemporary Japanese artist to be published by the Aperture Foundation in New York. This year, following the publication of another collection of photographs, _Trails_, in May and a paperback called _Fun Photography: Lessons for Good Kids_, a boxed collection of Honma's original prints will be released by Toluca Editions in France.
Kamiya Toshimi
Born in Aichi Prefecture in 1946. After graduating from the Literature Department at Seikei University, he studied advertising photography at a photography school. In 1974, he embarked on a trip to visit various museums all over the world. In 1984, he began focusing on photographs of canals in Tokyo and extended the project to include Yokohama in 2004. In 2006, he shot the "Nakanoshima Landscapes" series in Osaka. Among his books are the privately published _Pictures of the Mountains and the Sea_, _Journey to the Past_, and _Privates_. In 2009, his series _Tokyo Myths_ was exhibited in the permanent display area at the National Museum of Modern Art, Tokyo.

From the "Through a Lattice Window" series

The Former Marunouchi Yaesu Building as Seen from Daimyokoji (April 2006)

The Breeze of Tokyo (Marunouchi Bulding; January 2008)

Seen from The Marunouchi Hotel (April 2008)
*Exhibition Staff
General Director: Okamoto Tetsushi (Urban Planner)
Historical Director: Kobayashi Junichi (Assistant Director, Tokyo Metropolitan Art Museum)
Background Researcher: Amano Takako (Background Researcher)
Curatorial Assistant: Kojima Yayoi (Freelance Curator)
Planning and Direction for "The Mitsubishi Ichigokan Album": Kojima Yayoi and Uchida Mayumi (Art Coordinator)