

1983

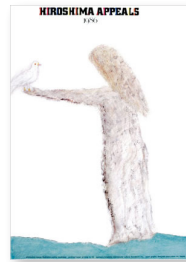


Yusaku Kamekura
Burning Butterflies

"I was seeking to create real fear by giving visionary expression to the menace of nuclear arms in the form of beauty going down and being extinguished by flames."

He is also known for:
Poster for Olympic Summer Games 1964

1986



Yoshio Hayakawa
Child with Dove

"I simplified the elements as far as possible, reducing the background to the white of the „paper" and erasing all markings to free the image from its pictorial roots."

He is also known for:
Mitsukoshi and Kintetsu Department Store

1989



Mitsuo Katsui
The Vault of Hiroshima

"Inspired by the film Sky Over Berlin from director Wim Wenders, I decided to retain this double interpretation, adding the caption "Heaven or Hell: The choice is yours."

He is also known for:
Pairing the idea of light with technology

2007



Shin Matsunaga
NO MORE HIROSHIMA!

"This black circle is the symbol to express sorrow and anger of people who died silently. It stands for the largest error of human beings: No more Hiroshima! No more Nagasaki!"

He is also known for:
Mazda, Mitsubishi, Hankyu and Gitanes

1984



Kiyoshi Awazu
A Diversity of Birds

"I was inspired by the Song of the Birds of Pablo Casals. Birds sing when they are in the sky, and their sang sounds to me like: *Peace, Peace, Peace!* "

He is also known for:
a new Japanese graphic design culture

1987

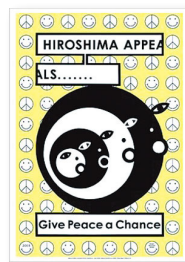


Kazumasa Nagai
Serene Flight Shattering in A Single Flash

"The Wing of a bird in flight shown in close-up, its instantaneous destruction in a flash of light as the pain of that image is confined forever in stillness to be sublimated in pious prayer."

Known for: Ueno Zoo and Japan Railways

2005

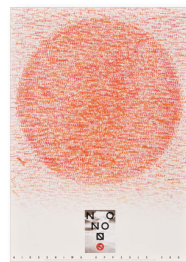


Masayoshi Nakajo
Give Peace A Chance

"An upbeat poster that will either amuse or irritate. If nothing else, I hope it will conjure up images of war and peace for individual viewers."

He is also known for:
Thirty-Six Views of Mount Fuji

2008



Masuteru Aoba
Citizen's Peace Stamp Poster

"I have created a poster in conjunction with the citizens of Hiroshima, who were asked to press „Peace" stamps as representatives of the City of Hiroshima, of Japan and the world."

He is also known for:
1998 Nagano Olympic Winter Games Poster

1985



Shigeo Fukuda
The Earth

"I developed my design with the idea of emphasizing one act that people of this earth should not commit in respect of others."

He is also known for:
Official poster for the 1970 World's Fair in Osaka and optical illusions.

1988



Ikko Tanaka
A Single White Dove

"In giving visual expression to the purity, serenity and resoluteness of the dove, I sought to incorporate a prayer to counter the dark side of humanity."

He is also known for:
Seibu Department Store and Issey Miyake

2006

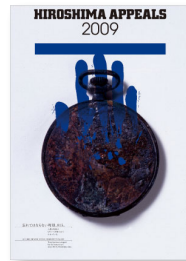


Koichi Sato
Golden Butterfly

"The orb that the butterfly seeks to defend represents both the wish for peace in our hearts and our star: the earth. I thought to visualize the profundity of this prayer."

He is also known for:
Mitsukoshi, Shiseido and Takeo

2009



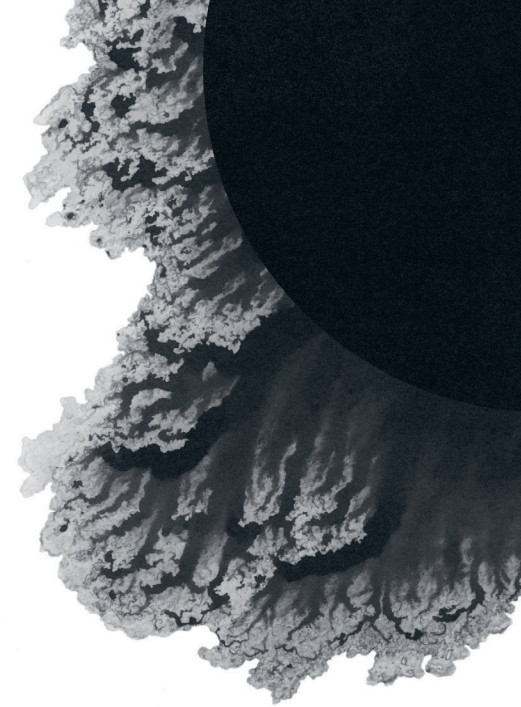
Katsumi Asaba
A Time Never To Be Forgotten, 8:15

"The pocket watch was ticking away faithfully, keeping good time even on that day. It was a bright and sunny morning. At 8.15 the sky over Hiroshima burst into bright red light."

