



During Ikko Tanaka's younger years, he studied at the Kyoto City University of Arts where he graduated and started his career as a graphic designer in the 1950s, a time period where there was a significant cultural and political shift in Japan. Needing to modernize after the end of World War II, This provided designers like Tanaka new techniques, styles and movements of art and more to push themselves past their old design ways and into a new age.

Tanaka is most recognized for his prophetic body of interdisciplinary work. An example of his interdisciplinary work can be seen in brands like Muji, where he developed their graphic identity. His approach uses bold, polychromatic geometries and a good understanding of visual typography, all encased with traditional Japanese aesthetics. Particularly, Tanaka's work can be characterized by playful elements that he manipulates and reimagines, transforming them into new fresh visuals that are not only memorable but also different enough to be unique.

Ikko Tanaka, born in Nara, Japan, in 1930, was an important figure in the design world. His work leaves a lasting impact due to his unique style and the seamless merging of Japanese with modern design principles, making his work different from other

He was a Japanese graphic designer renowned for his ability to infuse traditional Japanese aesthetics with a modernist sensibility. His work, being inspired by American and European styled typography and Japanese traditional art with a Bauhaus style, makes his work look simple and geometric.



After graduating he would later create a studio called the Ikko Tanaka design studio in 1963, create display designs for the Ocean Expo '75, designed symbols for Expo '85 and world City Expo Tokyo '96 as well as working for clients such as the international garden, The Greenery exposition, the Mazda corporation and more. His influence can be seen in the works of designers from all over the world. Due to his unwavering commitment to design, he has forged a legacy that will serve as the origin of inspiration for future generations of designers.

Furthermore, He is also known for his poster designs especially those he created for Noh productions, performances, and exhibitions across Japan and the world. One of these works is a poster for the Nihon Buyo performance by the Asian Performance Art Institute. The image shows an illustration of a geisha using his modernist sensibility and traditional Japanese culture.

He's made several contributions to design across various domains including typography, exhibitions, and books. This can be seen in his own publication called "Japan Style," which stands to show his mastery in this domain.

SOURCES:

1) <http://www.designishistory.com/1960/ikko-tanaka/#:~:text=He%20designed%2C%20among%20other%20things,at%20the%20age%20of%2071.>

2) https://en.wikipedia.org/wiki/Ikko_Tanaka

3) <https://www.oneclub.org/adc-hall-of-fame/-bio/ikko-tanaka#:~:text=Tanaka%20has%20been%20honored%20by,Poster%20Biennale%2C%20amongst%20many%20others.>

4) <https://www.theblendwithin.com/art/ikko-tanaka>

5) <https://www.moma.org/artists/5800#:~:text=-Japanese%2C%201930%E2%80%93&text=Tanaka%20is%20widely%20recognized%20for,Hanae%20Mori%2C%20and%20Expo%202085.>

6) <https://www.latimes.com/socal/glendale-news-press/entertainment/tn-gnp-design-as-a-primer-on-culture-20150416-story.html>

Other Works of Ikko Tanaka



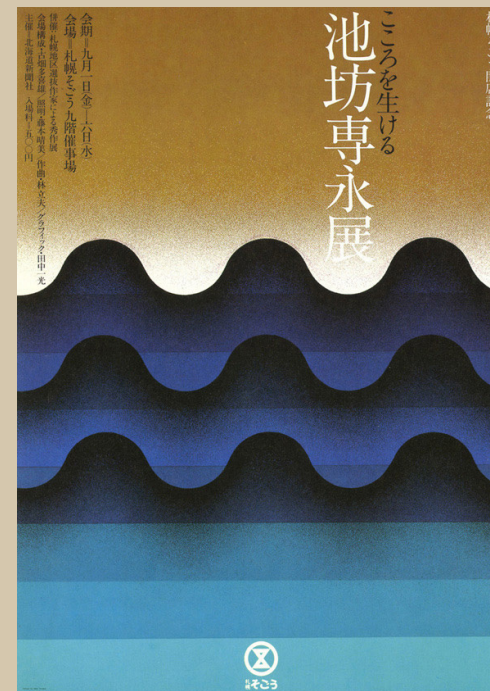
1988 Hiroshima Appeals



Tanaka Sharaku



Kimono Exhibition Tanaka Sharaku



Flower Arrangement

IKKO TANAKA

By: Evan Vazquez



"Japan Style" by Ikko Tanaka

