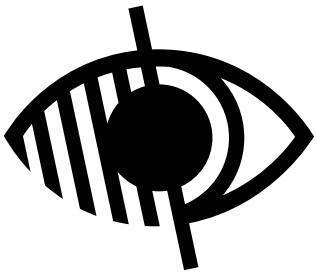
Large print guide



Pictograms: Iconic Japanese Designs

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Please return after use

Notices

- Please refrain from touching or leaning on display tables or items in the gallery.

- We encourage you to take photos and videos (for non-commercial use only), but please refrain from filming the video footage in the exhibition.

- The consumption of food or drink is not permitted in the gallery.

- Some videos in this exhibition contain flashing lights and rapidly changing images.

- Children must be supervised at all times.

- The Pictograms Studio is for visitors aged five and above (due to small pieces).

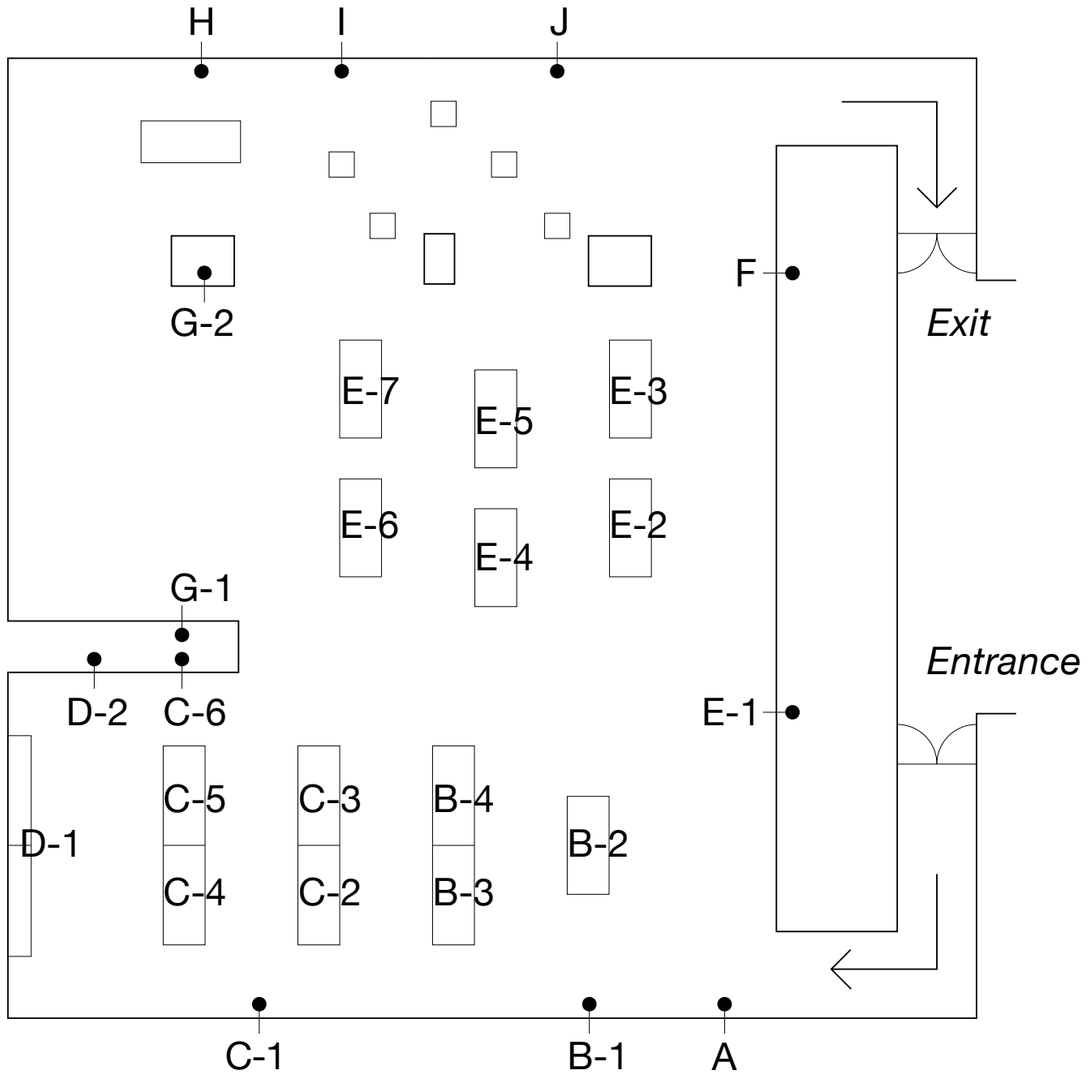
- No dogs, except assistance dogs.

