

Art Director + Makeup Art

Hiroto Kuwahara

www.hi-kuwahara.com

Profile

Hiroto Kuwahara

Art Director • Director • Make-up Artist

Works on movies (statics and moving images) projects as planner, director and producer.

I feel great confidence when it comes to expressing atmosphere and emotion involving 'people' and 'beauty'. Vagueness pieces of information engender from facial expressions and skin texture conveys us fine shades of meanings and mood that cannot be articulated in words. Putting make-up on other people is to feel them, to know them, and to produce effect and flavor upon their mind and lifestyle. I am working with people, my motif, and seeking for a better way of expression that expire the other's mind and sensitivity.

<Career>

Though he spends his student life determined to enter an art university, on encountering the works and expressions of a French artist 'Serge Lutens', he decides to engage in art activities through make-up, and moves to Tokyo.

1992- HARADA GEN MAKE-UP CENTER (belonged there as a make-up artist)

1996- Estée Lauder Companies, Inc. PRESCRIPTIVES exclusive artist

Takes in charge of producing color recipes, make-up colors brushes etc. of custom blend foundation for Japanese.

1998- Begins his activities as a freelance make-up artist

In order to express and embody the drama and atmosphere relating to people and beauty on which he has been working through make-up, he starts studying photographing, designing and art directing.

2003- Begins his activities as an art director

Aiming to introduce the unique Japanese view of the world and sense of beauty, he forms an art unit `蚊帳 (KAYA)' with a photographer "CANNO HIDEO" , a fashion stylist and air space designer, 'KOKA'. (Installation: Shibuya Paruko (2003), KANPO STUDIO (America NYC (2005)), Bauhaus Nauuyn (Germany (2006)) and others

2014- Produces works of projection mapping using human face as a motif.

Participates as a make-up artist and art director.

His maiden work 'OMOTE' recorded over a million PV and attracted worldwide attention. (over 5 million PV in a week) People highly evaluated it as a new possibility of expression that blends analog and digital. It won Austria's Prix Ars Electronica. (2015) COMPUTER ANIMATION / FILM / VFX 'Honorary Mentions', a gateway in the field of media art.

It also won JAPAN VFX AWARD (2015) 'events and live image category' highest award.

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OMOTE

REAL-TIME FACE TRACKING & PROJECTION MAPPING

This world's first projection mapping on human face was developed and produced as a collaboration of 3 creators, Nobumichi Asai, Kuwahara Hiroto and Paul Lacroix.

After about 8 months of experimentation and preparation, the program, graphics and animation was produced. Despite the fact that notification was made only on a personal Facebook page, the animation shown on a video sharing website 'VIMEO' as a teaser campaign recorded over a million views on the first day of publication, and over 5 million in a week, and became a buzz topic in the world.

Installation was once made in Tokyo after publishing and was covered by Reuters (England), BBC (England) and others.

After then, domestic and foreign media also starts covering this work.

In December 2014, he appears on a TV show 'SMAP × SMAP' on Fuji TV as OMOTE. The work 'FACE HACKING' was produced collaborating with a spirited video artist YKBX and was published in the program. On recording and publishing, 'FACE HACKING' was done on the SMAP members Tsuyoshi Kusanagi and Shingo Katori, which became big news.

Later, because of the differences of their objectives, producer Asai separates from Kuwahara and Paul who were in charge of system development, art and technical areas. As a matter of fact, OMOTE poses its activity unlimitedly as a group.

Since then, Kuwahara and Paul have been still collaborating, seeking to develop the system and technology, producing independently, and continuing with their research.

Their goal is to transmit new art and the possibilities of expression from Japan.

