



Masuda Toshiya

Nostalgic Future

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the second time solo exhibition
at the Art Fair Tokyo 2019

8 -10 March 2019



Just a while ago we were using the expression 'to have my photo developed', which has then been taken over by 'to print my photo', or 'to rewind or fast forward' of a cassette tape has been substituted by 'to click' in reproducing function of a new technology. We become aware more and more of the accelerating speed of our life style transforming as the times go forward and technologies progress. There is a growing number of the younger generation who never shares a certain sensibility with what the older generation once had in the past or who will never know the existence of the obsolete life style that was normal only two decades ago. It is neither negative nor abnormal that the world is changing. I would only hope that I will be able to create something which has a sense of now-ness pin-pointed in the transition of our time.

March 2019

Toshiya Masuda

Decoding reality through Pop

Masuda's work is an intriguing fusion of ceramics and the digital. Its use of low resolution pixelization transports one back to the early years of the electronic age, when images were known as 'dot pictures'. The digital world Masuda encountered as a child was that of early home video games of the kind that swept society in the first half of the 1980s. Their visual language has remained deeply embedded within him ever since. The only way to make an image recognizably digital today is to decrease its resolution. Masuda is unique in recasting digital images as three-dimensional forms consisting of colourful square blocks made using ceramic materials and techniques. If the materials and techniques he employs are conventional, the subject matter and style of his work are completely novel and represent an exciting broadening of the horizons of contemporary ceramics.

Central to Masuda's practice is his use of everyday artefacts as a starting point and the witty Pop-like approach he takes to their reinterpretation. On occasion he turns his attention to famous historical ceramics designated as National Treasures or Important Cultural Properties. In a similarly questioning way, he also explores the extremes of craftsmanship found in objects created during the Meiji period. By consistently using pre-existing imagery, Masuda invites his viewers to find connections with memories from their pasts. His use of motifs drawn from mass culture and daily life tempts one to place his work in the lineage of 1960s Pop Art or 1980s Simulationism. Be that as it may, it is important to note that Masuda chooses his subjects specifically in order to stimulate viewers to use their eyes and minds to revisit the reality of the contexts in which they originally encountered them.

Masuda's working method involves making sketches, sculpting forms, bisque-firing, polishing and the meticulous application of colours by brush. It demands time, patience and highly developed manual skills. Masuda thus works in an analogue mode that is at odds with the speed, glossiness and technological slickness which his sculptures appear to be testimonies to. The attraction and strength of Masuda's works lie precisely in their projection of a unique sense of period through remixing contradictions of this kind in the guise of lively Pop colours.

Masuda's work has a particular resonance today, when the Shōwa period recedes ever further away from us. It invites us to reevaluate the meaning of the ubiquitous Pop that meets us at every turn of our lives. It may well be that our future already lies dormant in nostalgia for the past.

Sakamoto Martel Makiko, Curator, the Museum of Ceramic Art, Hyōgo
(Translation by Kyoko Ando and Rupert Faulkner)



1. Low pixel CG -All Star-
2019
ceramic
w29.0 d12.0 h13.5 cm



2. Low pixel CG -Homage to the original porcelain vase in the form of two polar bears inside an ice cave by Miyagawa Kōzan I
2019
ceramic
w21.0 h34.0 cm



3. Low pixel CG – Speaker
2019
ceramic
w40.5 h30.0 cm



4. Low pixel CG -Intertwined
2019
ceramic
w14.0 d11.5 h6.0 cm each

Masuda Toshiya Biography

- 1977 Born in Osaka
1999 Graduated from the Crafts Department of Osaka University of Arts

