

Atelier

AOI YAMAGUCHI
CALLIGRAPHY

CUSTOM CALLIGRAPHY WORKS

for Identities, Branding, Packaging, digital & printed media

Coconut

Cucumber

TYKU SAKE

TYKU is the leader in Premium Sake with the most awarded, best tasting and fastest growing Japanese Sake in the U.S. Made from only 4 all-natural ingredients — premium non-GMO rice, pure soft water, yeast, and handmade koji — making it one of the purest alcoholic beverages on the planet.

The clean alternative to wine with 12-15% alcohol by volume, but Gluten-free, Sulfite-free, Tannin-free, and five times less acidity than wine. Handcrafted and imported from the famed **Umenoyado Brewery** right in the heart of Nara, Japan.



COCONUT NIGORI

Silky texture, creamy taste, with a subtle hint of vanilla and the refreshing flavor of coconut. TYKU Coconut Nigori Sake is crafted from Junmai sake and infused with the all-natural flavor of coconut. Enjoy this Nigori sake chilled or in a **delicious cocktail**. Shake well before pouring.

Known as "Cloudy Sake," the secret to Nigori sake's lusciously sweet flavor is the small amount of rice purposefully left unfiltered to leave behind a rich, creamy taste. Winner of the Gold Medal at the San Diego International Wine Competition.

SPFV: 43 | Acidity: 0.8 | Amino Acids: 1.0 | Alcohol: 14.12%
Calories: 43 | Carbs: 0.5 | Pro: 0 | Fat: 0 per 1.5 oz



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CUCUMBER

The world's first cucumber sake. Delicate, light and refreshing with a smooth finish. TYKU Cucumber Sake is crafted from Junmai sake and infused with the all-natural crisp flavor of fresh cucumber. Enjoy this premium sake infusion chilled or in a **delicious cocktail**.

With its familiar scent, TYKU Cucumber Sake captures the rejuvenating sensation of a day at the spa. Winner of the Double Gold Medal at the S.F. International Wine Competition.

SPFV: 23 | Acidity: 1.0 | Amino Acids: 0.8 | Alcohol: 14.12%
Calories: 43 | Carbs: 1.0 | Pro: 0 | Fat: 0 per 1.5 oz



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TY KU Sake

Year: 2016

Client: ESTABLISHED. NYC

Calligraphy Flavour Names for TY KU Sake Bottle Label

Brewed in Nara prefecture, TY KU Sake is "the leader in Premium Sake with the most awarded, best tasting and fastest growing Japanese Sake in the U.S.". As part of the rebranding, I was commissioned by a boutique design agency ESTABLISHED. NYC to work on calligraphy of the names of the flavored sake for the bottle design.

Images courtesy of TY KU Sake

山犬
YAMAINU



山犬 YAMAINU

Year: 2016

Client: Marie Beschner

Calligraphy Title for Graphic Novel

山犬 YAMAINU is a graphic novel written and illustrated by a German illustrator Marie Beschner. I was commissioned to write a calligraphy title in Japanese and Roman alphabets for the novel's book cover and teaser films.

Images courtesy of Marie Beschner



Nara "Birthplace of Japan" Guidebook

Year: 2015

Client: Nara Prefecture / ROBOT Communications

Agency: JR Tokai

Collaborators: Shane Lester / Corey Fuller / Taylor Deupree

60 pages

Project: A limited edition 500 copies of "Secret" Guidebook to be produced for the ILTM Asia event to be held in Shanghai on June 1st. This will later be redeveloped into a limited edition 100+ page high quality collectable art guide book of Nara. Target Audience is Wealthy, upperclass travelers to Nara from China and Asia.

Objective: To introduce some of the hidden and lesser known charms of Nara to potential and prospective travelers. The goal is to capture and present Nara as an alluring destination in it's own right.

I selected 5 kanji characters that symbolize Nara, and worked on calligraphy to be used as a graphic element throughout the booklet.

OMAKASE

おまかせ



OMAKASE / おまかせ

Year: 2015

Client: OMAKASE San Francisco

Identity logo, signage and interior decoration

Custom calligraphy logo and personalized artwork for the interior decor for OMAKASE, a Michelin Guide star-winning high-end Edo-mae style sushi restaurant in SOMA district of San Francisco, newly opened in September in 2015.

Photo credit: Trip Advisor, Darin Dines, 7x7

博士 仙蘭劍



『博士 仙蘭劍』
Dr. Franken x Aoi Yamaguchi

Year: 2014
Client: Dr. Franken
Limited Edition Men's Shirts with Deadstock Kimono Fabric



I worked on calligraphy for a Tokyo-based cutting-edge fashion brand Dr.Franken for the flasher tag of their limited edition shirts using deadstock Kimono fabric. Shirts are available at their pop-up store at Opening Ceremony Japan in Omotesando, Tokyo.