- At busy times, you may be asked to wait a while before entering the gallery.

Contents

Exhibition Plan

See the right-hand side of the exhibit title in this guide for its location in the gallery.



PICTOGRAMS
Iconic Japanese Designs

A

Japanese design is widely admired for its beauty, creativity and attention to detail.

All of these qualities are embodied in pictograms. Simple and compact, pictograms need to communicate meaning effectively at a glance, transcending cultural and linguistic barriers.

Designers from the Nippon Design Center in Japan played a key role in creating groundbreaking pictograms for the Tokyo 1964 Olympic Games. Building on this history, in 2019, the Nippon Design Center launched the *Experience Japan Pictograms* project, intended to enrich the experiences of international visitors travelling in Japan. These newly devised symbols playfully illustrate different aspects of contemporary Japan, a visual guide to the country's rich history and diverse cultures.

Curated by the Nippon Design Center, this exhibition explores the creative process behind pictograms and highlights the crucial role they play in our daily lives. Spanning from the prehistoric to today, *Pictograms: Iconic Japanese Designs* traces the fascinating history and future potential of visual communication in Japan and beyond.

What are Pictograms?

B-1

Pictograms are pictorial signs, symbols or icons that convey meaning.

The word 'pictogram' combines the Latin *pictus* ('painted') and the Greek *gramma* ('something written').

Found on everything from street signs and maps to safety labels and food packaging, pictograms guide us with quiet authority. They direct, warn and inform at a glance, often blending so seamlessly into our environment that we respond to them instinctively, without seeming to 'read' them at all.
Here we look more closely at what pictograms are and how they shape the way we interpret and navigate the world around us.

Defining Pictograms

B-2

Pictograms are simple graphic symbols that convey information through visual representation. Ubiquitous in everyday life – from maps and road signs to mobile phones and car dashboards – pictograms offer clear, immediate understanding at a glance. Designed to instruct, inform and guide, they help us navigate unfamiliar environments and alert us to potential dangers ahead. Many pictograms follow international standards, allowing them to transcend linguistic and cultural boundaries. This section presents various types of pictograms, organized into six key categories.

Objects and Activities

These pictograms serve dual purposes: to graphically represent objects and to illustrate related activities. For example, a pictogram of a showerhead can also indicate the act of taking a shower.

Locations

Location pictograms represent facilities, landmarks and destinations. They are commonly used on indoor signage, outdoor wayfinding signs and maps

Modes of Transport

Pictograms for modes of transport are widely used in

airports, train stations and other transit hubs. These symbols provide a clear, universal way to guide travellers regardless of language barriers.

Instructions

Instructional pictograms convey actions individuals are encouraged to take, often relating to safety, proper usage or procedures. Their purpose is to guide behaviour clearly and efficiently, particularly in contexts where language barriers may exist.

Warnings and Prohibitions

Typically, triangles are used to indicate warnings, while prohibitions are shown with a diagonal line. These familiar shapes, paired with striking, attention-grabbing designs, serve a critical role in safety communication, helping to prevent accidents and alert individuals to specific hazards such as flammability or health risks.

Concepts

Pictograms can also convey ideas and concepts that do not necessarily have a distinct or well-defined form, such as ‘peace’, ‘S.O.S.’ and ‘gratitude’. Giving shape to abstract expressions that resonate across languages and cultures can be especially challenging.

A World Without Pictograms B-3

Pictograms are so deeply embedded in modern life that it is difficult to imagine a world without them. But what would that world look like? Without pictograms, our surroundings would be crowded with text, harder to navigate, and even simple tasks would demand extra attention to absorb details that cannot be grasped at a glance. We would likely feel overwhelmed and exhausted. This simple thought experiment highlights just how effectively pictograms enable the immediate, universal and accurate exchange of information.

A World of Pictograms B-4

While most pictograms are designed for use in an international context, some reflect local customs, cultures or even landscapes, such as animals and plants specific to a particular region.
We invite you to explore your surroundings and look out for the pictograms around you, especially those specific to where you are from. Share your findings with us by tagging @JapanHouseLdn on social media.

