



An urban technology art festival where tomorrow's ideas and technologies meet

# MEDIA AMBITION TOKYO 2017

February 11(Sat)-March 12(Sun)



**Organizer: MAT Committee**

Roppongi Hills/CG-ARTS/JTQ Inc./Rhizomatiks

**Dates: February 11(Sat)-March 12(Sun), 2017**

\*Event Calendar will vary according to venue.

**Venues:**

- 01. Roppongi Hills (Roppongi)
- 02. ART & SCIENCE GALLERY LAB AXIOM (Roppongi)
- 03. Institut français du Japon – Tokyo (Iidabashi)
- 04. Shibuya Hikarie(Shibuya)
- 05. Digital Hollywood University (Ochanomizu)

- 06. teamLab (Suidobashi)
- 07. LAFORET MUSEUM HARAJUKU(Harajyuku)
- 08. National Museum of Emerging Science and Innovation (Odaiba)
- 09. Apple Store, Ginza (Ginza)
- 10. DAIKANYAMA T-SITE

**About MEDIA AMBITION TOKYO 2017**

2017 will be MEDIA AMBITION TOKYO (MAT)'s 5<sup>th</sup> year in running. To fans and the curious, the event is a real-life showcase of top-notch technological culture that takes an experimental approach to urban implementation. With its headquarters situated in Roppongi, venues have further multiplied to Shibuya,Harajyuku,Ginza, Iidabashi, Ochanomizu, Suidobashi and Odaiba, at which super-edgy artwork, video, music, performances, and talk shows will be hosted.

Programs have organically increased, expanded and connected simultaneously with the number of domestic and international participants by way of innovators, organizations and events, allowing MAT to mature as an active body.

With 2020 and beyond in mind, and not omitting the largely evolving systematic designs of transportation, communication and information, the event addresses the potential of technology in creating the city's future. MAT aims to substantialize the reformative movement in technology art through experimental validations unbound by genre or category.

【 Press Release Information URL 】

<http://www.image.net/mediaambitiontokyo2017>

【 Press Contact 】

HiRAO INC. Rep: Mifune ([mifune@hirao-inc.com](mailto:mifune@hirao-inc.com)) Phone: +81-(0)3-5771-8808 Fax: +81-(0)3-5410-8858

## <Highlight of MAT 2017>

### ■ Hot and front-line artists of technology Art

The leading artists in various fields including Rhizomatiks, teamLab, and WOW have participated in the past MATs. This year, we welcomed new participants – Yoichi Ochiai, the advocate of digital nature, Takram, the boundary crosser of design and engineering, and Rei Wakita and Tetsuya Komuro who have participated in Ars Electronica to name a few.

### ■ Introducing up-and-coming artists to play key roles in the next generation

If we want Tokyo to keep creating new cultures, we have to nurture artists of next generation and show them to the world. MAT continues its tradition to introduce another group of the choicest up-and-coming artists. Additionally, teamLab that has produced hot exhibits all over the world will hold the workshop for children to cultivate the technological culture for the future.

### ■ Technological arts meet “humor”!

Having “SmileTech” to merge technology and humor as our slogan, MAT 2017 covers several pieces of laughter-inducing works. We believe that “humor” will be an essential element to activate our communication with technology and arts. We have nominated art pieces you can instinctively enjoy that capture laughable elements hidden in our daily lives with the technological arts.

### ■ Brand new visual experience

While technology advances day by day, the improvement of functional specs alone is no longer of any significance. Only when artists and designers add the cultural significance, it becomes the truly new value. MAT 2017 offers the new visual experience such as the spherical projection screen to give the sense of immersion and Colloidal Display that projects images over the soap bubble.

### ■ Barrier free of the future and OMOTENASHI utilizing technology

In light of 2020 Tokyo Olympics, we present how technology can influence communication and its potential under the slogan of “OMOTENASHI”.

We use “UD TALK” to support the universal design of communication for the panel discussions in this event. What are being discussed will be shown in the subtitle by the voice recognition + voice synthesis functions in real time. Also implementing multi-language translation function, we help to eliminate the auditory and language barriers. With the support of technology, we investigate and experiment on opportunities everybody can take advantage of without exception.

Also, we humorously show “OMOTENASHI” in the ordinary conversation between “a taxi driver and a foreign tourist” by the facial exchange algorithm and the read aloud function as a project to investigate the potential of cross-cultural communication.

