

KUNIBO

MAGAZINE

vol.00

An Artist from Kagawa

Editorial Cartoonist

Novelist

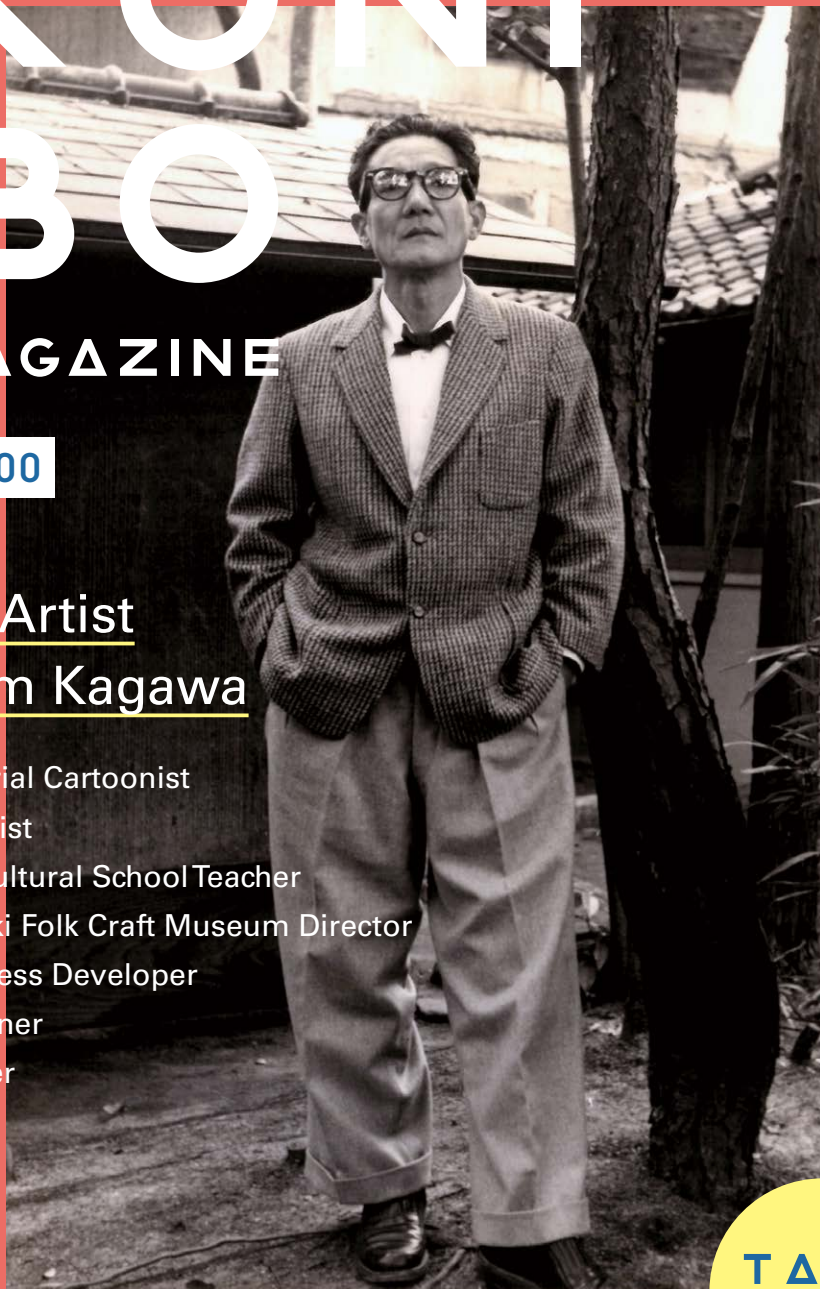
Agricultural School Teacher

Sanuki Folk Craft Museum Director

Business Developer

Designer

Painter



ENGLISH VERSION

A Beginner's Guide to Kunibo Wada: Special Edition

TAKE
FREE

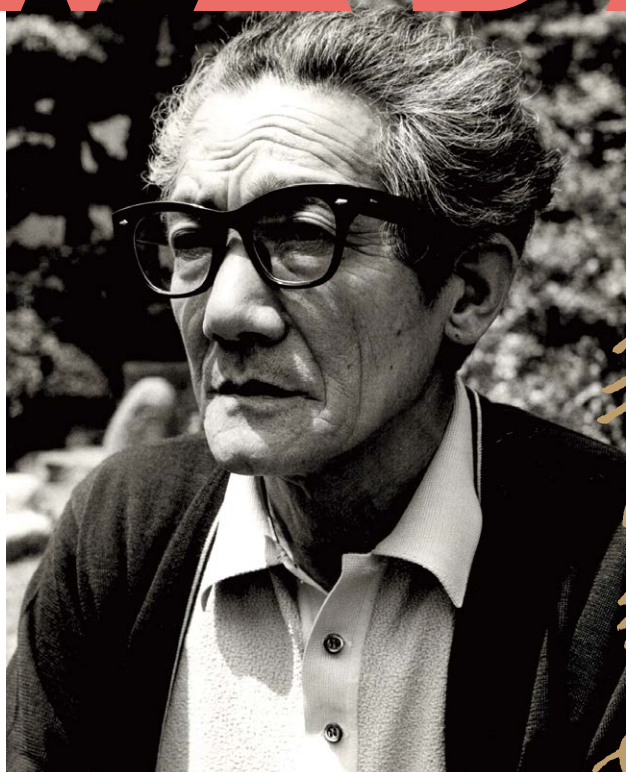
Kagawa's designs are Kunibo's designs

KUNIBO

Kunibo Wada (1899-1992) was a multi-talented person. He was an editorial cartoonist, a novelist, a teacher at an agricultural school, the director of the Sanuki Folk Craft Museum, a designer, a business developer, and a painter. This Beginner's Guide is an introduction to not only Kunibo's well-known works, but also his special works. By learning about Kunibo, Kagawa will be more enjoyable!



D WADA



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Kunibo was from Kagawa Prefecture. He gained popularity as an editorial cartoonist and novelist in the pre-war era. In the post-war era, he worked as a designer and painter, creating many works of art. Sculptor, Isamu Noguchi, highly praised his work saying “Kunibo-san’s paintings—They are the forms of Japanese gods enjoying themselves.”



The Nouveau-Riche Era

成金栄華時代

One of Kunikida's well-known works is a satirical cartoon called "*Narikin eiga jidai*" (The Nouveau-Riche Era), which he drew for a book that introduced Japan's history. Kunikida depicted a scene of a wealthy man burning a bank note to light up his surroundings. The incident was fictional, satirizing those who made a fortune from World War I, but because the cartoon humorously shows us the social conditions at that time, it became so famous that it is even used in history textbooks today.



