



Yumeji as a designer

Takehisa Yumeji (1884 -1934) renowned for his distinctive female portraits known as “Yumeji-style beauties.” Alongside creating a poetic world through his illustrations and literary works, he also made significant contributions to the field of design.

He opened “Minatoya Ezoshiten,” a shop featuring fancy goods adorned with his own patterns, and advocated an aesthetically pleasing lifestyles infused with innovative ideas in the pages of magazines. In his later years, he planned an art institute dedicated to creating daily necessities, pursuing designs that tastefully colored everyday life with his free-spirited sensibilities.

This exhibition focuses on “Yumeji as a Designer,” introducing numerous modern patterns that blend traditional Japanese essence with Western influences.

Dates: 4, April - 28, June

Closes: Mondays (except 4, May)

Hours: 10:00 ~17:00 (Last admission 16:30)

Admission: 1200 yen (general), 1000 yen (college and high school students)
500 yen (junior high and elementary school students)

*We only accept cash. *Including the admission fee for Yayoi Museum.



Chiyogami Camellia
(woodblock printed paper), 1914



Yumeji, stands in front of his shop
“Minatoya Ezoshiten,” 1914

Takehisa Yumeji Museum

Address: 2-4-2, Yayoi, Bunkyo, Tokyo 113-0032

Tel: 03-5689-0462

7min walk from Nedu station (Tokyo Metro Chiyoda Line)

7min walk from Toudai-mae station (Tokyo Metro Namboku Line)

25min walk from Ueno station (JR Line, Keisei Line, Tokyo Metro Ginza Line and Hibiya Line)

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