

Exhibition Title: **SPECIAL EXHIBITION TSUTAYA JŪZABURŌ: CREATIVE VISIONARY OF EDO**

Dates: April 22 (Tue.) – June 15 (Sun.), 2025
Closed: Mondays (except April 28 & May 5) and May 7 (Wed.)
Hours: 9:30 am – 5:00 pm
*Open until 8pm on Fridays, Saturdays and May 4 and May 5.
*Last admission 30 minutes before closing.

Venue: Heiseikan, Tokyo National Museum (Ueno Park)
Organizers: Tokyo National Museum, NHK and NHK Promotions
With the support of: Taito city, Chuo city
With the sponsorship of: SGC, Nissha

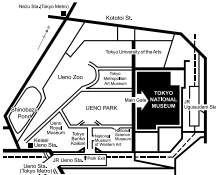
Admission: Adults: ¥2,100 / University students: ¥1,300 / High school students: ¥900
*Free admission for middle school students and younger children, and for visitors with disability identification cards (and one accompanying person). Please show relevant identification upon entry.
*Advance reservations not required. Exhibition entry may be delayed due to crowd control on busy days.
*No refunds, cancellations or reissuing of tickets allowed. Please confirm all details before purchasing.
*Commercial re-sale of tickets strictly prohibited.
*This exhibition ticket holders may also view the concurrent Ukiyo-e In Play (Hyokeikan) and TNM's regular exhibitions on the same day they visit the Tsutaju exhibition.

SET TICKET (only on that day) Set ticket for Special Exhibition "Tsutaya Jūzaburō" and English audio guide ¥2,900
You can enter Special Exhibition "Tsutaya Jūzaburō" and enjoy English audio guide for this
Set ticket for Special Exhibition "Tsutaya Jūzaburō", "Immersive Theater on Neo-Japonism" and English audio guide (for Special Exhibition "Tsutaya Jūzaburō") ¥4,800
You can enter Special Exhibition "Tsutaya Jūzaburō" and "Immersive Theater on Neo-Japonism". Furthermore you can enjoy English audio guide for Special Exhibition "Tsutaya Jūzaburō".

General Inquiries: (+81)-(0)50-5541-8600 (Hello Dial)
Official Website: <https://tsutaju2025.jp/english>



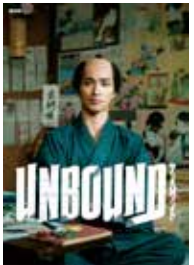
Official Website



TNM 東京国立博物館
TOKYO NATIONAL MUSEUM
HEISEIKAN UENO PARK

Heiseikan, Tokyo National Museum (Ueno Park)
13-9 Ueno Park, Taito-ku, Tokyo, 110-8712

- JR Lines: 10-minute walk from Ueno or Uguisudani Station
- Tokyo Metro Lines: 15-minute walk from Ueno or Nezu Station
- Keisei Lines: 15-minute walk from Keisei Ueno Station



Step into the world of *Unbound!*

In collaboration with *Unbound*, the 2025 installment of NHK's annual year-long historical drama series known as Taiga Drama, currently airing, this exhibition recreates the vibrant townscape of 18th century Edo, a massive cultural hub known today as Tokyo. Travel back in time and walk the streets the protagonist Tsutaya Jūzaburō—or Tsutajū for short—treaded as he claimed his fame as an ukiyo-e producer.

NHK Taiga Drama: *Unbound* (べらぼう)

NHK G: Sundays at 8:00pm

NHK BS: Sundays at 6:00pm / NHK BSP4K: Sundays at 12:15pm & 6:00pm



NHK WORLD PREMIUM

The Legend Behind Edo's Artistic Explosion

How Tsutajū rose from humble beginnings to becoming a pivotal figure in Japan's cultural renaissance.

Screenplay by Morishita Yoshiko Starring Yokohama Ryusei as Tsutaya Jūzaburō

日本語で展覧会情報を知りたい方は

お問合せ 050-5541-8600 (ハローダイヤル) | 展覧会公式サイト <https://tsutaju2025.jp/>



Immersive Theater on Neo-Japonism: From Ancient Art to Anime



Experience Japan's Greatest Treasures in Ultra HD
Explore Japanese Masterpieces
As Never Before on a Massive 7-Meter Screen

Anime Legends in Stunning Detail — Tezuka Osamu, Takahata Isao, and Hosoda Mamoru



March 25–August 3, 2025

Venue | Room T5, Japanese Gallery (Honkan), Tokyo National Museum (Ueno Park)

Hours | 9:30 a.m. – 5:00 p.m.

