



2020 in Tokyo is the year to make sento HOT !  
Five artists including Mari Yamazaki and Daijiro Ohara will be part of

**Tokyo Tokyo FESTIVAL Special 13**  
**“TOKYO SENTO Festival 2020”**

Tokyo (January 15, 2020) – The TOKYO SENTO Festival 2020 Executive Committee is pleased to announce that “TOKYO SENTO Festival 2020” will be held from May 26, 2020 as one of the “Tokyo Tokyo FESTIVAL Special 13” events, organized by the Tokyo Metropolitan Government and Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture). This is a major art project held at about 550 public bath houses in Tokyo.

The history of *sento* (Japanese public bath house) dates back to the *Muromachi* period. *Sento* has been one part of Japan's particular “forgiveness” culture based on the premise that people remain clean regardless of their age or background. It has also given way to new art unique to *sento* such as tiles art, painted murals, architecture, and even textiles. This event, set in public baths that can be said to be unique to Japan, and the artists who embody TOKYO now, will unite to express their vision of Tokyo 2020.

**Artists from various genres will come together to show their visions of “Tokyo”.**

Artworks of artists such as Mari Yamazaki, known for her comedy manga “*Thermae Romae*”, Daijiro Ohara, Tokyo 2020 official art poster creator, Ichio Otsuka, art director of NHK Educational channel program “*Mi-i-tsuketa!*” and the duo Takashi Aoki & Kiyomi Hoshi, who will represent the Art Brut genre, will be exhibited at four different *sentos*. There will also be live painting performances, which will be supervised by Mizuki Tanaka, one of the only three active *sento* painters in Japan.

In addition to the art project, other activities to be enjoyed at the *sento* are being planned.

**【TOKYO SENTO Festival 2020 Event Information】**

Period: May 26, 2020 (Tue) - September 6, 2020 (Sun)

Location: About 550 public bath houses in Tokyo

Official Website: <https://tokyosentofestival.jp>

**About TOKYO SENTO Festival 2020**

*Sento* in Tokyo would like to welcome people from around the world to enjoy *sento* by connecting people with art.

Manga, outsider art (Art Brut), contemporary art, popular characters, and various artists that represent these genres will create artistic bathhouses.

Take off our clothes, get together in the baths, and feel the freedom you can only feel at the *sento!*

When we are naked, we are all equal, all human.

Nationality, status, the color of our skin doesn't matter here.

So, let's enjoy the baths and have a cold glass of milk to wrap up this relaxing time!

Experience Japanese culture in depth, meet people, and enjoy there hot *sento* experience!

With the coolest art and the warmest people, we can't help but be excited for this!

Let's dive in and make unforgettable memories in 2020!

(But don't literally dive in, it's not allowed in the *sento*.)



## Sento Art Project

Japanese artists will come together and make four *sentos* their stage, showing off their genres of comics (manga), children's programs, Art Brut, and contemporary art.

Each artist will create their artwork with the theme of Tokyo 2020. The four *sentos* which will be the stage for each artist will show the artwork from May 26, 2020. The first day of the event will be free admission. Please check the website for future updates and notifications!

The artists and event locations:

1) "Mi-i-tsuketa! Bath "

Artist: Ichio Otsuka

Location: Benten-yu (JR Kichijoji station)

Event and details: Mi-i-tsuketa! Festival

The art director of NHK Educational channel infant program named "Mi-i-tsuketa!" will produce the *sento* with "OFUROSKI" and other characters of the program.

2) "Ancient Balaneion Bath"

Artist: Mari Yamazaki

Location: Hachiman-yu (Odakyu Yoyogi-Hachiman station)

Event and details: TORIMARI & EGO SEARCHERS Live

Scenery of an ancient Olympic day drawn by Mari Yamazaki of "*Thermae Romae*" will appear.

