

To members of the press:

Thank you for your ongoing support of the Tokyo Metropolitan Teien Art Museum.

We are pleased to announce the upcoming exhibition *Back to Modern: – Graphic Design from West Germany*, which will be held from March 8 to May 18, 2025. This exhibition showcases the graphic design of West Germany, a nation that existed from the post-World War II partitioning of Germany until reunification, through a diverse array of materials, with a focus on posters. We would be delighted if you would feature this exhibition in your media outlet.

Exhibition Overview

The modernist design philosophy and innovative art education methods of the Bauhaus, established in Germany in 1919, had an enormous global influence until the school's closure in 1933. After World War II ended in 1945, Germany was partitioned into East and West, and the two nations of the German Democratic Republic (East Germany) and the Federal Republic of Germany (West Germany) existed until reunification in 1990.

In 1953, the Ulm School of Design (German: Hochschule für Gestaltung Ulm) was founded in West Germany with the goal of carrying on the legacy and principles of the Bauhaus. Despite closing just 15 years later in 1968, the school significantly advanced design theory and practice, and left an enduring impact on design education. By the late 1950s West Germany ranked second globally in GNP (gross national product), an achievement known as the “economic miracle,” and graphic design, inextricably related to commerce, is cited as a factor in this success. Graphic design was also instrumental in defining the visual identity of major national events, including the 1972 Munich Olympics, the international sailing festival Kiel Week (Kieler Woche), and the contemporary art exhibition Documenta, held once every four or five years in Kassel.

This exhibition features a variety of works from the A5 Collection Düsseldorf, formed by the Düsseldorf-based graphic designer Jens Müller and Katharina Sussek. There is a particular focus on posters, selected from the perspectives of geometric abstraction, illustration, photography, and typography, which are accompanied by an array of works including booklets and magazines. We invite you to explore the world of West German graphic design, which, while rooted in the educational principles of the Bauhaus and the Ulm School of Design, ventured into new creative territory in the postwar era.

Highlights

A World-Class Collection Makes its Japan Debut

This exhibition presents a curated selection of excellent works from the A5 Collection Düsseldorf, on view in Japan for the first time. Formed by Jens Müller and Katharina Sussek, graphic designers based in Düsseldorf, this collection primarily focuses on postwar West German graphic design. It includes over 1,000 posters and more than 10,000 other items, and the still-growing collection offers a sweeping overview of West German graphic design in the postwar era.

This exhibition will feature approximately 130 posters, as well as a wide range of other items from the A5 Collection Düsseldorf.

Postwar West German Graphic Design

The modernist design philosophy and educational methods pioneered by the Bauhaus before World War II were carried on by the Ulm School of Design, in the West German city of Ulm, after the war. During a period when the Swiss style (International Typographic Style) and American design gained popularity and attention across most Western countries, West Germany pursued the advancement of design theories and practices that embraced modernism while also exploring intersections with science, philosophy, and sociology. The graphic design works that emerged in West Germany are infused with the energy and passion of designers who, despite the lingering scars of war on their homeland, ceaselessly advanced and shaped a new era.

Exploring West German Graphics through Elements of Design

This exhibition highlights the appeal of postwar West German graphic design by classifying works in four categories: Geometric Abstraction, Illustration, Photography, and Typography. At the same time, the items on view include those spanning multiple categories, such as works featuring hand-drawn typography. Visitors will be able to fully appreciate the innovative ideas, creativity, ingenuity, and experimental spirit of the designers, immersing themselves in the superb creations of designers active in West Germany such as Hans Hillmann, Otl Aicher, Heinz Edelmann, and Dorothea Fischer-Nosbisch and Fritz Fischer.

Jens Müller & Katharina Sussek (vista)

The A5 collection, based in Düsseldorf, Germany, is inextricably associated with the publishing work of graphic designer and educator Jens Müller. In addition to the A5 books on German graphic design, his publications include books such as Logo Modernism, Pioneers of German Graphic Design, and The History of Graphic Design. The collection's holdings expand with each new book project—at the same time, new book projects arise from collecting. In addition to the multifaceted history of German graphic design, the international evolution of logo and corporate design has also become a focal point. Historical design literature combined with original documents and objects are the foundation for new insights in the study of the history of graphic design.



