

Seibu Railway's Ukiyo-e Posters on Train Manners Are A Hit Abroad

In 2016, Seibu Railway released a series of posters, which it displayed inside its trains and on platforms. An instant hit, they have become so popular, they have made their way abroad.

Drawn by illustrator Takahiro Hidowaki, the posters depict ukiyo-e-like manga in modern day situations to entice passengers to be considerate of their fellow train commuters.

One image shows a woman wearing a bulky kimono and playing with her hair. The twist is that she is holding a cellphone and is sprawled luxuriously on the train seats, occupying more space than she should, with three people showing exaggeratedly anguished faces in the foreground. The caption reads: "Please let others sit comfortably."

The Edo-era inspired pictures are humorous and beautifully drawn, and have become a hit with people visiting Japan. When the posters came out, foreign passengers even inquired if it was possible to buy some of the posters as merchandise.

With more people noticing, the posters have now also become a hit abroad. As recently as March 20-22, 2019, the Victoria and Albert Museum in London exhibited the posters in an effort to showcase the harmony between the traditional and the modern.

A company in Taiwan has also found another use for the posters — putting them in Japanese language textbooks.

The person who came up with this stroke of marketing brilliance was Konomi Yamamoto, who works in the Customer Service section of Seibu Railway. When asked about the success of his idea, he simply commented: "I was trying to entice foreign tourists."

Yamamoto continued, "The reaction was incredible, I was really surprised!"

Source: **Seibu Railway's Ukiyo-e Posters on Train Manners Are A Hit Abroad**
<http://japan-forward.com/seibu-railways-ukiyo-e-posters-on-train-manners-are-a-hit-abroad/>

浮世絵ポスター、海外進出 マナー啓発でマンネリ打破

西武鉄道が、電車内の座席の占拠やホームでの「歩きスマホ」、駆け込み乗車など乗客のマナー向上を呼び掛けるために作成したポスターが、沿線ばかりか、海外でも反響を呼んでいる。

江戸時代の風俗を描いた「浮世絵」さながらの「電車内迷惑図絵」。英国ロンドンのビクトリア & アルバート博物館は「日本の伝統と現代が調和し、素晴らしい」と評価して3月から展示を開始。台湾で塾を運営する会社も「魅力を台湾でも伝えたい」と日本語の教科書に掲載した。

発案した西武鉄道お客さまサービス課の山本このみさんは「増加する訪日外国人客にも興味を持ってもらおうと企画した。課題だったマンネリ感を払拭できた。海外での反応が大きく、驚いている」と話している。

出典:浮世絵ポスター、海外進出 マナー啓発でマンネリ打破

<https://www.sankei.com/photo/story/news/190410/sty1904100003-n1.html>