PICTOGRAMS

Iconic Japanese Designs

February 12 — May 3, 2026

Exhibition | Free Admission

JAPAN HOUSE

LOS ANGELES

Pictograms—symbols that communicate ideas through imagery rather than words—have become embedded in everyday life. They guide us through airports and help us navigate unfamiliar places. By transcending language and cultural boundaries, pictograms form a universal visual language. *Pictograms: Iconic Japanese Designs* at JAPAN HOUSE Los Angeles explores how Japanese design has shaped this system through clarity, beauty, and precision.

While pictograms are used worldwide, Japan has uniquely elevated them into a refined design practice rooted in simplicity and thoughtful attention to detail. This philosophy reached global audiences with the pioneering pictograms created by members of Japan's Nippon Design Center (NDC) for the 1964 Tokyo Olympic Games. Building on this legacy, NDC's recent *Experience Japan Pictograms* project expands how these symbols can enrich contemporary travel and cultural exchange.

Curated and designed by NDC under the artistic direction of Daikoku Daigo, the exhibition at JAPAN HOUSE unfolds across four thematic zones and an interactive studio, inviting visitors to explore, reimagine, and create pictograms themselves.

Presented by: JAPAN HOUSE Los Angeles
Curation: Nippon Design Center with JAPAN HOUSE London
Art Direction: Daikoku Daigo
Exhibition and Graphic Design: Nippon Design Center

JAPAN HOUSE is an innovative, worldwide project with three hubs – London, Los Angeles and São Paulo – conceived by the Ministry of Foreign Affairs of Japan. It seeks to nurture a deeper understanding of Japan in the international community. JAPAN HOUSE Los Angeles is a place for new discoveries, offering experiences that showcase the best of Japan through its spaces and diverse programs.

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