3) "Art Yurut" (Art Brut)

Artists: Takeru Aoki and Kiyomi Hoshi

Location: Hagi-no-yu (JR Uguisudani station)

Event and details: Art Yurut Workshop (TBD)

"Art Brut" is an art based on original methods and ideas that are not confined to existing expression methods. Takeru Aoki and Kiyomi Hoshi will portray how "abundance comes from human connections".

4) "Yuransen"

Artist: Daijiro Ohara

Location: Konparu-yu (JR Shimbashi station)

Event and details: TBD

A fusion of *sento*-style painting and contemporary art. Projection mapping will be also boldly used.

※For #1, #2, and #4, the painting will be supervised by *sento* painter Mizuki Tanaka. The works are temporary pieces that will be removed after the event.

※ Except for the opening day of the event, a fee is required to enter the bathing area and see the artwork.

## Noren Art

*Noren* are short curtains that hang in front of *sentos* and other shops to let customers know they are open for business. *Norens* especially designed by the participating artists will decorate the front of approximately 550 *sentos* during the festival period, so be sure to check them out!

## Stamp Rally (Sento Hopping with collection of a series of stamps)

Are you ready for a stamp rally? Get the necessary amount of stamps at any of the 550 *sentos* during the event period and you will receive a wonderful TOKYO SENTO Festival 2020 "*tenugui*"!

*Tenugui* is a thin cotton towel that can be very handy, even at the *sento*! (Event ends when all prizes have been distributed.)

※Details and events are subject to change. Please check the website for any notifications and updates.

## < Artist Profiles >

### Takeru Aoki

Born in Fukushima Prefecture in 1968.

Rich and dense. Such expressions describe best Aoki's paintings. Many of the motifs of his works include insightful personalities, from singer Aki Yashiro to wrestler Addullah, the Butcher. He also likes insects and large trucks. It is possible to see his passion for the motifs in his powerfully drawn works. Among his exhibitions there are: "Aoki's Precious Products Exhibition- Things made by Aoki the artist" (Koriyama Big-i/Fukushima/2005); "unico file vol.2 Aoki's Precious Products Exhibition- the relationship between Mr. Aoki and me" (Hajimari Art Center / Fukushima / 2017); " Fukushima Spring News "(MOB museum of alternative art / Tochigi / 2003); " Human Form "(Lumbinii Art Museum / Iwate / 2010); " Art Brut Japonne II" (Halle Saint Pierre Museum / Paris / 2018) and many others.

### Ichio Otsuka

Born in Joetsu City, Niigata Prefecture, in 1968.

Otsuka is an illustrator working in various fields including advertising, product design and publishing. He has also directed the NHK Educational channel children's program "Mi-i-tsuketa!". As a family art director for the Japanese Soccer League team Kawasaki Frontale, he designed the 2015 season team uniform, merchandise, and other related items. In 2018, he was in charge of the opening video for NHK TV drama series "Half, Blue Sky". Otsuka has received many awards from overseas, including the Tokyo ADC Award, Cannes Lions and D & AD awards.

[ichiootsuka.com](http://ichiootsuka.com)

### Daijiro Ohara

Born in Kanagawa Prefecture in 1978. Graphic designer.

In addition to engaging in editorials, V.I.(Visual Identification), advertising art, package design, etc., through exhibitions and workshops, Ohara develops many projects that explore the perception of words and characters. His recent projects include gravity-themed mobile typography "Mojuryoku"; a sculpture that changes the characters carved on the skateboard according to body and environmental factors "Moji ni Noru"; a graphic series "Ryousen" that reconstructs a route map by a mountaineer based on the pictures of photographer Takashi Honma, and a vocal and written performance called "TypogRAPY", developed with musicians Shunta Hasunuma and Japanese rapper, Illrime. Ohara received the JAGDA New Face Award and Tokyo TDC Award. He was also elected to be the creator of the Tokyo 2020 Official Art Poster.

### Kiyomi Hoshi

Born in Fukushima Prefecture in 1972.

