



**SHO**

**TSUJII, Tatsuki**

**Introducing "Authentic" Japanese Calligraphy**



## TSUJII, Tatsuki

1977 Born in Sapporo to a family of calligrapher.

2002 Graduated from Faculty and Graduate School of Hokkaido University (Architecture)

2002 JFE Group (Japanese steel manufacture)

2010 The Boston Consulting Group

2013 Venture company in the field of human resources

**2023 Started as an independent artist activities,  
and also started to promote Japanese calligraphy outside Japan.**



I started my independent artist career in 2023. Therefore, I do not yet have a lot of production experience to report to you. I would be very happy to have a lot of experience with you all.

Favorite things: touring old architecture, nature aquarium, running marathons, gaming.

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**3. Introduction of “SHODO” art**

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# **Activities**

**Tatsuki Tsujii**





**Making artworks**







## Tools



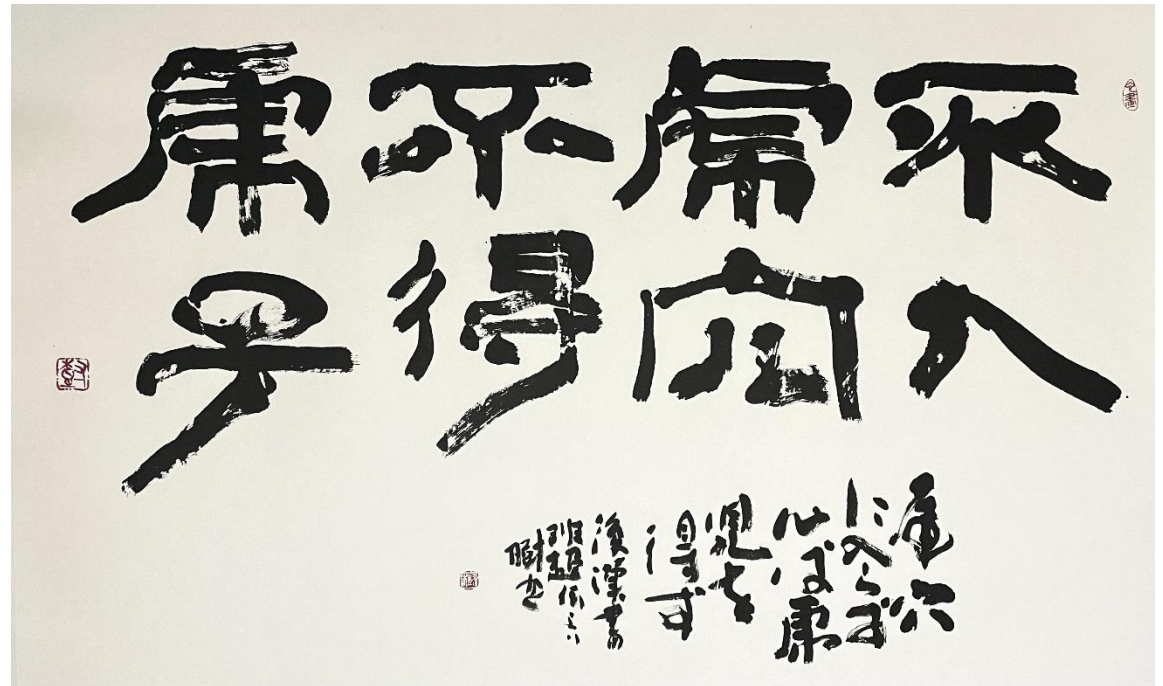




Tatsuki Tsujii  
"Dragon - Virtue"

Meaning; "Be virtuous like a dragon"

(In Asia, dragons are highly prestigious and revered as Gods)



Tatsuki Tsujii

"If you do not enter the tiger's cave, you will not catch its cub"

Meaning; "Nothing ventured, nothing gained"





## Performance and presentation on the event.

Tatsuki Tsujii

Performance and presentation on the business event.

Artwork means “Bells, sound the bells!”

Presentation explaining calligraphy to an international audience.