Photo credit: Dr. Franken

Dr. Franken

GARM WARS The Last Druid

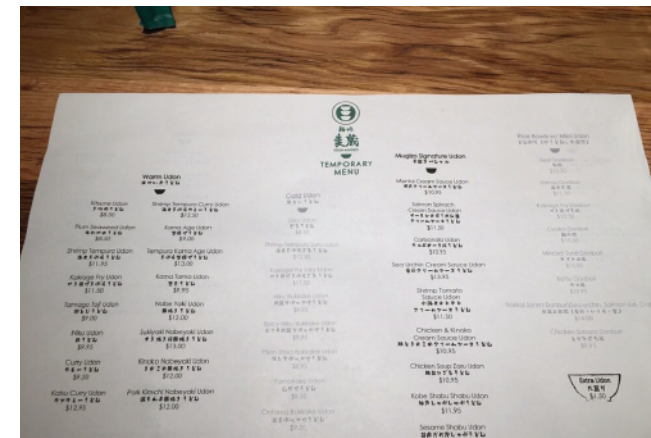


GARM WARS The Last Druid
A Film Directed by Mamoru Oshii

Year: 2014
Client: Production I.G

"GARM WARS The Last Druid" is a live action/animation hybrid film, directed by the world-renowned director Mamoru Oshii. I was commissioned to work on a calligraphy title for the film, film credit for opening scequence and chapter titles throughout the film. The movie was invited to for its world-premire screening at Tokyo International Film Festival in 2014. Produced by Production I.G.

麵処
麦蔵

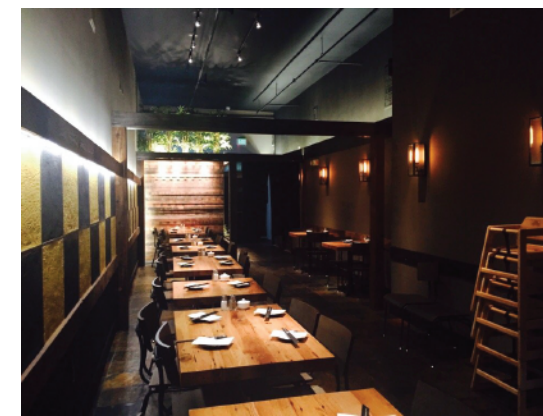
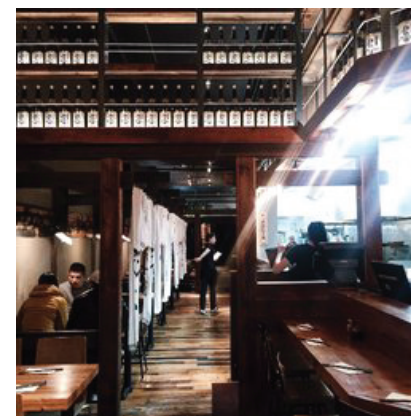


麵処 麦蔵

Year: 2014
Client: Mendokoro Mugikura, San Francisco
Identity logo for signage, website, restaurant menu

Mendokoro Mugizo is a casual udon noodle restaurant in San Francisco. I worked on custom calligraphy for the restaurant's identity.

麵屋
游玄



『麵屋 遊玄』

Year: 2014

Client: Ramen Izakaya Yu-gen, Mountain View, California

Identity for signage, website, interior decor and printed media

Calligraphy by Aoi Yamaguchi

Graphic Design by KIKURA & COMPANY

I worked on calligraphy identity logo for high-end ramen restaurant & bar Ramen Izakaya Yu-gen, located in Mountain View, California.

Photo credit: Yelp



『極』

Year: 2013

Client: Ramen Izakaya Goku, San Francisco, California
Identity logo for signage, website, menu and printed media

I worked on a custom calligraphy logo for Ramen Izakaya Goku, a casual ramen izakaya restaurant in the Mission district in San Francisco.

