Shinnosuke Sugihara, born in Osaka, Japan, has been designing for over thirty years. His goal is clear and accessible: to create designs that are easy to understand and visually appealing. This mission has guided his work, resulting in designs that are both innovative and timeless. His clients include some of the world's largest companies, and his work has been featured in numerous exhibitions and publications, both domestically and internationally.

During his career, Sugihara has received several prestigious design awards, including the Red Dot Design Award, the Type Directors Club Award, the Japan Typography Award, and the Red Dot Design Award. His work has been exhibited in numerous museums and galleries worldwide, including the Museum of Modern Art in New York, the Tokyo Metropolitan Art Museum, and the World Design Museum in Den Bosch, The Netherlands.

Today, Sugihara is a member of the Alliance Graphique Internationale (AGI) and teaches at the Tokyo University of Art and Design. He also serves as a board member of the Designers Association of Japan and is a member of the Tokyo Type Directors Club (TTDC) and the Japanese Typography Association (JTA).

Metamorphosis: Calligraphy

Chinese characters are squiggles and their strokes always carry meanings. So, Tang’s calligraphy conveys the philosophies accumulated from the past and are seen on the world. The strokes are in flux and thus show the relationship of the structure of Chinese characters. The calligraphy is perfect. I admired it, I thought it was something so beautiful. Eventually, I read that the calligraphy is composed of the strokes and the space on the paper. After the restrictive expansion and relaxation, the meanings in the characters fade and the shape of the calligraphy is left. I believe that if you change the meaning from the characters, it is easier for us to focus on the character of the work. Tang’s work, I think, is a picture that not only shows the strokes but also the space. As I went on my journey, I felt heavy after knowing that it is Tang’s appreciation.