☐ Awards

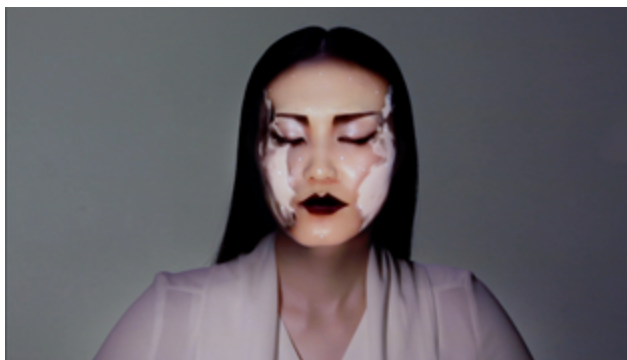
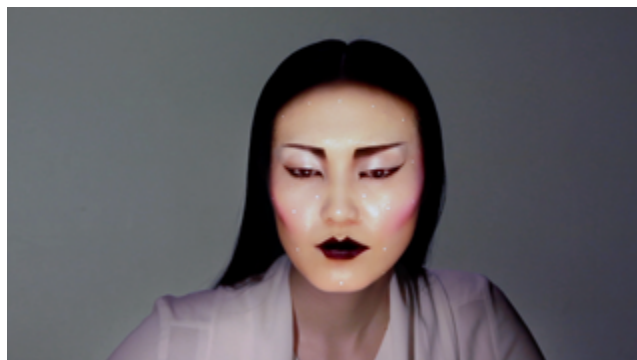
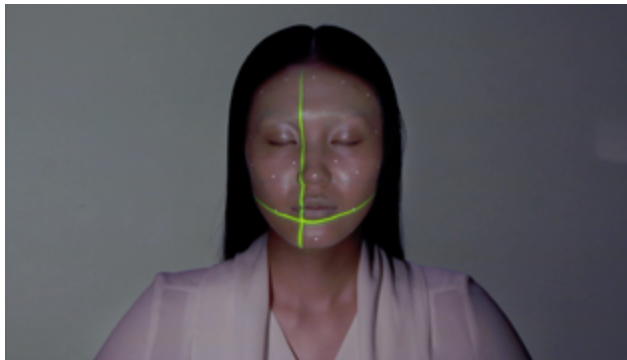
- Prix Ars Electronica. COMPUTER ANIMATION / FILM / VFX 'Honorary Mentions' (2015)
- JAPAN VFX AWARD (2015) 'events and live image category' highest award
- Elected as The Creators Project 'Best of 2014' The Year in Projection Mapping



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OMOTE

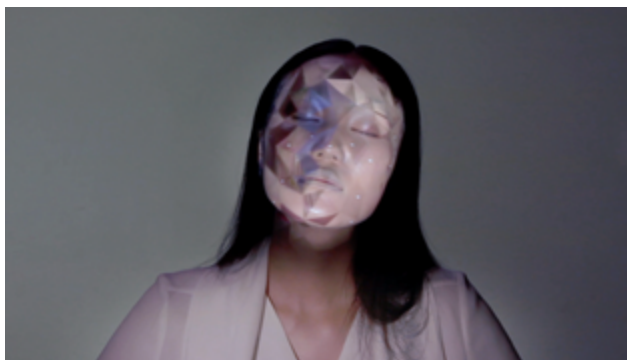
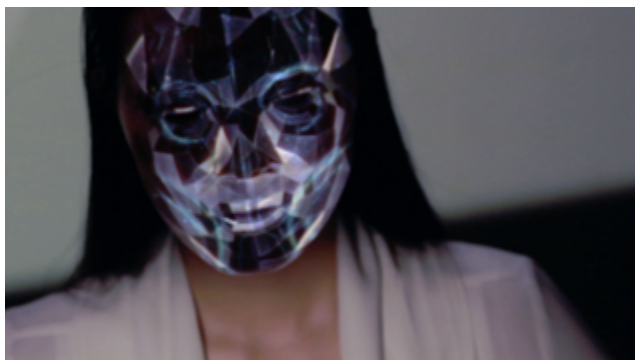
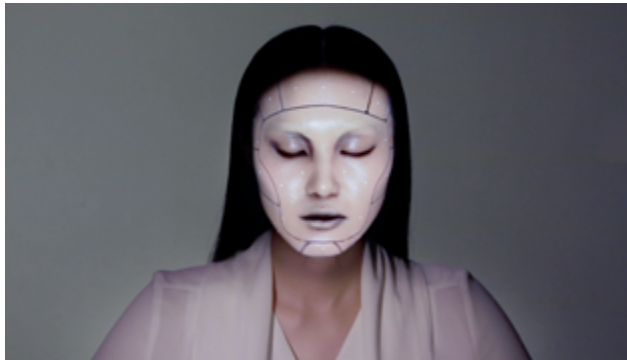
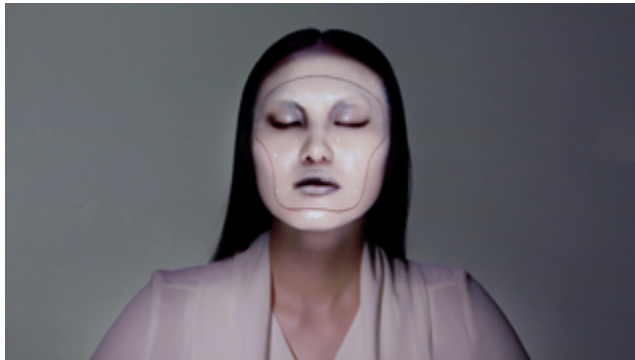
Art direction / 3D Face Design / Make-up (CG & Real)



