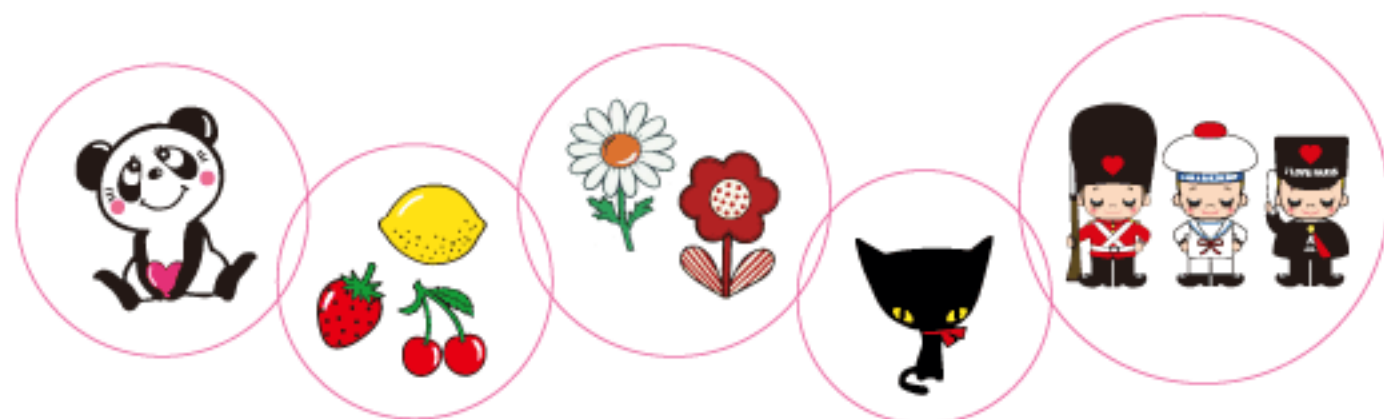


Roots of Kawaii

"Kawaii"...it all started with RUNE.

1953 saw the meteoric arrival of creator with a new image of a girl. The creator's name is RUNE NAITO. By illustrating with vibrant individuality, brightly shining expression and a wide array of fashion, RUNE presented to teenage girls of the time a new and positive philosophy of freedom of lifestyle and equality in postwar democracy. Since then and throughout his life, RUNE created and generalized Japan's "Girls Pop Culture" in area, such as fashion, hairstyling, makeup, character design, goods, interiors and so on. RUNE also changed the meaning of "Kawaii" from negative to positive. Although "Kawaii" originally meant cute, it was regarded rather negative such as immature, or inconsiderable. Now, half a century after RUNE's appearance, "Kawaii" means more than cute and is becoming an international language with girls all over the world are enjoying the culture. That is why RUNE is called "Roots of Kawaii". For the next half century and more, we hope this exhibition will be an opportunity for more girls in the world to find and enjoy further this "Joy of Life".



RUNE Co.,Ltd.

Address : #1003 6-25-2 Jingumae, Shibuya-ku, Tokyo 150-0001 JAPAN

TEL : +81-(0)3-5766-8618 FAX : +81-(0)3-5766-8616

Mail : rune-info@jap.co.jp URL : <http://www.naitou-rune.jp/>