



MAK

Press Release

MAK DAY 2019 GOES JAPAN

MAK DAY 2019	Sat, 26 October 2019, 10 a.m.–6 p.m.
Location	MAK – Museum of Applied Arts Stubenring 5, 1010 Vienna
Admission	€ 5

Traditionally held on Austrian National Day, MAK DAY this year extends an invitation to an exciting cultural and historical journey through Japan at a reduced admission fee. At the focus of the diverse program of events and guided tours are the two newly opened exhibitions *KUNIYOSHI +: Design and Entertainment in Japanese Woodblock Prints* and *UKIYOENOW: Tradition and Experiment*. In his demonstration of *ukiyo-e* printing, Master Tatsuya Ito provides a vivid insight into the fascinating world of colored woodblock printing on *MAK DAY 2019 GOES JAPAN*. The Japanese anime movie *Miss Hokusai* tells the little-known story of O-Ei, daughter of the famous *Ukiyo-e* artist Katsushika Hokusai. The program is complemented by an offering of Japanese delicacies, selected ghost and horror stories from Japan, and numerous thematic guided tours for young and old.

PROGRAM

10:30 a.m.–12 noon / 1:30–3 p.m.

***Ukiyo-e* Printing Demonstration**

Ukiyo-e—Japanese colored woodblock prints—are an important facet of Japanese culture. One of the most famous colored woodblock prints is *The Great Wave off Kanagawa* by Katsushika Hokusai. Print master Tatsuya Ito demonstrates his skill and gives us an insight into the fascinating world of colored woodblock printing.
MAK Columned Main Hall

10:15–11:45 a.m. / 12 noon–1:30 p.m. / 2–3:30 p.m.

Miss Hokusai (Anime)

Few people have heard of the woman who assisted Katsushika Hokusai her entire life and contributed much to his art, without ever being mentioned, let alone honored, for her contribution. This is the story of O-Ei, Hokusai's daughter.

90 min., Japan, 2015, language: German

MAK FORUM

4:30 p.m.

Ghosts x Performance

Of monsters, revenging spirits, and vampire cats

Selected ghost and horror stories from Japan, narrated by Judith Brandner.
With a performance by Akemi Takeya
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Guided Tours

Our full program of guided tours on MAK DAY invites you on a journey to Japan through visits to the *KUNIYOSHI* + and *UKIYOENOW* exhibitions as well as the MAK Permanent Collection Asia.

No registration necessary: first come, first served!
Meeting place: MAK Columned Main Hall

11 a.m.: Curator-Guided Tour with Guest Curator Johannes Wieninger through the *KUNIYOSHI* + and *UKIYOENOW* exhibitions

12 noon: The Fascinating World of Colored Woodblock Prints: *KUNIYOSHI* + and *UKIYOENOW*

1 p.m.: The Fascinating World of Colored Woodblock Prints: *KUNIYOSHI* + and *UKIYOENOW*

2 p.m.: Fant-asia: Who's Haunting Asia? (Guided tour for the whole family, including children from age 4)

3:30 p.m.: Dialogue Tour with Guest Curator Johannes Wieninger, Mio Wakita-Elis, Curator and Custodian, MAK Asia Collection, and Yuka Mitsui, Publisher, UKIYO-E PROJECT, through the *KUNIYOSHI* + and *UKIYOENOW* exhibitions

Children's Program

MAK4FAMILY

2–5 p.m.

Fant-asia: Who's Haunting Asia?

Together the group will creep through the *KUNIYOSHI* + and *UKIYOENOW* exhibitions, on the lookout for the old master—or perhaps his spirits? Afterwards we will use the most beautiful Japanese paper for printing and coloring, giving rein to our fantasies.

MAK Columned Main Hall

Print on Demand

At the MAK DAY 2019 all Utagawa Kuniyoshi prints can be bought at the "Print on Demand" stand. Also available online at makdesignshop.at

Japanese Delicacies

With the friendly support of



MAK Press and PR

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