Related Events

*All programs are conducted in Japanese

Registrations for events (1) through (3) begin on the dates below, and can be made via the application form on the museum website's Events page:

(1) From Monday, March 17, 2025

(2) From Monday, April 7, 2025

(3) From Friday, February 28, 2025

◎Lectures

(1) "Postwar German Poster Graphics Through the Lens of Cinema"

Speaker: Okada Hidenori (Curator, National Film Archive of Japan)

Date/Time: Sunday, April 20, 2025, 14:00 – 15:15

Venue: Tokyo Metropolitan Teien Art Museum, New Building, Gallery 2

Admission: Free *Valid exhibition ticket for the day required

Capacity: 80 (advance registration required; first-come, first-served basis)

(2) "German Posters: Focus on *Sachplakat* [provisional title]"

Speaker: Ikeda Yuko (Director, Mitsubishi Ichigokan Museum, Tokyo)

Date/Time: Saturday, May 10, 2025, 14:00 – 15:30

Venue: Tokyo Metropolitan Teien Art Museum, New Building, Gallery 2

Admission: Free *Valid exhibition ticket for the day required

Capacity: 80 (advance registration required; first-come, first-served basis)

◎Concert

(3) "German Dawn"

Violin: Mizushima Aiko (formerly of the Bavarian Radio Symphony Orchestra)

Harpsichord: Hirasawa Masaaki (instructor at Senzoku Gakuen College of Music, Aichi University of the Arts)

Join us for a journey through German music, from the classical compositions of J.S. Bach to contemporary works.

Date/Time: Sunday, March 30, 2025, 14:00 – 15:30

Venue: Tokyo Metropolitan Teien Art Museum, New Building, Gallery 2

Admission: Free *Valid exhibition ticket for the day required

Capacity: 80 (advance registration required; first-come, first-served basis)

◎Workshop

(4) "Layer and Combine! Let's Make a Poster"

Create your own original poster using variously shaped colored papers and text!

Date/Time: Saturday, April 12, 2025, 10:00 – 16:00 (last entry at 15:00)

*Open for participation any time during the event.

Venue: Tokyo Metropolitan Teien Art Museum, New Building, Gallery 2

Admission: Free *Valid exhibition ticket for the day required

Age range: Open to all

*No advance registration required *Activity ends when materials run out

Related Events

●G(ALL)eryDay

Advance online ticket reservations and purchases are required for G(ALL)eryDay.

Depending on the venue's capacity, same-day tickets may not be available.

Reservations are not required for persons with a Disability Certificate, elementary school and younger students, and others eligible for free admission. Thank you for your understanding.

For more details
about G(ALL)eryDay
please refer to this link.



(1) Leisurely Art Appreciation Day

A chance for all visitors, with and without disabilities, to enjoy the Museum at their own pace. On these days, visitors who may not feel at ease in busy museums can enjoy the art in a less crowded setting. The program will offer an environment in which wheelchair users and people requiring care or assistance will also be able to feel safe and comfortable.

Date/Time: Wednesday, April 23, 2025, 10:00 – 18:00 (Last admission at 17:30)

(2) Baby Hours

This program offers a chance for parents, carers, and guardians of babies to enjoy our exhibitions at ease. During Baby Hours, visitors will be able to bring baby strollers into the main building, which normally does not allow the use of strollers inside.

Date/Time: Wednesday, April 30, 2025 10:00~15:00 (Stroller accessible hours)

●Baby Day

A day when the museum opens especially for families with babies and infants

Worried about taking a small child to a museum? Looking for a different place to visit with your child? This program is designed for families with babies and infants. The museum, usually closed on this day, opens especially for these visitors, allowing them to enjoy exhibitions with peace of mind.

Date/Time: Monday, March 24, 2025, 10:00 to 15:00

Registration: Advance registration required. If registrations exceed capacity, participants will be selected by lottery.

*Entry times will be assigned in one-hour increments.

Start of registration: Scheduled for around January 2025. Please check the museum website for details.