Photo credit: Ramen Izakaya Goku



Absolut Outrageous Masterpiece
 Commissioned Project by Absolut

Year: 2013
 Client: Absolut Vodka
 Personalized artwork on a lifesize vodka bottle
 Motif: Dissected Kanji character of “文” (Fumi: a letter / a note)
 Media: Acrylic paint, Sumi Ink, Matte Medium, Pigment, Clear Glaze, Paper, Rope, Bamboo, Branches



“戀矢文 / KOIYABUMI”

During warfare in pre-modern Japan, “Yabumi” were messages affixed to arrows and launched to communicate covertly over a distance. Through this indirect method of correspondence, the sender’s identity could be hidden. Introducing Yabumi into modern society, these arrows could now serve as a metaphor for those who are forced by social pressure to conceal their true feelings. The action of shooting a love letter affixed to the arrow has a dual symbolism; not only does it challenge any opponents of the romance in society,

it also unleashes direct communication of love between two romantic partners. “Koi-Yabumi”, my original word combination of Koi (in love) with Yabumi, seeks to recast this military artifact into a positive symbol representing the struggle of the LGBT community against legal, cultural, and institutional discrimination in our culture — It is the artistic embodiment of each person’s inherent need to freely express their feelings of love and affection regardless of gender, creatively challenging society break down all artificial obstacles to the arrow of love.

麵酒屋 和樂



麵酒屋 和樂



居酒屋 和樂

Menzakaya Waraku is a ramen izakaya restaurant located in Japan Town in San Francisco. I was commissioned to work on custom calligraphy for their identity logo.

Year: 2015

Client: 居酒屋和樂 San Francisco

Identity for signage, website, restaurant menu

和泉

Kadawari



Napa Valley Reserve IZUMI 和泉

Year: 2012
Client: IDEO Sunnyvale, California
Limited Edition Wine Label Design

Calligraphy Titles by Aoi Yamaguchi
Graphic Design by IDEO

譽

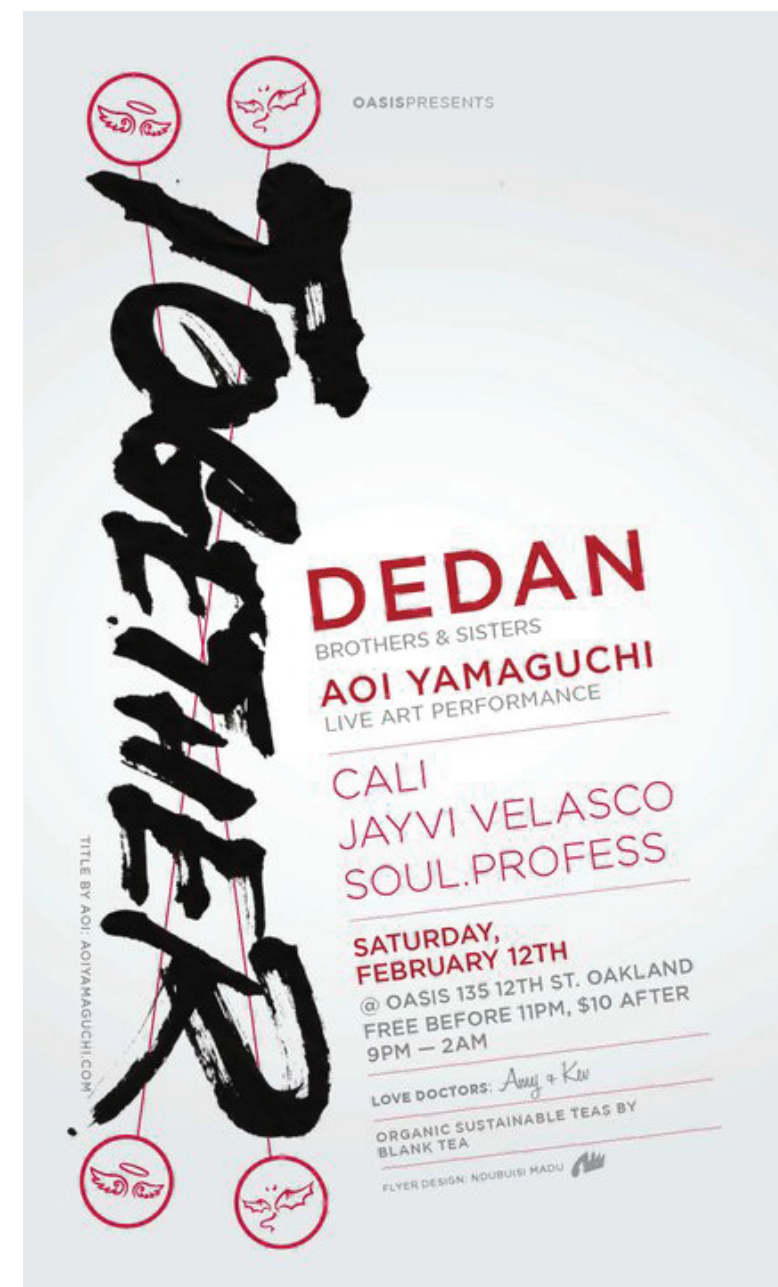
DJ WHITESMITH.
SHINGO2



『譽 / 護』 (Pride / Defender)

