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Reverse Graffiti drawn on Japanese dam

Kärcher cleans the dam to create Godzilla

Saga (Japan) / Winnenden, 5. December 2024 - Kärcher, the movie figure Godzilla and Saga Prefecture - a surprising combination that has now become reality on a dam in Japan. The occasion of the drawing was the project "Godzilla in Saga Dam Art Project Powered by Karcher", which was jointly launched with the start of the new project "Godzilla in Saga" developed as part of Saga Prefecture's communication project "SagaPrise!" to celebrate two anniversaries: the Iwayagawachi dam in the Japanese prefecture of Saga, which served as the "screen", celebrated its 50th anniversary and the movie figure Godzilla its 70th birthday. By deliberately removing dirt with Kärcher high-pressure cleaners, a drawing was created on the concrete surface of the dam from the contrast between the cleaned and uncleaned surface, showing Godzilla in a big city scene.

"Although this drawing was not the first reverse graffiti for us, it is still something very special. The world-famous Godzilla comes from Japan and is part of the modern cultural heritage there, so to speak. It was therefore a very special task for our team to be involved in the creation of the reverse graffiti," says Nick Heyden, project manager and cleaning expert at Kärcher, who implemented the project.

To apply the markings, Kärcher assembled a team of specialists from Germany and flew them to Japan. This included four industrial climbers who abseiled down from the top of the dam and applied 2,400 marker dots of ecological paint to the polluted surface. They were supported by surveying technicians who used laser technology to mark the corresponding points on the wall from the ground. In the second step, the climbers used high-pressure cleaners to remove the motif from the dirt, consisting of moss, lichen and fungal growth, using the "paint by numbers" principle.

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About Godzilla

Godzilla is a famous Japanese movie figure, often depicted as a giant, prehistoric creature. It was first introduced in the 1954 film Godzilla and is often seen as a metaphor for great destructive power. Over the years, Godzilla has become an international icon and has been featured in numerous films, TV shows, comics and video games.



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Kärcher used high-pressure cleaners to draw a depiction of the famous movie monster "Godzilla" on the concrete surface of the Iwayagawachi Dam in the Japanese prefecture of Saga.

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The project is part of the "Saga Prize!", a project by Saga Prefecture to create "Godzilla" and the shape of the prefecture, which has a similar shape to the character.



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Before the figure could be brought to life, the contours had to be pre-drawn.

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For the work, the climbers equipped with high-pressure lances abseiled down from the dam crest.