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<MAT EXPERIENCE>

01. Roppongi Hills

Mori Tower 52F, TOKYO CITY VIEW

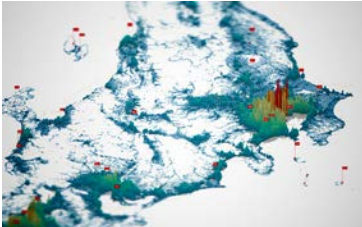
[Roppongi]

Dates: Saturday, February 11 – Sunday, March 12, 2017 / Time: 10:00-22:00

Admission: Free (Note that the admission to Tokyo City View is charged.)

**rhizomatiks**  
Architecture

**Rhizomatiks Architecture**  
Title : Workshop series  
architecture x technology



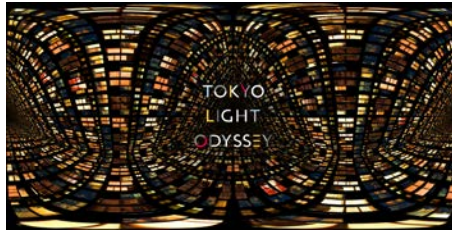
**Shota Matsuda (Takram)**  
Title : Planck



**Yoichi Ochiai**  
Title : Levitrope



**Yuki Matsueda**  
Title : 「Today's happy colors!」



**WOW**  
Title : TOKYO LIGHT ODYSSEY :  
future by LEXUS



**Minoru Ito (Takram)**  
Title : Playful Hands



**Yoichi Ochiai**  
Title : Colloidal Display



**Tomohiro Terada**  
Title : Terada Exhibition



© AKI INOMATA Courtesy of MAHO KUBOTA GALLERY

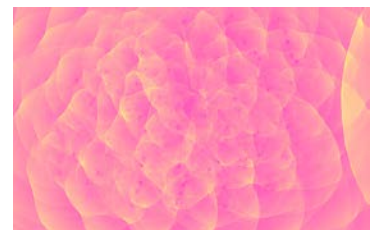
**AKI INOMATA**  
Title : Think Evolution #1 : Kiku-ishi  
(Ammonite)



**Yosuke Ushigome(Takram)**  
Title : Omotenashi Mask



**Digital Nature Group**  
(University of Tsukuba, Yoichi Ochiai  
Laboratory)



**Akira Wakita & Tetsuya Komuro**  
Title : Scalar Fields

【 Press Release Information URL 】

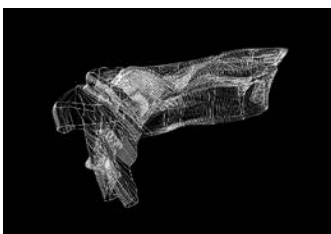
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Toshiya Yui  
Toshiya Yui+Tomohiro Yokota+Tomoko Hashida  
Title : floatio



©AKINORI GOTO  
Akinori Goto  
Title : toki- series\_#01



Yuta Sasaki  
Title : Zoom in Face



Yuta Sasaki  
Title : Yoshiharu Suzuki

DIGITAL CHOC 2017 Collaborating Artists

Award Report



Courtesy of the artist  
David Letellier  
Title : Versus



© Clack - David Gallard / Scopitone 2016  
Katsuki Nogami  
Title : Rekion Voice  
\*At Presentation Room, 3<sup>rd</sup> Floor of Mori Tower on Friday, March 3 – Sunday, March 12.



Tetsuya Mizuguchi (Representative artist)  
Title : Rez Infinite  
\*Recipient of Best VR Game of The Game Awards (US), and Special VR Award of PlayStation Awards

01. Roppongi Hills “Counter Void”, Keyaki-zaka, Roppongi Hills

[ROPPONGI]

A three-day event to light up “Counter Void”, the public art work on “life and death” by Tatsuo Miyajima which has been turned off since the Great East Japan Earthquake. We are to think about how we should live and how human beings should exist in the future through projects and a panel discussion organized by the citizen’s college to foster social sculptors, “Relight Committee.”

Artist Name: Relight Project

Project Name: Relight Days 2017

Venue: “Counter Void”, Keyaki-zaka, Roppongi Hills

Dates: Saturday, March 11 at 14:46 - Monday, March 13, 2017 at 23:59 / Admission: Free

Hosted by: Tokyo Met. Government, Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture), Incorporated NPO InVisible

Special Cooperation by : MEDIA AMBITION TOKYO <http://relight-project.org/>



photo by Ryuichi Maruo

02. ART & SCIENCE GALLERY LAB AXIOM

[ROPPONGI]

Exhibition of up-and-coming artists with dual expertise in technological and cultural aspects

AXIOM Selection 01

Venue: ART & SCIENCE GALLERY LAB AXIOM

Dates: Saturday, January 21 – Saturday, February 25, 2017 / 13:00 - 19:00

Closed on: Sundays, Mondays and national holidays

Showing for the first time in this country, “I Wanna Deliver a Dolphin” and “Shared Baby” of Ai Hasegawa, the last year’s recipient of Award of Excellence at Media Arts Festival of Agency for Cultural Affairs.

