

December 16, 2024

Exhibition

Hokusai and the Producers: From Tsutaya Jūzaburō to Today

March 18 to May 25, 2025

The Sumida Hokusai Museum (Sumida City, Tokyo) holds Exhibition “Hokusai and the Producers: From Tsutaya Jūzaburō to Today” from March 18 to May 25, 2025.



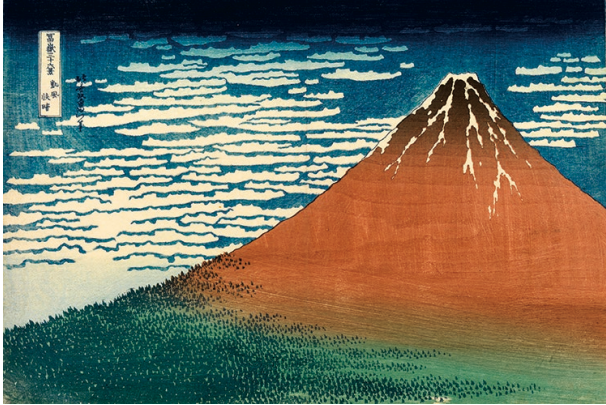
Ukiyo-e, commercial publications, were not be produced by the artist alone. A *hanmoto*, who was involved from planning to sales, a block carver, and a printer were essential. Among them, the *hanmoto* was the comprehensive *ukiyo-e* producer who detected trends, proposed plans to expand sales, and was in charge of hiring the artist and directing the carver and printer. This exhibition explores how the *hanmoto* produced Hokusai’s work and what works each introduced to the world. It introduces the Edo-period *hanmoto* Tsutaya Jūzaburō, the Edo media king, who observed Hokusai’s talent early on, Nishimuraya Yohachi, who made the *Thirty-six Views of Mount Fuji* a hit, and Eirakuya Tōshirō, who published *Sketches by Hokusai*, plus the work of contemporary artists inspired by Hokusai, their work published by contemporary studios that continue producing *ukiyo-e* as traditional woodblock prints. Enjoy the world of those producers, from Tsutaya Jūzaburō in the Edo period to contemporary *hanmoto*, whose support is the critical underpinning of the *ukiyo-e* business world.

【Summary of Exhibition】

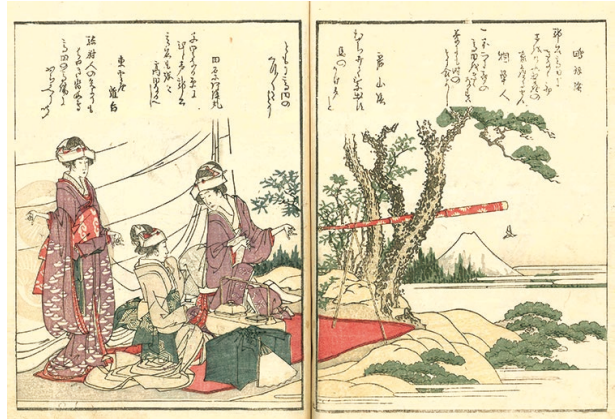
The Name of Exhibition	Hokusai and the Producers: From Tsutaya Jūzaburō to Today
Term	Tuesday, March 18 – Sunday, May 25, 2025 *Some exhibits will be changed during the period.
	1st term : March 18 – April 20 2nd term : April 22 – May 25
Closed	Mondays *May 5 (national holiday) is open, May 7 is closed.
Venue	3rd floor Exhibition Room in The Sumida Hokusai Museum
Hours	9:30 am - 5:30 pm (last entry 5:00 pm)
Organizers	Sumida City, The Sumida Hokusai Museum
Admission	Adults ¥1,000, Students (high school and university) ¥700, 65 and over ¥700, Students (middle school) ¥300, Visitors with disabilities ¥300, Children in primary school and younger Free
Website	https://hokusai-museum.jp/HokusaiProducersEN/
Instagram	https://www.instagram.com/hokusai_museum/

- Visitors can also enter all exhibitions on the same day.

- Identification card is necessary to get a discount ticket.
- Admission for visitors with disabilities is also available for one accompanying person with a visitor with disabilities.
- Please see the latest information about the starting date of ticket sales and the way of purchase for same-day tickets and other discount tickets on our website.

【Main Artworks】


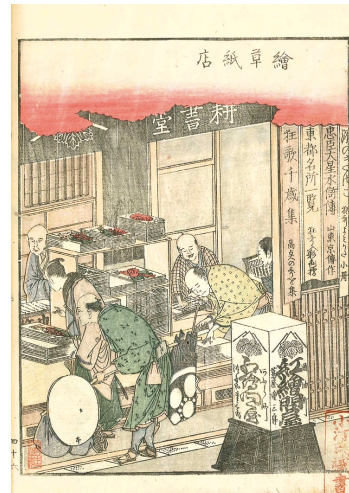
Katsushika Hokusai, *A Mild Breeze on a Fine Day*, from the series *Thirty-six Views of Mount Fuji* (all terms) *



Katsushika Hokusai, *A Kyōka Picture Book: Mountain upon Mountains Vol. 1* (2nd term)



Katsushika Hokusai, *Third Month, Contest of Floral Beauty*, from the series *Niwaka Festivals of the Twelve Months* (2nd term)



Katsushika Hokusai, *Print and Picture Book Shop*, from *Pleasures of the Eastern Capital, Vol.3, Pleasures of the Eastern Capital, Vol.3* (all terms)



Katsushika Hokusai, *Hawk and Cherry Blossoms* (1st term)



Fukuda Miran, *A Mild Breeze on a Fine Day*, from the series *Thirty-six Views of Mount Fuji* (all terms) *

All works are The Sumida Hokusai Museum Collection.

