

N’Kaya Renford

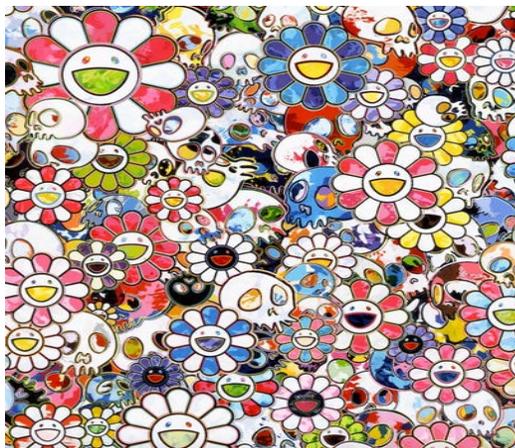
(COMD 1112) Digital Media Foundation

LOGO History

Takashi Murakami Flower



The Murakami flower logo is a flower with 12 rounded petals and smiling faces, which is celebrated for its display of joy and innocence. The flower is named for the Japanese contemporary artist who designed it. His work is influenced by fine arts and commercial media like fashion and animation. Most of his work appears superflat, which describe the aesthetic of Japanese contemporary art. The Murakami flower was inspired by anime and manga and Murakami wanted to work in a field that involved both. Attending the Tokyo University of the Arts school to gain skills he needed to become an animator but was dissatisfied with contemporary art in



Japan. He created a strategy where he could first establish in Western art and then import his work back to Japan.

I chose this artist’s logo because the Mirakami flower was one of his big breaks in the industry. Mirakami has collaborated with some well known fashion brands such as Supreme, Google, G-

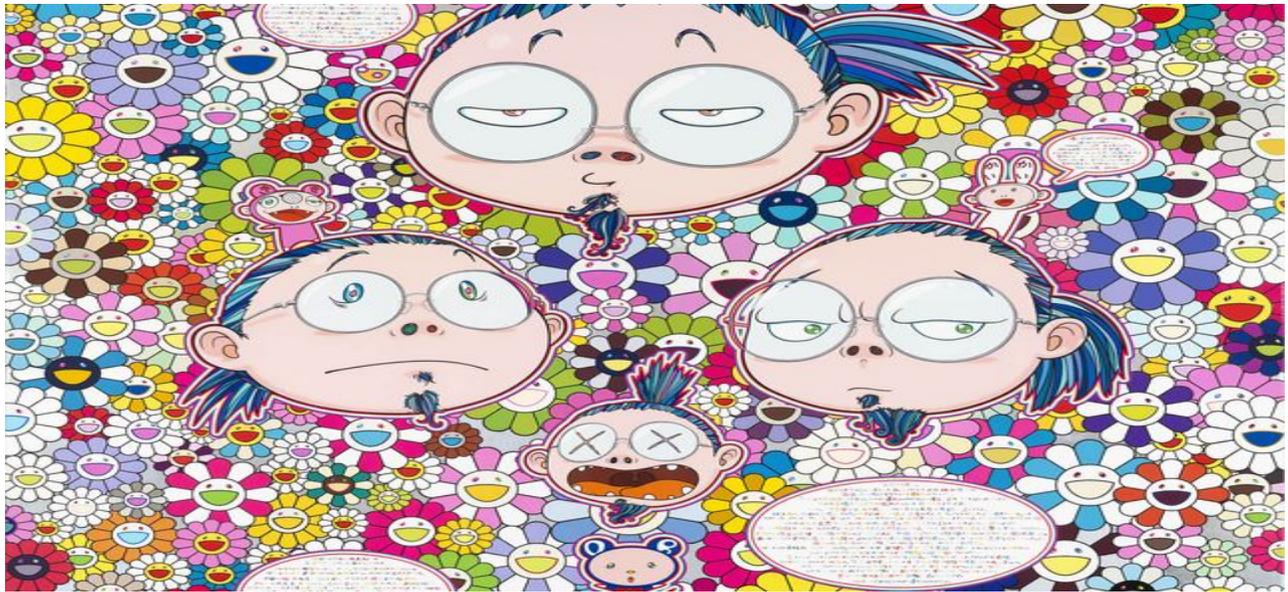
Shock, Macy and Billionaire Boys Club. He has worked with Kanye West to help him with some cover art for one of his album covers and worked with Virgil Abloh on a clothing collaboration. Mirakami sells his artwork in collaborations with other brand names. Many artists make artpieces that can be used on merchandise to build exposure and that's what was done in this case. His superflat flower is how I discovered this artist and why this logo to research for this paper.



