

## Japanese people who visualize history and culture

Kazuhiko Matsuo

Kazuo and Misako Kitagawa are famous as Kewpie collectors, but that's not all they are.

The Omoide Museum (currently closed), which displays the couple's collection, is known as a place that was selected as one of Kyoto's 100 most unusual sights, but simply lumping it all together as such does not convey even a percent of its charm.

The book which introduces their collection has just been published, titled **"Japanese people who visualize history and culture"**. Since it is a rather long title, I will refer to it as **"History and culture."**

I would like to introduce you to this **"History and cultural"**.

The rather formal title may lead one to believe it is an academic book only for professionals, but the book introduces the collection and is packed with photographs, making it enjoyable for anyone from anywhere.

**Chapter 1 "Memory museum"** introduces Japanese history through publications, toys, dolls, and more, from the mythical Ama-no-Iwato cave to Rikidozan's street television.

The perspective is a mix of hard and soft, sometimes taking a straightforward approach and sometimes looking from behind the scenes, which speaks to the breadth of the collection.

**Chapter 2 "Enchanted by Modern Girl"** introduces the works of popular artists of the time, such as Takabatake Kasho, Takehisa Yumeji, Kobayashi Kaichi, and Nakahara Junichi, who depicted the Mobo (Modern Boy) and Moga (Modern Girl) of the Taisho Democracy to the early Showa era. In an age of rapid modernization and urbanization, women who came to be known as Moga were freed from traditional constraints and strutted the streets with Western hairstyles and clothing. The emergence of these Moga led to changes in advertising at department stores and cosmetics, which were truly visual.

Main chapter is **Chapter 3 "Talking about rare and exquisite pieces"** and this is a collection of essays written by the husband and wife that was serialized over 43 issues in the monthly antique and fine arts magazine **"Chiisana Tsubomi,"** and which introduces the collection with fascinating writing that seems organized but isn't, and seems unorganized but is.

We would like to express our gratitude to the pioneers who created these visuals and to the Mr. and Mrs. Kitagawa for their many years of hard work in collecting.

Their collection is interesting in that it is unconventional, and as I mentioned at the beginning, anyone can enjoy it from anywhere. I would also like to express my gratitude to **Hajime Ishikawa**, who supervised the collection.

**The book is published by Seigensha and costs 2,700 yen (plus tax).** I highly recommend that you

pick up the book.

