

SHIROIYA HOTEL 1st Anniversary Art Illumination Illuminating Maebashi: Shiroiya x Kengo Kito

'SHIROIYA HOTEL, Maebashi's art and culinary destination (designed by Sou Fujimoto) is celebrating its first anniversary on Sunday, December 12, 2021. An art installation and Christmas Tree by Kengo Kito, one of Japan's most innovative contemporary artists based in Gunma Prefecture were created. Kito's bold installation using 2500 pieces of hula hoops in 7 colours (including white as Shiroiya's 'shiro' means white in Japanese) is expanded through 38m passage connecting the national highway and back street. Sou Fujimoto who renovated and designed the hotel created this passage for the locals and visitors to freely walk through to enjoy the hotel premises as well as the city centers.

Shiroiya Hotel commissioned Kito to present the 'Art Illumination', which brightens one's heart and cheers the city of Maebashi as one of the winter attractions of the Maebashi as the hotel is established for the revitalization of the city.



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Adding an art spot for the locals and tourists

Through crowdfunding, Shiroiya Hotel created an outdoor venue where anyone can easily enjoy the art experience and excitement of the holidays despite the current pandemic. With the support of locals and visitors, a luminous museum-quality work has been completed.

Kengo Kito whose work is known for applying everyday objects into artworks and expressing connections through his installation. His art illumination installation explored at Shiroiya Hotel passage is demonstrating organic and infinite space against the exposed concrete structure of the 70's.

Kengo Kito has created an installation in one of the guest rooms of the Shiroiya Hotel.

illuminating Maebashi

Art Illumination: Shiroiya x Kengo Kito

- Exhibition Period : November 19 (Fri.) – December 26 (Sun.), 2021
- Illumination Hours : 16:00~22:00 * Artwork can be enjoyed during the day time.
- Artwork Title : Untitled (Fula-hoop)
- Artist : Kengo Kito



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Kengo Kito also worked on the 4m tall Christmas Tree decoration against illuminated hillslope of Shiroiya Hotel.



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■ Kengo Kito



Born in Aichi Prefecture in 1977. Currently resides in Gunma Prefecture. Kito received a BFA in oil painting at Nagoya University of Fine Arts and Music in 2001. He completed his Postgraduate Studies at Kyoto City University of Fine Arts and Music in 2003. In 2009, he was a resident artist at the Brooklyn campus of Long Island University and from 2010-12, he lived and worked in Berlin, Germany. His major exhibitions include *interstellar* (Kyoto University of Art & Design, Galerie Aube, 2016) and *Kito Kengo Multiple Star* (Hara Museum ARC, 2017). During *Roppongi Art Night 2018*, a large installation exhibited at The National Art Center with Kito as the main artist drew acclaim. In recent years, *Full Lightness* (Kyoto City Kyocera Museum) in 2020 and *RECONNECTING: A Vision of Unity by Kengo Kito* (Los Angeles Japan House) in 2021 have been held. Recipient of the 2019 Kyoto City New Artist Award. Currently a professor at Kyoto University of Art & Design Graduate School.

■ Shiroiya Hotel (2-2-15 Honmachi, Maebashi, Gunma 371-0023 Japan)

Opened in December 2020 to contribute to the revitalization of Maebashi City, Gunma Prefecture, and to become a living room for the city. After the closure of "Shiroiya Ryokan", which boasts a history of more than 300 years, architect Sou Fujimoto renovated and newly built an existing building in the 1970s, and it became a hot topic as domestic and foreign artists and designers collaborated.



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High Resolution Images : <https://we.tl/t-hRzfbxwoMv>

*Please indicate the photographers' credits when using images on any media. Thank you.

■ Shiroiya Hotel General Information

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