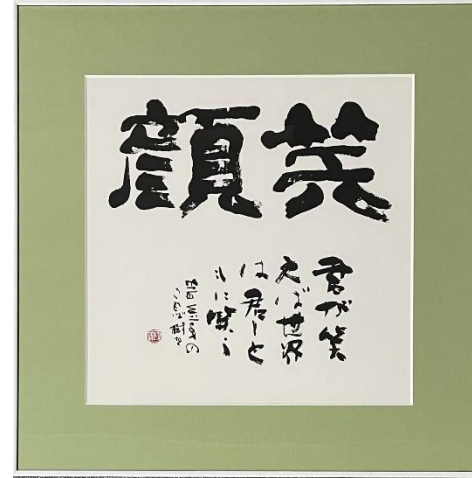




## Commercial usage



Tatsuki Tsujii  
Characters in Logo design of SAKE.  
"Hana Kaze" (The Flower and the Wind)



Tatsuki Tsujii  
"Smiling face; Laugh, and the world laugh with you"  
(Poem by Ella Wheeler Wilcox)

Client's life motto.

## Custom-made artworks for the client.

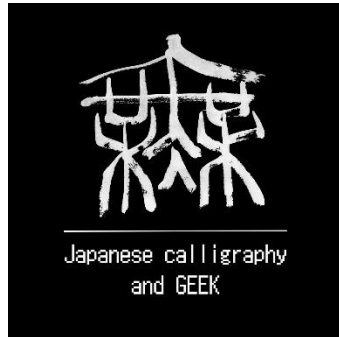


Tatsuki Tsujii  
"A man, a man, and a man"  
(Poem by SAEKI youthK)

Client's life motto.

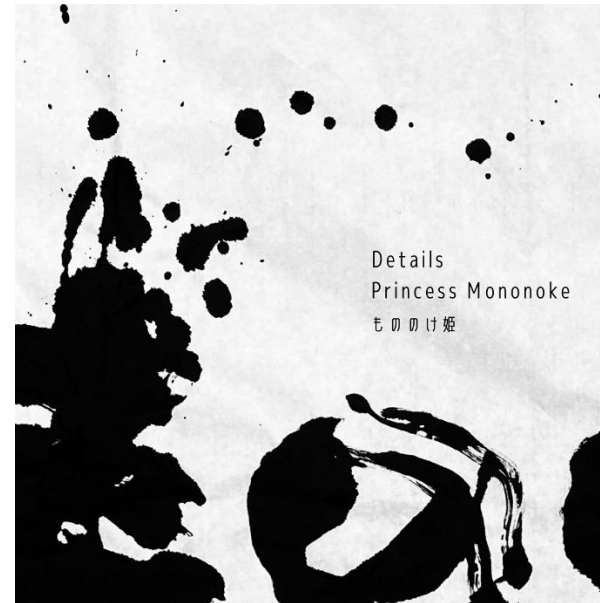


# Instagram



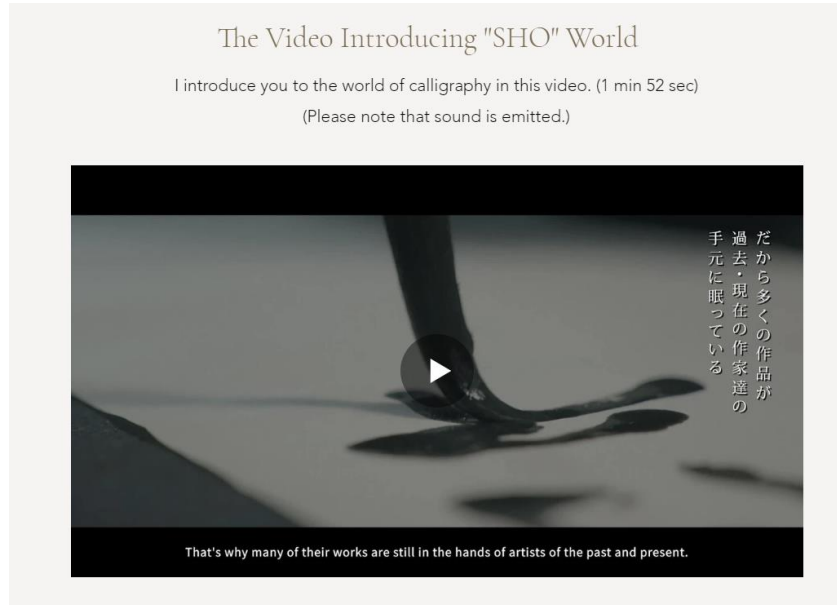
<https://www.instagram.com/calligrageekjp/>

I am active **anonymously** on Instagram. I use quotes from words related to my favourite **anime** and **video games** as traditional style calligraphy pieces.



