

# Masanori Ushiki

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## Work experience

- [Artist](#), self-employed ( 2010 – Present )
  - Judge: the FUTURE SPECIAL ZONE Project by Mitsui Fudosan Co., Ltd
  - Member of the hanging committee of [Shutsugengaro](#) (2021 – Present )
- Character Designer/Web Designe, [KAYAC Inc](#) (2008 – 2010)
  - Engaged in mobile game production from UI to character design.
  - Creative production for various avatar and character designs for games and web services on digital platforms. Also, involving artworks & direction for corporate advertisements and campaigns, gained experience in website design and coding.
- Creative Director, [SHOWA NOTE Co., Ltd.](#) (2004 – 2008)
  - Engaged in creative production of Japanese strong IP character stationery & goods for kids.

## Education

B.A in Science of Design, College of Art and Design, Musashino Art University – Tokyo Japan 2004

## Profile Summary

Masanori was born in Niigata Prefecture in 1981, and having studied at Musashino Art University, he's now based in Tokyo. He is an artist who works with expressions based on Japanese animation, special effects, and toys from the 1980s~90s, ranging from humorous to fashion-conscious, in keeping with the contemporary era.

Masanori's clients have ranged from Gaming companies to Car companies, Nintendo, Honda, Cup Noodle, Converse, Red Bull Music and fashion brands (Rinascente, Isetan, Noir Kei ninomiya, Louis Vuitton).

He has had an influence in creator communities. Elected member of the hanging committee of Shutsugengaro from 2021, and involved in the FUTURE SPECIAL ZONE Project by Mitsui Fudosan Co., Ltd as a Judge of the ideas competition.

## Early life

He grew up surrounded by Japanese character products from the 1980s~90s, as there was a toy store across the street from his childhood home and his father ran a

fancy store selling character goods and other items. This led to the creation of Japanese subculture, mainly character-based expressions. In addition, his youth sports experience was connected to the concepts of "fighting," "speed," and "wearing something to protect oneself," which led him to often play with character-based products. These childhood experiences are the basis for the humor in the character's poses and costumes. Based on these childhood experiences, he has been exhibiting and working with clients in Japan and abroad in a style that does not create a specific symbolic image, ranging from humorous and cynical to fashionable expression.

## Influences

The "VISITORS" project, which began in 2016, presenting one character portrait a day on instagram, currently attracts nearly 40,000 followers and is gaining even more fans through books and goods globally. People can buy his character goods and books at BEAMS, TSUTAYA and other countries (London, Paris, Prague, Beijing, Hong Kong and California).

Famous Japanese musicians and talents are huge fans of Masanori's Artwork. His artwork represents diversity and inclusion with a sense of humor, so the companies which want to appeal among the younger generation, offer to him collaboration projects for their celebration and special campaigns (Mitsui Fudosan 80th, Hello kitty 50th, Cup Noodle 50th, Buddy Lee 100th, Toyota Calora 50th and Ultraman 50th etc..).

Masanori involved The "NO MORE HEROES 3" as a character designer for Villains which was the latest title from world-renowned game creator Koichi Suda. It has been called the best in the series and was released on August 27, 2021, for the Nintendo Switch (released in 2022 for PS5/4 & xbox). Media said, it has several unique features, but the most immediately recognizable uniqueness is the design of villains never seen before in a video game - intergalactic gadgets and superheroes from outer space. His exhibition in Alhambra, CA was a great success, and cosplayers of his characters appeared at Anime Expo in Los Angeles.

## Selected works

### 2022

Black Friday artwork for Rinascente (established department store) in Italy  
TOKYO CREATIVE SALON 2022 Nihonbashi, Tokyo

### 2022 - 2014

Shakien NHK E-television's TV program art work for kids

### 2021

"Nissin Cup Noodles" 50th Anniversary x Wall Art at PARCO

"Little Glee Monster" album "GRADATI∞N" jacket illustration

"Nintendo Switch" game software "No More Heroes 3" character design

### 2020

"YUKI" music video collection "Yuki Video 4" jacket illustration  
"Tokyo Metro" TOKYO CREATIVE SALON 2020 advertising visual  
Illustration for the PR postcard book for the Agency for Cultural Affairs' Japan Expo

## 2019

"Comme des Garçons" collaboration with "NOIR KEI NINOMIYA" for "commons & sense" magazine  
"Red Bull" event poster visual for "Music Festival"  
"Converse" "ALL STARS" advertising poster visual for the 2019 Fall/Winter season  
"Medicom Toy" FABRICK series release  
"GU" 2019 Autumn/Winter season ad poster visual  
"Sanrio" collaboration with Hello Kitty

## 2018

"Denpa-gumi.inc" tour goods, jacket illustration for "Precious Summer" distribution  
"Tokyu Corporation x BEAMS" street art at "Shibuya Street Museum"

## 2017

"70 CREATORS Ultra Seven 50th Anniversary" Groupe Exhibition -PARCO Museum, Tokyo

## 2016

Live painting for "TOYOTA\_Corolla" commercial for Asia

## 2015

Christmas character for "Isetan" Shinjuku flagship store

## Exhibitions

### 2022

"MEN" Solo exhibition- the 7 gallery, Kyoto  
"Hong Kong Girls" Solo exhibition - New Street Gallery, Hong Kong, China  
"THE ART OF NO MORE HEROES" Groupe exhibition - Gallery nucleus, Alhambra California, U.S.

