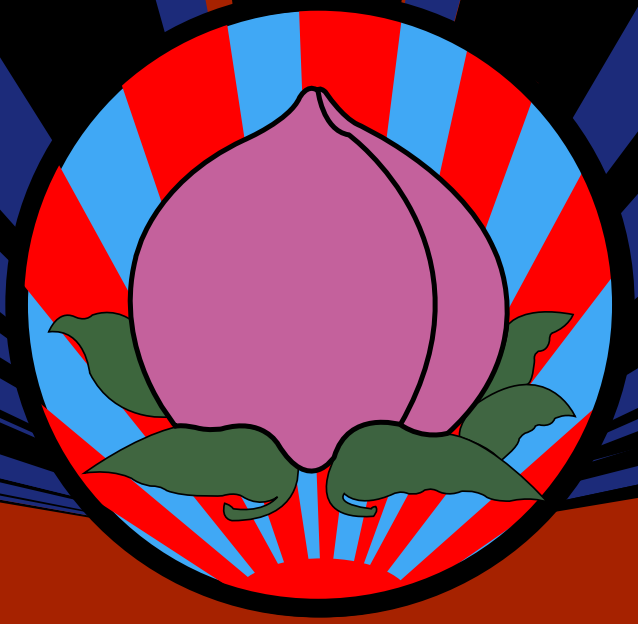


TADANORIYOKOO



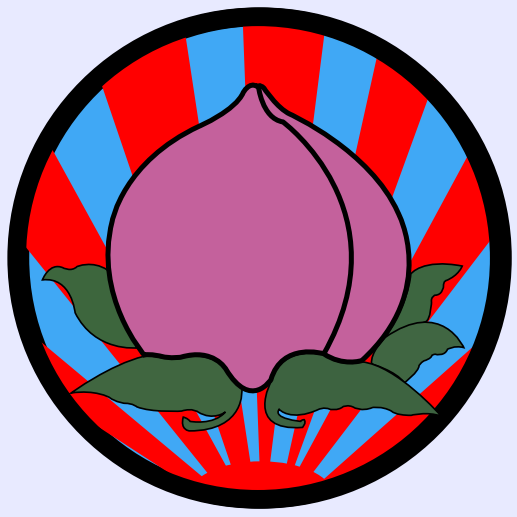
HAPPY & SAD: A JAPANESE INTROSPECTION

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ABOUT

Tadanori Yokoo

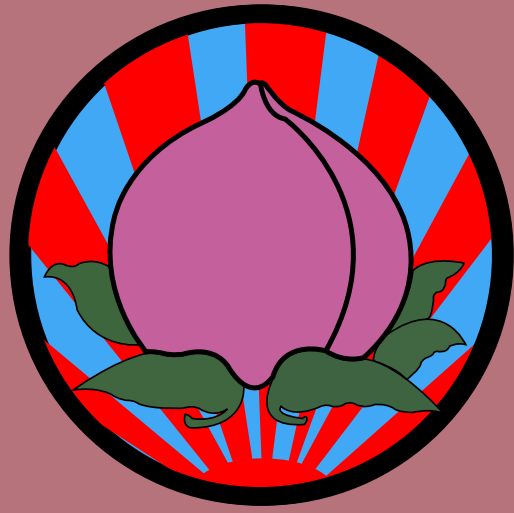
Tadanori Yokoo was born in 1936 in Nishiwaki, Hyogo Prefecture where he was adopted by elderly family members who ran a company making kimono fabrics. As an only child, he spent a fair amount of his childhood alone, copying the images from his children's books as an early form of art. After graduating high school, Yokoo needed to generate an income to support his adopted, elderly parents so he began working at a printmaking shop. As his graphic design skills improved, he moved up until finally in 1960 moving with his wife and children to Tokyo where he would go on to work at Nippon Design Center. From here, his success as a graphic



 In the beginning of the sixties, modernism was the mainstream of Japanese graphic design... but I grew up in rural Japan totally surrounded by indigenous and pre-modern things. After I came to Tokyo... my design experiment was regarded as anti-modernism by Japanese society.
Yokoo for Whitewall



designer exploded and led to him visiting New York City for the first time in 1967 where he met Andy Warhol and other pop artists of the era. During the same visit, his artwork was on display at a gallery and was bought out by curators from MOMA. In 1972, MOMA curated Yokoo's first solo exhibition. Although his work was related to pop art, and himself being called the Japanese Andy Warhol, Yokoo says "I have never called myself a pop artist explicitly but ... after 45 years, in America, these works have now finally become accepted as Japanese pop." (Yokoo, Tate).