The novel “My Wife Has a Mustache”

ウチの女房にや髭がある

Besides cartoons, Kunio was also good with words, thus he flourished as a novelist as well. His best-selling novel “*Uchi no nyobo nya hige ga aru*” (My Wife Has a Mustache), is a story about a couple where the wife has the upper hand in matters. The novel was made into a movie twice and its theme song became a great hit, too. Kunio also designed the cover of the novel. The woman with the mustache looks scary, but the book looks like a good read!



Governor's reception room in the main building of the Kagawa prefectural government office/Wall panel painting

Sanuki no matsu (Pine trees in Sanuki)

讃岐の松

Kunibo created a large wall panel painting, which is currently displayed at the governor's reception room in the Kagawa prefectural government office. The motif for the painting is "*Tsuda no matsubara*" (Tsuda's pine grove), a place of scenic beauty with its many pine trees located in Sanuki City. Using ink, Kunibo painted large pine trees powerfully on gold-colored canvases. The work was even highly praised by woodblock print artist, Shiko Munakata.



Senior citizen pocket notebook

長寿手帳

A card that provides discounts to Kagawa residents aged 65 and over. Kunibo's handwritten phrase "*Kimi oizu hana no gotoshi*" is printed on the front cover. The phrase wishes for people to live a long life as beautiful as a flower.