2 The Development of Pictograms C-1

For millennia, visual communication has been an essential part of human expression.
From ancient cave paintings and Egyptian hieroglyphs to the digital icons of today, image-based communication is always evolving, shaped by culture, technology and necessity.
This section of the exhibition highlights key moments in the development of visual communication, with a focus on pictograms. It explores significant examples, from early pictorial markings to Austrian philosopher Otto Neurath's Isotype and the rise of standardized iconography in the last century. Japan's designers have played an influential role in this field, contributing innovations in Olympic graphic design and the creation of the first emoji in 1999.

Origins of Visual Communication C-2

From at least 40,000 years ago, some of the earliest known forms of visual expression appeared as cave paintings, petroglyphs (rock carvings) and symbolic markings. Examples have been found at locations ranging from Sulawesi in Indonesia to Lascaux and Chauvet in France. These ancient artworks depict animals, hunting scenes and abstract symbols. Their meanings remain the subject of debate, with some scholars viewing them as records of daily life or ritual, and others interpreting them as expressions of belief or imagination.

As societies grew more complex, so did visual communication. In ancient Egypt, hieroglyphs emerged as a sophisticated system of pictorial writing used to record religious texts and historical events, playing a central role in the administration and culture of Egyptian civilization. Meanwhile, in China, oracle bone script, carved into animal bones and turtle shells during the Shang dynasty, represents one of the earliest forms of Chinese writing.

The Lascaux Cave Paintings

Upper Palaeolithic period
(c. 50,000-12,000 years ago), France

Discovered in 1940, the cave murals of Lascaux in southwestern France contain over 2,000 Palaeolithic paintings and engravings, including the famous *Hall of the Bulls* featuring animal figures up to five metres long. These murals, depicting horses, deer and abstract symbols, are considered among the finest examples of Palaeolithic art. The purpose of the Lascaux cave paintings remains the subject of varied theories, from record keeping and ritual use to early forms of storytelling and symbolic communication.

Egyptian Hieroglyphs

c. 3200 BCE – late 4th century CE, Egypt

Egyptian hieroglyphs are one of the oldest writing systems in the world and were used for a variety of purposes including religious texts, funerary inscriptions and administrative documents. As stylized pictures, they often took the form of objects or living creatures. Hieroglyphs could represent whole words or concepts, or they could function as phonetic symbols representing sounds. For centuries their meaning was lost, until the French scholar Jean-François Champollion deciphered them in 1822 using the Rosetta Stone, now in the British Museum.

Oracle Bone Script

c. 1300–1050 BCE, China

The earliest known Chinese characters with discernible meanings date to around 1300 BCE, during the Shang dynasty. Diviners, acting on behalf of Shang kings, carved characters onto ox bones or tortoise shells which were then heated until they cracked. The resulting patterns were interpreted to provide guidance on a range of matters from state affairs to the weather. These inscriptions, now known as oracle bone script, are widely recognized as the earliest substantial evidence of Chinese writing. While initially used for ritual purposes, the use of Chinese characters gradually expanded, becoming vital for administration and governance by around 770 BCE.

Visual Communication Since the 20th Century

C-3

The 20th century transformed how we live, work and communicate, ushering in the rise of pictograms as we know them today. Advances in aviation made travel cheaper, faster and farther reaching, connecting people across borders as never before.
In the years following World War I, Austrian philosopher Otto Neurath (1882-1945) recognized the need to communicate accurate information in ways that were clear and universally understood, particularly for those whose education had been disrupted by war and for displaced immigrants unfamiliar with the local language. Neurath developed Isotype, a system that translated complex data into simple visual symbols, laying the foundation for many of the international pictograms seen today.
From the 1970s onwards, computer icons evolved alongside the rise of personal computing, helping users navigate increasingly complex digital environments.
As technology advances and our world accelerates, so too do our methods of visual communication. Now in an era of rapid change, visual language has become an essential tool for bridging cultures and conveying information swiftly and universally.

Isotype (International System of Typographic Picture Education)

In the mid-1920s, Otto Neurath and artist Gerd Arntz developed the Vienna Method of Pictorial Statistics, later renamed Isotype (International System of Typographic Picture Education) around 1935. Using standardized pictograms, Isotype visually presents statistics, making complex information accessible to a broad audience. Neurath, whose work bridged philosophy, economics and sociology, is now considered a pioneer of information design.

