

The “HIROSHIMA APPEALS” poster for 2018

The “HIROSHIMA APPEALS” poster for 2018 now announced:

The poster campaign aims to capture the spirit of Hiroshima through graphic design.

On July 20, the “HIROSHIMA APPEALS” poster for 2018 was presented to Mr. Kazumi Matsui, Mayor of Hiroshima City, at City Hall.



About Hiroshima Appeals

The “Hiroshima Appeals” poster was started in 1983 as a project that transcends words to broadly raise awareness of “Hiroshima’s spirit” both inside and outside Japan. Currently, it is sponsored by the Japan Graphic Designers Association Inc. (JAGDA—President: Taku Satoh), the Hiroshima International Cultural Foundation (Director: Jiro Yamamoto), and the Hiroshima Peace Creation Fund (Chairman: Yoshinori Okatani).

The posters are created by designers who are members of JAGDA with no compensation.

Up until last year, 20 posters had been created, and in addition to being donated to Hiroshima City, they are also sold to the general public.

The creator of the year 2018 poster, Kazunari Hattori, presented his design to Kazumi Matsui, Mayor of the City of Hiroshima. This was also the first time the new poster has been shown publicly.

The circulation of Hiroshima Appeals 2018 is 2,000 copies.

This 2018 edition is the 21st poster in the series, and the 14th since the project was reinstated in 2005.



Download <http://hiroshima.jagda.or.jp/files/appeals02.jpg>



Download <http://hiroshima.jagda.or.jp/files/appeals03.jpg>



Download <http://hiroshima.jagda.or.jp/files/appeals04.jpg>



The “HIROSHIMA APPEALS” poster for 2018

Question Mark, 2018

Hiroshima appeals. What appeals did I want to raise with the poster I have been working to create? This seemed both obvious and self-evident, while also seeming like an unsolvable problem. As I came into contact with the materials left behind I was bowled over by Hiroshima and the atomic bomb, which is something I should have already known about. I have neither the qualifications nor the capability to speak for Hiroshima. I began by first becoming self-aware of this fact.

Seventy-three years have passed since the day when an atomic mushroom cloud rose up into the sky over Hiroshima. Nothing was resolved, as numerous questions were suddenly left suspended in midair. The poster depicts how things stand in the world of 2018. Perhaps it is out of fear that I will be laughed at as people wonder what appeal I was trying to raise with this poster of a happy-go-lucky question mark-shaped cloud that I am writing this composition that reads like an excuse. Yet separate from the end result of the poster, in some way I feel as if there has been some small significance in this personal experience of thinking about Hiroshima. I will continue pondering each of the questions raised by Hiroshima out of my desire to think about what lies up ahead that we are currently still unable to see.

The creator of the year 2018 edition of the “Hiroshima Appeals” poster



Download
http://hiroshima.jagda.or.jp/appeals_year.html

KAZUNARI HATTORI Graphic Designer

Born in 1964 in Tokyo. In 1988, graduated from the Department of Design, Tokyo National University of Fine Arts and Music (present Tokyo University of the Arts) and joined Light Publicity Co., Ltd. Mr. Hattori has been a freelance graphic designer and art director since 2001. His designs have been featured in a number of mediums and places, notably: “Kewpie Half” advertising; magazines *Ryuko Tsushin*, *here and there*, and *Mayonaka*; “petit h” Hermès event venue; Mitsubishi Ichigokan Museum logotype; POLA’s new VI system; CAFE@HOME UCC packaging; posters, ads, and catalogs for exhibitions including “The Voice Between: The Art and Poetry of Yoshimasu Gozo” at the National Museum of Modern Art, Tokyo; artwork for rock band Quruli; and book designs for *Petit Royal Dictionnaire Japonais-Français*; *For a Language to Come*, a collection of photographs by Takuma Nakahira; *Tanoshii Shashin* (Enjoyable Photography) by Takashi Homma; and *Boku no Bijutsu Noto* (My Notes on Art) by Osamu Harada. He is the recipient of numerous awards, including Mainichi Design Awards, Yusaku Kamekura Design Award, Tokyo ADC Award, Memorial Prize of Hiromu Hara, and Tokyo TDC Grand Prix.

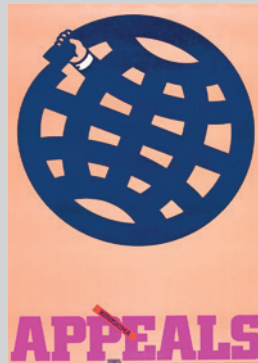
HIROSHIMA APPEALS 1983-1989



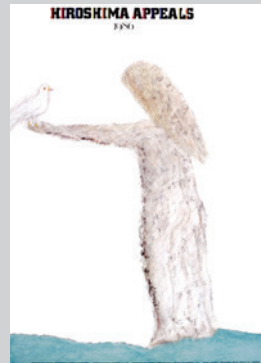
1983



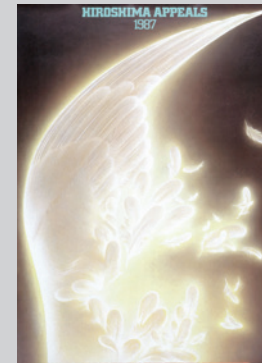
1984



1985



1986



1987



1988



1989

HIROSHIMA APPEALS 2005-2017



2005



2006



2007



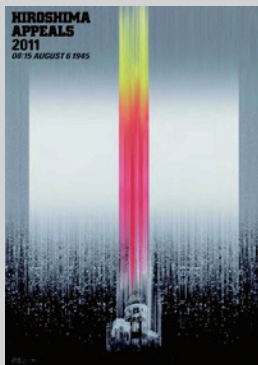
2008



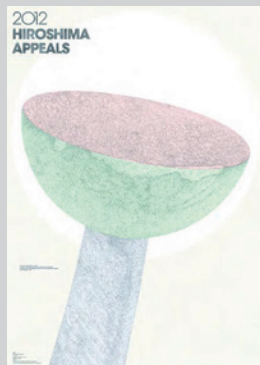
2009



2010



2011



2012



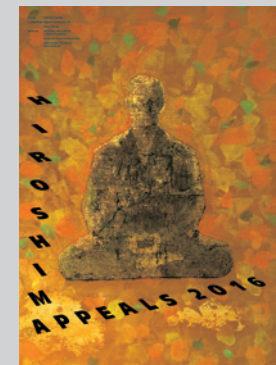
2013



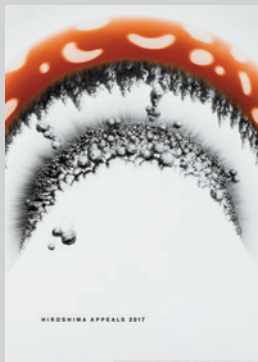
2014



2015



2016



2017

Organizers: Hiroshima International Cultural Foundation
Hiroshima Peace Creation Fund
Japan Graphic Designers Association Inc. (JAGDA) Hiroshima Chapter

For inquiries please contact: Japan Graphic Designers Association Inc. (JAGDA)
Tel +81-3-5770-7509 Fax +81-3-3479-7509 jagda@jagda.or.jp