

# TOP MUSEUM

TOKYO PHOTOGRAPHIC ART MUSEUM

Yebisu Garden Place, 1-13-3 Mita Meguro-ku Tokyo 153-0062  
TEL 03-3280-0099 FAX 03-3280-0033  
www.topmuseum.jp

PRESS RELEASE: APRIL 2016

TOKYO, JAPAN

## Photography Museum to Reopen Sept. 3 with New Name, New Look

After two years of large-scale renovations, the Tokyo Metropolitan Museum of Photography will reopen in Sept. 3, 2016 with a new name: Tokyo Photographic Art Museum (TOP Museum for short).

The museum, which opened in Tokyo's Ebisu Garden Place in 1995, has served the public for more than 20 years as Japan's only public museum dedicated to photography and moving images. Now, with updated and improved facilities, we set forth to build on the accomplishments of our first two decades.

When the museum re-opens on Sept. 3, we will also launch a busy year-long celebration of our 20<sup>th</sup> anniversary, filled with special exhibitions, events and workshops in which everyone from hardcore shutter fans to the general public can experience the full range and wonder of photography and moving images. Please join in the fun and support us as we move into the future as TOP Museum.

## New Name, New Logo

In conjunction with our re-opening and 20<sup>th</sup> Anniversary Celebrations, we have adopted a new name in English as well as new logo. In order to emphasize our role as an *art* museum devoted to moving images as well as photographs, our name has been changed to Tokyo Photographic Art Museum. We also have a new popular nickname that can be used in both English and Japanese: TOP Museum, created with the first letters of "Tokyo" (TO) and "Photographic Art" (P).

Our new logo:

TOP MUSEUM

The logotype:

TOKYO PHOTOGRAPHIC ART MUSEUM

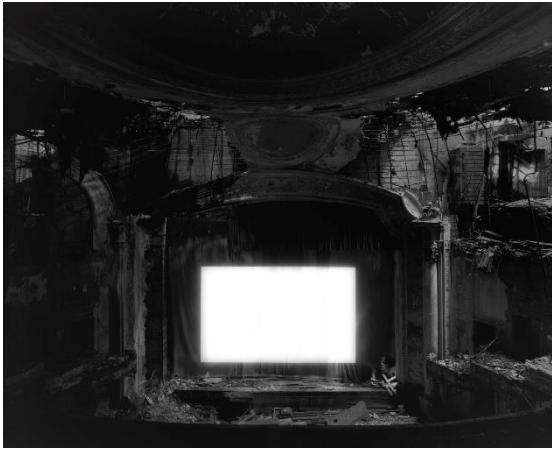
Photographs and moving images are possible only because of light. Accordingly, for our new logo we selected a design of light shining on the letters TOP. The three letters are illuminated as if a door has just opened upon them, expressing expectation, adventure and great space beyond. It is the perfect visual representation of the welcome we want visitors to feel when they walk into the museum and the new possibilities within.

(Logo by TANAKA Yoshihisa; logotype by JIYUKOBO; selected by open competition.)

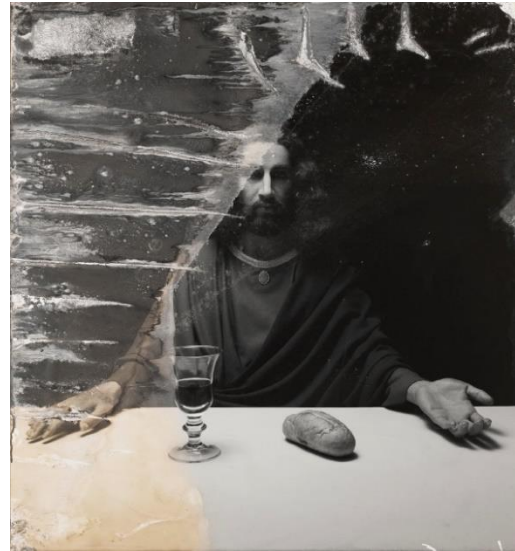
# TOP Exhibition Calendar 2016

Exhibition titles are tentative. For more details, please contact the PR section.

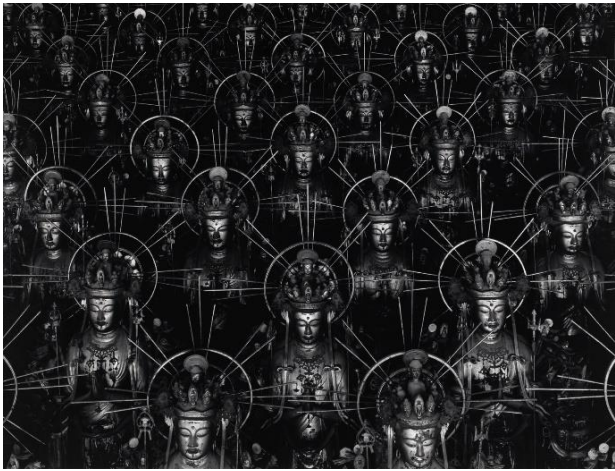
	B1F Gallery	2F Gallery	3F Gallery	1F Hall
2016				
Aug		Closed for renovations		
	Press Preview: September 1, 2016			
Sep	World Press Photo 2016 September 3 - October 23, 2016	<i>Grand Reopening and 20 Year Anniversary</i> Hiroshi Sugimoto <i>Lost Human Genetic Archive</i> September 3 - November 13, 2016		Look forward to more details in summer 2016
Oct				
Nov	New Cosmos of Photography Tokyo Exhibition 2016 October 29 - November 20, 2016	Reception and Preview: September 2, 2016		
	Ueno Hikoma Award, November 26-December 4			
Dec	Apichatpong Weerasethakul December 13, 2016 - January 29, 2017	Contemporary Japanese Photography vol.13 東京・TOKYO November 22, 2016 - January 29, 2017	TOP Collection Exhibition 東京・TOKYO November 22, 2016 - January 29, 2017	
2017	Press Preview: December 12, 2016	Press Preview: November 21, 2016		
Jan		Gallery Maintenance		
Feb	Yebisu International Festival for Art & Alternative Visions 2017 February 10- 26, 2017			
Mar	APA Award 2017 March 4- 19, 2017	Yamazaki Hiroshi March 7- May 10, 2017	Dawn of Japanese Photography: The Anthology March 7- May 7, 2017	
Apr	Nagakura Hiromi March 25 - May 14, 2017	Press Preview: March 6, 2017		
May				
June	Look forward to more details in December 2017			