International Organization for Standardization (ISO)

The International Organization for Standardization (ISO) plays a crucial role in setting global standards for products, services and systems, ensuring consistency and quality across diverse sectors. In 1946, 65 delegates from 25 countries convened in London to discuss the need for standardization across countries. The ISO was established the following year, in 1947.
As part of its mission, ISO has helped define a set of standardized pictograms, or graphical symbols, used around the world to convey essential information clearly and without the need for language. The now-ubiquitous emergency exit sign, created by Japanese designer Ota Yukio, was adopted by ISO in the 1980s.

Computer Icons

The earliest computers operated without any graphical component. This changed in the 1970s when Xerox pioneered a graphical user interface (GUI) that employed icons, pixel-based pictograms, enabling more intuitive computer operation.
Graphical user interfaces were further developed in the 1980s as computers moved from businesses and universities into the home. In 1984, Apple launched the Macintosh, the first mass-market personal computer with a graphical user interface, featuring the welcoming icons and typefaces of artist Susan Kare.
More recently, Google's Material Icons were developed by the company's internal design team as part of the broader Material Design system, introduced in 2014 with the goal of creating a unified, consistent and visually led experience across Google's products and platforms.

The Olympic Games as a Creative Catalyst

C-4

The Tokyo 1964 Olympic Games stand as a pivotal event in Japan's postwar history, symbolizing the nation's economic recovery and its reemergence on the world stage. They also represented a milestone in design, bringing together Japanese designers to present a new, modern image of Japan to an international audience. With visitors arriving from around the world, the organizers faced the challenge of communicating with speakers of multiple languages. This necessity gave rise to the first systematically designed set of Olympic pictograms, covering both sports and event facilities.
Since 1964, pictograms for each sport have become a standard feature of each Games' visual identity, with each host city designing its own particular set. When Tokyo hosted the 2020 Olympic Games, Japan introduced animated pictograms for each sporting event. As technology progresses, design continues to adapt and advance.

Tokyo 1964 Olympic Games Sports Pictograms

While earlier Olympic Games occasionally used images to identify sports, Tokyo 1964 marked the debut of the first coordinated system of sports pictograms. The Games' design director Katsumi Masaru assigned the project to Yamashita Yoshirō from the newly established Nippon Design Center. 20 minimalist silhouette designs were created, each representing a different sporting discipline. This pioneering visual language set a lasting standard, with every subsequent Olympic host city creating its own custom pictograms.

Tokyo 2020 Olympic Games Sports Pictograms

The Tokyo 2020 Games were postponed from the original date to summer 2021 due to the global disruption of the COVID-19 pandemic. The design team, led by Hiromura Masaaki, spent two years creating a series of sports pictograms for 50 disciplines across 33 sports, including new additions such as skateboarding, sport climbing and surfing. An additional 23 pictograms were developed for the Tokyo 2020 Paralympic Games.
While paying homage to the legacy of the 1964 Games, these pictograms were designed to artistically express the dynamism of each sport, capturing the athletes in action. Taking this further, animated versions of the pictograms, created for the first time in Olympic history, were developed under the direction of Japanese motion designer Iguchi Kōta.

Visual Communication in Japan C-5

The practice of distilling complex ideas into simple visual forms has a long history in Japan.
The Japanese writing system differs from the primarily phonetic structure of English. It includes *kanji*, Chinese characters that represent both meaning and sound. Some *kanji* have roots in pictographic representations, reflecting a longstanding visual dimension in written communication.

In use since the Heian period (794–1185), *kamon* (family crests) were designed to be instantly recognizable from a distance. They served to identify individuals and lineages and were later adopted by businesses and institutions.
In the 20th century, Japan played a key role in the development of pictograms. A team of designers, including several from the Nippon Design Center, created the first comprehensive set of sports and facilities pictograms for the Tokyo 1964 Olympic Games, setting a global standard.
Japan's influence continued with the rise of digital communication. The universally recognized word 'emoji'- comprised of *e* ('picture') and *moji* ('character') – originated in Japan, marking a new chapter in visual language.

Kamon (Family Crests)

Kamon (family crests) are used to identify individuals, families and organizations in Japan and are traditionally found on flags, clothing and buildings. Originating among the nobility during the Heian period (794–1185), they were adopted by samurai in the Kamakura period (1185-1333) and spread widely during the Edo period (1603–1868). *Kamon* feature simple, striking motifs such as plants, animals, geometric patterns and tools.