Ai Hasegawa 『Second Annunciation』

Venue: ART & SCIENCE GALLERY LAB AXIOM

Dates: Saturday, January 28 – Saturday, February 25, 2017 / 13:00 - 19:00

Closed on: Sundays, Mondays and national holidays



ART & SCIENCE GALLERY LAB AXIOM



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### 03. Institut français du Japon – Tokyo

[IIDABASHI]



The festival of Japanese and French media arts.  
This program investigates the relationship between AI/machines and human beings.

The 6<sup>th</sup> Digital Choc – Machines with Desire -  
Artists: Muneteru Ujino UJINO, Patrick Tresset, Samuel Bianchini and others

Venues: Institut français du Japon – Tokyo and others  
Dates: Friday, February 10 – Monday/holiday, March 20, 2017  
Hosted by: Institut Francais Japon  
[www.institutfrancais.jp/digitalchoc](http://www.institutfrancais.jp/digitalchoc)

### 04. Shibuya HIKARIE 8F 8/ CUBE 1, 2, 3

[SHIBUYA]



The global award to evaluate/honor art works and inventions developed by the sophisticated linkage of digital and physical creation process.

Exhibit of YouFab Global Creative Awards Winning Works

Venue: Shibuya HIKARIE 8F 8/ CUBE 1, 2, 3  
Dates: Wednesday, March 8 – Sunday, March 19, 2017  
Hours: 11:00-20:00 (closes at 18:00 on the last day – tentative)  
Admission: Free  
Hosted by : FabCafe <http://www.youfab.info/2016/?lang=ja>

### 05. Digital Hollywood University

[OCHANOMIZU]



\*Photo shown for illustration purpose

Participation confirmed!!!  
Details will be shown in the official site at a later day.

### 06. teamLab

[SUIDOBASHI]



The workshop for children to experience the real-life scene of creation, powered by the driving force of teamLab.

teamkidsLab  
Artist: teamLab  
Venue: teamLab

Details will be shown in the official site at a later day.

### 07. LAFORET MUSEUM HARAJUKU

[HARAJUKU]



[view of vision] Ryota Kuwakubo (2016)  
Photo by: Shizune Shiigi, Courtesy of: Utsunomiya Museum of Art (2016)

The latest state of media expression, co-created with the unique educational institute of IAMAS to aim at the merger of the state-of-art technology and the artistic creation.

Calculated Imagination Media Art Exhibit Initiated by IAMAS

Artists: Ryota Kuwakubo, Soichiro Mihara, So Kanno, Daisuke Yamashiro, Macoto Murayama, Chiaki Ishizuka and others

Venue: LAFORET MUSEUM HARAJUKU  
Dates: Friday, March 10 – Thursday, March 16, 2017  
Hours: 11:00 - 21 : 00  
Admission: Free  
Hosted/Planned & Produced by: LAFORET MUSEUM HARAJUKU, Institute of Advanced Media Arts and Sciences [IAMAS]

### 08. National Museum of Emerging Science and Innovation

[ODAIBA]



Meet the talent that leads the next generation of various fields, including animation, films, games, performing arts and media arts.

Exhibit of Award-Winning Works of Student CG Competition | Campus Genius Meeting

Venue: Communication Lobby, 1<sup>st</sup> Floor of National Museum of Emerging Science and Innovation  
Dates: Friday, February 24 – Sunday, February 26, 2017 / Admission: Free  
Description: Exhibit/showing of award-winning works at the 22<sup>nd</sup> competition as well as the panel discussion  
Hosted by: CG-ARTS (Computer Graphic Arts Society)  
<http://campusgenius.jp/2016/>

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**MEDIA AMBITION TOKYO - Live Performance**

「Digitally Scape」

**Date: Saturday, February 11 / Time: 20:00-23:30**

**Venue: Tokyo City View, 52<sup>nd</sup> Floor of Mori Tower, Roppongi Hills**

**Electronicos Fantasticos!**

**Ei Wada**

In this program, Ei Wada, the artist to create unique musical instruments using old electrical appliances, involves all sorts of people to create and mass-produce yet another new musical instruments and develop the playing method to gradually form an orchestra.