Age range & capacity: Babies or infants of stroller age and 60 (pairs of) guardians (up to two guardians per child)

Admission: Free *Exhibition ticket required

For more details about
Baby Day please refer to
this link.



Information

- Exhibition Back to Modern - Graphic Design from West Germany
Dates Saturday, March 8 – Sunday, May 18, 2025
Hours 10AM – 6PM Last admission at 5:30PM
* March 21, 22, 28, and 29 open until 8PM (Last admission at 7:30PM)
Closed Mondays (except May 5), May 7
Venue Tokyo Metropolitan Teien Art Museum, Main Building & Annex
Admission Adults ¥1,400 (¥1,120) / University students ¥1,120 (¥890) / Middle & High school students ¥700 (¥560) / Senior (65 and above) ¥700 (¥560)
*Figures in parentheses are group admission fees (for groups of 20 or more)
*Admission is free for elementary and younger students and for middle school students residing in or attending school in Tokyo.
*Admission is free for visitors (and two accompanying persons) with a Physical Disability Certificate, Intellectual Disability Certificate, Rehabilitation Certificate, Mental Disability Certificate, or Atomic Bomb Survivor's Certificate.
*Admission is free for teacher-led educational visits by Tokyo primary, junior high, and high school students.
*Admission is free for seniors (65 and above) on the third Wednesday of each month.
*Advance reservations and purchase of tickets online are required on April 23 and 30, 2025 for the "G(ALL)ERY Day"

Online reservation is recommended for the exhibition.

Organized by **Tokyo Metropolitan Foundation for History and Culture**
Tokyo Metropolitan Teien Art Museum

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Venue Information

Tokyo Metropolitan Teien Art Museum www.teienartmuseum.ne.jp

5-21-9, Shirokanedai, Minato-ku, Tokyo 050 5541 8600

[Meguro Station] 7 minute walk from JR Yamanote Line East Exit, Tokyu Meguro Line Main Exit

[Shirokanedai Station] 6 minute walk from Toei Mita Line / Tokyo Metro Namboku Line Exit 1

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Publicity Images



- ① Hans Hillmann, *Kiel Week 1964*, 1964, poster, A5 collection Düsseldorf ©Marlies Rosa-Hillmann
- ② Hans Hillmann, *Film, Seven Samurai*, 1962, poster, A5 collection Düsseldorf ©Marlies Rosa-Hillmann
- ③ Michael Engelmann, *T2*, 1963, poster, A5 collection Düsseldorf ©Echo Engelmann
- ④ Dieter von Andrian, *Exhibition, German Traffic Fair Munich 1953*, 1953, poster, A5 collection Düsseldorf ©Heiresses of Dieter von Andrian
- ⑤ Wolfgang Schmidt, *Film, Capers*, 1963, poster, A5 collection Düsseldorf
- ⑥ Celestino Piatti, *dtv*, 1965, poster, A5 collection Düsseldorf ©Celestino Piatti – The Visual Heritage, Switzerland
- ⑦ Hans Hillmann, *Film, Weekend*, 1969, poster, A5 collection Düsseldorf ©Marlies Rosa-Hillmann
- ⑧ Wolfgang Schmidt, *Exhibition, bauhaus idea form purpose time*, 1964, poster, A5 collection Düsseldorf
- ⑨ Heinz Schwabe, *Commercial Graphics, 11.1953/Magazine*, 1953, A5 collection Düsseldorf © Nachlass Heinz Schwabe/FH Dortmund/Bettina Schwabe
- ⑩ Willy Fleckhaus, *twen*, 10.1959/Magazine, 1959, A5 collection Düsseldorf
- ⑪ Pierre Mendell, Klaus Oberer (Mendell & Oberer), *Commercial Graphics, 3.1964/Magazine*, 1964, A5 collection Düsseldorf ©Pierre Mendell Design Studio
- ⑫ Heinz Edelmann, *Yves Montand, Chansons/ Record Cover*, 1963, A5 collection Düsseldorf ©Valentine Edelmann



				9
1	2	3	4	10
5	6	7	8	11
				12

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