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OMOTE

Art direction / 3D Face Design / Make-up (CG & Real)



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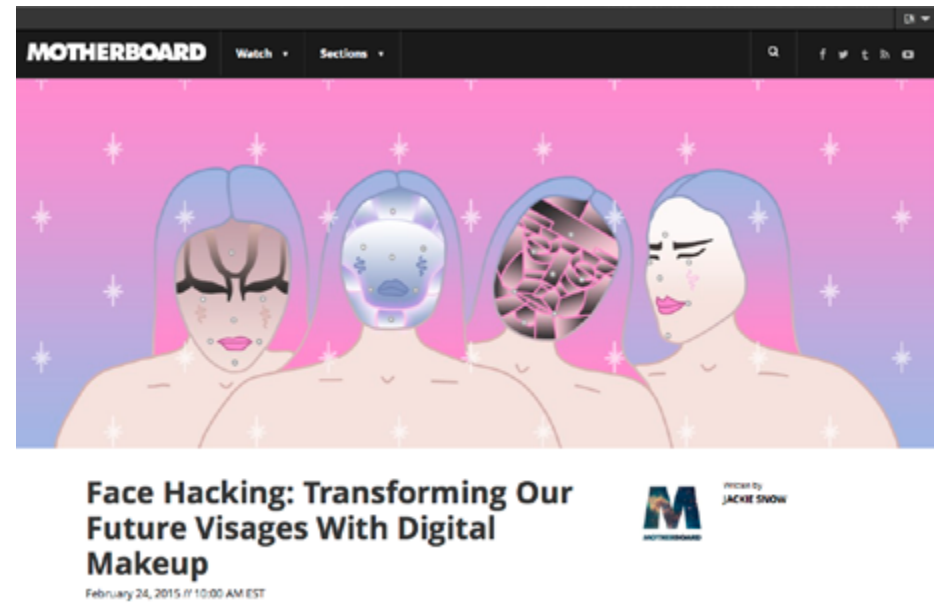
■ ARS ELECTRONICA (PRIX ARS ELECTRONICA 2015)



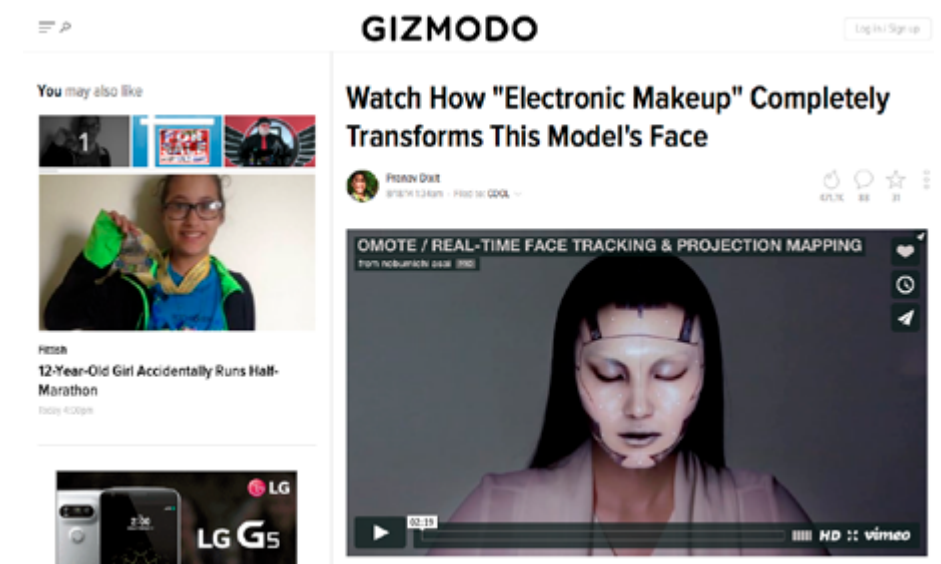
■ vimeo "STAFF PICK"