Solo Exhibitions

- 2005 Gallery HAKU (Osaka, JP)
2006 Gallery SUZUKI (Kyoto, JP)
Gallery HAKU (Osaka, JP)
2008 Gallery HAKU3 (Osaka, JP)
2010 Gallery HAKU3 (Osaka, JP)
Gallery Haneusagi room4 (Kyoto, JP)
2012 Shinjuku Takashimaya (Tokyo, JP)
2013 pARa:site (Ishikawa, JP)
Gallery HAKU (Osaka, JP)
2014 space OHARA (Gifu, JP)
2015 Art Fair Tokyo/Mitochu Koeki Co. (Tokyo, JP)
2016 VOLTA NY/GALLERY KOGURE (New York, JP)
2017 Shinjuku Takashimaya (Tokyo, JP)

Exhibitions

- 2003 The 26th Choza Prize Ceramic Art Exhibition, Forward section
2005 The 7th International Pottery Exhibition Mino (Ceramic Park MINO, Gifu, JP)
ASAHI Ceramic Art Exhibition (Nagoya, JP) '04
Choza Prize Ceramic Art Exhibition (Tokoname Gymnasium, Aichi/ Aichi Arts Center, Nagoya, JP) '03
2006 Kyo-Ten (Kyoto Museum of Art, Kyoto, JP)

- P&E Exhibition (ARTCOURT Gallery, Osaka, JP)
- 2007 The 19th Japanese Ceramic Art Exhibition(Daimaru Museum, Tokyo/ Osaka, JP)
Figurative (Gallery HAKU3, Osaka, JP)
Kobe Biennial (Kobe American Park, Kobe, JP)
Artist' Play Hearts (Ban Garow, Osaka, JP) '11,'10,'09,'08
- 2008 Kyoto Art & Craft New Exhibition (The Museum of Kyoto, JP)
gallerism 2008 (Osaka Contemporary Art Center, JP)
- 2009 Hyakkaryoran (Hyogo Prefectural Museum of Art Gallery, Kobe, JP) '09
- 2010 Ceramic Proposition 2010(Gallery HAKU, Gallery HAKU3, Osaka) '12,'11
+PULS Tokyo Contemporary Art Fair 【yokart】 (Tokyo Art Club, Tokyo)
- 2011 「Re: Present」 LA Mart 12th Floor/ (LA Mart, Los Angeles)
「Wabi Savvy」 A Satellite Exhibition of Gateway Japan Curated by
Torrance Art Museum / (JAUS pronounced 'house', Los Angeles)
ART FAIR KYOTO 2011 【yokart】 (Hotel Monterey, Kyoto)
- 2012 TAMA VIVANT II 2012 (Tokyo)
Sakai Cultural Assets Special Exhibition × HEUGEMONO (Sakai, Osaka)
AHAF 「ASIA TOP GALLERY HOTEL ART FAIR SEOUL」
【Special Exhibition 「AHAF Young artists.」】 (The Westin Chosun Hotel, Korea)
Art Road Vol.2 (Underpass of JR Motomachi Station, Kobe, JP)
Kyoto Takashimaya (Kyoto, JP)
Amagasaki Art Festival 2012(Hyōgo, JP)
SATELLITE of Art Crafting Towards the future (Gallery remparh rempah, Kanazawa, JP)
Ceramic Proposition 2012
- 2013 SA・YO・NA・RA bangarow (Gallery bangarow, Osaka, JP)
Hyougeta, Niigata (The Villa of the Old SAITOU family, Niigata, JP)
The 1st Tensai 108 (Zojoji Temple, Tokyo, JP)
Nihonbashi Takashimaya (Tokyo, JP)
Not Kochuten...Rutsubo (Gallery remparh rempah, Kanazawa, JP)
Nihonbashi Takashimaya (Tokyo, JP)
Shinjuku Takashimaya (Tokyo, JP)