Photo by Mao Yamamoto

**UNSOUND INTERACTIVE LIVE**

▽Musicians: **Gil Kuno, Ken Ishii, Fuyuki Yamakawa**

▽VJs: **Kezzardrix, Savka, Baku Hashimoto**

In the venue filled only with the kick drum sounds, three musicians and three VJs simultaneously play. This is a very experimental performance of co-existing diversity in which participants can listen to the performance of their choice of musician via the FM radio and enjoy the video clipped by their favorite VR.



Gil Kuno Photo: Julia Urban



Ken Ishii



Fuyuki Yamakawa



Kezzardrix



Savka



Baku Hashimoto

**David Letellier (a.k.a. Kangding Ray)**

David Letellier, a.k.a. Kangding Ray at a well-known labels of “Raster-Noton” and “Stroboscopic Artefacts”. He showcases his entire artistic activity, especially the experimental sound piece inspired by his installation work of “Versus” in this event.



Courtesy of the artist

**Taeji Sawai**

Sound artist. He focuses on the effect sound gives under various environments to investigate the new potential of sound interaction. Sawai started to perform as portable[k]ommunity around 2000, and as a solo act, he gives radical performance to vibrate the eardrum of the audience by a particular method, using the wavelengths outside the audible zone.



\*This project is a part of the survey on the basic policy of 2020 Olympic/Paralympic Game as per the consignment by Secretariat of the Headquarters for Tokyo 2020 Olympic and Paralympic Games.

01. Roppongi Hills

[Roppongi]

Admission: Free (Note that the admission to Tokyo City View applies.)

**Date: Sunday, February 12, 2017 / Time: 13:30 - 18:10**

**Venue: : Tokyo City View, 52<sup>nd</sup> Floor of Mori Tower, Roppongi Hills**

13:30 – 14:30 Presentation by artists (Gallery tour)

Artists: AKI INOMATA, Yoichi Ochiai , Akinori Goto ,Yuta Sasaki, Tomohiro Terada, Tosihya Yui, and ot

16:00 - 17:00 Session 1 “Technology for Artists”

Artists: Yoichi Ochiai (Media Artist), Kazuhiko Hachiya (Media Artist)

Moderator: Teiya Iwabuchi (*Bijutsutecho*)



**Yoichi Ochiai ( AsYoichi Ochiai sistant Professor of University of Tsukuba / Media artists )**

2011, Ph.D (Applied Computer Science) from University of Tokyo 2015 (he got PhD in 2 years: the fastest record). He is interested in post-pixels multimedia and conducting research towards his vision called “Digital Nature”. He has been certified to the super creator / genius programmer certification from the Information-Technology Promotion Agency. And received “the World Technology Award 2015”, global media award “Ars electronica award”, and many more.



**Kazuhiko Hachiya (Media Artist)**

Inventive artist born on April 18 (Invention Day), 1966. After graduating from Department of Visual Communication Design, Kyushu Institute of Design (presently School of Design, Kyushu University), he worked for a consulting firm. Later, he founded PetWORKs Co., Ltd. which he still works. His works include communication tools like the “exchanging machine of visual and auditory senses” and “PostPet” as well as projects to build the skateboard with jet engine called “AirBoard” and the actual Mowe (Project OpenSky). Many of his works are apparatuses with actual functionality. He has been serving as Associate Professor at Department of Inter-Media, School of Find Arts, Tokyo University of the Arts since October 2010.



**Teiya Iwabuchi (Editor-in-Chief, *Bijutsutecho*)**

Born in 1975. Graduated from Faculty of Economics, Keio University, he has been working in the editorial team of “*Bijutsutecho*” since 2002, and was promoted to the current position in 2008. He also serves as the editor-in-chief for “*Bijutsutecho* International Edition” he founded in 2015 as well as the art news site “*bitecho*”.

17:10 - 18:10 Session 2 “Visualize the Invisible Relationship”

Artists: Kinya Tagawa (Takram), Rei Wakita (Professor, Keio University)

Moderator: Kei Wakabayashi (WIRED)



**Kinya Tagawa (Takram)**

Design engineer with expertise in a wide range of fields from hardware, software to interactive arts. His main projects include the UI design for “NS4” of Toyota Motors, prototyping of the Japanese government’s big data visualization system - “RESAS-Regional Economy Society Analyzing System”, and the art direction of “Mimicries” of NHK E-tele. His Japanese input device “tagtype” made the permanent collection at MOMA. Graduated from Department of Information and Communication Engineering, University of Tokyo and has the master’s degree from Royal College of Art, Industrial Design Engineering in the UK. After working for LEADING EDGE DESIGN, he founded his own company which he still works. He is also a visiting professor at Royal College of Art in the UK.