He is also known for:
Pictographic Dongba script and table tennis

JA SDA

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POSTERS FOR PEACE
**HIROSHIMA
APPEALS**

designforum

1927
designaustria founded

1945
August-6: Hiroshima
August-9: Nagasaki

1978
jagda established

1983-1989
Hiroshima Appeals
first series

2005
Hiroshima Appeals
continued

2020
75th anniversary of
the end of World War II

Hiroshima Appeals

In 1983, the Japan Graphic Designers Association Inc. (JAGDA) and the Hiroshima International Cultural Foundation announced their collaboration on a project focusing on the theme "Hiroshima's Spirit" and launched a poster campaign with the goal of promoting peace at home and abroad. The first poster, entitled "Burning Butterflies," was created by Yusaku Kamekura, the president of JAGDA at the time. Designers affiliated with JAGDA produce one poster each year. The posters are sold to the general public and exhibited in a nationwide tour called the "Peace Poster Exhibition". The "Hiroshima Appeals" project, conducted annually from 1983 till 1989, was reinstated in 2005 to commemorate the 60th anniversary of the end of World War II.

www.jagda.or.jp

Poster shop:



2010

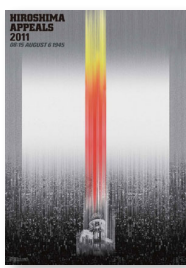


Keisuke Nagatomo
MAD DOG

"Based on Akiyuki Nosaka's "Collection of War Stories for Children" it is a message of love and peace through picture books, essays, TV programs and animations together with Seitaro Kuroda."

He is also known for: Studio K2

2011

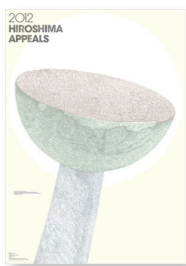


Susumu Endo
A Flash of Catastrophe

"As I took photographs of the Hiroshima Peace Memorial (Atomic Bomb Dome), the image overlapped that of the blasted reactor building of Fukushima nuclear power plant."

He is also known for: combining photography, the computer and lithography

2012

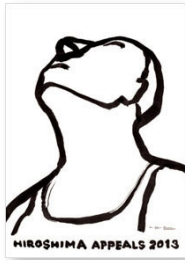


Yukimasa Okumura
HEIWA OHASHI

"The theme of the railings of the Heiwa Ohashi Bridge," I believed that it was adding labor (my own work), instead of expressing myself, is the only way for me, who was born in 1947, to commit to the theme of Hiroshima."

He is also known for: Kirin, Suntory, music

2013



Kaoru Kasai
Natsu no Hi no Mabushisa; Glare of the Sun in Summer"

"We are supported by somebody, and we think of somebody. That's why we can live. An atomic bombing can by no means take our heart away from the yearning or affection for the people that we love."

He is also known for: Suntory & Toraya

2014



Tsuguya Inoue
Reminiscence

"I tried to listen to the voices of those killed by man-made explosives and my inner voice saying that „all life desires to survive." It si the urge us to pass on the „memory of 1945" to the next generation."

He is also known for: Nippon Baseball

2015

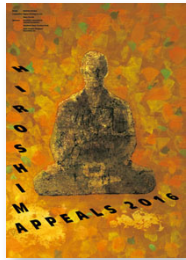


Taku Satoh
The Weight of Hiroshima

"My intention was to express that there are some things that, no matter what argument might be put forward, one must never do. A lone butterfly is seen perched on the weight, as a tribute to Yusaku Kamekura."

He is also known for: 21_21 Design Sight in

2016

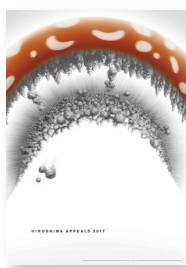


Takahisa Kamiyo
Landscape of Prayer

"Referring to President Obama's visit: Rather than adopting a confrontational axis of stating a complaint and evoking an apology, this work is an expression of desire for a deep, still and powerful peace, in the form of forgiveness, reconciliation and joint prayer."

He is also known for: Tohoku University, Yonnex

2017



Kenya Hara
Mushroom Illustration

"The embodiment of the worst evil in human history explodes just overhead of the people of Hiroshima and of Japan. Posters have the ability to freeze fading reality and emotion for eternity."

He is also known for:Muji, Kenzo

2018

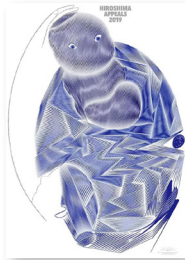


Kazunari Hattori
Question Mark, 2018

"Thinking about Hiroshima, I will continue pondering each of the questions raised by Hiroshima out of my desire to think about what lies up ahead that we are currently still unable to see "

He is also known for:Hermes, Mitsubishi

2019



Katsuhiko Shibuya
Hope

Children are the hope of the future. In order for the world that new generations live in to continue to be peaceful, I want as many people as possible to convey the story of Hiroshima to the adults of the world.

He is also known for: Shiseido, Ayura

2020



will be released end of July 2020

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