

What is “Kawaii?” Lecture by Mr. Sebastian Masuda-King of Harajuku-



Mr. Sebastian Masuda's lecture what is “Kawaii”?, held at the Young At Art Museum (Davie, FL) on March 1, 2014 was organized by the Japan Foundation, Consulate General of Japan in Miami, and the Young at Art Museum.

Mr. Masuda is an art director who has been active in promoting the Harajuku and “Kawaii” culture of Japan. He is known worldwide as the guru of Harajuku culture. In his career, he opened his shop in Harajuku, “6%DOKIDOKI”. He has been known as the leading personality in Harajuku “kawaii” culture. He also worked as the art director for Kyary PamyuPamyu and has been involved in many commercials in Japan.

During this event, he introduced Japanese “Kawaii” culture and the MIGHTY HARAJUKU project, which was joined by fun of Harajuku fashion in the world to support for the victims of the earthquake/tsunami disaster that occurred in Japan on March 11, 2011. He also introduced modern Japanese pop culture to the people of South Florida by talking about Kyary Pamyu Pamyu, who is a popular J-pop singer and fashion icon in Japan.

At the event, there were more than 150 people in attendance, some of which were wearing clothes bought at his shop 6%DOKIDOKI in Harajuku. The Q&A session was very active, and after the lecture, a commemorative photo and handshake with Mr. Masuda was taken. We received many positive comments, and many participants were asking us to bring these types of events to Florida.

Mr. Masuda's first solo exhibition in New York was a success. At the pre-opening, there were over 100 people that showed up and waited in line to visit his exhibition. Even after opening, the numbers of visitors was never died down.

His lecture in Davie, Florida was held at the same time as his New York exhibition.

The Consulate General of Japan in Miami will continue to introduce various cultures of Japan, so please join us!!