Mother and child health pocket notebook

母子健康手帳

A pocket notebook issued by the government for mothers and children who are in their early childhood to maintain good health.





Kagawa's designs are Kunibo's designs

香川のデザインは邦坊のデザイン

Kunibo's packaging designs are used for many products that are very familiar to people in Kagawa. Kunibo was someone who was also active as a designer. In particular, he created various packaging designs used for sweets. His designs use Kagawa's famous sightseeing spots, legends, festivals, and culture as motifs.

MATCHBOXES

Small-size artworks

The matchboxes are painstakingly printed with woodblock prints.



STORY CARDS

Cards inserted into sweets boxes

The story cards are not just drawings. They also contain Kunibo's unique phrases.



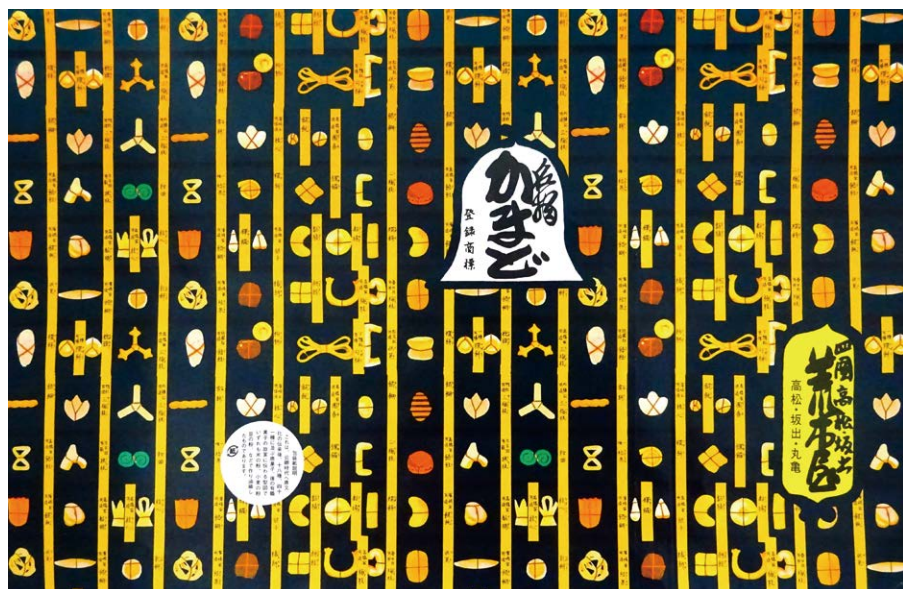
1. Bushoan (Kotohira Town) 2, 6, 8, 11 Meibutsu Kamado (Sakaide City)
 3. Mingei Fukuya(Kotohira Town) 4. Furirantsu (Takamatsu City)
 5. Takozushi (Kotohira Town) 7, 14 Kyuman (Kotohira Town)
 9. Mameyoshi (Takamatsu City) 10. Tomoe-do (Higashikagawa City)
 12. Henkotsu-ya (Kotohira Town) 13. Yoshioka Genpei-Mochi (Takamatsu City)



Wrapping paper for “Kyuman” sweet buns (Kotohira Town)



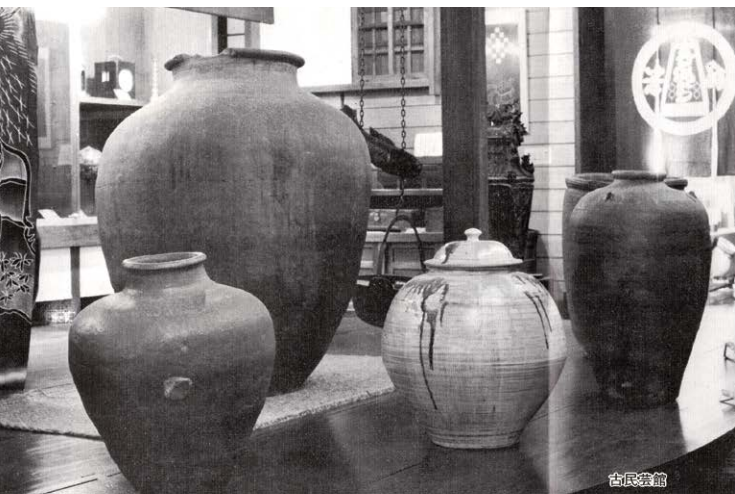
Wrapping paper for “Hyoge Mame” bean snacks (Takamatsu City)



