

FUKUDA

福田
繁雄





Paul Rand a Shigeo Fukuda

„A **playful heart** requires no translation.“

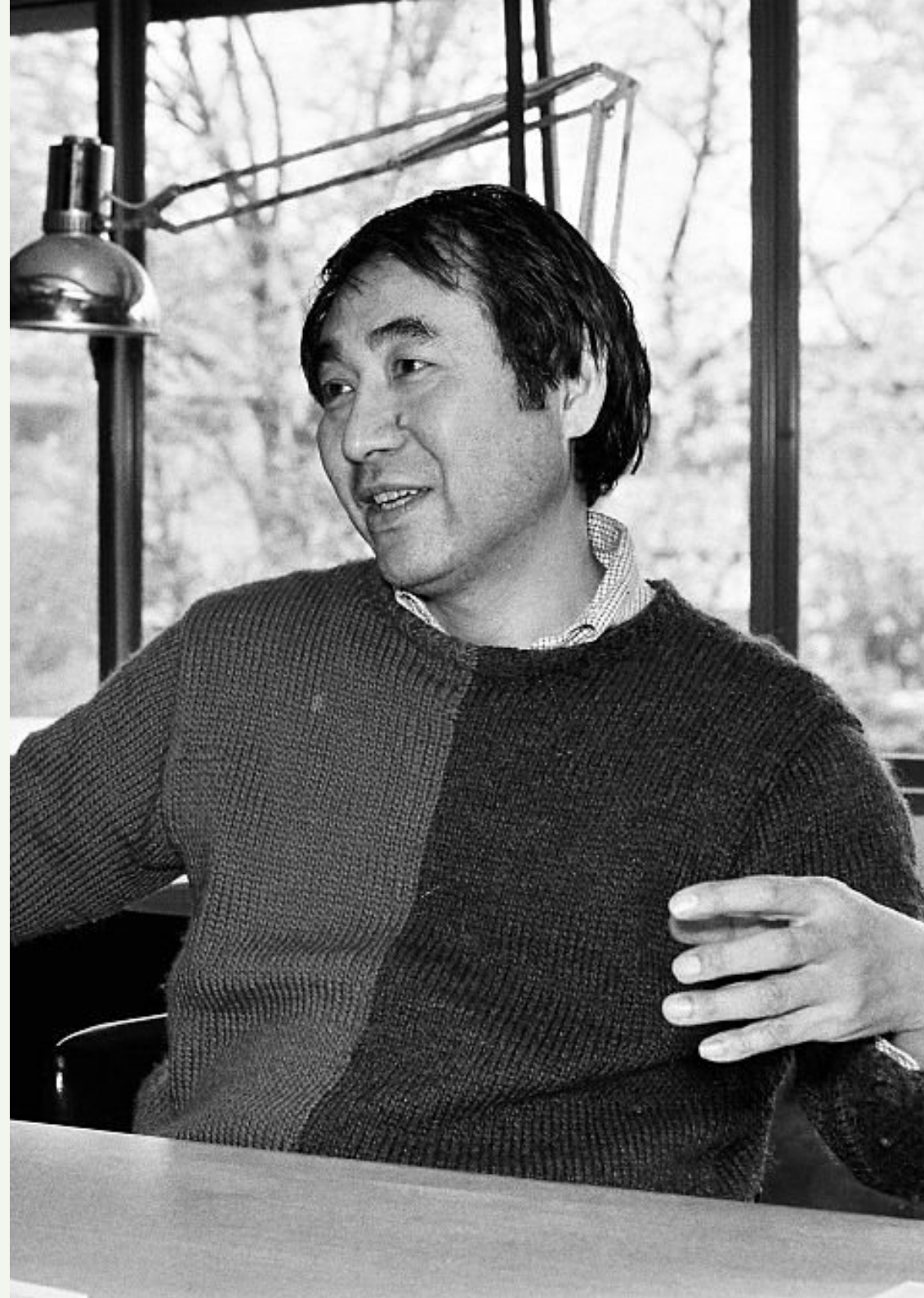
- Paul Rand

who is **SHIGEO FUKUDA?**

Shigeo Fukuda was one of the most influential forces in post-war Japanese graphic design, celebrated globally as a master of optical illusions, radical minimalism, and sharp visual wit. Over a career spanning more than five decades, he transformed the poster medium from simple commercial advertising into a playground for the human mind.