Tokyo 1964 Olympic Games Facilities Pictograms

The Tokyo 1964 Olympic Games introduced the first systematically designed facilities pictograms, created by a team led by Tanaka Ikkō of the Nippon Design Center. These pictograms enabled athletes and spectators to navigate venues regardless of language. Their clear design influenced signage at later Olympic Games and other international events.

Japanese Industrial Standards (JIS) Pictograms

The Industrial Standardization Law established the legal framework for Japanese Industrial Standards (JIS) in 1949. This legislation played a crucial role in Japan's post-World War II economic recovery, standardizing industrial processes and aligning Japanese products with international quality standards. JIS was modelled after standards used in other countries, such as those by ISO.

Japanese Map Symbols

Japanese map symbols can differ significantly from those in other countries. Some are rooted in Japanese traditions, which may be unfamiliar to non-Japanese users. The symbols are standardized by the Geospatial Information Authority of Japan (GSI) and periodically updated. In 2006, symbols for 'nursing home' and 'wind turbine' were created through a national design competition held at elementary and junior high schools across Japan.

Emoji by NTT DOCOMO, INC.

The first set of 176 emoji was launched in 1999 on i-mode, a mobile internet service by NTT DOCOMO, INC. Directed by Kurita Shigetaka, they expanded the possibilities of expression for users limited to 250 characters per message. These 12x12 pixel symbols captivated users in Japan and soon spread worldwide, revolutionizing digital communication. Their cultural significance was cemented when they were added to the Museum of Modern Art (MoMA) in New York in 2016.

The Making of the Tokyo 1964 Olympic Pictograms C-6

Video, 2025 / Duration: 13'03"

Nagai Kazumasa, graphic designer and advisor at the Nippon Design Center, reflects on how the design process for the 1964 Tokyo Olympic Games began in 1959. Nagai shares insights into the challenges of creating the facility pictograms.

Experience Japan Pictograms

D-1

Launched by the Nippon Design Center in 2019, *Experience Japan Pictograms* represent a new approach to pictogram design. The project aims to enrich the experience of travelling in Japan with a touch of humour. While the pictograms themselves are simple and minimalist, each one captures the essence of Japan's diverse cultures. Rather than simply instructing, these pictograms invite curiosity and understanding, enticing travellers to experience Japan for themselves.

Visual Ambassadors

Experience Japan Pictograms don't just convey information, they serve as visual guides to help people discover Japan's cultural diversity. Despite their unassuming form, these pictograms act as ambassadors to Japan's rich history, traditions and daily life.

Rich Stories

Experience Japan Pictograms are paired with descriptive texts, allowing viewers to further develop their understanding of the concepts behind the images and learn more about Japanese cultures.

Design for All

Every traveller encounters pictograms, making them an integral part of tourism infrastructure. The mission behind the *Experience Japan Pictograms* project is to achieve design excellence while ensuring wider accessibility. All pictograms are available free to the public, including for commercial use. The hope is that they are used, shared and built upon by as many people as possible, ensuring that this visual language remains open for all.

Functional Design

The designs function seamlessly across all media, including print, digital screens and outdoor signage. The possibilities are endless: they can be inverted for dark mode, adapted to various colour schemes, and applied across a wide range of contexts.

Share and Collaborate

The *Experience Japan Pictograms* project takes an active role in tourism initiatives and welcomes collaborations, including requests from users from around the world to develop new pictograms. Through the power of design, the project aims to create a more interconnected world.

Umeboshi
Pickled Japanese plum

Tsukemono
Pickles

Sushi

Nattō
Fermented soybeans

Onigiri
Rice ball

Hiyayakko
Cold tofu

Anpan
Bread with sweet red bean paste

Yakitori
Grilled chicken skewers

Tempura

Tonkatsu
Deep-fried pork cutlet

Shokupan
Japanese milk bread

The Future of Pictograms

D-2

Video, 2025 / Duration: 02’45” / Produced by WOW

In 2019, the Nippon Design Center launched the *Experience Japan Pictograms* project, intended to enrich the experiences of international visitors travelling in Japan. Drawing on public feedback, the Nippon Design Center has since worked to expand the project’s scope to include educational and further public use.