CONTACT

Exhibition **m**
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Contact u

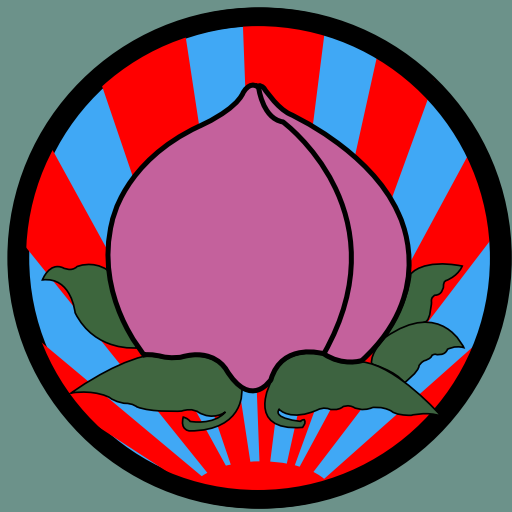
Drop us a line!

The MCA Chicago is always happy to lend a hand! Call, email or walk on in for any questions or concerns you may have.

P 312-280-2660 | **E** mca@chicago.com

W www.mcachicago.org | **L** 220 E Chicago Ave, Chicago, IL

“A motivation to create something comes from one- self, not from the others. It’s vital to know yourself. I start with myself and ideally end up blank.”
Yokoo for Gadabout



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ARTWORK

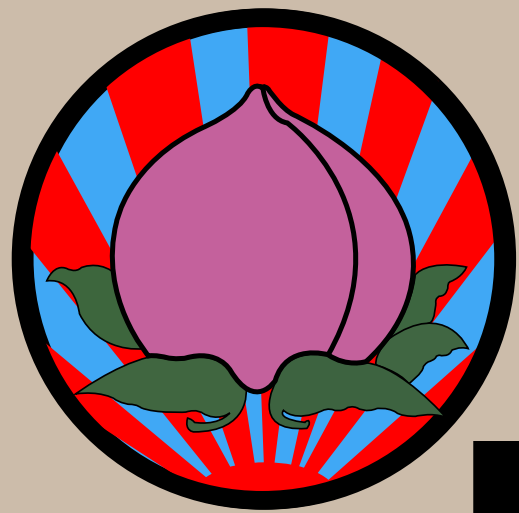
Exhibition Art

Flip through some of the artwork which will be featured in the Happy & Sad Exhibition!



Tadanori Yokoo. Made in Japan, Tadanori Yokoo, Having Reached a Climax at the Age of 29, I Was Dead. 1965





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EXHIBITION

HAPPY & SAD: A JAPANESE INTROSPECTION

The MCA Chicago is proud to announce the Tadanori Yokoo Exhibition being held 03.05.21 – 29.06.2021

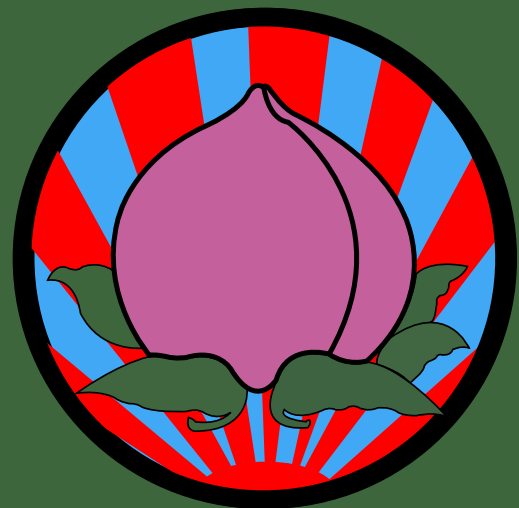
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Tadanori's work was important in the time of it's conception because "he complicated the politics of symbols, and pushed limits of taboo topics like sex and death" (Fu). By pushing these

 The idea that your own life, your own body, will eventually meet with extinction is the greatest instance of destruction 
Yokoo for The Japan Times

limits, his use of symbols and an intense color palette, "Yokoo demands his viewers to sit with and embrace the full spectrum of uncomfortable feelings of humanity" (Fu).

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