Year: 2011
Client: Frail Records / DJ Whitesmith & ShingO2
Vinyl Cover Titles, 両A&B

TOGETHER

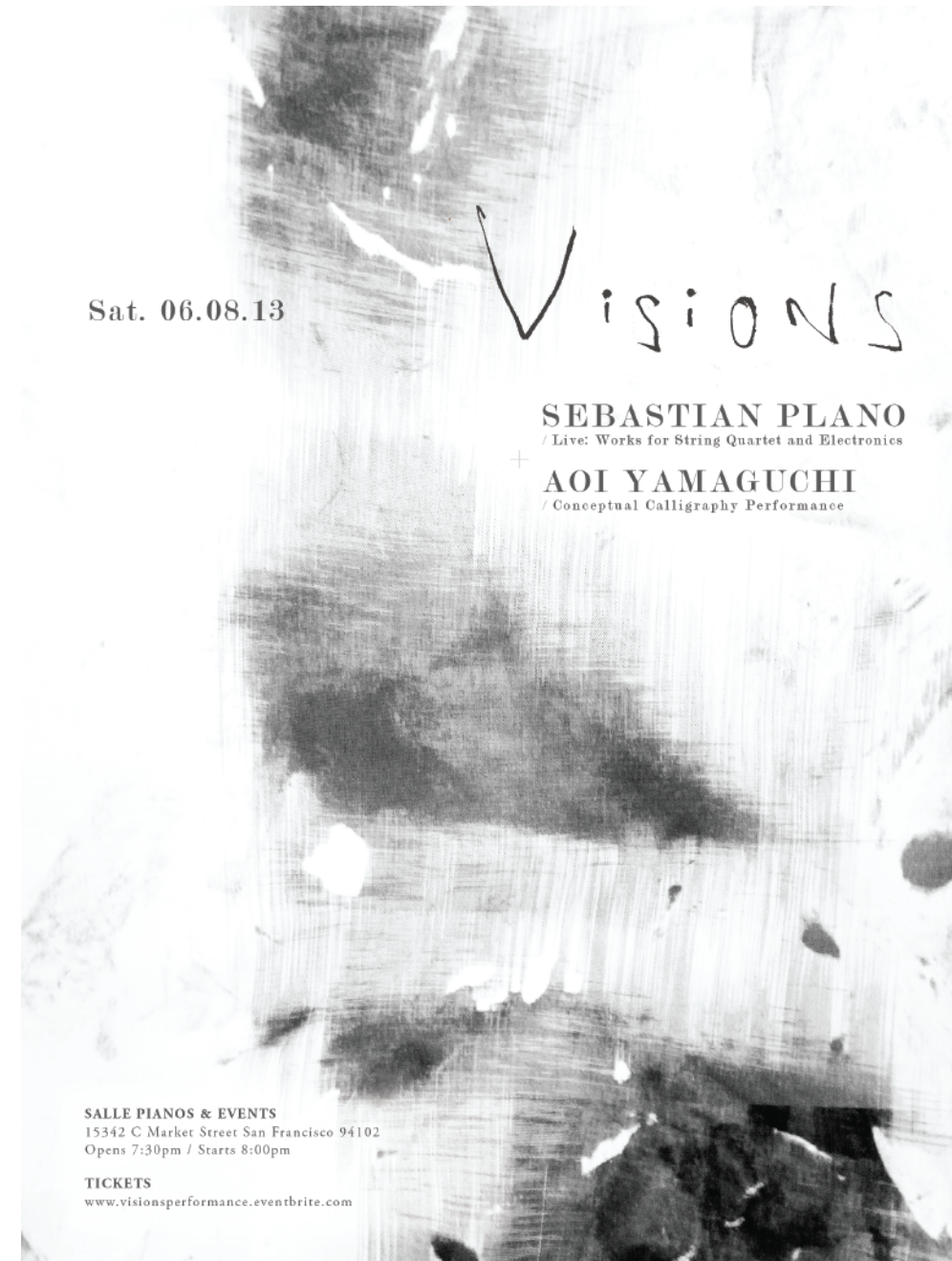


Together

Year: 2011
Client: Brothers & Sisters
Calligraphy Title for Event Poster and Flyer

Together is a regular house music DJ event in Oakland, California produced by Brothers & Sisters. I worked on a calligraphy title for the event, and featured in the event as a live calligraphy performer, in collaboration with house dancers.

