

www.bookshop-m.com

Profile of **Book Shop M** (Match and Company, inc)

As an art director and graphic designer, *Satoshi Machiguchi* has closely collaborated with contemporary Japanese photographers from the middle of 1990s. Besides designing photo books published from various publishers, he runs own his own label called 'M', which he established in 2005 to produce photo books with photographers.

From his experience of dealing various kind of graphic design such as posters and catalogues, he has gained deep and expansive knowledge about paper and printing and that enables him to conceive and create the books of photographers who he feel enthusiastic.

He has published several series of photo books from label 'M', all of them consists of around 12 or 13 photographs, 28cm by 30cm in size with the limited edition number of 700 copies. For the production of the books, he gets sponsorship from paper companies and examines the kind of paper and printing thoroughly to reproduce the photographs in the best quality that he can conceive of. For these series, he has collaborated with the mid-career photographers of his generations such as *Katsumi Omori* and *Sakiko Nomura*, to support them to envision their next steps of creating and publishing their works. *Masafumi Sanai*, who he had known well before his debut as a photographer, has been good collaborator and has explored the possibilities of photo books together.

Besides these mid-career photographers, he has also collaborated with master photographers such as *Daido Moriyama* and *George Hashiguchi* and made new editions by adding new interpretations to their works. For the uncompromising attitude he has for graphic design and publishing, and the respect toward the photographers, the books he produce have gained great reputation in the publishing world in Japan.

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Label M

Art Direction: Satoshi Machiguchi (Match and Company, inc.)

Label M 00

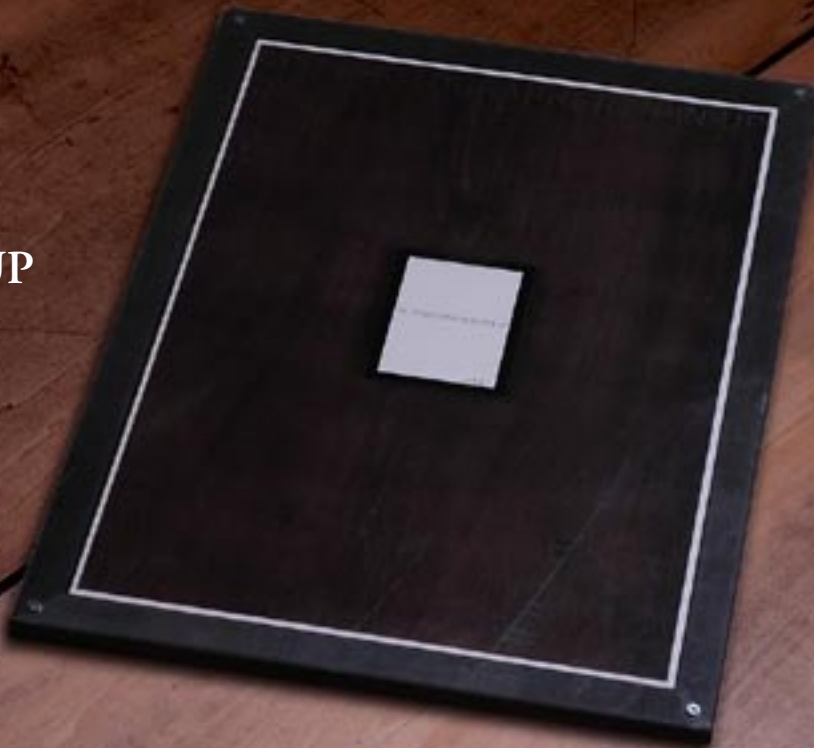
40+1 PHOTOGRAPHERS PIN-UP

40 Selected Artists

Hidechika	Yukiko Tsurutani
Jin Ohashi	Aya Tokunaga
Katsumi Omori	Miwa Tosaki
Chikashi Kasai	Goso Tominaga
Ayako Kaneko	Nakaya Nakai
Osamu Kanemura	Yurie Nagashima
Takeru Kawakami	Masayuki Nagamine
Akira Kitajima	Koichi Nishi
Miyoko Kimura	Hidechika Nishijima
Seiji Kumagai	Takeshi Noguchi
Kumiko Konno	Sakiko Nomura
Hiroshi Sakamoto	Hiroshi Nomura
Jyoji Shibata	Hiromix
Yasuko Shiratsuchi	Kimitomo Hosono
Kokoh Sekine	Kana Honda
Junko Takahashi	Takashi Homma
Mariko Takahashi	Takao Murase
Masahiko Taniguchi	Ayaco Mogi
Nonita	Reiko Motoyama
Emi Tsuneyama	Erika Yoshino

Publisher: Book Shop M / 465×342mm / Color / 11sheet+Wood Case / Limited edition / August 15,1995

This book consists of 10 folios and a wooden flat case that serves as a frame to display the folios. One picture is printed on each page of the folio. You can enjoy the pictures both at your hand and hang on a wall with the frame and change the pictures as you feel like it. Machiguchi selected the works by 40 photographers of various styles and themes who were emerging in the middle of 1990s. This book also marked the beginning of Machiguchi's career as an art director to create photo books in close collaboration with contemporary Japanese photographers.