■ MOTHERBOARD (Website) <http://motherboard.vice.com/read/face-hacking-transforming-our-future-faces-with-digital-makeup>



■ GIZMODE (Website) <http://gizmodo.com/watch-how-electronic-makeup-completely-transforms-thi-1623140171>



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FACE HACKING (SMAP × SMAP)

Face direction / 3D Face Design / Make-up (CG & Real)

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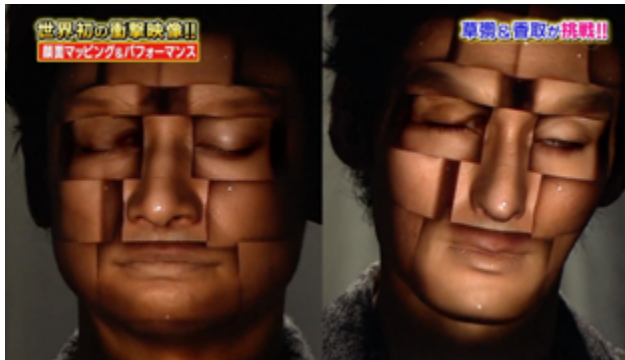
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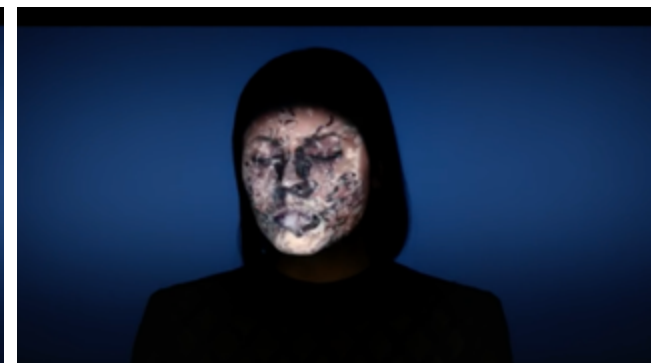
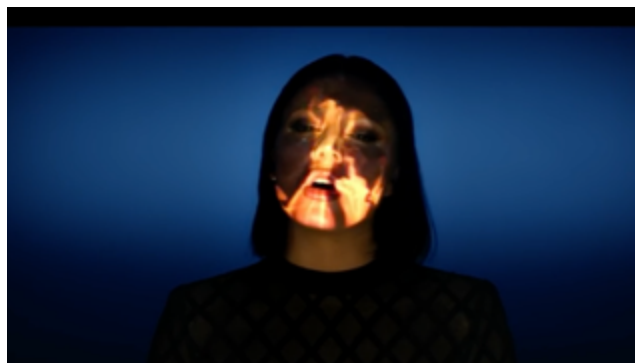
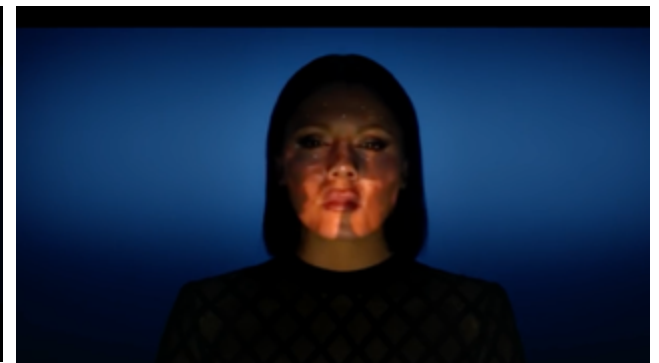
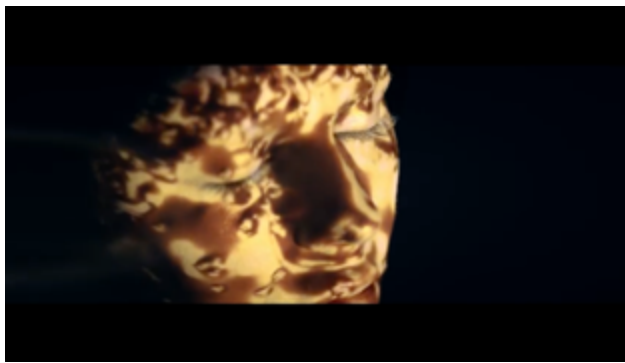
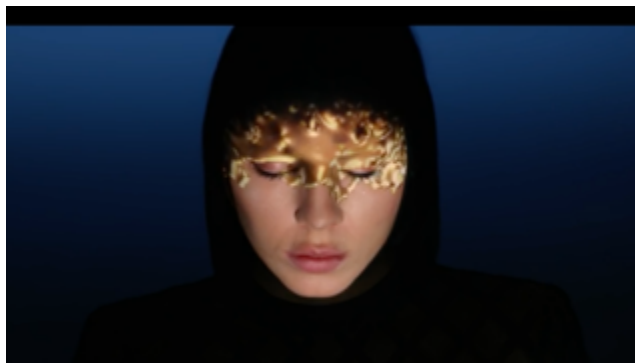
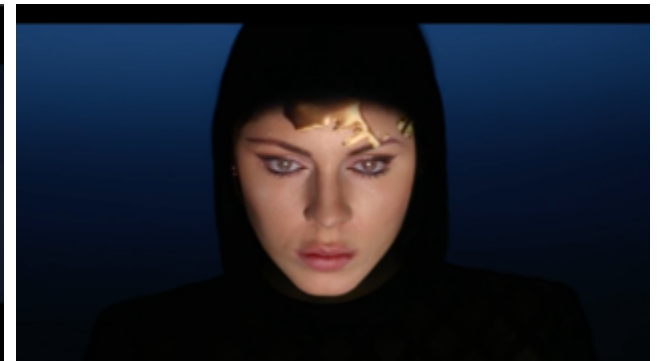
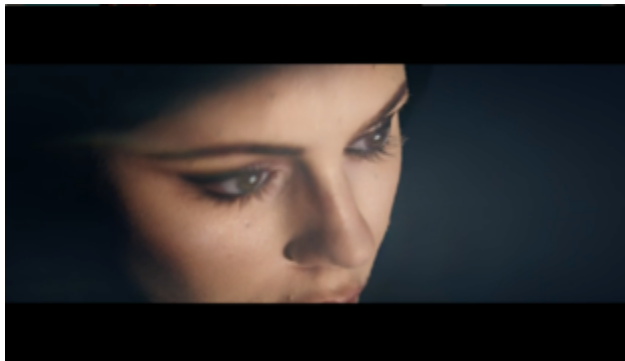
THE COME DOWN (Empara Mi)