# Videos

You can find the video introducing "Shodo" art.



<https://www.japanesquelab.com/>

My shodo performance at the business event.

We introduced Japanese culture to international guests at a business event. We gave a presentation introducing calligraphy as an art form and demonstrated the creation of a work of art.



Video of the artwork being created (2 mins).



<https://www.japanesquelab.com/en/archives>



**What we can**

# Image of the proposal

3. Presentation about Introduction of Authentic SHODO

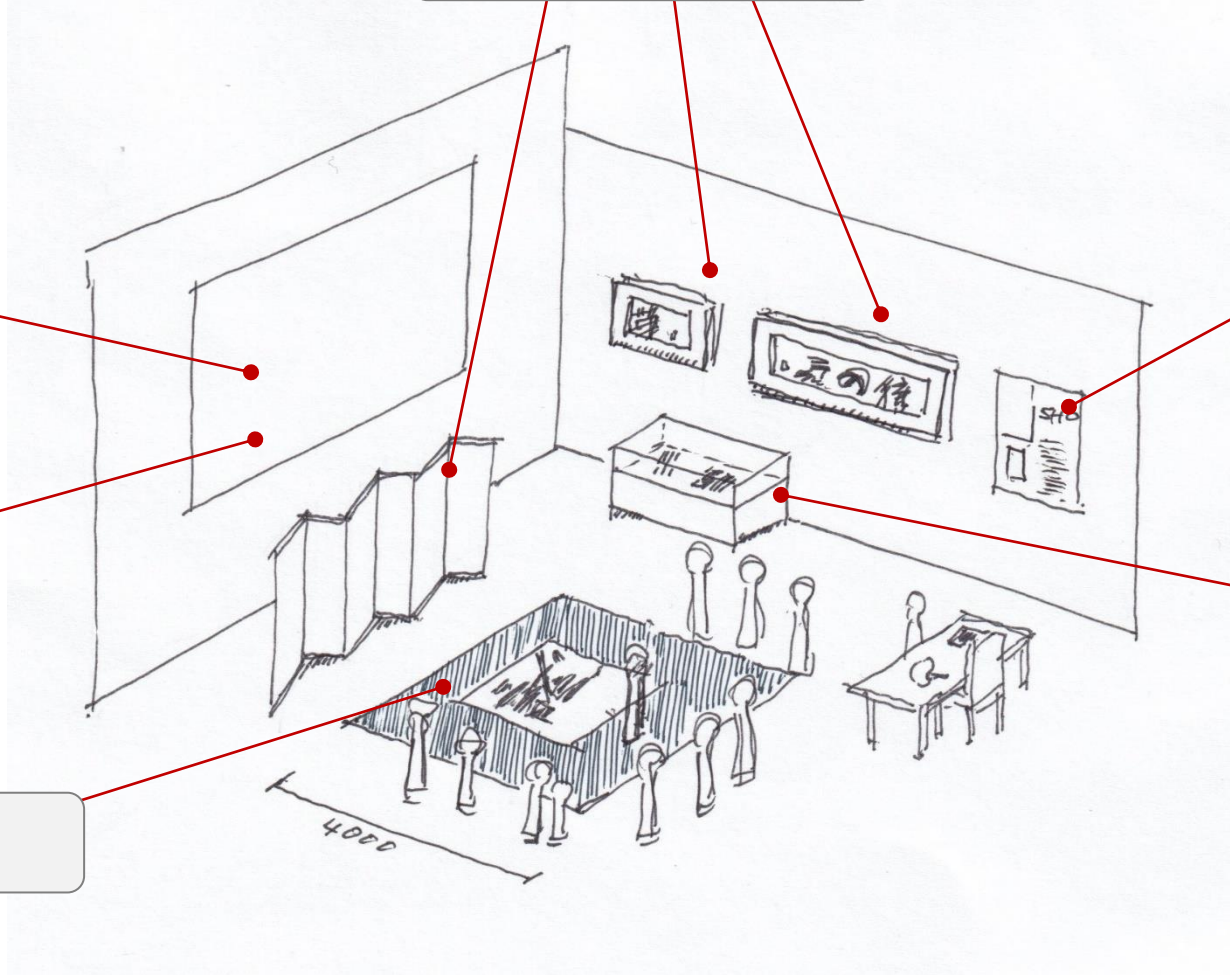
4. Promotional video showing

1. Demonstration of Making Artworks

2. Exhibition of artworks

5. Shodo introduction panel exhibition

6. Exhibit of Calligraphy Tools



2. Exhibition of artworks

3. Presentation about Introduction of Authentic SHODO

4. Promotional video showing

1. Demonstration of Making Artworks

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# 1. Demonstration of Making Artworks

## Proposal Details

- I am able to give a performance in which I produce a work of art.
- I can create large or small works of art.
- Generally, the actual work space is about 3m x 3m, and then maximum paper size is about 1.5m x 1.5m.
- It is possible to create artworks in Japanese, such as words related to your country or by a famous poet from your country.
- We will provide the necessary tools and vinyl sheets to prevent stains.



## 2. Exhibition of Works

### Proposal details

- Several artworks will be selected for display
  - Tatsuki Tsujii, I am
  - Keiun Tsujii, my father (previous generation)
  - (If you wish), the works of our team members (Multiple art styles can be seen)
- The size of the artwork will depend on the specifications of the wall on which it is to be displayed.
- Products can be displayed on temporary walls, such as freestanding walls
- There is a possibility to bring in a folding screen.