3 Designing Pictograms E-1

This section explores the step-by-step creative process behind pictogram design. Drawing on the workflow of the *Experience Japan Pictograms* team at the Nippon Design Center, it reveals how thoughtful design can distil complex ideas into clear, impactful visual representation. The process begins by identifying the essence of an object or idea. Designers gather insights and references to guide the creative direction, then develop preliminary sketches. Careful attention is given to elements such as composition, viewing angle and visual balance. In the final stages, the design is refined and rigorously tested to ensure clarity and universal recognition.

The Human Body

Video, 2020 / Duration: 01’45” / Produced by Image Creative Division, NDC and Shibata Daihei

Portraying the human body, especially in motion, is an intricate process. Mimicking the physical structure of a person, the design begins with a stick figure in a basic pose. Shapes are then added to create volume, paying attention to the proportions and articulation of limb joints. To maintain consistency, certain established design rules are applied, such as using circles to indicate major joints.

One-Second Motion Graphics

Video, 2020 / Duration: 00’43” / Produced by WOW

Moving images are powerful visual tools. Even a single second of motion can deepen our understanding of an idea. Watch these one-second motion graphics closely. Can you spot which part of the image moved? What story do these pictograms tell?

Defining What Matters E-2

Pictograms are more than simplified images; they are distilled and abstracted visual representations of objects, actions or ideas constructed through a deliberate design process. The goal of many pictogram designers is to create visual symbols that transcend language and cultural boundaries. This is achieved by stripping away non-essential details to reveal the core essence, allowing each pictogram to represent a concept in a hyper-abstracted form.

Drawing Pictograms

The process of creating a pictogram begins with sketching a rough outline, often a simple stick figure. This is then refined, with a focus on simplicity, balance and clarity, gradually shaping it into a more recognizable form that can be easily understood by a wide audience.

Framing the Moment

When representing actions such as walking, the movement is broken down into a series of frames, much like in film. Each frame is scrutinized to understand how the body moves, and to identify the moment that most effectively captures the essence of the action.

Exploring and Refining Ideas E-3

A mind map is a visual diagram that organizes information around a central idea, with branches and subtopics radiating outward. It's a non-linear tool used for brainstorming, planning and note-taking, often employing such visual elements as colours, images and keywords to connect and highlight concepts. Mind maps help designers visualize and structure their ideas, making it easier to understand complex concepts and identify relationships between them.

Cultural Manners Explained F

Video, 2020 / Duration: 03'33" / Produced by Tohmon Mika

Japan has many distinctive customs and etiquette practices, many of which emphasize mutual consideration and social harmony. Some can be complex and may be unfamiliar to visitors.
One example is bowing, an important non-verbal display of respect. The type and depth of a bow will vary depending on the situation, from greeting a superior at work to praying at a Shintō shrine.

Compositions, Angles and Forms E-4

The composition of a design plays a key role in conveying meaning. By carefully arranging elements such as lines and shapes, the designer directs the viewer's gaze to the most pertinent information. For a pictogram to be successful, a designer must consider balance, rhythm, contrast and appropriate negative space.
Selecting the most effective viewing angle, or perspective, is a vital step in the pictogram design process. The designer prioritizes a vantage point that clearly defines the subject, even at a quick glance. Repetition or variation of certain shapes within a composition can also add visual interest or enhance unity, with repeated forms creating a sense of cohesion and order.

MONITOR
Video: Designers’ sketches for pictograms

ANGLE

Defining a point of view to shape identity
Experience Japan Pictograms are depicted from one of three directions: side view, front view or top view. This approach ensures a visually flat, easy-to-understand and simplified design. Angled perspective and depth, which emphasize spatial dimensionality, are intentionally avoided.

FORM

Simplicity and beauty that give shape its meaning
The foundation of each design is based on geometric shapes. Even for complex motifs, it is crucial to first simplify them into bold, basic forms to achieve the best result. This approach enables instant recognition and response from the viewer. A cohesive and balanced visual impression is created by combining forms derived from basic shapes such as circles, triangles and squares.

COMPOSITION

Striking a balance to create visual persuasion
Pictograms often bring together multiple components.

Slight changes in the position or number of these parts can greatly affect the overall impression. Through extensive testing and trial-and-error, every possibility is explored and the balance refined until the composition feels complete and visually harmonious.

