



Hiroyuki Takahashi is an international exponent of the Mood Shōjo, the artistic movement born in Japan in '90s and now very popular among Asian emerging talents. He's very popular in Japan and according to the Shōjo tradition he usually wears trendy and pop female dresses, often designed by himself.

Using the Superflat style developed by Murakami and Yoshimoto, Hiroyuki Takahashi focuses on a trasgressive expression of female pop and neo-feminist culture, typical of the Mood Shōjo language. His artworks take from the female imaginary and feature frozen and digitalized girls put in urban context.

Sometimes he uses punk-kawaii language and paints subjects through deep and difficult identity crisis. With an extraordinary technical mastery he realizes paintings, design and fashion items that holds strong messages about emancipation.

Hiroyuki Takahashi is really acclaimed in Tokyo, but also in Paris. In Japan he's very popular on social network among young people and he's a real star: he takes part in party and public event. Futhermore he joined "Première Vision", the most important fashion fair in Paris, he collaborated with international brands like Apple to realize fashion events and workshop.