„I believe that in design, 30% of dignity, 20% of beauty and 50% of absurdity are necessary.“

- Shigeo Fukuda



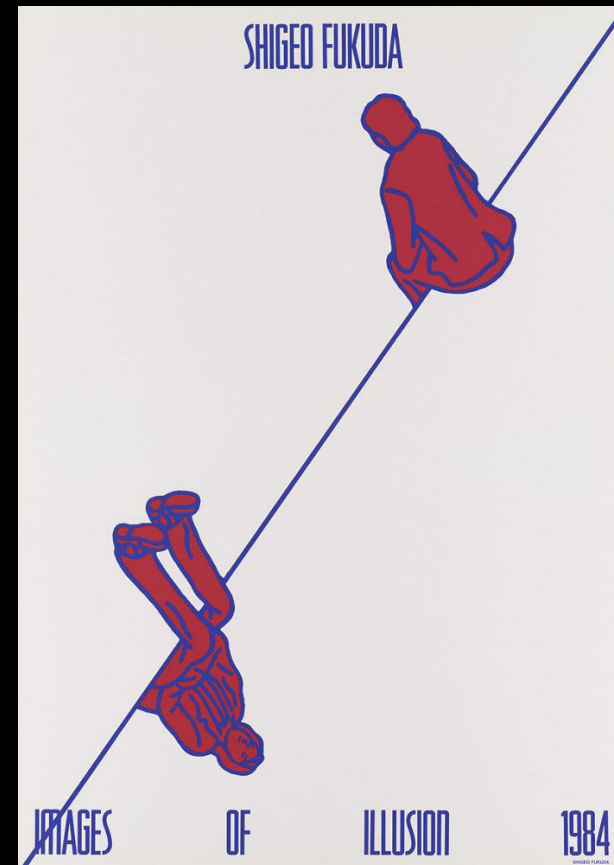
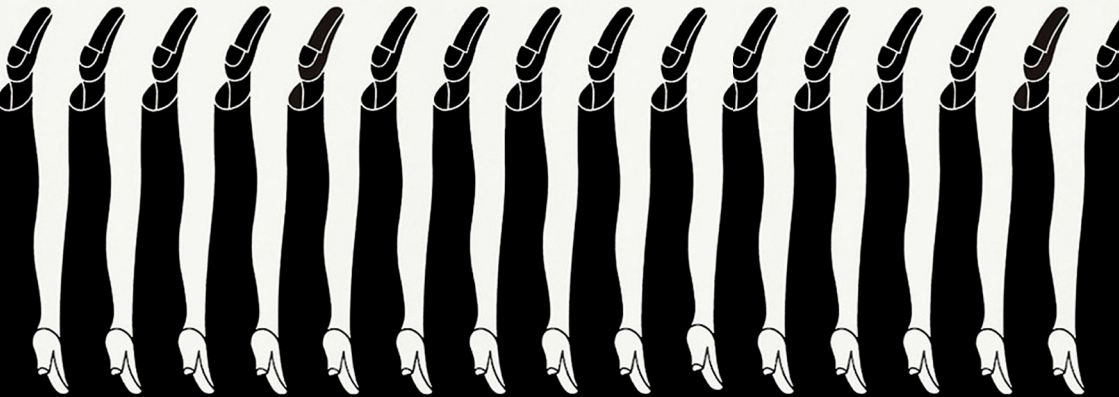
work CHARACTERISTICS

flatness
false depth
negative space
minimalism
visual wit

specific punchline
universal iconography
structural metaphors

“Legs” 1975

Fukuda designed the piece to play with perception and comment on unity between the sexes.



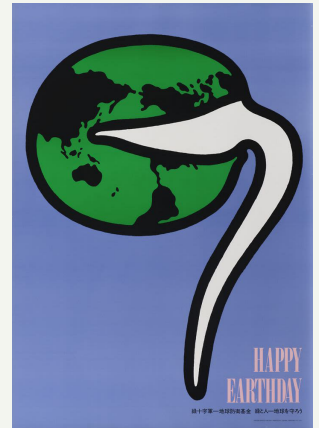
Images of Illusion 1984

Posters exploring deformed perspective, impossible objects, and distortions of figures in space.



UCC Coffee Pavilion at Expo '85 Tsukuba, Japan

,Happy Earth Day' 1982



VICTORY 1945



‘Victory 1945’

1975

The iconic image expresses that any act of war and aggression will ultimately turn against the aggressor themselves. It suggests that there are no real winners in war, only self-destruction.