\* Sorry, I don't have photographs of my own artworks exhibited formally, then photos on this page are my father's one.





### 3. Presentation about Introduction of Authentic SHODO



#### **Proposal details**

- Presentation to inform about traditional calligraphy
- Presentation to explain the history, interest and beauty of calligraphy

## 4. Promotional video showing



### Proposal details

- A 2-minute video introducing "Shodo" (only music and subtitles are available).
- This video is already in production.
- The video will loop. I hope it will be something that people can enjoy for 2 minutes just by stopping and watching it, and that they will want to watch it twice or so.





# 5. Shodo introduction panel exhibition

## Proposal details

- We will produce panels (English and Japanese) to explain about Japanese calligraphy.
- Approximately several A0 panels made of styrene board are expected
  - Introduction of the spirit, history and tools of calligraphy

A0 sized panels



## SHO

"Sho" or "Shodo" is a writing technique using a brush and ink. It has existed since ancient times in Japan and China, and is a familiar presence in Japan, even as a subject in compulsory education. It is used in everyday life for writing letters and notes, and is also frequently seen as the logo of companies and brands. It is one of the traditional techniques for designing characters. However, the number of people who use it on a daily basis has been decreasing in Japan.

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「書」「書道」は筆と墨で書くライティングの手法。日本や中国には古来より存在し、日本では義務教育の中の科目にもある身近な存在です。手紙やメモなどの日常使いから、企業やブランドのロゴとしても目に触れる機会が多い、伝統的な文字デザイン技法のひとつです。しかし、日本では日常的に使用する人は減少してきています。

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## SHO in Hokkaido



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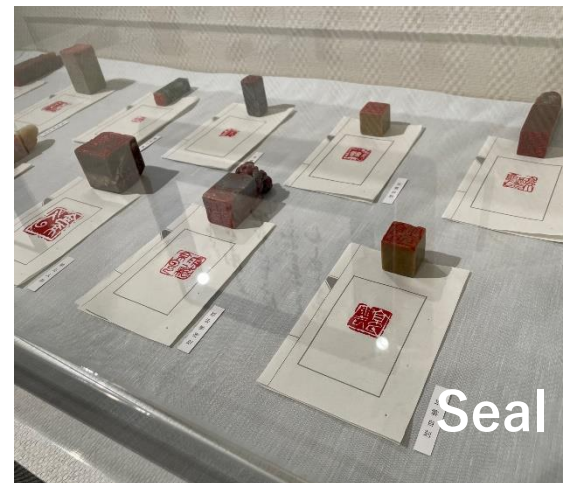
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## 6. Exhibit of Calligraphy Tools