M

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Art Direction: Satoshi Machiguchi (Match and Company, inc.)





Label M 01

encounter

Katsumi Omori

Publisher: Book Shop M / 285×300mm / Peaparbuck / Color / 28pages / Limited edition / July 7, 2005

Since 2000, Katsumi Omori (b.1963) has been photographing cherry blossom in bloom all around Japan. Cherry blossom marks the heyday of spring and also has long been regarded as one of the prominent cultural symbols of Japan. Omori, rather than focusing on the cherry blossom itself, attempts to convey the direct experience of encountering it while he is walking in the mountains. 'encounter' consists of 13 photographs that are reproduced with precise rendering of color and crisp details. Throughout the series, cherry trees appear among and beyond the trees with young leaves and invite the gaze into the space. The entire atmosphere of space, including light, wind, sound and air, which is actually irreproducible, almost comes tangible on the pages. This book brings you the sense of elevation that comes recurrently once in every year.



Label M 02

tsukuyomi

Sakiko Nomura

Publisher: Book Shop M / 285×300mm / Peaparbuck / Black&White / 28pages / Limited edition / July 7, 2005

Sakiko Nomura(b.1967), who studied under Nobuyoashi Araki as his assistant, is known for taking the pictures of male nude for nearly twenty years. 'tsukuyomi' is composed of photographs she took in Kanazawa, a city with cultural tradition facing to the Japan Sea. The entire book is designed as to convey the intimate atmosphere between the photographer and the models, and all of them seem relaxed on the bed and directly staring at her camera. The black and photographs show the bodies of the models with tender and sensual texture. The blank page facing to each photograph is printed with pale cream color and the color reflects and gives the subtle shade to the surface of photograph. The reader might experience the feeling of sharing the intimate feeling of sharing the time and space with the models. 'tsukuyomi' stems from the god in the oldest legend of Japan, literally the god of moon, symbolizes the night.



Label M 07

In the Desert

Rika Noguchi

Publisher: Book Shop M / 285×300mm / Peaparbuck / Color / 28pages / Limited edition / November 13, 2008

From the beginning of 1990s, Rika Noguchi(b.1971) has been making the works that are based on the unique view points to regard various places and explored the relationship between the places and the people in them. 'In the Desert' is composed of the photographs she which took for the commission of Sharjah Biennial 8 in 2007. In each square image, the desert and the pale sky serve as background against which the camels and people stand and stroll around. With the poles to tie the camels and the fences that surround them, the desert, which should be vast and windy, appears strangely still and silent. Some of the camels, which appear slightly differently in scales depending on the distance she took them of, seems to notice her and stare directly at her camera and that makes the entire photographs appear somehow humorous.



