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| **Yoshihara, Jiro** |
| **[Enter any *variant forms* of your headword – OPTIONAL]** |
| Jiro Yoshihara was the founder – with Shozo Shimamoto and a younger generation of students – of the Gutai Art Association (1954-72). |
| Jiro Yoshihara was the founder—with Shozo Shimamoto and a younger generation of students—of the Gutai Art Association (1954-72). He organized the Association’s events, such as *Outdoor Exhibition to Challenge the Midsummer Sun* in1955, promoting the event with his manifesto of 1956, and then a journal. He first showed his work with the Nika Society but, after the Second World War, rejected its orientation toward salon painting, and turned to a bolder, gestural abstraction, which accommodated his interest in calligraphy. His oils on canvas from the 1950s exemplify exchanges taking place at this time between the Japanese - proponents of Tachisme (Art Informel) - and Abstract Expressionism. This exchange may be seen in such works as Yoshihara’s *White Painting*, shown at New York’s Martha Jackson Gallery in 1958, Under the leadership of Yoshihara, Gutai (meaning “concrete embodiment”) picked up on the performative nature of these tendencies, taking a multimedia approach that encompassed happenings, installation, new media, everyday materials, and eliciting audience participation. With the exception of interactive works such as *Room* and *Please Draw Freely*, both shown at the second outdoor Gutai exhibition of 1956, Yoshihara was chiefly a painter, remembered today for his Zen-inspired minimalist rectangular and circular forms on black, red, or white grounds, to which he devoted himself through the 1960s. |
| Further reading:  (Munroe, 1994)  (Tiampo, 2010) |