*The work will be replaced with different print of the same title during the period.

【Online Tickets are available】

Online tickets make it unnecessary for you to wait in line for entering the museum on the day you visit. Tickets are available at the following link.

<https://art-ap.passes.jp/user/e/HokusaiProducers/>

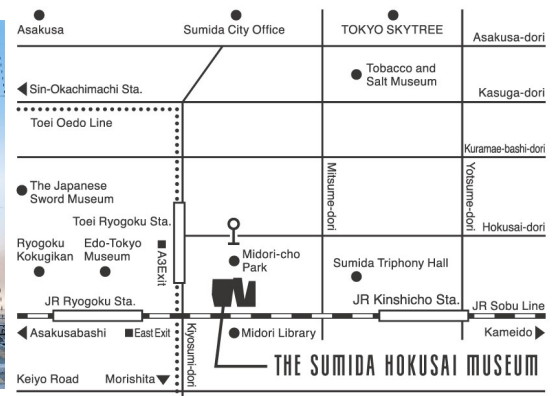
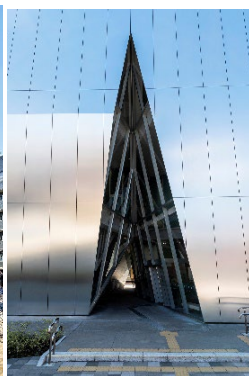
*Please note that the number of sales is limited.

*Purchases using various discount services can only be made at the ticket counter of the museum. (Date and time designation system, limited number of tickets available)

*Various discounts at affiliated museums, etc. can only be purchased at the ticket counter on the day of the visit.

【About The Sumida Hokusai Museum】

The Sumida Hokusai Museum was opened in 2016 in Sumida City, Tokyo where Ukiyo-e artist Katsushika Hokusai (1760-1849) was born and where he spent most of his life. The museum has provided information about Hokusai and his artworks through the periodical exhibitions and educational events since then.



< Information >

Open	9:30am - 5:30pm (Last admission 5:00pm)
Closed	Mondays (The following day if it is a national holiday) New Year holidays (December 29 - January 2)
Address	2-7-2 Kamezawa, Sumida-ku, Tokyo,130-0014
Tel	03-6658-8936 (9:30 am - 5:30 pm *except on closed days)
Website	https://hokusai-museum.jp/
Instagram	https://www.instagram.com/hokusai_museum/
Access	5-minute walk from the Toei Oedo Line Ryogoku Station A3 exit 9-minute walk from JR Sobu Line Ryogoku Station East exit 5-minute by the Sumida Loop Bus from JR Sobu Line Kinshicho Station North exit

Exhibition Hokusai and the Producers: From Tsutaya Jūzaburō to Today Request Form to Use Press Images

Please read the following notes before requesting the images. All points are required for use.

◀ the important points of using the images from the museum ▶

- Please credit the images for use by noting artist's name, title, proprietary, and term of exhibition.
- Please use the images only for presentation of the exhibition.

Other purposes such as use and reprint for publications and videos not related to publicizing the special exhibition and commercial use are not permitted.

- Copying, lending, distributing for a charge or for free and selling images are not permitted.
- Please use the images as the whole image. Partial use is not permitted.
- Please delete the data after use.
- Some exhibits might be changed for some reason.

Please check a box to request the image and complete the following form.

- Exhibition "Hokusai and the Producers: From Tsutaya Jūzaburō to Today" flyer front page
- Exhibition "Hokusai and the Producers: From Tsutaya Jūzaburō to Today" square visual (1080px×1080px)
1. Katsushika Hokusai, *A Mild Breeze on a Fine Day, from the series Thirty-six Views of Mount Fuji*, The Sumida Hokusai Museum (all terms) *
2. Katsushika Hokusai, *A Kyōka Picture Book: Mountain upon Mountains Vol. 1*, The Sumida Hokusai Museum (2nd term)
3. Katsushika Hokusai, *Third Month, Contest of Floral Beauty, from the series Niwaka Festivals of the Twelve Months*, The Sumida Hokusai Museum (2nd term)
4. Katsushika Hokusai, *Print and Picture Book Shop, from Pleasures of the Eastern Capital, Vol.3*, The Sumida Hokusai Museum (all terms) *
5. Katsushika Hokusai, *Hawk and Cherry Blossoms*, The Sumida Hokusai Museum (1st term)
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Release Date	Month	Date	*Required field
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