Open until 8:00 p.m. on Fridays, Saturdays, May 4 (Sun.), May 5 (Mon.), and July 20 (Sun.)
Last entry 30 minutes to closing

Closed | Mondays (except Mar. 31, Apr. 28, May 5, and Jul. 21), May 7 (Wed.), and July 22 (Tue.)

Navigator: Ryusei Yokohama (Currently starring as Tsutaya Jūzaburō in the NHK historical drama *Unbound*)

Admission

Adults ¥2,000 | University Students ¥1,200 | High School Students ¥800

- Admission is free for middle school students and younger as well as visitors with disabilities and one caregiver. Please show ID or other documentation at the gate.
- The exhibition is structured to take a total time of approximately 24 minutes.
- No reservations required. Wait times may vary during peak hours.
- Admission prices include free same-day entry to *Ukiyo-e In Play* in the Hyokeikan building at TNM from April 22 to June 15.
- Admission prices include free same-day entry to TNM's regular exhibitions.
- The exhibition period, and other details are subject to change. Please visit the official website for the latest information.

Organizers: Tokyo National Museum, NHK, NHK Promotions Inc.
Video Production: NHK Enterprises, Inc.
General Inquiries: +81-(0)50-5541-8600 (NTT Hello Dial Service)
Official Website: <https://immersive-tohaku.jp/>
Official Instagram Account: @immersive_tohaku



Official Website

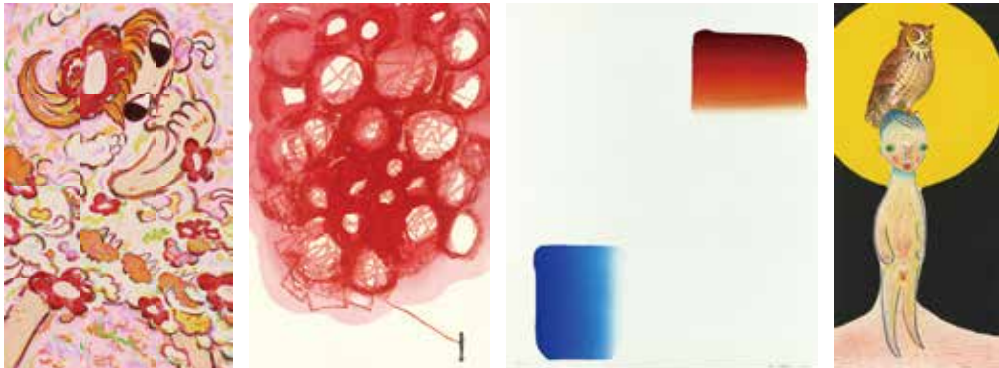
© 2013 Isao Takahata, Riko Sakaguchi/Studio Ghibli, NDHDMTK, © Tezuka Productions
From the left: Armor (*Dōmaru*) with "Eurasian Jay" Lacing, Red at the Top, 15th century (Important Cultural Property) | Ōtani Oniji III as Edohei (detail) by Tōshūsai Sharaku, 1794 (Important Cultural Property) | Noh Mask: *Ko'omote*, By Kawachi Dajo Ieshige, with the branded mark "Tenkaichi Kawachi" Passed down by the Konparu School, Nara, 17th century (Important Cultural Property) | Ichikawa Ebizō as Takemura Sadanoshin by Tōshūsai Sharaku, 1794 (Important Cultural Property). All in the collection of the Tokyo National Museum. *Actual works are not on view in the exhibition.

UKIYO-E IN PLAY

ARTISTS RE-WORKING THE TRADITIONS OF WOODCUT PRINTS

April 22 (Tue.) – June 15 (Sun.), 2025

This exhibition showcases "contemporary" ukiyo-e prints created by artists, designers, and creators from various fields in collaboration with modern artisans of traditional Japanese woodcut printing.



Yayoi Kusama "Mt. Fuji in Seven Colours" ("When life boundlessly flares up to the universe") 2014 ©YAYOI KUSAMA / Ayako Rokkaku (Untitled 1) 2020 ©AYAKO ROKKAKU / Chiharu Shiota
《Connected to the Universe – Red Circles》2023 ©JASPAR, Tokyo, 2025 and Chiharu Shiota / Lee Ufan (Dialogue 1) 2022 ©2022 Lee Ufan / Izumi Kato (Untitled 3) 2023 ©2023 Izumi Kato

Venue

Hyokeikan, Tokyo National Museum (Ueno Park)

Hours 9:30 a.m.–5:00 p.m.