The works of Kiyomi Hoshi are mostly drawn in crayons. He creates at his office, Bi-bo, when he can find some free time between work. Most of the motifs are animals, and they are sometimes drawn while looking quickly at a picture book or without looking at anything. Hoshi gives the animals his "original deformation". He uses his crayons with no hesitation, using them with such power and rhythm as if the crayon is dissolving into the paper. Hoshi chooses the colors of his works so quickly, as if the colors had already been decided from the start. His previous exhibitions include "Tohoku wo tsunagu Michinoku no Megumi" (MOB museum of alternative art Museum / Tochigi / 2012), "Art Brut ☆ Art ☆ Japan 2" (Kawara Museum / Shiga / 2015), and others.



### Mari Yamazaki

*Manga* artist and essayist. Born in Tokyo.

In 1984, she moved to Italy and studied oil painting and art history at the Accademia di Belle Arti di Firenze. After making her debut as a cartoonist in 1997, Yamazaki won the 3rd Manga Grand Prix and 14th Tezuka Osamu Culture Award (Short story category) with her work "*Thermae Romae*". After working in Egypt, Syria, Portugal and the United States, she currently lives in Italy and Japan. In 2015, received the Ministry of Education, Culture, Sports, Science and Technology Award. In 2017, Yamazaki received the Commander Order of Merit of the Italian Republic. She is a visiting professor at Tokyo Zokei University.

### < **Supervising Artist's profile** >

### Mizuki Tanaka

While she was a student at Meiji Gakuin University, Tanaka became an apprentice to *sen-to* artist, Morio Nakajima. After graduation, and working as a editor at a publishing company, she became the editor in chief at the art review site, Kalons-net. From 2013, she began to do her own *sen-to* artwork along with her husband Yoshikazu Komamura. In addition to painting in actual *sen-to*, she also holds exhibitions, events, and workshops to spread the *sen-to* culture through her artworks. Her exhibit portfolio consists of "*Mizuki Tanaka's Sen-to Mural Exhibit*", the Echigo Tsumari Art Triennial, and more. As the only female *sen-to* mural artist in Japan, Mizuki Tanaka took this path to keep the techniques and designs of this traditional art form alive. She is now working on her blog "*The Diary of Sen-to Painter Apprentice*" (in Japanese).

### **About TOKYO SENTO Festival 2020 Executive Committee**

The TOKYO SENTO Festival 2020 Executive Committee consists of members from the Tokyo Association of Public Baths, who love *sen-to* and have a passion to spread Japanese unique bathing culture all over the world.

### **About Tokyo Tokyo FESTIVAL**

Tokyo Tokyo FESTIVAL is an initiative that will see a variety of cultural programs unfold in the run-up to the Olympic and Paralympic Games Tokyo 2020, promoting Tokyo's appeal as a city of arts and culture.

### **About Tokyo Tokyo FESTIVAL Special 13**

The Tokyo Metropolitan Government and Arts Council Tokyo sought a wide range of creative and innovative ideas from the public for projects that would become the core of the cultural programs for the Tokyo Tokyo FESTIVAL. From a total of 2,436 project proposals submitted from within Japan and overseas, 13 were selected for implementation. The 13 projects will be collectively named "Tokyo Tokyo FESTIVAL Special 13" and will be implemented in sequence towards 2020, when the Olympic and Paralympic Games Tokyo 2020 will be held.

Official Website: <https://ttf-koubo.jp/en/>

THE FUTURE IS ART  
**TokyoTokyo**  
FESTIVAL

Organizers: Tokyo Metropolitan Government  
Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture)



TOKYO  
METROPOLITAN  
GOVERNMENT



ARTS COUNCIL TOKYO

Project Management: TOKYO SENTO Festival 2020 Executive Committee

Supporting Company: COW BRAND SOAP KYOSHINSHA CO., LTD., Meiji Co., Ltd.  
Asahi Breweries, Ltd., BEAMS Co., Ltd.



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牛乳石鹸

**meiji**

**Asahi**



BEAMS  
JAPAN

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