Label M 08

Motoda Black

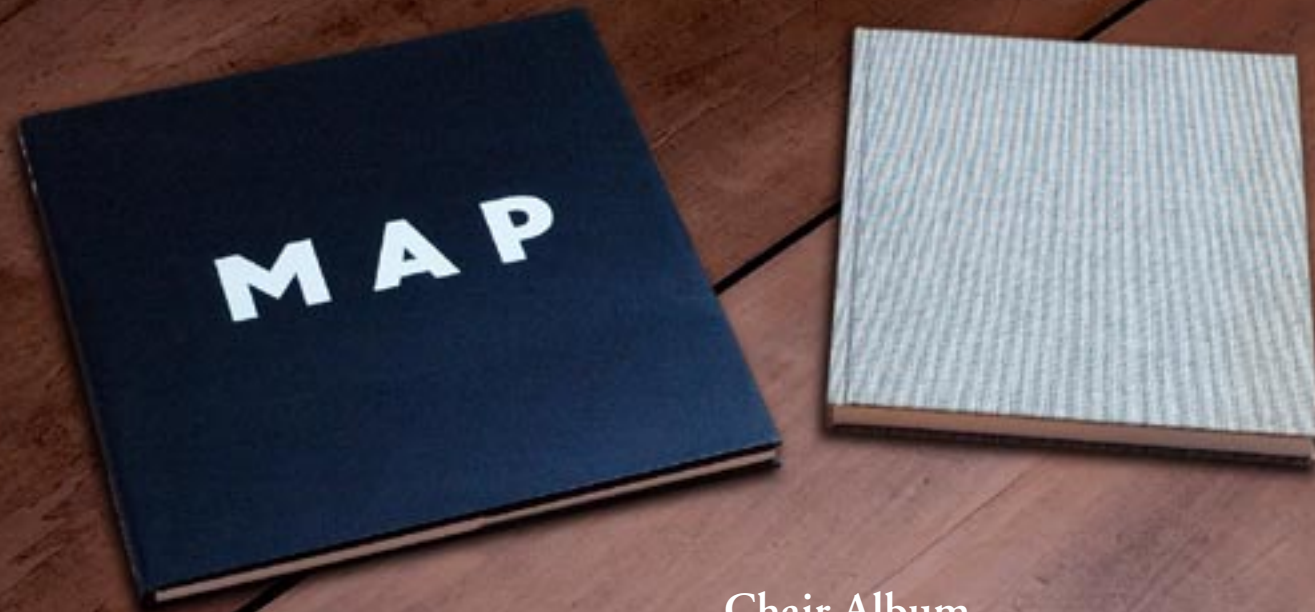
Keizo Motoda

Publisher: Book Shop M / 285×300mm / Peaparbuck / Black&White / 28pages / Limited edition / November 13, 2008

From the middle of 1990s, Keizo Motoda (b.1971) has been taking snapshots on the street and has observed the dynamic of the cities such as Tokyo and Osaka. 'MOTODA BLACK' is the collection of photographs that he took of the cars and motorbikes on the street at night with a medium format camera. His photographs show the back of cars and the side of bikes, which glare reflecting the harsh strobe light. Tightly closed up, often with the brand logos at the center, the photographs convey their material presence with strong density of blackness, which is regarded as his signature style. The metallic surface of the vehicles, with the raindrops, cracks and stains, conveys the sense of street and the people who drive and ride the vehicles.

Masafumi Sanai

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



MAP

Masafumi Sanai

Publisher: Sanai Masafumi Office
370×345mm / Hardcover / Color / 96pages / Limited edition / May 11, 2002

Since the middle of 1990s, Masafumi Sanai(b.1968) has explored the possibility of photo books with uncompromising attitude, sometimes by his own expenses as private publishing. Many of his photographs show his spontaneous responses and momentary sensation to the world he happens to be in. In MAP, the photographs, varied in sizes and layout, appear dispersed through the pages. Rather than indicating the traceable path, the sequence of photographs induces the readers to feel be lost in somewhere, slightly disconnected from the world. In 2002, the book received Kimura Memorial Photography award, the most prominent award of photography in Japan.

Chair Album

Masafumi Sanai

Publisher: Sanai Masafumi Office
300×258mm / Hardcover / Black&White / 240pages / Limited edition / April 13, 2003

‘Chair Album’ is the collection of small black and white photographs and privately published by Masafumi Sanai himself. The photographs are printed in the middle of pages as the size of small snapshots pasted on the pages of album. The images seems to be taken while he is moving, such as on the train and car, or walking around and that make the readers feel like moving into some places and traces the memories of the trip that you actually have never had. Without any signs that indicate the book as a book, such as the title and author’s name, the book has an air of photo album that could belong to anybody.

Label M

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Label M 06

Trouble in Mind

Masafumi Sanai

Publisher: Book Shop M

226×306mm / Hardcover/ Color / 180pages / Limited edition / August 15, 2008

‘Trouble in Mind’ is the collection of photographs Masafumi Sanai(b.1968) took in his twenties before he published his first book ‘Ikiteiru(being alive)’ in 1997. The photographs were originally taken in black and white film and printed on color paper, entire tones are turned into yellow and orange hue. Reproduced with the plates of four colors (black, red, yellow and orange) on bright white paper, the photographs show the views on street with sharp and crisp details. Partly because of the effect of unusual color, the photographs somehow appear like hallucination and clearly make the evidence of his intense gaze that has characterize his works ever since.

M

George Hashiguchi

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Seventeen 2001-2006

George Hashiguchi

Publisher: Iwanami Publishing Co.,ltd.