Closed Mondays (except April 28 & May 5) and May 7 (Wed.)

Open until 8:00 p.m. on Fridays, Saturdays, May 4 (Sun.), and May 5 (Mon.) *Last entry 30 minutes to closing

Organizers: Tokyo National Museum, NHK, NHK Promotions

Co-organizer: The Adachi Foundation for the Preservation of Woodcut Printing

Planning Cooperation: N and A Inc.

General Inquiries: +81-(0)50-5541-8600 (NTT Hello Dial Service)

Official Instagram Account: @ukiyoeinplay



Official Website

Admission

Adults ¥1,400 | University Students ¥700 | Ages 70 and up ¥400 | High School Students and under FREE

No reservations required.

–Free same-day entry to this exhibition is included in tickets for Tsutaya Jūzaburō: Creative Visionary of Edo (2F, Heiseikan, Apr. 22–Jun. 15) and Immersive Theater on Neo-Japonism (Room T5, Japanese Gallery, Mar. 25–Aug. 3).

–Admission is free for high school students and younger as well as visitors with disabilities and one caregiver. Please show ID or other documentation at the gate.

–Wait times may vary during peak hours.

–Admission prices include free same-day entry to TNM's regular exhibitions.

–Exhibition objects, rotation schedules, the exhibition period, and other details are subject to change. Please visit the official website for the latest information.

SPECIAL EXHIBITION TSUTAYA JŪZABURŌ: 葛屋重三郎 CREATIVE VISIONARY OF EDO

コンテンツ
ビジネスの
風雲児



ENGLISH

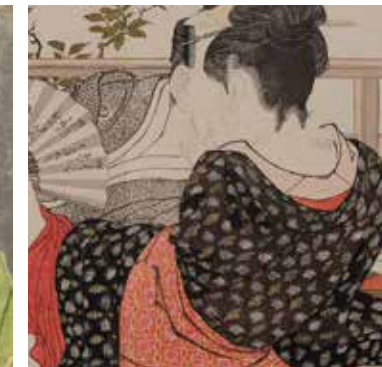


Important Cultural Property Ōtani Oniji III as Edohei (Detail), by Tōshūsai Sharaku, 1794 (Kansei 6), Tokyo National Museum [Term①] / Woman with a Glass Noisemaker, from the series Ten Physiognomic Types of Women (Detail), by Kitagawa Utamarō, ca. 1792–93 (Kansei 4–5), Tokyo National Museum [Term①] / *Hakoiri Musume Menyō Ningyō* (Detail), text by Santō Kyōden, 1st month 1791 (Kansei 3), Tokyo National Museum [Term①] / ②

2025 4.22 TUE ' 6.15 SUN

TNM 東京国立博物館
TOKYO NATIONAL MUSEUM
HEISEIKAN UENO PARK

SPECIAL EXHIBITION TSUTAYA JŪZABURŌ: CREATIVE VISIONARY OF EDO



Seirō Bijin Awase Sugata Kagami (Compilation of Beauties in the Pleasure Quarters), Illustrations by Kitao Shigemasa and Katsukawa Shunshō, 1st month 1776 (An'ei 5), Tokyo National Museum [Term③] / *Hinaura of Chōjiya*, from the series Young Women of the Pleasure District in New Year's Fashion, by Isoda Koryūzai, ca. 1775 (An'ei 4), Tokyo National Museum [Term③] / *Important Cultural Property Ichikawa Ebizō as Takemura Sadanoshin*, by Tōshūsei Sharaku, 1794 (Kansei 6), Tokyo National Museum [Term②] / *Utagawa Utamaro* (Detail), Illustrations by Kitagawa Utamaro, 1793-94 (Kansei 5-6), Edo-Tokyo Museum [Term②]

WHO IS? TSUTAYA JŪZABURŌ



From his book lender beginnings, Tsutaya Jūzaburō (Tsutajū, 1750-97) scaled the heights of the publishing industry to become media king around the beginning of the late Edo period. From talent-spotting to production, Tsutajū created Utamaro, Sharaku, and other famous ukiyo-e artists. His firm grasp of period trends meant that he created numerous bestsellers in kibyōshi, sharebon, and other popular literature genres. A talented producer with a rare talent for marketing, indeed, he was one of the greats of his era.