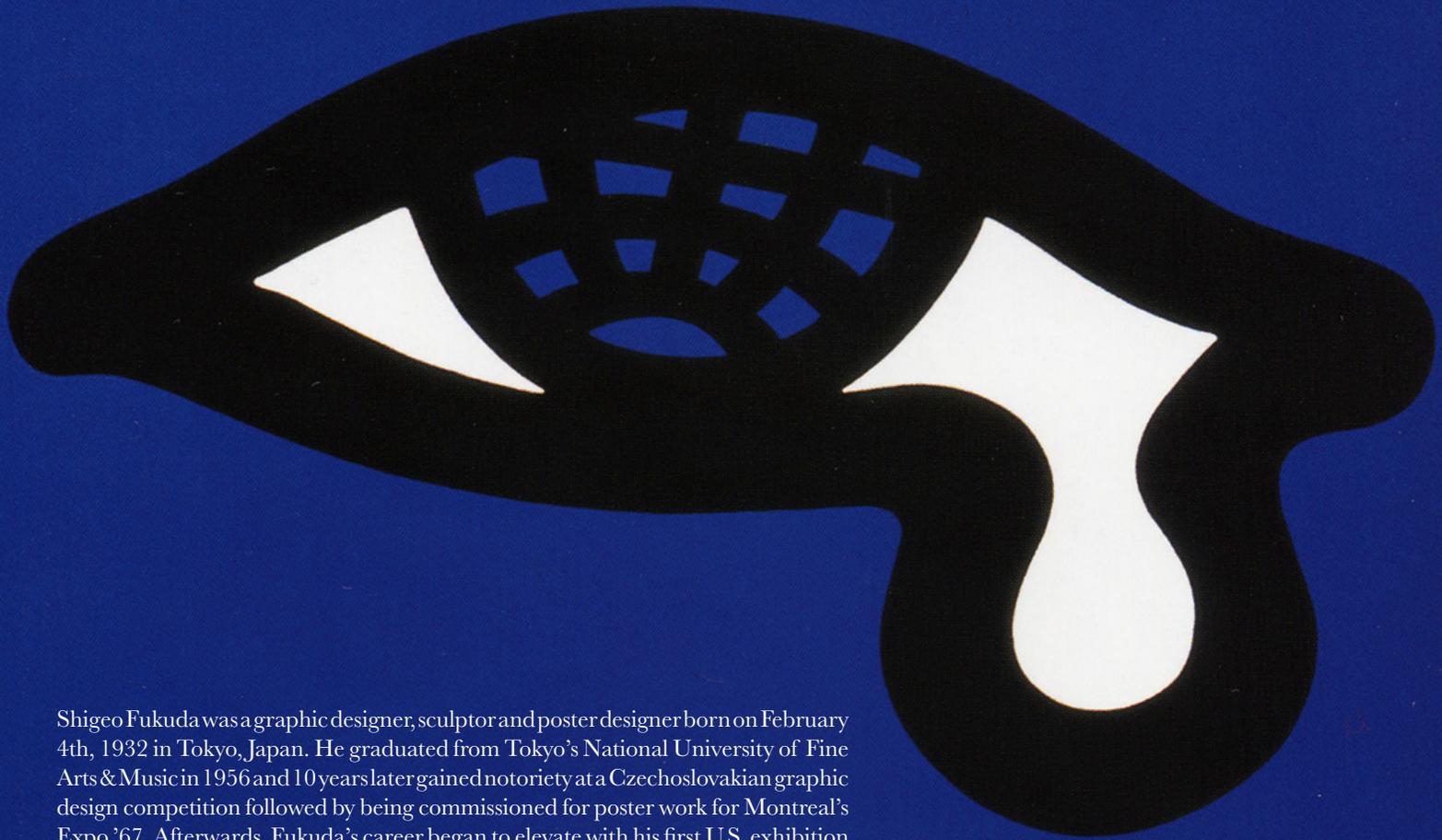


SHIGEO

FUKUDA



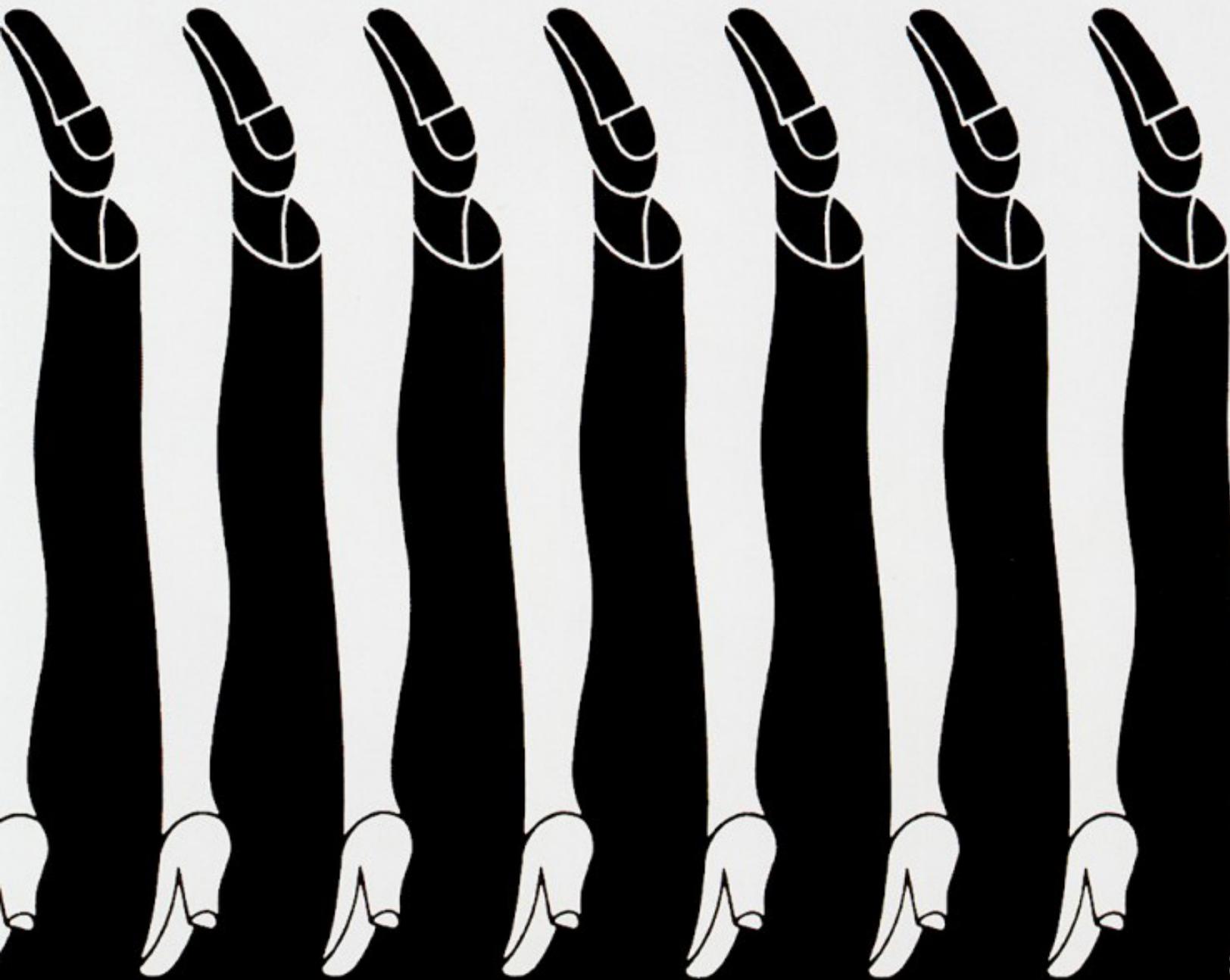
Shigeo Fukuda was a graphic designer, sculptor and poster designer born on February 4th, 1932 in Tokyo, Japan. He graduated from Tokyo's National University of Fine Arts & Music in 1956 and 10 years later gained notoriety at a Czechoslovakian graphic design competition followed by being commissioned for poster work for Montreal's Expo '67. Afterwards, Fukuda's career began to elevate with his first U.S. exhibition at the NYC's IBM Gallery with help from Paul Rand. He created work for the Ashai Newspaper, Idea Magazine, Amnesty International and more as well as designing store layouts for the Seibu Department Store and the UCC Coffee Pavilion, both in Tokyo. One of the first works I liked from Shigeo Fukuda was his Victory 1945 piece. A lot of his designs are very simplistic but the depth in its simplicity is marvelous. To quote the New York Times his works are "distilled complex concepts into compelling images of logo simplicity" and that's what's so great about them. They are aesthetically pleasing but have meanings that are critical and strong. Logos can be very iconic from business, like IBM, to food, like McDonald's golden arches but

VICTORY 1945





"I believe that in design, 30 percent dignity, 20 percent beauty and 50 percent absurdity are necessary,"



understood, simply appreciated but I love works with a meaning I can comprehend and Fukuda's work is filled with meaning. Opposed to the humanitarian representation in Victory 1945, Rio 92 tackles environmentalism. I interpreted this work as an eye, having a pupil that resembles the longitudes and latitudes of earth. This eye appears to be weeping and this really accumulates all the destructive habits of humans into a single picture. Why is the earth weeping? That could be deforestation, chronic pollution, animal cruelty, fracking, global warming. So whereas an artist's work may guide you to a train of thought, this work makes you self-reflect. And this introspection includes

the things that logo stands for go beyond the physical attractiveness. The 2 colors, black and yellow, with the shapes and text, that could probably be done easily on Adobe Illustrator creates a clean, iconic, powerful work of art that is perpetually relevant. The work symbolizes the irony of war as it features a cannon or gun barrel shooting an object but instead of the object going outward it is coming towards the barrel. War isn't productive, war isn't progressive. War is destructive. There's a wicked sense of irony thinking peace can be brought onto the world through means of mass destruction and casualties. Rio 92 is another piece that sticks out to me. Art doesn't need to be