

Media Release

For immediate release

Relive and make new memories of Doraemon at the first Doraemon Exhibition to be held outside Japan at the National Museum of Singapore

Journey from the past to the future and discover how Doraemon continues to be loved by many around the world, through a showcase of original manga drawings, contemporary artworks, as well as themed food experiences and merchandise



Takashi Murakami, 'Wouldn't It Be Nice If We Could Do Such a Thing' (2017), THE DORAEMON EXHIBITION SINGAPORE 2022 ©Fujiko-Pro / Image credit: National Museum of Singapore.

Singapore, 2 November 2022 – Straight from Japan to Singapore, the first Doraemon Exhibition to be held outside of Japan will open at the National Museum of Singapore on 5 November, showcasing how one of the most beloved Japanese characters sprung out of the pages of a manga and into the hearts of generations of fans around the world. Exploring the past, present and the future of Doraemon, the multi-sited exhibition offers several experiences that include a contemporary art show; a showcase of original drawings and sketches by its creator, the late Mr Fujiko F Fujio; a Doraemon-themed cafe and limited-edition merchandise that engage visitors to make new memories with the iconic Japanese manga character.

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2 “Doraemon is a character many of us would have grown up with and it has continued to remain dear to us over the years. We are celebrating this beloved character across borders and generations with the first Singapore edition of *The Doraemon Exhibition* and we hope that as visitors experience the unique artworks alongside the original manga sketches, they will be inspired to embark on their own creative journeys as they contemplate their own memories of Doraemon,” says Yuki Imamura, Director of LEYOUKI.

A tribute to the origins of Manga Doraemon

3 For the legions of new and existing fans who may be curious about Doraemon's origins, *The Doraemon Exhibition* will cast a spotlight on the cat style robot's humble beginnings as the central character in a Japanese manga series that debuted in December 1969. Written and illustrated by Fujiko F Fujio – the pen name of Japanese manga artist Hiroshi Fujimoto – its popularity surged after the manga was subsequently adapted into an anime series and movie features.

4 To acquaint visitors with the original manga version of Doraemon and offer insight into the mind of its creator, the exhibition in Singapore features an exclusive section titled **MANGA DORAEMON Original Drawings Exhibition**, comprising more than 70 drawings and sketches by the late Mr Fujimoto. On loan from the Fujiko F Fujio Museum in Japan, this marks the very first public showcase of the original Doraemon creator's inventive and formative illustrations outside Japan.



MANGA DORAEMON Original Drawings Exhibition ©Fujiko-Pro / Image credit: National Museum of Singapore

5 The drawings will take visitors on a journey to explore the beginnings of Doraemon and his friends, as well as the stories behind some of his fascinating gadgets such as the ‘Memory Bread’ and the ‘Lying Mirror’.

6 In addition to the drawings, visitors can experience selected highlights from the *Doraemon the Movie* series. They can also interact with a reproduction of Mr Fujimoto's desk in his workroom

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where he created many of the Doraemon drawings, featuring his drawing tools as well as books and figures on his favourite themes such as dinosaurs and outer space that inspired his rich world of works. Visitors can also get a glimpse of the manga production process, with insight from Mr Fujimoto himself, to better understand the creative process behind the iconic character.

Doraemon inspiring generations of artists

7 Drawing on the popularity of Doraemon, *The Doraemon Exhibition* was first held in 2002 with a subsequent 2017 restaging both in Japan, which examines how its fans continue to keep their memories of Doraemon alive in present day as well as in the future. The section titled **Create Your Own Original Doraemon** features contemporary artworks by 28 leading contemporary Japanese artists and arts groups who were invited to create their own unique version of Doraemon based on their personal memories, and situate the iconic character in today's changing world.



THE DORAEMON EXHIBITION SINGAPORE 2022 ©Fujiko-Pro / Image credit: National Museum of Singapore

8 The artworks range from painting and sculptures to graphics and photography, and they are divided into two acts:

- **Act 1:** Featuring 18 Japanese artists and art groups, this segment presents artworks that respond to the prompt “Create Your Own Original Doraemon”. Artists were free to interpret and represent the unlimited possibilities of the iconic Doraemon character.

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- **Act 2:** In this segment, 10 contemporary artists created their own interpretation of Doraemon while taking reference from their favourite Doraemon movies produced over the years such as, *Doraemon: Nobita's Great Adventure into the Underworld* and *Doraemon: Nobita and the Kingdom of Clouds*, among others.

9 Two Singaporean artists were also specially commissioned to create their unique version of Doraemon for the Singapore edition of the exhibition, which will make its debut at the National Museum. Contemporary artist Jahan Loh's contribution to the exhibition, titled *My Journey with Doraemon*, is a sculptural artwork that explores the idea of teleportation and intergalactic destinations, inspired by his childhood memories of reading Doraemon manga. He imagines himself using one of Doraemon's magical devices, while harnessing the power of art, science, and technology to explore the dizzying realms of the past, present and future, with Doraemon by his side. The second artwork is by Singaporean photographer Leslie Kee titled, *IMAGINE, which envisions a world of 'Love, Peace, One, You, Me, Doraemon'*. The artwork is a collaboration between nine models of diverse backgrounds, orchestrated by Kee, featuring Thom Browne's Fall 2022 collection. The series of blue-tinted portraits is a light-hearted and fun take on the beauty and seriousness of skin tones, much like how he remembers the way Doraemon makes him feel.



