

# HiiRO

ヒイロ

Oil pastel + Digital art

Residing in Chiba, Japan.

Email : [hiiro.andw@gmail.com](mailto:hiiro.andw@gmail.com)

<https://www.hiiro.art>

## Biography

Born in Tokyo, Japan, graduated from Bunka Fashion College with a major in Fashion Design.

Start :

Created art that captures complex personal emotions using oil pastels and acrylic paints, projecting universal themes into practical and material forms within the context of pop art. Primarily organized art fashion shows in Harajuku and presented new works on T-shirts to make art more accessible. Was responsible for the cover art of the monthly magazine "SHINKU-KAN" for one year. The period from 1995 to 2002 can be described as a time of exploring the fusion of art and fashion. Afterwards, became a busy corporate designer and temporarily paused art activities.

Re: Start

After a 20-year hiatus, resumed activities and expressed the spiritual world through oil pastels, inspired by mystical philosophy and introspection. Presented the painting series "Inner Monster33," which aimed to evoke inner emotions and connect with a collective consciousness tied to ancient memories through unique interpretations of darkness, unstable mental states, and human senses and perceptions. Updated complex expressions related to religion and ethics, and pursued a balance between approachability and spirituality in "BON KNOW 108."

The award-winning work at the 2024 IAG AWARDS was inspired by Japanese tradition and culture, exploring the fusion of popular culture and fine art. Incorporated Yamato words and Noh masks, reviving changing expressions through subtle dot variations in the context of pixel art and elevating it to digital works. Focused on Japanese emotional expression, highlighting its unique cultural background and rich expressiveness. Aimed to resurrect ancient expressive power in modern times through pixel art symbolized by Noh masks, serving as a bridge to deepen understanding between different cultures.

# HiIRO

ヒイロ

Oil pastel + Digital art

Residing in Chiba, Japan.

Email : [hiiro.andw@gmail.com](mailto:hiiro.andw@gmail.com)

<https://www.hiiro.art>

## CV

### Education

- 2022 Established as a sole proprietor and W,  
reinitiating artistic activities under the name HiIRO.
- 2001 Worked as a freelance Art Director for advertising materials.
- 1999 Employed as an Inner Graphic Designer at a PR company.
- 1996 I established my operational base in Berkeley, California, USA.
- 1995 Graduated from Bunka Fashion College, specializing in Fashion Design.

### Solo Exhibitions

- 2002 Heart of Darkness at "SHINKU-KAN" (Tokyo:Harajyuku)
- 2001 ART Fashion Show at "SHINKU-KAN" (Tokyo: Harajyuku)
- 2001 THE FARST at "LUKE" (Tokyo: Daikanyama)
- 1995 Interweaving of Motion and Stillness 動と静の交錯 at FAZENDA (Tokyo: Ginza)

### Group Exhibitions

- 2001 Together with photographer Kazumi Sakurai. at "VAL" (Tokyo: Aoyama)
- 1996 ART Fashion Show (Tokyo: Shinjuku)

### Collective Exhibitions

- 2024 IAG AWARDS 2024 EXHIBITION May 24, 2024 – June 2, 2024 (Tokyo:Ikebukuro)
- 2000 Design Festa Vol.11 Art Fair (Tokyo)
- 1995 Emerging Young Artists at "Bar isn't it" (Tokyo: Ginza)
- 1995 Design Festa Dash (Tokyo)
- 1995 Design Festa Vol.2 (Tokyo)

### Awards

- 2024 Placed in the IAG AWARDS 2024.