- Self-concealment - masterly art **IV**- (Spiral garden, Tokyo, JP)
Suggestion of the ceramic art 2013 -life- (Gallery HAKU/ HAKU3, Osaka)
Osaka Takasimaya (Osaka, JP) (JR Osaka Mitukoshi-Isetan, ART Kaihouku, Osaka, JP)
- 2014 「Dialogue with Materials Contemporary Japanese Arts and Crafts」 /
Ahmed Adnan Saygun Sanat Merkezi (Izmir, Turkey)
Nihonbashi Mitsukoshi (Tokyo)
「Good by traditions !」 /MICHEKO GALERIE (Germany)
The 2nd Tensai 108 (Zojoji Temple, Tokyo, JP)
Suggestion of the ceramic art 2014 -line-
(Gallery HAKU/HAKU3, Osaka, JP)
Young Art Taipei 【Art Space Kin Gyo Koo Kan】 (Regent Taipei)
ART FAIR TOKYO 【Mitochu koeki】 (Tokyo international Forum, JP)
- 2015 MUTA Yoca × MASUDA Toshiya (Art Space Kin Gyo Koo Kan, Taipei)
Exhibition of SAKE CUP (Gallery SUKI, Aichi, JP)
SHOWCASE “stands” (Omotesandō Hills space O, Tokyo, JP)
The 10th PARAMITA ceramic art award (PARAMITA Museum, Mie, JP)
Gyeonggi International ceramic Biennale (Korea, JP)
Suggestion of the ceramic art 2015 -Things I can see now-
(Gallery HAKU/HAKU3, Osaka, JP)
ART FAIR ASIA /FUKUOKA 2015 【Gallery HAKU】
(SOLARIA NISHITETSU HOTEL)
ART FAIR TOKYO 【Mitochu koeki】 (Tokyo international Forum, Tokyo)
- 2016 ART in PARK HOTEL TOKYO 【GALLERY KOGURE】 (Park Hotel Tokyo)
VOLTA NY 【GALLERY KOGURE】 (PIER 90 • New York)
ART of ULTRAMAN × SHINJUKU TAKASHIMAYA
(Shinjuku Takashimaya, Tokyo)
OSAKA E-MON 2016 (Osaka Takashimaya, Osaka)
Rencontre: Encounter Across Time and Generations-
the Museum Collection of Modern and Contemporary Ceramics
(The Museum of Ceramic Art, Hyogo, JP)

- 2017 POKÉMON × ISETAN (Isetan, Tokyo)
2018 Sans les mains! (Limoges, France)
Reality Illusions at Villa Domuse (Honfleur, France)
ART FAIR RIN 2018 【Mitochu koeki】 (Mitsukoshi Nihonbashi, Tokyo)
REAL -The Possibility of ceramics- 【Yoshiaki Inoue Gallery】 (Osaka, JP)

Prizes

- 1999 Exhibition of Waza, Waza <The highest award>
2000 Exhibition of Waza, Waza <Prize for an excellent work>
2001 The 7th Materials Process Technology Center Thing Contest <Encouragement prize>
2002 The 8th Materials Process Technology Center Thing Contest <Fine work>
2003 The 26th Choza Prize Ceramic Art Exhibition, Forward section <Choza prize>
2005 The 7th International Pottery Exhibition Mino, Ceramic art section <Special Jury Prize>

Public Collections

- Banryu Temple (Tokyo, JP)
Museum of Anadolu University (Turkey)
The Museum of Ceramic Art, Hyogo (Hyogo, JP)
Victoria and Albert Museum (London)

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Solo Exhibition at Art Fair Tokyo 2019

8-10 March 2019

Art Fair Tokyo 2019

Mitochukoeki Co.

Booth No G76

Dates and Hours:

Press View

Thursday 7-Mar 1pm - 2pm

Private View (followed by Vernissage)

Thursday 7-Mar 2pm – 8:00pm

Public View

Friday 8-Mar 11am - 8pm

Saturday 9-Mar 11am - 8pm

Sunday 10-Mar 11am - 5pm

Venues:

Tokyo International Forum Hall E & Lobby Gallery (3-5-1 Marunouchi, Chiyoda-ku, Tokyo, Japan)

<https://artfairtokyo.com>





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