Jahan Loh, *Intergalactic Voyagers and Teleportation Art: Series 1 & 2* (2022). Image credit: National Museum of Singapore.

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Leslie Kee, *Imagine* (2022), THE DORAEMON EXHIBITION SINGAPORE 2022 ©Fujiko-Pro / Image credit: National Museum of Singapore.

10 On collaborating with local artists, Chung May Khuen, Director, National Museum of Singapore said, “Singapore’s relationship with Doraemon is often a familiar and intimate one, with many of us having our own personal memories of the lovable character. This year, we are excited to see two artworks by our homegrown artists, Jahan Loh and Leslie Kee, that will present their relationship, memories and future with Doraemon, alongside artworks by prominent Japanese contemporary artists. Even as the National Museum continues to present accessible international exhibitions and stories of the world, we constantly look for opportunities to engage our local communities to co-create meaningful and relevant content and experiences that present a unique Singapore perspective.”

Engaging families young and old

11 In conjunction with the two exhibits, visitors can also expect a Doraemon-themed cafe experience at the Basement Gallery Foyer created in collaboration with Toraya, an esteemed *wagashi* (traditional Japanese confections) maker with a history of close to 500 years. After exploring the exhibition, visitors can enjoy a Singapore-exclusive Dorayaki set inspired by the character’s favourite snack as well as other snacks imported from Japan.

12 For visitors looking to bring home a piece of the exhibition, there will also be an exclusive line-up of Doraemon merchandise from *The Doraemon Exhibition* and the Fujiko F Fujio Museum, as well

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as exclusive Doraemon collectibles. These include tote bags, mugs, and stationery items, among others.

13 The Doraemon Exhibition Singapore 2022 will open to the public from 5 November 2022 to 5 February 2023 from 10am to 7pm daily, with last admission at 6.30pm. Tickets can be purchased at <http://www.doraemon-exhibit.sg/tickets>. This exhibition is presented by LEYOUKI, with support from the National Museum of Singapore and Singapore Tourism Board. Media assets can be accessed via bit.ly/TheDoraemonExhibitionSG.

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About Fujiko F Fujio

Real name, Hiroshi Fujimoto. Born 1 December 1933 in Takaoka City, Toyama Prefecture, Japan.

Together with Motoo Abiko, his ex-classmate from primary school, Fujimoto made his debut as a manga artist in 1951 with "Tenshi no Tama-chan", and in 1954 the duo moved to Tokyo where they worked as full-time artists under the pen name of Fujiko F Fujio. Many of their works, including "Doraemon", were immensely popular and ushered in a new era in children's manga.

In 1987, the duo dissolved and Fujimoto continued to write as "Fujiko F Fujio". His major works include "Doraemon", "Perman", and "Kiteretsu Encyclopaedia". He died on 23 September 1996 at the age of 62. "Doraemon" has been translated in 20 countries and regions and 17 languages, and is still read by children all over the world.

About LEYOUKI

Leyouki Pte Ltd was established in 2015, and has been developing retail distribution and value creation for import brands and own in-house brand, Cool Singapura, as well as international business consulting.

While strengthening existing business categories, the company focuses on a business model that creates new values by fusing art & fashion and international culture(s) into a life-style, and ultimately

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realises a Singapore ecosystem, integrating local companies and businesses. (www.leyouki.com, www.leyouki.store)

About National Museum of Singapore

With a history dating back to 1887, the National Museum of Singapore is the nation's oldest museum with a progressive mind. Its galleries adopt multi-perspective ways of presenting history and culture to redefine the conventional museum experience. A cultural and architectural landmark in Singapore, the Museum presents thought-provoking exhibitions involving critically important collections of artefacts. The programming is supported by a wide range of facilities and services including F&B, retail and a Resource Centre. The National Museum of Singapore refreshed its permanent galleries and re-opened them in September 2015 for Singapore's Golden Jubilee. In 2022, it celebrates its 135th anniversary. For more details, please visit www.nationalmuseum.sg.

About National Heritage Board

The National Heritage Board (NHB) was formed on 1 August 1993. As the custodian of Singapore's heritage, NHB is responsible for telling the Singapore story, sharing the Singaporean experience and imparting our Singapore spirit. NHB's mission is to preserve and celebrate the shared heritage of our diverse communities, for the purpose of education, nation-building and cultural understanding. It manages the national museums and heritage institutions, and sets policies relating to heritage sites, monuments and the National Collection. Through the National Collection, NHB curates heritage programmes and presents exhibitions to connect the past, present and future generations of Singaporeans. NHB is a statutory board under the Ministry of Culture, Community and Youth. Please visit www.nhb.gov.sg for more information.

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