



Prototyping and Proposition: Masaaki Hiromura+

Exhibition Period: July 11 (Fri.) to October 16 (Thu.), 2025



photo: HIROMURA DESIGN OFFICE

■ Overview

Gallery A⁴ will be hosting the exhibition, “Prototyping and Proposition: Masaaki Hiromura+”.

“Design is about making hypotheses and proposing them to society. It is about creating empathy and attachment through people’s interactions with the design.” Graphic designer Masaaki Hiromura has been thinking about the interplay between architecture and design through the design of signage systems. In addition to working on numerous signage projects, he spends his days searching for design cues that inspire action by observing the moments when people’s minds and emotions are stirred. In our modern society overflowing with objects and information, Hiromura sees potential in designs that are provisional, simple, and flexible.

This exhibition introduces Hiromura’s “hypotheses” and “provisional ideas” through numerous experimental studies and actual projects. Approximately 30 designs for various locations, including schools, commercial facilities, factories, museums, and streets, are exhibited alongside Hiromura’s own words as well as photographs, videos, and actual materials. We hope that this exhibition will provide an opportunity to experience Hiromura’s thought process and consider the possibilities of design through the exploration of five key themes: “Memory and Traces”, “Characters and Beauty”, “Silhouettes”, “Arrows”, and “Provisional”.

We kindly invite you to consider featuring this exhibition in your publication.



2025年6月3日

GALLERY A⁴ PRESS RELEASE

■General Information

Title : Prototyping and Proposition: Masaaki Hiromura+
Venue : GALLERY A⁴ (A-quad), 1-1-1 Shinsuna, Koto-ku, Tokyo 136-0075
Period : Friday, July 11, 2025 to Thursday, October 16, 2025
Opening hours : 10:00 - 18:00 (17:00 on Saturdays and the final day)
Open until 20:30 on August 28 (Thu.)
Closed : Sundays, national holidays, and August 9 (Sat.) to August 17 (Sun.)
Admission : Free
Organizer : Public Interest Incorporated Foundation Gallery A⁴
Support : Koto Ward
Cooperation : Mitsubishi Pencil Co., Ltd., Kanazawa College of Art, Daikan Co., Ltd.
Contact : Gallery A⁴ Office Tel. 03-3660-6011
E-mail : gallery@a-quad.jp
Official website : <https://www.a-quad.jp>

■Highlights

More than 60 banners fill the exhibition space, providing an overview of Masaaki Hiromura's wide-ranging design work and ongoing experimental studies. The exhibition venue is divided into five areas based on the keywords, "Memory and Traces", "Characters and Beauty", "Silhouettes", "Arrows", and "Provisional", and each design is presented through photographs, videos, and actual materials, accompanied by Hiromura's own words, allowing visitors to trace Hiromura's thought process as they walk through the space.

■Profile

Masaaki Hiromura: Born in Aichi Prefecture, Hiromura is involved in art direction, sign planning, and branding in various fields, with a focus on graphic design. He also supervises corporate design and gives lectures. His major publications include "Space Graphics" (Rikuyosha), "What Design Can Do. What Design Should Do" (ADP), "Ji-hon JI BORN" (ADP), and "From Design to Design" (ADP). "Design Hypotheses and Provisional Ideas" will be published by Kokushokankokai in July this year.



■Images for PR



1. Memory and Traces photo: Mohei Ooigawa Hi-Bush



2. Characters and Beauty photo: Mohei Ooigawa Hi-Bush



3. Characters and Beauty photo: Mohei Ooigawa Hi-Bush



4. Arrows photo: HIROMURA DESIGN OFFICE



5. Silhouettes photo: Mohei Ooigawa Hi-Bush



6. Provisional photo: Mohei Ooigawa Hi-Bush



7. Main visual photo: HIROMURA DESIGN OFFICE



■ Related Events

☐ Dialogue: Masaaki Hiromura + Kaoru Kasai Expansive Design (tentative title)

Date: Wednesday, July 30, 2025, 16:30-18:00
Speakers: Masaaki Hiromura (graphic designer)
Kaoru Kasai (art director)
Venue: Toyochō green+ 2F Hall (2-5-14 Minamisuna, Koto-ku, Tokyo)
Admission: Free
Capacity: 100 people Application required (first-come, first-served)
Application: From 10:00 on Monday, June 23 on the official website

☐ Dialogue: Masaaki Hiromura + Riken Yamamoto Space and Design (tentative title)

Date: Thursday, August 28, 2025, 18:30-20:00
Speakers: Masaaki Hiromura (graphic designer)
Riken Yamamoto (architect)
Venue: Toyochō green+ 2F Hall (2-5-14 Minamisuna, Koto-ku, Tokyo)
Admission: Free
Capacity: 100 people Application required (first-come, first-served)
Application: From 10:00 on Monday, July 14 on the official website

☐ Dialogue: Masaaki Hiromura + Kazuko Koike Role of Graphic Design (tentative title)

Date: Friday, September 19, 2025, 16:30-18:00
Speakers: Masaaki Hiromura (graphic designer)
Kazuko Koike (creative director)
Venue: Toyochō green+ 2F Hall (2-5-14 Minamisuna, Koto-ku, Tokyo)
Admission: Free
Capacity: 100 people Application required (first-come, first-served)
Application: From 10:00 on Monday, August 18 on the official website

* Please see the official website for applications and details.

Official website

