

showcase#10
"Echoes of Alienation"
curated by minoru shimizu

Narumi Hiramoto | Yasuhide Yoshimura

2022.04.08 (fri.) – 05.08 (sun.) open 12:00-18:00 on fri., sat., & sun. appointments are available on weekdays

From April 8, 2022, we will hold a group exhibition "showcase # 10" presenting in photography and video curated by Minoru Shimizu. As the title of the exhibition indicates, the showcase exhibition is a "showcase" for young contemporary artists in photography and video that has been held every year since 2012. This exhibition is a memorable one, celebrating the 10th anniversary of "showcase".

This year, Narumi Hiramoto and Yasuhide Yoshimura were selected with the theme "Echoes of Alienation". Even though the photographs are taken from everyday scenes, such as newspaper clippings and daily life, the works echoes (reverberates) in an "uncomfortable" manner that seems to embody the chaos the COVID disaster.

We are hoping that this chaos will not become our new normal \dots

Echoes of Alienation

The most basic "commonplace" preceding any artistic expression, i.e. the "ordinariness" of everyday at degree zero of art, has been regarded as the quintessence of photography as well as its ultimate end. Since 2020, however, the COVID nightmare has taught us that this basic commonplace is in reality a very fragile, something that be shattered easily and amazingly without drama. Confined to our homes, we have been forced to confront our own everyday life. The normal world, which we recognize subconsciously, has turned into an uncomfortable straitjacket. Our days of ordinariness have somehow disappeared somewhere, but the persistent disease has not yet reached a status of a new "normal". Today, ordinary everyday life offers us nothing but a feeling of alienation because nothing has remained "as it is" any more.

For 10th anniversary, "showcase" is pleased to exhibit two artists who will reflect on our present situation.

Narumi Hiramoto (b.1984) won the grand prix of the 20th "1_WALL" award in 2019. Hiramoto, also known as Yusaku Yamazaki, participated "showcase" #4 "construct" in 2015. How these two artistic personae coexist in a single person is something only Hiramoto-Yamazaki undertands, but from their works we could say that the former makes pictures without photographing the world while the latter photographs it in order to make pictures.

Starting from the recognition that our everyday world can be composed with photographs, Hiramoto cuts out photographs from local newspapers, just as in Thomas Ruff's "Zeitungsfoto"-series, in order to set the photographs free from their original context. He then manipulates them into oddly alienated images of everyday world, which are to be uploaded to SNS. Like On Kawara's "date paintings", this procedure has to be accomplished by the end of the day.

As Corona-infected persons are secluded from our view and as the radiant form of the Coronavirus is just an electron-microscopic image, the COVID disease cannot be properly photographed and remains concealed. How, then, do Hiramoto's alienating collages correspond to our present situation alienated in the COVID-restrictions?

Yasuhide Yoshimura (b.1993. https://yasuhideyoshimura.com/) won the Excellent Award in the Canon New Century of Photography Award 2020. For the showcase#10 this new face presents the awarded series "Horseshoe". In an ordinary, pretty prefabricated house, the ordinary "I" and the ordinary "she" are performing their "ordinary days", so ordinary that there are hardly any ups and downs other than their the deaths of their pet dog and rabbit. Although the horseshoe is a Western symbol of luck, Yoshimura's photographs accumulate the sediment of subtle alienation and uncanniness, rather than telling the moral of the bluebird that the luck is to be rediscovered in the ordinary daily life.

The artist makes his living as a social worker at a facility supporting the intellectually disabled, a place where diverse worlds of ordinariness collide each other. Days of diversity affirm the plurality and hence fragility of the very commonplace, both of which are matrices of his photographs.

April 1st, 2022. Minoru Shimizu

Narumi Hiramoto



「H01827」 | Archival Carbon Pigment Print | 2021/2022

Renowned prefrontal synthesis researcher and professor emeritus at Olomouc University of Medicine Nikola Holá died on Monday in a hospital in Prague. She was 68. Holá's research on the gyration of silent synaptic binding receptors led her to the development of the "Holá signal," a highly efficient method to induce β q decay in targeted synapses, for which she is widely recognized. Her work revolutionized the field of neurosurgery when, in 1989, she introduced Lammtarrization surgery. The non-invasive procedure, which allows physicians to manipulate the frontal cortex neural circuitry with the use of a signal transduction glove, brought about major improvements in an area of surgical practice in which craniotomy procedures were previously common.

She became the first woman to receive the prestigious Yarkovsky Award in December of last year. Concerns for her health began to circulate when she missed the ceremony on account of a severe headache. Holá is survived by her younger sister, famed politician and first Czech female astronaut Noemi. Private services will be held for her family.

Yasuhide Yoshimura



People meet.

Talking and hugging,
and everyone will die.

The death of a dog that we can stare at each other is not the same as the death of a rabbit.

I buried the carcass under the banana tree. I don't pray for regeneration. We don't understand anything.

Caught life with her will last forever. The death of a dog will be forgotten tomorrow.

Events are always averaged over time.

The horses that came from here will leave over there.

While leaving a monospaced hoof mark on the ground.

I have no special memories.