### Proposal details

- Exhibit tools related to calligraphy
- The following items can be exhibited, mainly linked to the description of the A0 panel proposed in the previous
  - Brushes, ink sticks, inkstones, seals, etc.
  - Some of them can be touched





# **Introduction of "SHODO" Art**

## **Spirits and Histories**

# Overview



**Calligraphy is a traditional culture deeply rooted in the lives of Japanese people.**

Japanese calligraphy or "SHO" is the art of incorporating various designs and expressions into flat surfaces such as paper and folding screens using traditional specialized tools such as sumi ink, brushes, and inkstones, while using the "letter" itself, which is essentially a tool and medium for communication. The art form incorporates a variety of designs and expressions onto flat surfaces such as paper and folding screens using traditional specialized tools such as sumi ink, brush, and inkstone. It is commonly referred to globally as Japanese calligraphy, and is recognized by some researchers, designers, and collectors as a type of Calligraphy.

This "calligraphy" is a traditional culture deeply rooted in the lives of Japanese people. It is familiar to us as "culture and education" incorporated into compulsory education, as a "font" for brand logos and store names, and as a "practical" tool used in everyday letters and memos. In recent years, it has also come to be known as a "performance" in which the act of writing is presented as a show.

**There is "calligraphy" as a field of artistic work. Here we call it "artistic calligraphy".**

On the other hand, some of them have a history of being thoroughly refined as "works of art. Artists devote many of their resources (time and assets) in their lives to the creation process and to the mental activities and learning necessary for that process. This mixing of the liberal arts, education, practical use, and the arts within the same field is similar to the structure of music.

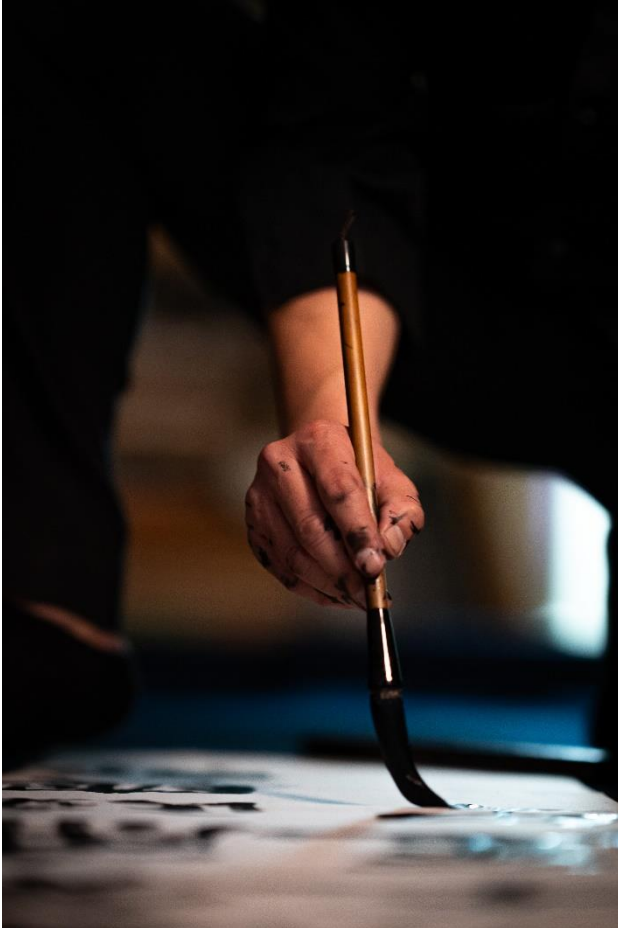
While the field of "calligraphy" is recognized to some extent overseas, the existence of "artistic calligraphy," a field that is studied as a work of art, is virtually unknown not only overseas but also in Japan. Let us introduce you to this artistic work of calligraphy.