Visions

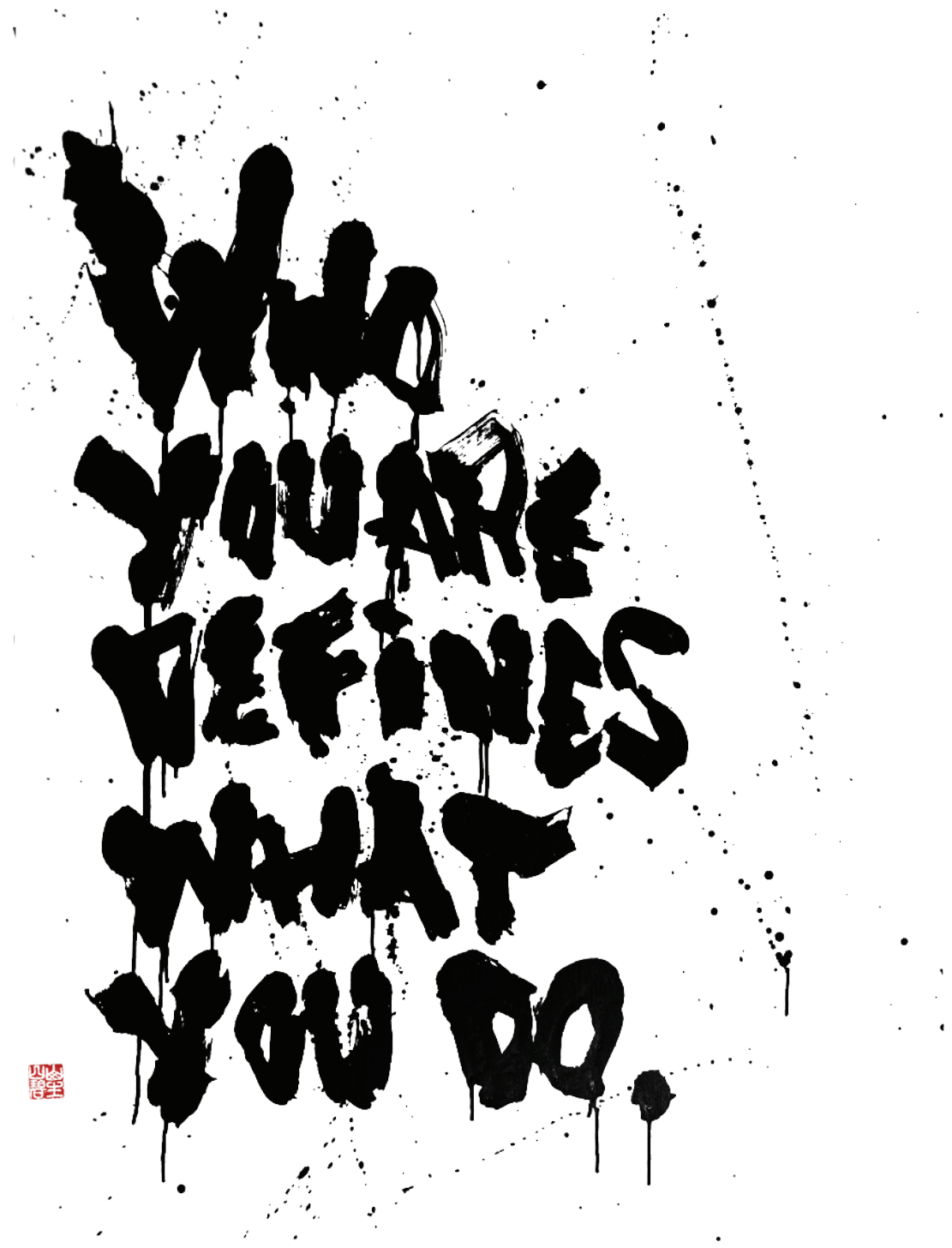


Visions

Year: 2013

Client: Salle Pianos

Event Title for the concert poster and flyer



Who You Are Defines What You Do

Usage: Artwork & Letterpress Greeting Cards
Personal Project

YOU'RE
NATURE'S
GREATEST
MIRACLE.



You Are Nature's Greatest Miracle
Usage: Artwork / Greeting Cards
Horizontal Placement

Gratitude



"Gratitude"

Year: 2012
Client: Mika Yanagihara, New York City
Calligraphy Title for Performance Event Poster and Flyer

"gratitude" is a collaborative performance project with dancers, painters, calligrapher, videographer and musician. I collaborated with a butoh dancer, a tap dancer and contemporary dancers for the second section of the show, writing calligraphy on their bodies. Taken place at Session House, Kagurazaka, Tokyo in 2012.

THE DRUMS

Client: The Drums
Usage: Event Title / Poster / Website
Horizontal Placement