### 2021

"Dynamic Future" Group exhibition - ESLITE GALLERY, Taipei, Taiwan  
"WAVE" Group exhibition - JAPAN HOSE, Los Angeles  
"WAVE TOKYO 2021" Group exhibition -3331 Arts Chiyoda, Tokyo

### 2020

"Visitors Salon" at Fujii Daimaru Department Store, Kyoto  
\*Beijing exhibition was canceled or postponed due to the pandemic

### 2019

"Traffic Light" Solo exhibition - the 7 gallery, Kyoto  
"SOUND OF WAVES" Group exhibition - Park Hotel, Tokyo  
"VISITORS" Solo exhibition - POCKO Gallery, London, UK

"ASIA ILLUSTRATION FAIR" - Baolong Art Museum, Shanghai, China  
"Outer Side 3" Group exhibition - CALM & PUNK gallery, Tokyo  
["Meet Design Ostrava 2019"](#) Tokyo Stage Exhibition & talk panel - Důl Hlubina (Ostrava), Czech Republic  
"Birth of Venuses" group exhibition - Shinjuku Ophthalmologist;GANKA Gallery, Tokyo

## 2018

"Tomoding"Event/group exhibition - Taipei, Taiwan  
Art book fair "Miss Read" - Berlin, Germany  
"VISITORS - Break the rules" Solo exhibition - "TOKYO CULTUART by BEAMS", Harajuku, Tokyo

## 2017

"BLINDERS" group exhibition - Garally LE MONDE, Tokyo  
"VISITORS" Solo exhibition - Impact HUB Tokyo, Meguro, Tokyo  
"NISHININO" group exhibition - HELLO! GOOD MORNING!. Portland, Oregon,U.S.  
"TASTING ART SHOW" Group exhibition - CALM & PUNK Garally, Tokyo  
"VISITORS at OSAKA" - vision track OSAKA PRIVATE GALLERY", Osaka

## 2016

"Outer Side"Group exhibition - Billiken Gallery, Tokyo  
"GEO NECRO"Group exhibition - ada gallery, Virginia, U.S.  
"GOT IT FOR CHEAP VOL 2" Group exhibition - David Risley Gallery, Copenhagen, Denmark  
"Low brow MONSTERS" Group exhibition - BLOCKHOUSE, Tokyo  
"Outer Side 2" Group exhibition - CALM & PUNK Garally, Tokyo

## 2015

"WHO"Group exhibition - LE MONDE garally, Tokyo  
"Outer Side" Group exhibition - CALM & PUNK Garally, Tokyo  
"5th ZOMBIE666 Tokyo Zombie" - BLOCKHOUSE, Toko  
"SONICART"Event - SUMMERSONIC2015  
"WHO" Group exhibition - Transpop Gallery", Kyoto

## 2014

"SONICART" Live painting - SUMMERSONIC2014

## 2013

"SONICART" Live painting - SUMMERSONIC2013  
"Absolut Vodka" Live painting

## 2012

"SONICART" Live painting - SUMMERSONIC2012  
"goo for brothers", "8seconds"(Korean Fashion brand) collaboration group exhibition - 8 seconds,Seoul, Korea

## 2011

"Design Style Exhibition" - RECTO VERSO GALLERY, Tokyo  
2008 "Monsters" Group Exhibition - "Art Wads" / "Cafe Na", Tokyo  
2007 "cau\_train" Group exhibition - Art Wads, Tokyo  
2003 Msanori Ushiki First solo exhibition - Art Wads, Tokyo

## Publications

"Masanori Ushiki VISITORS 2" (2022) - Publication Meta: innenbooks,Zurich, Switzerland  
"VISITORS Masanori Ushik Japanese ZAK Culture Zine" (2018) - Publication Meta: ZAK,Czech Republic  
"VISITORS." (2018) - Publication Meta: aptp books, Japan  
"VISITORS" (2017) - Publication Meta: LE MONDE PRESS, Japan

## Refferencces

### TV,Radio

[TV program『出現電視』\(2022\)](#)  
[J-WAVE『INNOVATION WORLD』\(2022\)](#)

### Interviews

[Life Without Andy \(Australia\) - Interview: Meet Artist Masanori Ushiki And His Wild 'Visitors'](#)  
[CREATIVE REVIEW Magazine\(London,UK\) - Illustrator Ushiki Masanori mixes discipline, diaries, sci-fi and Manga in his work](#)  
[CARTOON BREW\(NewYork, U.S.\) - Artist of the Day: Masanori Ushiki](#)  
[Believer Magazine \(Las vegas, U.S\)](#)  
[週刊編集 VOL.061 \(Taiwan\)](#)  
[TEMPURA \(Paris, France\)](#)  
[Masanori Ushiki กับแก๊งการ์ตูนสุดกวน \(Thailand\)](#)  
[Famitsu\(Tokyo, Japan\) - "No More Hearos 3" Suda51 x Masanori Ushiki interview](#)  
[MDN Magazine interview\( MdN Vol.294 2018 Japan\) and more...](#)

### Awards

[The 13th Japan Media Arts Festival "Jury Recommended Firm『After Effect.』- 2017](#)  
[The 5th Silly Application Championship Windows Phone Prize -2011](#)