Wrapping paper for "Meibutsu Kamado" sweet buns (Sakaide City)



Wrapping paper for "Budo-Mochi" dumplings (Higashikagawa City)



讃岐民芸館

讃岐民芸館は、長い伝統と独特な手仕事で今なお作りつづけられている讃岐民芸品と、ながい年月のあいだに讃岐の風土人情にマッチして讃岐人の生活の中にとけこんできた生活雑器をも、この土地の民芸品としてとりあげました。この意味で、この讃岐民芸館は全園的な民芸品の集取ではなく、讃岐人の生活の知恵が凝り込んだ民芸館であります。



瓦館

Sanuki Folkcraft House

Exhibited here are such folkcraft as has been and is still being manufactured by the traditional techniques native to this locality and other articles that have been in daily use for their fine adaptability to the local climate and human feelings.

Visitors, therefore, are kindly advised not to expect to find here a complete folkcraft collection from other parts of Japan.



新民芸館



家具館

Sanuki Folk Craft Museum in Ritsurin Garden

栗林公園 讃岐民芸館

At the age of 55, Kuniibo was asked by the governor of Kagawa Prefecture to work at Ritsurin Garden. His job was to make arrangements for the establishment of the Sanuki Folk Craft Museum. In 1965, Kuniibo became the first director of the museum. There, he worked hard to create new products that express his design sense and reflect the beauty of old implements.



The Sanuki Folk Craft Museum is not just about the folk craft exhibits. The museum building itself is also a wonderful place. To begin with, the signboard on which the museum's name is written was handwritten by Kunibo. In addition, the tiled outer wall made with Japanese roof tiles and light fixtures made using wire mesh are also Kunibo's own designs. Also, there used to be a director's office, which was exclusively for Kunibo's use. His office was like an atelier, filled with various art supplies.



(Photograph) Kunibo in the Sanuki Folk Craft Museum director's office

Carp Jumping/ Decorative Fan

鯉飛ぶ (飾り団扇)

Beautiful hand-made woodblock printed paper fan. Larger than an ordinary fan, it is for decoration, not for fanning.



Playful Dolls/Toys

おとぼけ人形 (張子玩具)

Dolls with playful facial expressions designed by Kunibo. Through these dolls, Kunibo sends his message to those living in the modern era to relax more and live life without trying too hard!



Wind, Thunder, Rain

風、雷、雨 (風呂敷)

Wrapping cloth with adorable-looking gods of wind, thunder, and rain designed by Kunibo. Kunibo always drew the god of rain, praying for the blessings of rain.



ABOUT



KUNIBO

AD	Age	Biography
1899	Age 0	Born on August 24 in Kotohira-cho, Kagawa Prefecture
1906	Age 7	Moves to Takamatsu
1914	Age 15	Drops out of junior high school and runs away from home Goes to art school in Tokyo
1922	Age 23	Works for a magazine company in Osaka
1929	Age 30	Hired as a newspaper cartoonist by the Tokyo Nichi Nichi Shimbun (now The Mainichi Newspapers Co., Ltd.) Also makes debut as novelist and rises to prominence
1938	Age 38	Returns to Kagawa due to poor health Works as a teacher at an agricultural school
1954	Age 55	Works at Ritsurin Garden at the request of the governor of Kagawa Prefecture
1965	Age 66	Becomes the first director of the Sanuki Folk Craft Museum
1972	Age 72	Holds a solo exhibition known as "The Kunibo Wada Exhibition"
1982	Age 83	Receives a special award from the Japan Package Design Association (JPDA)
1984	Age 85	Falls ill
1992	Age 93	Passes away

KUNI BO

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