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BY JORDI BALTÀ PORTOLÉS
14 APR 2017 - 17 SEP 2017

Exhibition: "Cool Japan" | The Netherlands



The **National Museum of Ethnology**

of the Netherlands (Museum Volkenkunde, Leiden), an ASEMUS member, presents a major exhibition entitled "**Cool Japan: Worldwide Fascination in Focus**", until 17 September 2017. The exhibition **highlights the popularity of contemporary Japan and places it in a historical context.**

Historical and contemporary

From the instantly recognisable Japanese horror to 'cute fashion' from the streets of Tokyo, "Cool Japan" brings it all together. With top historical items from its world-famous Japanese collection, Museum Volkenkunde aims to show that **today's icons are part of a long tradition.** The exhibition features **both contemporary art and work by Katsushika Hokusai, known as the 'Rembrandt of Japan'.** The most eye-catching exhibit is **the four-metre tall painting *Uki-Uki* by Matsuura Hiroyuki**, featuring old and new elements (a traditional kimono and manga), in a perfect illustration of the

exhibition's core message.



Fans of

Japanese popular culture will be delighted by the **original drawings and designs for classic manga, anime and games** such as Death Note, Princess Mononoke and Final Fantasy. Clips from influential feature animations are also being screened.

For fans and newcomers

In the context of the exhibition "Cool Japan", there will be lots to see and lots to do. Visitors can game to their heart's content on classic arcade machines and the latest game computers. Comic book fanatics will be able to choose from thousands of mangas. **A whole range of activities and events are also planned on the theme of Japanese culture.** "Cool Japan" is a spectacular and exquisitely designed exhibition for both fans and newcomers, young and old. A **"Cool Japan Weekend"** is planned for 29-30 April, and other activities are planned for the coming months as well. "Cool Japan" is sponsored by the Blockbusterfonds, the BankGiroLoterij, and the Prince Bernhard Cultural Fund. For **additional information** about the exhibition "Cool Japan", please visit <https://volkenkunde.nl/en/exhibition-cool-japan>

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