# History and Sense of Values of Calligraphy

**Calligraphy as an art form developed in the 9th-10th centuries and has been passed on to the 20th-21st centuries**



The artistry of calligraphy has been discussed in Japan since the Heian period. The three "sanpitsu," or three brush strokes, of the early Heian period are considered to be three of the greatest calligraphers in the history of Japanese calligraphy. Specifically, they were the high priest Kukai (774-835), the 52nd Emperor Saga (786-842), and the aristocrat Tachibanano Hayanari (782-842), and this period was one of the most prosperous in terms of calligraphy. Thereafter, there were outstanding calligraphers in the emperor's family, the aristocratic Fujiwara clan, and the Hon'ami clan (a family of performing arts), and calligraphy as an art has developed as a discipline of the imperial and aristocratic classes throughout Japan's history.

As symbolized by the fact that the most outstanding calligraphers are said to be the three brush strokes of the 9th century, the field of "artistic calligraphy" did not develop spectacularly thereafter, but developed mainly as practical calligraphy. Then, from the end of the 19th century to the beginning of the 20th century, a movement to revive the "artistry" of Japanese calligraphy was born by some calligraphers, and the history of so-called modern calligraphy began. Since then, even after the disappearance of the aristocracy and other status-based systems, calligraphers have inherited the culture, which has now matured over the past 100 years as a modern art form that has evolved from tradition.

One of the leading figures in the revival of artistic calligraphy in the early 1900s was a calligrapher named Hidai Tenrai. Tsujii Keiun is disciple of his disciple.

## **Sense of Values that do not favor profiting from one's art**

If you are a true artist, you should not make a business out of your work. There is a traditional value that an artist should pursue his or her own path in poverty. In addition, it is difficult to make a living solely from one's artistic activities as an artist in terms of the market. This is also similar to the situation in the music field.

# Spirit of SHO



**Writing activities that involve mental concentration are the very essence of mindfulness in confronting oneself.**

Said that there are values that make it undesirable to earn money from artistic works. What, then, is the activity of writing?

The moment of making or training a work of art is a moment of extreme concentration and immersion in creation, or as we would say today, mindfulness itself. Preparing the tools, rubbing the ink, laying out the paper, picking up the brush, and writing. This process is similar to zen, meditation, yoga, and bonsai, and is a moment of mental adjustment and self-discovery.



**Conceive or discover the words that will become a work of art and sublimate them as your own work of art.**

While sometimes the artist writes his own words (e.g., poems), his works are often quoted from poets, philosophers, novelists, and singers. In addition, a copy of a classic (a work by a past master) is also recognized as a work of art. This moment of word selection is also part of the creation of a work of art.

The artist reconstructs the words of the lyricist or novelist who wrote the text from which the work is taken, using his or her own interpretation, technique, and design to create a work that is uniquely his or her own. The process of reconstructing the works of other artists and past masters into one's own works of art through one's own interpretation, technique, and design has something in common with other areas of art.



# Elements that make up a work of art



## Even within monotone, there are diverse elements that make up the work

The interest of Japanese calligraphy lies in its depth and the diversity of its constituent elements. Each Japanese character has its own meaning, and each character also has an image (bright, happy, auspicious, etc.) that people have for it. The meaning of the written word, the image, the beauty of the design that expresses it as an artist, the technique used to express it, and the mentality and approach to the creation of the work are all combined to form a profound work of art.

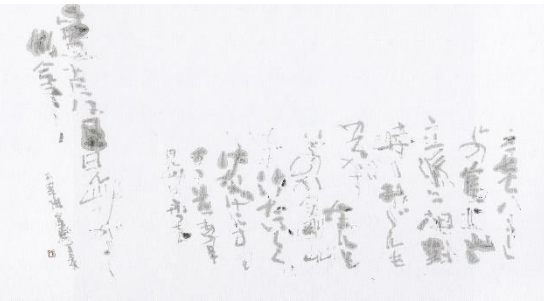
<Examples of elements reflected in a work of art>

- The meaning of the letters and sentences, the emotion and feeling behind them.
- The design of the original characters (most of them are hieroglyphs)
- The image or feeling (bright, happy, auspicious, etc.) that one gets from each character.
- Design as a work of art (shape, color, margins, etc.)
- Technique and sense of designSpeed of brush stroke, pressure of brush stroke, and shade of ink
- The sense of a once-in-a-lifetime combination of lines that cannot be rewritten.
- The artist's own humanity and spirit at the moment of writing the work.