1



3



2

Hiroshi Sugimoto  
1) *Paramount Theater, Newark, 2015*  
2) *Sea of Buddha, 1995*  
3) *a part of Last Supper (Act of God), 1999/2012*  
©Hiroshi Sugimoto/  
Courtesy of Gallery Koyanagi

4) Nakafuji Takehiko from *<STREET RAMBLER>, 2015*  
5) Honjo Naoki from *<Small Planet>, 2005*  
6) Apichatpong Weerasethakul from *<Ashes>, 2012*  
7) Yamazaki Hiroshi from *<Early Works>, 1969-1974*  
8) Photographer Unkown (Toyoko, the wife of Matsudaira Tadanari) from photography of Yamanouchi family, c.1860-1880



4



5



6



7



8

## 8 TOP Terms About TOP Museum

### **Photographic Art**

Just as you'd expect from our name, the Tokyo Photographic Art Museum is a museum devoted to photographic art. We are the only public museum in Japan specializing in photographs and moving images, and have organized a great number of original exhibitions. As of March 2016, we boast a collection of more than 33,000 works.

### **Ebisu**

TOP Museum is located in Tokyo's Ebisu neighborhood, 7-minutes' walk from the east exit of JR Ebisu Station inside the park-like Ebisu Garden Place shopping, entertainment and office complex. With the museum at its center, and as home to many galleries, Ebisu has a well-deserved reputation as an art town.

### **20 Year Anniversary**

The museum opened in Ebisu Garden Place in 1995. This fall, in conjunction with our re-opening after two years of renovation work, we are planning a series of special events and programs to celebrate our 20th anniversary. Kicking off with our "Hiroshi Sugimoto Lost Human Genetic Archive" exhibition, which opens Sept. 3, and followed by an international symposium in November and the Apichatpong Weerasethakul film festival in December, there's going to be plenty of excitement.

### **Not one, not two, but three galleries**

We have three full exhibition galleries, in which we present a wide variety of exhibitions, so you can choose what you want to see. Our facility also houses a movie theater, library, workshop space and a darkroom. Look forward to more details in June.

### **Movie Theater**

How many art museums have a movie theater on site? We do! Our first-floor theater offers everything from first-run premieres to independent works selected to complement our

exhibitions – the sort of varied line-up that's only possible in an art museum. We have projection equipment to handle everything from film to digital cinema. (190 seats + wheelchair space)

### **Manabu + Tsukuru**

"Manabu" means "learn" and "Tsukuru" means "make." TOP Museum is the TOP place to learn about photography and moving images – and make your own! We have a full educational program, including workshops for adults as well as school programs for children. Our most popular offerings include appreciation programs and classes in dark-room technology. Come experience for yourself the joy of learning and the fun of making!

### **Café and Shop**

Part of the fun of visiting a museum is relaxing with a cup of coffee or browsing the postcards and books.

The NADiff Gallery in Ebisu will be opening a shop in the museum, bringing a great selection of art books and other products related to photography and moving images. They will also carry some exciting new TOP Museum items developed specifically for us and available only in the museum shop!

Our café, meanwhile, will be run by Maison ICHI, the highly rated bistro and bakery in trendy Daikanyama. This is their first foray into a museum, and we're so pleased to be able to offer our visitors their delicious homemade natural-yeast breads and seasonal sandwiches and quiches. The café will be a casual place you can drop by anytime, and will even offer takeout.

### **TOP Times**

The "TOP" in our nickname brings together the first letters of "Tokyo" (TO) and "Photographic Art" (P). It conveys our desire to deliver "TOP times," which is to say the best possible experience on every visit. No need to stand on formality and use our full name; we hope you'll call us "TOP!"

## TOP Museum for the Future

Building on the accomplishments of our first 20 years, and the trust we've built with artists and the public, we move forward with the aim to provide the best possible service, exhibitions and programs. Our specific goals as the Tokyo Museum of Photographic Arts are:

1. To be a museum that is inviting and welcoming to all visitors.
2. To collect, preserve and exhibit the works needed to understand the culture of photography and moving images, and to share them effectively so the public can appreciate them fully.
3. To be a museum where new things can constantly be discovered.
4. To be a museum that shares with the world.
5. To be a museum that delivers the sort of experiences that can change a life.

We look forward to your support and participation in our further growth as a world-class art museum, representing Japan and Tokyo to the world.

## Press Contact

Kushiro Akiko, Hirasawa Ayano, Maehara Takako

Press Section

Tokyo Photographic Art Museum

[press-info@topmuseum.jp](mailto:press-info@topmuseum.jp)

Tel. 03-3280-0034 Fax. 03-3280-0033

Yesibu Garden Place, 1-13-3 Mita Meguro-ku Tokyo, Japan