Grid System E-5

A grid system is a fundamental organizational structure used in graphic design and other design-related fields to create balanced and cohesive compositions.
Composed of intersecting straight or curved lines, a grid can help guide the placement of elements, ensuring alignment, maintaining consistency and establishing a clear visual hierarchy. Grids can also serve as templates to maintain a cohesive look across a series of images.
Experience Japan Pictograms use a 40x40 grid specially designed by the Nippon Design Center. A margin or padding space of two cells is kept around the edge of the grid, leaving a workable area of 36x36 cells. To maximize this limited space, visual compositions are carefully considered, taking into account line weight and spacing between elements to ensure clarity and impact.

Using Basic Shapes E-6

Combining shapes is like cooking: even when using the same ingredients, the culinary possibilities are endless

depending on how they are combined, seasoned and prepared. The examples here show how basic shapes can be arranged to create new meanings and images.

The Power of Detail E-7

Japanese design is known for its precision, attention to detail and ability to elevate everyday objects into thoughtfully crafted works that evoke refinement and harmony. This approach is also evident in graphic design. It goes beyond decoration – it is an intentional practice that considers functionality, user experience and overall aesthetic impact.

Kamon (family crests) are a longstanding example. Though they may appear similar, closer inspection reveals features that distinguish one from another, identifying individuals and families while reflecting lineage, status and heritage.

This sensitivity to detail is also crucial in pictogram design, where even small visual differences can carry meaning, helping to distinguish between similar objects or concepts.

4 Exploring the Potential of Pictograms G-1

Let us reimagine what pictograms can be, moving beyond flat graphics to explore their creative potential in three-dimensional and interactive forms.
Devise your own symbol by combining shapes in a lightbox. Step into a landscape of pictograms brought to life in 3D. Discover how young people from across the UK have captured their vision of London through original pictogram designs.
Together, these interactive displays reveal the power of well-designed pictograms to make the world more intuitive, accessible and visually connected.

Experience Pictograms at Full Scale G-2

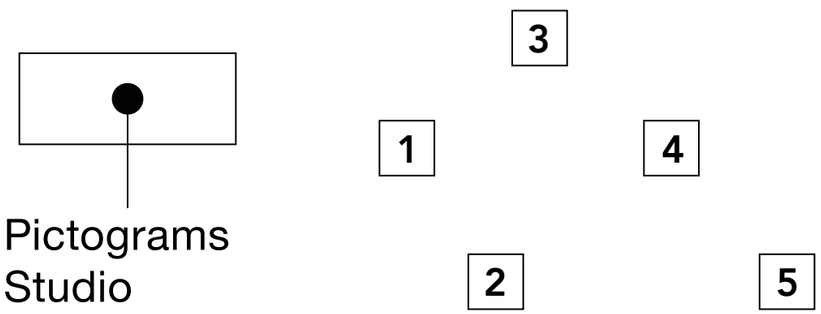
We are used to seeing pictograms in miniature – on smartphones, maps and road signs – confined to flat surfaces and limited spaces. But what happens when these familiar symbols are brought to life at full scale? Step into a world where simple pictograms form a real-life landscape: from a towering *torii* gate seen in shrines to a sumo wrestler and a blooming cherry tree. This immersive experience invites you to see and feel the power of visual language like never before.

Pictogram Studio H

You have explored how pictograms are created – by transforming objects, activities or ideas into simple, recognizable images. Now it is your turn.
Assemble the shapes provided to design a clear and easy-to-understand pictogram. Think about composition, movement and simplicity.
What message will your design communicate?
Share your design by tagging @JapanHouseLdn on social media.

Pictograms in Three Dimensions I

Pictograms have traditionally translated objects and ideas into two-dimensional graphic designs. But what happens if we reverse that process, transforming these simplified images into three-dimensional forms?
Step closer. Look from above. View from the side. You may begin to notice hidden details, elements that could never be seen on a flat surface. This shift in perspective invites us to reconsider how design can reshape not only what we see, but how we understand the world around us.



1. *Bonsai*, 2025

2. Sumo, 2025

3. National Park, 2025

4. *Hanabi* (Fireworks), 2025

5. Castle, 2025

My London Pictogram J
Shaping London with Young Local Designers

Young people aged seven to 16 were invited by the Nippon Design Center to create original pictograms representing an aspect of London that is important to them.
The winning designs presented here highlight themes ranging from transport and food to cultural landmarks, capturing personal and creative views of the city.
The *My London Pictogram* competition was organized with the support of The Japan Society.
Thank you to all the entrants and schools who took part in the competition.

Scan the QR code to view more entries.

Credit

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JAPAN HOUSE

LONDON

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