At times, the artist moves his brush as if dancing on paper, at other times in an atmosphere of stillness, and the very movement of his writing is transferred three-dimensionally onto the surface of the paper.

Naturally, as an artist, the artist's uniqueness is emphasized in addition to the excellence of his or her work. In the aforementioned elements reflected in the work, the artist expresses his uniqueness.

# Points of appreciation and evaluation of Artworks



**The beauty of margins**

**Various ink colors**

**Expression of coarseness and density**

**Flow along vanishing points**

**Beauty of character form**

**The brilliance of the graze**

⋮

\* Artworks in this page,  
My father, Keiun Tsujii's works.

評価項目		主な評価内容
Design	Modeling and Letterforms	Beauty of modeling and character form
	Ink color	Beauty of ink color, variety of character colors, thickness and blotchiness of ink
	Roughness, Density, Margins	Balance of coarseness and density, comfortable placement of margins
	Rhythms	Rhythm in letters and strokes, such as slow and fast, strength and weakness, light and heavy, long and short breaths, etc.
	Flows, perspective drawing skill	Beautiful flow of text, margins, and grazed areas, presence of appropriate vanishing points
	Seal and signature	Position and shape of the signature and seal
Technique	Brushwork	Brushwork such as elasticity, softness, brushwork, etc. Beginning of writing, speed
	Beauty and quality of each lines	Line beauties and qualities such as hardness, softness, warmth, heaviness, strength, moistness, sharpness, etc.
	rich and thirsty of ink	Appropriateness and technique of the amount of ink contained by the brush, including the amount of ink, blotting, grazing, etc.
	Three-dimensionality	The three-dimensionality of the characters, and the incorporation of the body movements of the artist when writing on the paper.
Spirit	Sentence Selection	Selection and meaning of the text to be written. Coordination with the work, whether it is to be shown or not, etc.
	Interpretation of text	Interpretation of texts and creation of concepts when writing
	Emotion and passion	Passion, emotion, and pulse at the time of writing
Comprehensive evaluation	Structure, composition	Overall Configuration
	Sense of unity	Uniformity of color, shape, form, etc.
	Balance of the whole	Sense of balance in color, shape, modeling, etc.

**The combination of various expressions backed by skilled techniques becomes art.**

Evaluate works of art and verbalize the reasons why they are art. At present, there is no "commonly recognized evaluation system" such as wine or graded sports (although there are standards within individual national exhibitions). Although works can be evaluated on the basis of design, technique, and spirit, these are not "just a high numerical value," but rather a guide to "evaluation points" that should be looked at in light of the overall composition of the work.



# Recognition and distribution of artworks



**Artworks are not well known or distributed at this time, and its true value and market reputation are currently unknown.**

There are two main reasons why works of art in the field of "Artistic calligraphy" are not widely recognized by the public. One is the existence of the previously mentioned value system in which it is shameful to make money from artistic works. The other reason is that it is difficult to judge the presence or absence and level of artistic value of individual works and to define appropriate values. As a result, there is no market for a wide range of works, and there is no widely shared standard price, as is the case with paintings. And the buying and selling of works itself is virtually nonexistent. There have been transfers of the work domestically and internationally, but these have been mainly to acquaintances (people who know the artist in real life) for free or near-free money. In addition, without the circulation of these works, it is difficult to continue a culture in which new young people enter and study.

However, we are convinced that these works have artistic value, and those who have a deep knowledge of art may be able to "feel" the value of these works.

Therefore, we would like to reexamine the value of these works to the art market outside of Japan, and would like to invite art professionals, museum professionals, curators, and collectors who are at the pinnacle of their aesthetic senses to view these works.

# **Information and Contact**



Our website  
Introducing Shodo and I

<https://www.japanesquelab.com/en>



Keiun Tsujii Digital Museum  
Attention: This is my father's museum,  
and not mine.

<https://www.keiun-tsuji.com/>



Instagram

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I am active anonymously on Instagram. I use quotes from words related to my favourite **anime and video games** as traditional style calligraphy pieces.

Mail to Tatsuki Tsujii

Contact: [tsujii.tatsuki@japanesquelab.com](mailto:tsujii.tatsuki@japanesquelab.com)