

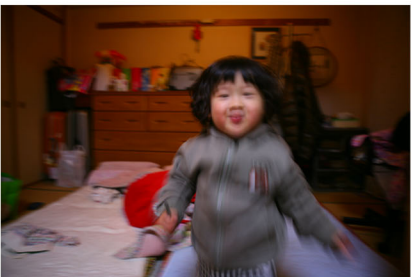
UN 150
SEEN
TOKYO



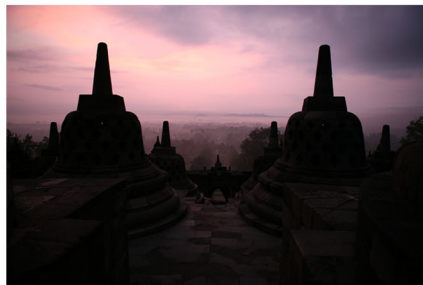
CONCEPT コンセプト

*To commemorate
the 150th year of amity and commerce
between Germany and Japan,
150 pairs of photos of Tokyo
showcase the front of and behind the scene
which people in Germany have not seen.*

CONCEPT EXAMPLES
コンセプト作品例



フォトグラファー
PHOTOGRAPHER
RYUICHIRO LOUIS IJIMA



BIOGRAPHY

經歷

*Ryuichiro Louis Iijima was born in a creative family in **Tokyo** in 1974. His father, Jun Iijima, was a professional photographer taking product shots and also producing photo development machines for professional labs.*

*After Louis moved to **Hong Kong** with his family, he was exposed to totally different sets of colours which expanded his palette. He then joined the Hong Kong **Triathlon** National Squad and then migrated to New Zealand to pursue in Triathlon Coaching and Recreation Management.*

*In **New Zealand**, he was hooked to their underground music scene. He quickly picked up the trade and became a **Producer/DJ** and released vinyl from Pinacolada Records (www.pinacolada.co.nz) as Fanatica. He also hosted Drum'n Bass and House shows on RDU (www.rdu.org.nz) and played in front of thousands of crowds.*

During one of his trips back to Japan Louis bought a digital camera. Some of his DJ friends asked him to take some photos at their gigs. Eventually, these photos were posted on their site and quickly boosted the number of visits to the site. He shot numerous national and international DJs and bands over these days. Gradually he started shooting more of Fashion shots including, now a legendary New Zealand fashion house, Sorted.

*He made his way to **Hong Kong** in 2005 and set up Resonance Limited. Louis shot for likes of Prestige and Beats along with other corporate assignments. In late 2006 he has moved back to Tokyo to further his career as a **Photographer**.*

*As he walked into Ogilvy & Mather Japan to sell himself as a Photographer, he was asked to join the company as an **Art Director**. It gave him great opportunities for developing ideas and great insights of what clients want. While working mainly on Dove brand, he occasionally shoots for fashion houses like Edward Hutabarat of modern Indonesian batik and Dans La Vie of Tokyo.*