*{images from highsnobility.com}*

The Superflat theory was created in a group exhibition catalogue *“The Museum of Contemporary Art, Los Angeles”*. This style is different from a western approach in its emphasis on surface and use of flat plane colors. It also incorporates motifs from Japanese traditions and popular culture. The flat/glossy surfaces describes things as cute, psychedelic or satirical. The incorporation of light and dark colors brings together a sense of dimension/ shades in the flowers when overlaying them. The differences in social class and popular taste is that it has flattened, “producing a culture with little distinction between high and low”. This superflat concept practices evolve from repackaging elements that were usually low or subcultural and presenting them as luxury goods.

Murakami was strongly influenced by Andy Warhol's work and flowers are iconic characters, mushrooms, skulls, and each had different theme. Flowers signify peace and happiness, skulls signify death or mortality. The inspiration for the Murakami flower came from the atomic bombing at Hiroshima and Nagasaki in 1945. Many people see the flower as a smile for happiness but he includes hidden details such as making the eyes look watery. Murakami flowers express the fear of despair. "Even if there is pain inside, we must keep on smiling"-  
*Takashi Murakami.*



*{image from mymodernmet.com}*

Murakami's (Flower) logo encourages us to read between the lines and offers a strong illustrative reflection that has 3 levels of understanding. "First level of understanding is the fanatic insanity exaggerated/ mocked through pictorial work of caricature and distortion. Second level of understanding is the influence of society's culture and its products in our behavior/ personality. Lastly, the third level of understanding is the artist achieved agreement between

“high culture” and the “popular” culture”(Artsper Magazine). All of these raise questions of the legitimacy of the differences in the world of art today.

MLA

*Takashi Murakami: Merchandise*

<https://www.artsy.net/collection/takashi-murakami-merchandise>

*10 Facts You Should Know about Takashi Murakami; February 24, 2020*

<https://blog.artsper.com/en/a-closer-look/10-facts-know-takashi-murakami/>

*Takashi Murakami's Best Collaborative Projects; September 17, 2020*

<https://www.highsnobiety.com/p/takashi-murakamis-15-collaborations/>

*Takashi Murakami: Behind Smiling Flowers; June 7, 2019*

<https://mangadejapan.com/articles/detail/1243>

*Takashi Murakami's Spirited Flowers & Skull Exhibit Opens; June 16, 2016*

<https://mymodernmet.com/takashi-murakami-flowers-and-skulls/#:~:text=Each%20figure%20serves%20as%20a,trigger%20of%20death%20and%20mortality.&text=Just%20as%20he%20has%20blurred,lines%20between%20happiness%20and%20fe>

[ar](#)

*Takashi Murakami; December 9, 2020*

[https://en.wikipedia.org/wiki/Takashi\\_Murakami](https://en.wikipedia.org/wiki/Takashi_Murakami)

*The Shop at The Broad: Takashi Murakami*

[https://shop.thebroad.org/collections/takashi-murakami?gclid=CjwKCAiA2O39BRBjEiwApB2lktzVyqQWPLubvRHC5oBaxXSqxO34dO4zNxewFCBeGleRrghXfbvTKhoC42kQAvD\\_BwE](https://shop.thebroad.org/collections/takashi-murakami?gclid=CjwKCAiA2O39BRBjEiwApB2lktzVyqQWPLubvRHC5oBaxXSqxO34dO4zNxewFCBeGleRrghXfbvTKhoC42kQAvD_BwE)