Facial Mapping direction / 3D Face Design / Make-up (CG & Real)

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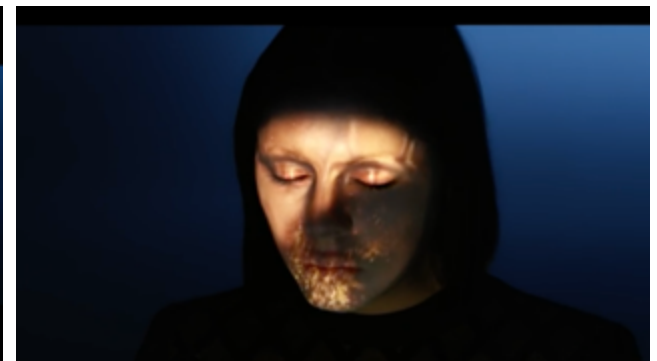
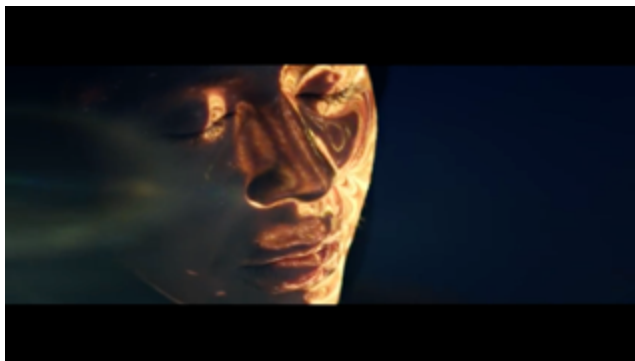
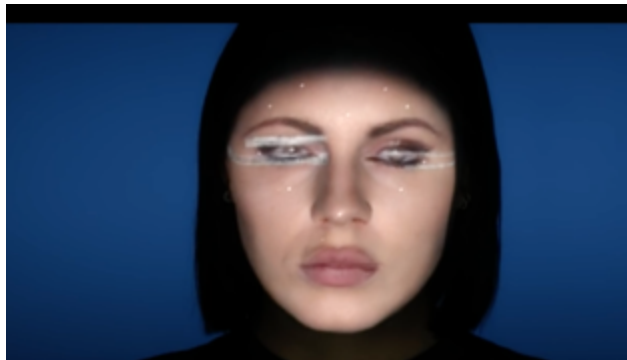
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FACIAL HACKING (GHOST IN THE SHELL)