250×260mm / Hardcover / Black&White / 164pages / April 8, 2008

From the beginning of 1980s, George Hashiguchi (b. 1949) has traveled around Japan and made the various series of portraits. His books such as 'Seventeen' (1988), 'Father' (1990) and 'Couple' (1992) are the collections of the environmental portraits and comments from the models and could be read as conversations between the photographers and the models. Throughout these series, he has tried to depict both the individuals and the society that surround them. 'Seventeen 2001-2006' is his second book on the youngsters at seventeen years old. Each portrait is accompanied with the comment on his or her own life, family, worries and dreams of future. Varied in the living conditions, the youngsters standing at the threshold of adulthood reflect the current conditions and prospects of Japanese society.



Daido Moriyama

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Ah Koya

Shuji Terayama & Daido Moriyama

Publisher: Parco Publishing / Limited edition / December 10, 2005



Ah Koya

Shuji Terayama & Daido Moriyama

Publisher: Parco Publishing / December 10, 2005

Daido Moriyama

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



S'

Daido Moriyama

Publisher: Kodansha

420×297mm / Hardcover / Black&White / 96pages / Limited edition / May 23, 2008

Daido Moriyama (b. 1938) has long been well known for his signature style of high contrast and grainy black and white snapshots and produced numerous books of various subjects, many of which were related with cities and daily lives. 'S' is the collection of photographs he took of the sites of sport in Japan, such the baseball stadium, track field, ski slope and indoor pool. All the pictures are devoid of any figure of people as players and the audience that make up the scenes of dramatic games that are repeatedly broadcasted thorough television. In his photographs, the sites that have normally been seen as background become foreground and appear completely different ways. The elements of site, such as seats of stadium, line of tracks, the tiles of swimming pool gain the strong presence of themselves.

Shunji Dodo & Naomi Kawase

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Haha

Shunji Dodo & Naomi Kawase

Publisher: Yoshinori Nomura

400×300mm / Hardcover / Black&White / 56pages / Limited edition / April 26, 2006

Japanese film director, Naomi Kawase (b.1969) gave birth to her first son on 24th of April 2004 in Nara Prefecture, where she was born and grown up. Photographer Shunji Dodo (b.1947), formerly her teacher at the art school and also living in Nara, was present and witnessed the moment of delivery. Besides the pictures he took at the moment, 'Ha-Ha' contains the pictures of fireworks that marks and celebrates the New Year and cherry blossom in spring in Nara, the city with long history and traditional culture. This book is a collaboration of Kawase and Dodo, in which they try to depict life and the moment of birth innately connected to the climate and nature of the place and recur over the course of time. The entire book is designed with traditional manners: pages are double leaved and Nara-Zarashi (traditional hemp cloth) is used for binding and the slip case.

Katsumi Omori

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Sanayora

Katsumi Omori

Publisher: Aiikusha Co.,Ltd

240×240mm / Peaparbck / Color / 96pages / Limited edition / November 11, 2006

'Sanayora' is composed of 39 snapshots that Katsumi Omori (b.1963) took from time to time in his daily life in Japan. Each image, accompanied with the short caption of time and place, is fragmentary and shows the subtle and sometimes uncanny atmosphere of the moment. The title 'Sanayora' stems from a word he heard from a woman who he happened to meet at a lounge in Finland. The woman, intending to give him a toast raised her glass and said 'Sanayora', probably the only Japanese word she knew and had mistaken from 'Sayonara', which means 'Good bye' not 'Cheers'. He says his photographs are similar to that kind of accidental greeting, although sounds abrupt and strange, it marks a definite moment of contact with the world that is full of wonder and unknown. For this special occasion of Paris Photo, he put the blue strokes under the cover of each copy and add a print which is reproduced in the book.

Sakiko Nomura

Art Direction: Satoshi Machiguchi (Match and Company, inc.)



Kuroyami (Black Darkness)

Sakiko Nomura

Publisher: Akio Nagasawa Publishing

375×257mm / Peaparbck / Black&White / 128pages / Limited edition / November 1, 2008

Sakiko Nomura (b.1967) has been well known for taking photographs of men in the nude on the bed. Often taken in the darkened or dimly lit rooms, Her photographs are grainy and dark, and that has become her signature style. 'Kuroyami(Black Darkness)' is the collection of nude taken inside the hotel rooms and the snapshots taken outside, in the cities or around. Sequenced to show inside and outside of the rooms alternately, the photographs form the path of moving around and getting into the models' and photographer's mind. The black darkness of the photographs, imbued with the atmosphere of tenderness and solitude, lures your into the darkness even deeper.