

# Press Release

2026.4.10

## Matsuda-ryū: Art Flagship Store

非道 | Ateleology  
Shōei Matsuda  
April 18 – May 17, 2026  
hakari contemporary  
Kyoto, Japan

松田流藝術  
總本店

## Shōei Matsuda Solo Exhibition Ateleology

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April 18–May 17, 2026  
12:00 – 18:00 | Closed on Mondays

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Venue:  
hakari contemporary  
140 Okazaki Enshoji-cho, Sakyo-ku, Kyoto 606-8344  
Japan

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Website:  
<https://hakari.art>

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Organized by hakari contemporary  
With the cooperation of Currents Art Award 2024  
Design: Daichi Aijima

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Press / Inquiries:  
info@hakari.art

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Matsuda-ryū: The Art of the Ordinary, cover image. Photography by Daichi Aijima

hakari contemporary is pleased to present *Ateleology*, a solo exhibition by Shōei Matsuda. Marking the publication of *Matsuda-ryū: The Art of the Ordinary*—a volume that gathers the ideas and practices Matsuda has developed across fifteen years of both anonymous and named activity—this exhibition extends the contents of the book into the space of exhibition itself. Throughout his practice, Matsuda has transformed symbols and interfaces derived from digital culture, as well as systems of validation and circulation, into sculpture, installation, and exhibition design. Through a conceptual practice that incorporates both criticality and humor, he has consistently taken as his subject the slippages between authorship and anonymity, information and material, institution and everyday life.

The exhibition's title, *Ateleology*, names an attitude that does not submit to pre-given ends or prescribed paths, but instead seeks out other circuits of generation and value beyond them. Centered on the publication of *Matsuda-ryū: The Art of the Ordinary*, the exhibition brings together related works and limited items, giving rise to a setting in which the boundaries between exhibition and circulation, viewing and carrying away, are gently traversed. We warmly invite you to experience the exhibition.

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Technology is not merely a tool; it is a catalyst that alters the very conditions of human existence, and the vocation of the artist, too, is being compelled toward a reconsideration of its definition. Economies tremble, the natural environment undergoes irreversible transformation, and the modern ideals founded on progress and growth are losing their force. Correctness is ceaselessly revised; yesterday's model becomes today's error. The Way is indicated, yet its destination is no longer shared.

In an age such as this—one that has lost its point of arrival while acceleration alone persists—this book gives the name *Matsuda-ryū* to a certain stance formed through Matsuda's practice. *Matsuda-ryū* seeks neither a return to the orthodox path nor the celebration of rupture for its own sake. In a time when even the destination remains obscure, what Matsuda often calls *hidō* is not a term that affirms evil, but an attitude that refuses to treat correctness as singular or absolute. It does not presuppose arrival, guarantee completion, or make progress into an obligation. It may be understood as a practice for keeping meaning from being fixed, and also as a method for provisionally establishing institutions even while subjecting them to doubt.

— From Part I, "Ateleology," in *Matsuda-ryū: The Art of the Ordinary*

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Ask Anything, 2025. Photography by Naoki Takehisa



The Big Flat Now, 2023. Photography by Kenryou Gu

## Shōei Matsuda

Based in Tokyo, Matsuda explores the slippages between anonymity and authorship, information and material, everyday life and institution, against the sensibility of the post-Internet and post-AI condition, translating them into sculpture, installation, and exhibition design. Recent major exhibitions include DXP—Toward the Next Interface (21st Century Museum of Contemporary Art, Kanazawa, Ishikawa, 2023), The Big Flat Now (Dubai Festival City, Dubai, 2023), Great Reset (Mynavi Art Square, Tokyo, 2025), and Dopamine (Le Cube Garges, France, 2025). He received the Prix Ars Electronica 2016 Award of Distinction (Digital Communities) and the Currents Art Award 2024 Excellence Award.

<https://shoematsuda.com>

## Matsuda-ryū: The Art of the Ordinary

Language: Japanese / English bilingual

Format: Hardcover, 160 pages

Size: Variant format (248 × 152 × 19 mm)

Edited by Hiroshi Obayashi and Namino Sakama (OVERCAST)

Designed by Daichi Aijima (DOOKS)

Publication date: April 18, 2026

Published by Temporary Inc. and hakari contemporary (Kijyu Co., Ltd.)

## Opening Reception

Date & Time: April 18, 2026, 18:00–20:00

Venue: hakari contemporary

Free admission, no reservation required

Please note that entry may be limited if the venue reaches capacity.

## Image Files

<http://bit.ly/4m1348O>