Facial Mapping direction / 3D Face Design / Make-up (CG & Real)

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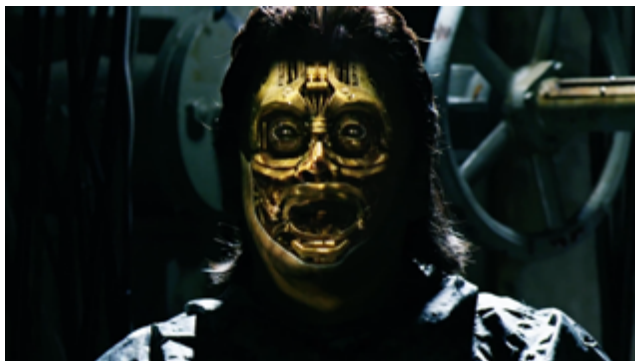
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Art Direction

Creative Direction

■ Advertisements, images and catalogues

Giuliano Fujiwara, RIHGA Royal Hotel Kyoto (Wedding), AIZO, Les fees, AyaBambi × LEONARD WONG and others

festaria bijou SOPHIA (a nationwide TV commercial (2015 winter), Web Movie)

TV ASAHI (Jp) 'I'm Home' (in the drama, in charge of CG face production) and others

■ PROJECTION MAPPING

"OMOTE" (Art Direction / Make-up),

"Face Hacking" (Face direction / Make-up / Digital make-up), and more

"The Come Down" for the music video. Collaboration with "Empara Mi"

"FACIAL HACKING" for the Japanese promotion of "Ghost in the Shell" (Paramount Pictures)

■ Video direction (Shows, events, installation)

hoyu 'SPLASH' (2012~2014), ASIA BEAUTY EXPO (2015), 'Oshakare' (a magazine Sweet × Kaou Essential (2013)) and others

■ CD Jacket

NeoBallad, CROW, CYCLE, Miyuki Motegi, ADAPTER, tezya and others

■ Graphic design

Giuliano Fujiwara (2006 AW, 2007 SS Milano Collection)

■ Awards

As 'OMOTE'

Prix Ars Electronica. COMPUTER ANIMATION / FILM / VFX 'Honorary Mentions' (2015)

VFX AWARD (2015) 'events and live image category' highest award

The Creators Project 'Best of 2014' The Year in Projection Mapping

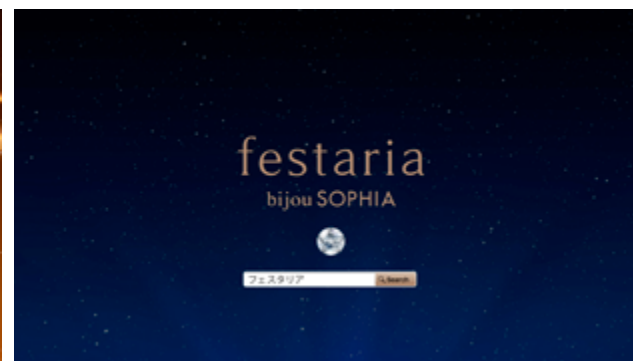
festaria bijou SOPHIA (TV commercial) 2015

