

PRESS RELEASE

December 6, 2016

YOHJI YAMAMOTO / Mode Photo

We are pleased to announce you that the Yohji Yamamoto Inc. will hold the exhibition ‘Yohji Yamamoto / Mode Photo.’

Overview



Dates: December 17 Sat., 2016 – January 15 Sun., 2017

Time: 12: 00 - 20:00 (Entry up to 30 minutes before closing)

Closed: December 29 Thu., 2016 – January 4 Wed., 2017

Sites: Daikanyama Hillside Forum

Admission fee: ¥ 1,000 / Student: ¥ 500.

Organizer: Yohji Yamamoto Inc.

In Special Collaboration with: Fine-Art Photography Association

Supported by: HILLSIDE TERRACE

About

Fashion photography is often referred to as the “mirror that reflects the times” but Yohji Yamamoto’s mode photography had not been subjected to such notions.

Say a person is standing on a bridge. They are looking at the water flowing before them, observing what will come next. If mode is allowing your eyes to be sucked into that flow, it is not the gaze towards the river, but allowing your eyes to be with the immediate (now), that no longer is, in that phase of time. This moment of (now) Yamamoto often refers to as “setsuna” – he must be facing it with the knowing that it will soon destruct and disappear. Therefore, it can be said that Yamamoto is backwardly facing the future.

“Merely Clothes, However Clothes” Washida Seiichi

Whether it would be from 30 years before, Yohji Yamamoto's clothes look current and do not exude a sense of time. His work has been put forth to the world through the lenses of a range of fashion photographers. Among them are Nick Knight, who brought a breath of fresh air into the world of mode photography, Craig McDean, David Sims, Inez van Lamsweerde & Vinoodh Matadin, Peter Lindbergh, and Max Vadukul. Japanese photographers who have worked domestic and internationally are Keiichi Tahara, Yasushi Hirokawa and Yutaka Yamamoto, all worked together with Yohji Yamamoto for advertising photography.

This exhibition will show the original prints and posters of these photographers together in one place. The runway videos from every Paris Collection, including the legendary wedding dress from 1998 (seen for the first time in Japan) will also be shown. Yohji Yamamoto's creation that has always been at the forefront of every period will be shown across a range of mediums including photography, videography and music.

Please take this opportunity to enjoy the visual world of Yohji Yamamoto.



“YOHJI YAMAMOTO / Mode Photo”



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Contact

General: info@fapa.jp

Press: yy-pr@yohjiyamamoto.co.jp