**Rei Wakita (Professor, Keio University)**

He develops his own software based on the fluid mechanics and thermal dynamics models, and has been focusing on the visualization that reveals the “stunning vista hidden in daily lives”. He is the border-crosser of arts and science - he has presented his media art works at Ars Electronica Center, WRO Art Center, SIGGRAPH, and Media Arts Festival of Agency for Cultural Affairs while providing the visualization of the oceanic current to Geo-Prism, the AR system at the National Museum of Emerging Science and Innovation. Professor at the Faculty of Environment and Information Studies, Keio University. PhD in politics and media.



**Kei Wakabayashi (Editor-in-Chief, WIRED Japanese Edition)**

Born in 1971. He grew up in London and New York in his youth. After graduating from Department of French Literature, First School of Humanities and Social Sciences, Waseda University, he joined Heibonsha Ltd. As the staff member of the editorial team of “Monthly Taiyo”, he has worked on articles on a wide range of culture from traditional Japanese culture to culinary arts, architecture, design and literature. Becoming freelance in 2000, he has been editing/producing magazines, free newsprint and corporate PR magazines as well as numerous exhibition books and regular books. He also works as the music journalist writing up articles on a wide range of music from free jazz to K-POP and providing consultation service to music labels. Appointed to the current position in 2011. His hobby is to buy CDs at BOOKOFF.

\*This project is a part of the survey on the basic policy of 2020 Olympic/Paralympic Game as per the consignment by Secretariat of the Headquarters for Tokyo 2020 Olympic and Paralympic Games.

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## < MAT TALK >

Admission: Free (Note that the admission to Tokyo City View applies.)

**Date; February 16(Thu) 19:00—20:00**

**Place : Mori Tower 52F, TOKYO CITY VIEW**

※The talk session will be held in front of 「TOKYO LIGHT ODYSSEY : future by LEXUS」



**Yoshihiro Sawa (LEXUS INTERNATIONAL)**

After graduating from Department of Design and Craft, Kyoto Institute of Technology, he joined Toyota in 1980. He worked on the exterior design of compact cars, e.g. Corolla. He has worked in the US and been responsible for the interior/exterior design before becoming the unconventional chief engineer for Aygo with the designer background. He was appointed executive director in 2013, and executive officer and Executive Vice President of Lexus International in April, 2016.



**Kosuke Oho (WOW)**

After graduating from Department of Graphic Design, Tama Art University and working at a major ad agency, he joined WOW. He has been working on the planning/creative direction of a wide range of videos (TVC, VI, PV) with the main focus on ads. He has recently shifted his focus to the video creation with the special attention to the extent, and directs videos for various installation in and outside of Japan to expand his horizon.



**Kaoru Kudo (WOW)**

Graduated from Department of CG, School of Design, Tohoku University of Art And Design. He works on visual design in a wide range of fields including videos for ads and installation in various exhibition venues as well as user interface in the co-development projects with manufacturers. He constantly investigates the potential of videos to propose new forms of arts, design and sets of values from Sendai.



**Junji Tanigawa(JTQ Inc. / MAT Committee)**

Tanigawa founded space creation consulting firm JTQ Inc. in 2002, providing creative direction for clients to “deliver [their] messages through the medium of space”. He advocates his own spatial development method, “Space Compose”, and his experience design combining environment and situation, gaining much attention from various fields. His major works include Kansei Exhibition at the Palais du Louvre’s Museum of Decorative Arts, Yakushiji Hikari Emaki to commemorate the 1300th anniversary of Heijyokyo, GOOD DESIGN EXHIBITION, and MEDIA AMBITION TOKYO. As of 2016, he has served as the project director for Japan House Los Angeles, appointed by Ministry of Foreign Affairs of Japan, a creative director for Kenpoku Art 2016, and so on.

**MAT Committee**

ROPPONGI HILLS / CG-ARTS / JTQ Inc. / Rhizomatiks

**MAT Partner**

LEXUS INTERNATIONAL/ Culture Convenience Club

**Media Partners**

The Asahi Shimbun Company / WIRED JAPAN / BIJUTSU TECO

**PR Partners**

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**Special Cooperation**

Institut français du Japon – Tokyo / YouFab Global Creative Awards 2016 / Digital Hollywood University / Relight Project / LAFORET MUSEUM HARAJUKU/ ART & SCIENCE GALLERY LAB AXIOM / UDTalk

WEB <http://www.mediaambitiontokyo.jp>

Facebook <http://www.facebook.com/mediaambitiontokyo>

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