Creative Direction

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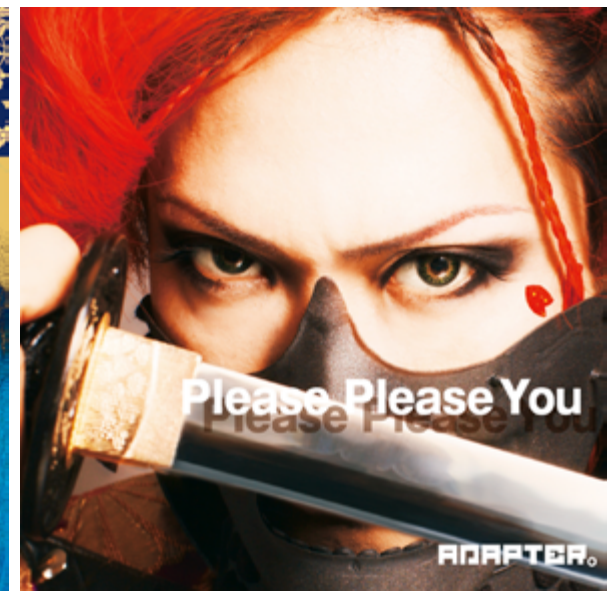




Jupiter



CD_Jacket



Makeup

■ Advertisements, images and catalogues

LEONARD WONG, Giuliano Fujiwara, 千總 (chiso), 'TOKYO MERRY GO-ROUND' exhibited at Milano Salone (2014), RIHGA Royal Hotel Kyoto (Wedding), AIZO, Les Fees and others

■ Magazines and websites

WeAR MAGAZINE (Eur), AnOther MAGAZIN (Eur), Schön! Magazine (Eur), DEARK BEAUTY MAGAZIN (USA), Zine magazine (Cha), MUP Magazine (Web), commercial photo, MdN and others

■ TV

Appeared on BBC, REUTERS and NHK WORLD, appeared on Fuji TV (Jp) 'SMAP × SMAP' (as 'OMOTE' and also televised the work 'FACE HACKING'), TV ASAHI (Jp) 'I'm Home' (in the drama, in charge of CG face production), FOX CHANNEL (Jp cable) 'Japan's Next Beauty' and others

■ Stages

ifi (Umeda Arts Theater), Underground Parade (Toho), A NEW BRAIN (Toho), Zebra (Toho) and others

■ Celebrity / Artist / Musician

KENTO MORI, AyaBambi, Tom Ranju, Mao Ayabuki, Akinori Nakagawa, Cell 66b, YOSHIE, Hirotsugu Saegusa, Mariko Kakizaki, Miwa Komatsu, Miyuki Motegi and others

■ Lecture

Tokyo Visual Arts, Tokyo Designer Gakuin College, Make-up Artist Gakuin, Menard Cosmetics and others

■ Awards

Wins the championship in the GOLD WELL 'COLOR ZOOM' Partner Category, and participates in the world championships. In charge of image producing and make-up (2011).

Elected as Top 5 in Shiseido 'Beauty innovator award' at Singapore. In charge of art direction and make-up (2015).







CELL SEGREGATION



MUTANT CELLS EXIST IN EVERY GENERATION.

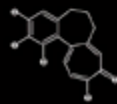
WHETHER THEY THRIVE OR PERISH, DEPENDS ENTIRELY ON THE NEEDS TO SURVIVE IN THE CURRENT ENVIRONMENT; NATURAL SELECTION "NATURAL SELECTION ALMOST INEVITABLY CAUSES MUCH EXTINCTION OF THE LESS IMPROVED FORMS OF LIFE AND INDUCES WHAT I HAVE CALLED DIVERGENCE OF CHARACTER."

— CHARLES DARWIN, ON THE ORIGIN OF SPECIES BY MEANS OF NATURAL SELECTION, VOL. 2

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The championship winning work in the GOLD WELL 'COLOR ZOOM' Partner Category (2011) and participates in the world championships held in Miami (US)
Hair: Yuma (swip)



The work elected as Top 5 in Shiseido 'Beauty innovator award' at Singapore (2015).
Hair: Chikuma Koyama (<http://www.chikuma-koyama.com>)

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