Armament
Reduction
1982





SHADOW

ART

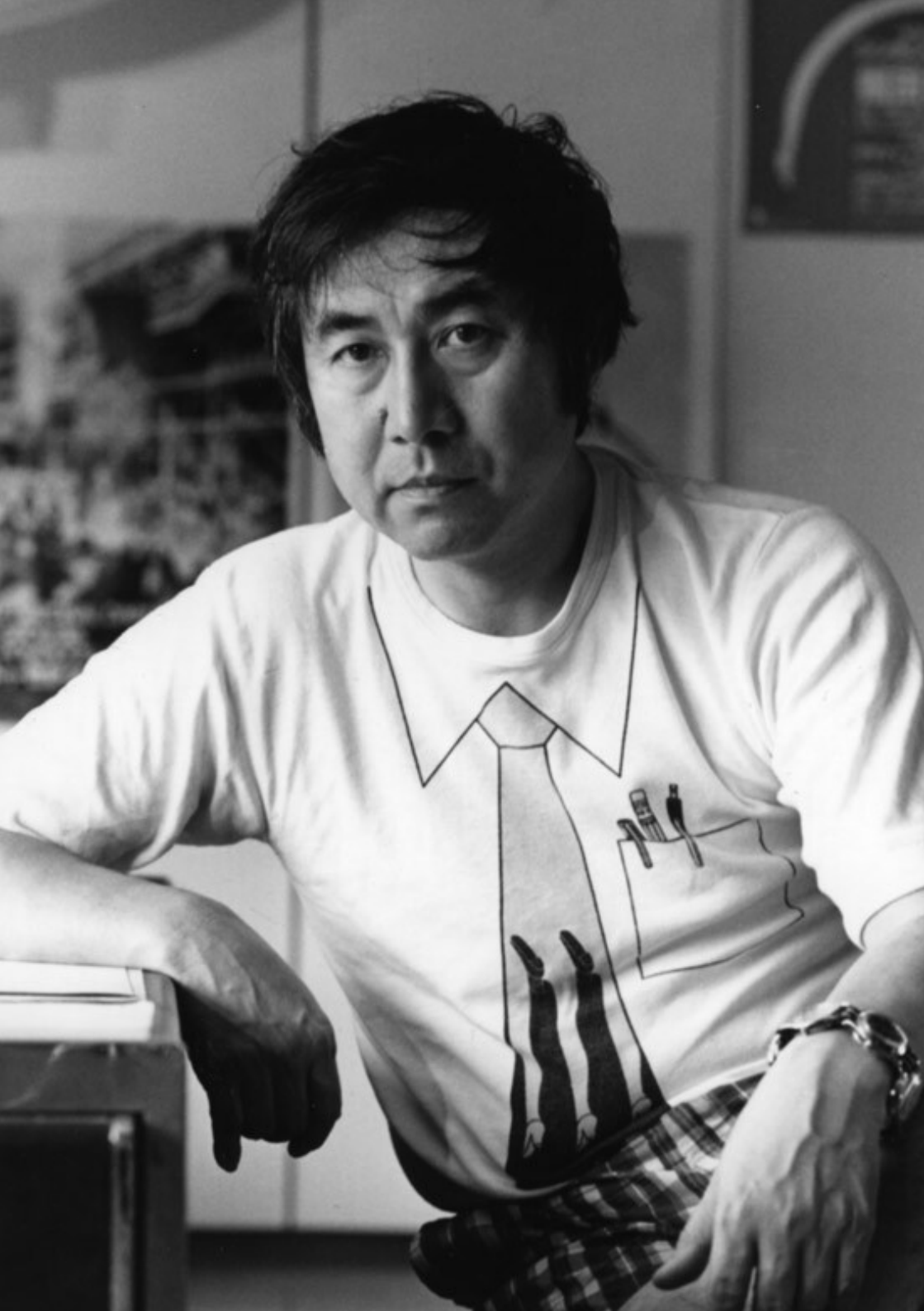
Fukuda transforms chaotic piles of objects into precise silhouettes.

He was a master of optical illusions, using perspective, light, and everyday materials to trick the viewer's eye.



Lunch With a Helmet On 1987

Precisely welded 848 pieces of silverware into a chaotic, abstract mound.



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