

For immediate release

## **Muu Nanahoshi**

### ***The Way***

### ***Which one will you choose? - Going my way -***

14 September - 7 October, 2023

Opening Reception: Wednesday, 13 September 2023, 6 - 9 pm (Artist will be present)



Rinkle 「The way」, 2023, acrylic, gel medium and modelling paste on canvas,  
91 by 73 cm Courtesy of the artist and JPS Gallery.

“Life is made up of some kind of ‘choice’ every day. Whichever way you choose, it is all correct.”

— Muu Nanahoshi

JPS Gallery is delighted to announce Japanese artist Muu Nanahoshi’s first solo show in Paris, entitled *The Way. Which one will you choose? - Going my way -*. This marks an important milestone in her career and to celebrate, Muu will be unveiling her highly anticipated hand-painted skateboard decks alongside an exceptional collection of canvas works that skilfully capture the essence of how every choice we make has the potential to alter our destinies.



Life's infinite decisions and challenges can unexpectedly reshape our paths in beautiful ways. Through her bold and vibrant paintings featuring her signature characters, Rinkle and Little M, Muu portrays the same diverging paths and crossroads that all viewers experience throughout their lives. The characters' radiating positivity and confidence empower viewers to embrace their ability to live freely, starting with their everyday choices. By letting go of societal expectations and cultivating self-acceptance, we can live, love and connect with others freely. Muu hopes to express that there are no 'wrong' choices in life as every encounter is a signpost directing us towards a 'way', an unknown world, an infinite universe we call life.

Muu's exploration and experimentation with innovative forms of expression led her to create a striking new series of hand-painted skateboard decks inspired by the parallels she drew between skateboarding and the 'way'. Using skateboard decks as a symbol for the 'way', Muu highlights how skaters use their boards to create their own unique paths, leaving behind a trail that reflects their movements. Similarly, every decision we make, every step we take, and every new direction we pursue in life contributes to our 'way'. Muu's skateboard deck series is a powerful reminder to cherish our individuality, be confident in our choices, and trust the journey we are on.

Muu Nanahoshi's solo exhibition *The Way. Which one will you choose? - Going my way* - encourages visitors to explore the choices in life, re-evaluate their goals and seek the courage to actively pursue them through her inspiring artworks as whichever 'way' you choose, it will be the right one for you.

## **Full Artist Statement**

### **About Muu Nanahoshi**

Muu's paintings present a world that transcends time and reality. Inspired by the country sceneries of her childhood – houses, trees, stones, flowers, moon and stars, she creates a picturesque fantasy world that blurs the boundaries of reality on her canvases. With a vibrant colour palette and her signature dreamy motifs of Strawberry Goldfish, Daifukumochis, the Moon and the Ocean, as well as the interesting three-dimensional technique, Muu's works bring a unique angle to the exploration of dreams and realities.

Since childhood, Muu has absorbed herself in painting with her fingers, stones and wood chips. Every day, she has dreams as vivid as movies in which characters and universes emerge from her subconscious, blurring the line between reality and dreams. Her works contemplate upon dreams, ideals and realities as well as the concept of past, present, and future, mingled with her inner hardships, joys, and sorrows. She filters the world through her mind, and the paintings are illustrations of the world through her lens.



Muu was born in Japan. Before becoming a professional artist, Muu worked as an art director in one of the biggest advertising agencies in Japan. In her most recent project, *Rinkle*, she explores the themes of nature and the cosmos. Her lively characters travel through different natural environments on Earth and the universe, making us wonder about our existence and the origin of everything around us. Muu won numerous artist prizes including, Jury Special Prize at the Selected Artist Exhibition, Tokyo Metropolitan Art Museum in 2017; Gold Prize at the Heart Art in Lisbon in 2016; Chairman Award at the Selected Artist Exhibition, Tokyo Metropolitan Art Museum in 2016. The artist now lives and works in Tokyo.

### **About JPS Gallery**

Established in Hong Kong in 2014 and later in Tokyo, Paris and Barcelona, JPS Gallery is an independent contemporary art gallery presenting works of emerging and established artists from around the world.

The gallery is founded with a passionate spirit that dedicates to the new digital age and the exploration of the world of fine art and pop culture. We aim to create an innovative environment for a new generation of artists and collectors, fostering a creative space for all. We focus on fun and playful works of the era that spans across different mediums and disciplines, showcasing a discerning selection of works that embody the aesthetics of today.

We are committed to supporting the culture and art scene in Asia and Europe, creating a vibrant local art community. The gallery regularly presents works of emerging artists in our gallery spaces as well as international art fairs, giving them a platform to gain global exposure, supporting young artists to launch their careers. JPS Gallery has also been an active contributor to society and the local art scene by sponsoring various charity events and auctions.

### **Location**

12 rue Notre-Dame de Nazareth, 75003 Paris

### **Media Enquiry**

For media enquires and press preview, please contact  
Mika Chen | [mika@jpsgallery.com](mailto:mika@jpsgallery.com)

### **Social Media Hashtags**

@nanahoshimuu @jpsgallery  
#theway #whichonewillyouchoose #goingmyway #muunanahoshi #jpsgallery



**Rinkle 「KISS」 -GREEN-**

2023

Acrylic, gel medium and modelling paste on canvas  
100 by 80 cm

2023年作

壓克力、造型膏、石膏底料於畫布  
100 x 80 厘米



**Rinkle 「KISS」 -LOVE-**

2023

Acrylic, gel medium and modelling paste on canvas  
100 by 80 cm

2023年作

壓克力、造型膏、石膏底料於畫布  
100 x 80 厘米



**Rinkle & Ichigone 「The way of AIRSHIP」**

2023

Acrylic, gel medium and modelling paste on canvas  
73 by 91 cm

2023年作

壓克力、造型膏、石膏底料於畫布  
73 x 91 厘米



**Little M 「The way of MILK」**

2023

Acrylic and modelling paste on canvas

72.7 by 60.6 cm

2023年作

壓克力、石膏底料於畫布

72.7 x 60.6 厘米



**Rinkle 「The way of Bubbles」**

2023

Acrylic, gel medium and modelling paste on canvas  
60.6 by 72.7 cm

2023年作

壓克力、造型膏、石膏底料於畫布  
60.6 x 72.7 厘米