

August 30, 2021
Visual Industry Promotion Organization (NPO)

**JMAF Overseas Promotion to participate
Ars Electronica 2021, the world's largest media art festival**

**Exhibitions and live events will be held hybrid,
at on-site venues in Linz, Austria and at Garden TOKYO online site.**

**Period: September 8, 2021 (Wed) – September 12, 2021 (Sun)
Venue: Linz, Austria / Special site "Garden TOKYO"**

The Visual Industry Promotion Organization (VIPO, Chairman: MATSUTANI Takayuki, Chuo-ku, Tokyo), a non-profit organization, will launch a special site "Ars Electronica Garden TOKYO" in collaboration with the Ars Electronica Festival 2021 as part of the Agency for Cultural Affairs' 2021 Media Arts Overseas Promotion Project. Special site will open at noon (Japan time) on Wednesday, September 8, and will feature exhibitions of award-winning works from the Japan Media Arts Festival, as well as live performances and a talk session by an artist who has won the Honorary Mention in the Prix Ars Electronica 2021. Live performances and talk sessions will be streamed live online, and selected works and projects will be exhibited at the Ars Electronica venue.

The Ars Electronica Festival is known as the largest media art event which celebrates art, advanced technology and culture. Under the theme "A New Digital Deal," the festival will be held at on-site venues in Linz, Austria and more than 80 virtual venues, called Gardens from all over the world. Garden TOKYO, a Tokyo satellite, will launch a special website (<https://jmaf-promote.jp/art2021>) to showcase various exhibitions and programs curated by the director TOMURA Asako.

Garden TOKYO

● Theme

The Power of the Unseen

Time, Sound, Resonance, Ecosystems, Social Bodies, Bonds and Life

● Director

TOMURA Asako, General Manager, Group1, Corporate Technology Strategy Division, Sony Group Corporation

● Special Site

<https://jmaf-promote.jp/art2021>

Exhibition will launch on September 8, 2021, Noon (Japan Time)

● Highlight Video

<https://www.youtube.com/watch?v=WDY9uZ76cGc>

Contents

1. Online Live Performance

A live performance by sound artist evala, winner of the Honorary Mention in the Digital Musics and Sound Art category at the Prix Ars Electronica 2021 and the Excellence Award in the Art division at the 24th Japan Media Arts Festival, will be held online.

■ **Artist:** evala (See by Your Ears)

Title: Chosho Hakkei in Rittor Base - Live Performance ver

Introduction of the work: <https://seebyyourears.jp/projects/chosho-hakkei-rittor/>

Date & Time:

1. Saturday Sept. 11, 1:00 p.m. – 2:00 p.m. (CEST), 8:00 p.m. – 9:00 p.m. (JST)
2. Sunday Sept. 12, 5:00 p.m. – 6:00 p.m. (CEST), Sept. 13, 0:00a.m. – 1:00a.m. (JST)

Recording location: RITTOR BASE (Ochanomizu, Tokyo)

How to watch: Vimeo Live streaming (no archive)

*Ars Electronica Festival online ticket purchasers only

How to purchase tickets: <https://ars.electronica.art/newdigitaldeal/en/tickets/#online>

Remarks: Please use headphones or earbuds to listen to the binaural performance.



Photo: Kenshu Shintsubo

2. Exhibition

■ **Artist:** KOIZUMI Meiro

1) Video documentation: VR Theatre Prometheus Bound
[Online exhibition]

Prometheus Bound is a full-scale VR theater piece that won the Grand Prize in the Art Division at the 24th Japan Media Arts Festival. This video is a record of the performance held at the Theatre Commons '20 in 2020.

<https://j-mediaarts.jp/en/award/single/prometheus-bound/>



©Meiro Koizumi

2) VR Theater: Prometheus Unbound Ars Electronica 2021 Garden TOKYO ver.
[Online exhibition]

KOIZUMI's latests VR work, *Prometheus Unbound*, which is a sequel to his award-winning piece, *Prometheus Bound*, will be revised and exhibited as Ars Electronica 2021 Garden TOKYO ver.

■ **Artist: SAKUMA Kaito**

Online exhibition features *Ether – liquid mirror* which won the New Face Award in the Art Division at the 24th Japan Media Arts Festival. SAKUMA's new work in the series, *KEHAI: Liquid Mirror Series - Square* , will be exhibited at an on-site venue in Linz.



1) KEHAI: Liquid Mirror Series - Square - (Ars Electronica official exhibition) [Real exhibition at Johannes Kepler University].

2) Introduction of Ether - liquid mirror which won the New Face Award in the Art Division. [Online exhibition] <https://j-mediaarts.jp/en/award/single/ether-liquid-mirror/>

■ **Artist : xlab Yasuaki Kakehi Laboratory, Graduate School of Information Science, The University of Tokyo**

An online participatory hybrid installation work created as an Ars Electronica invitational work, in which visitors "interact" with algae in the water.



Photo: Franziska Mack

1) Algaphon (Ars Electronica 2021 invited exhibition) [Hybrid Exhibition]

Yasuaki Kakehi Laboratory, The University of Tokyo
Harpreet SAREEN, Franziska MACK, KAKEHI Yasuaki

3. Online Talk

■ **Online Talk featuring evala**

Theme: Memories of journey, the future of spatial acoustics - See by Your Ears

Speakers: evala (Musician/Sound artist), KUBO Jiro (Stereophonic engineer)

Moderator: TOMURA Asako (Director, Garden TOKYO)

Date & Time: Saturday, Sept. 11, 2021, 3:00 p.m. – 4:00 p.m. (CEST),
10:00 p.m. – 11:00 p.m. (JST)

How to watch: YouTube live streaming (archived after streaming) *Free of charge

https://youtu.be/8-J5pj_NKZU (Japanese)

<https://youtu.be/MvKdwOkhxgE> (English)

Language: Japanese (English translation also available)

Recording location: RITTOR BASE (Ochanomizu, Tokyo)

Submit your questions for the Q&A:

<https://docs.google.com/forms/d/e/1FAIpQLSdxQ5uOTMrYNaAnOLMeycleptwOxNL0uPUDvz7K4LH0k2l2pg/viewform>

■ Online Talk featuring YOSHIFUJI Ory

Theme: Solitude and bonding. We can change the world by making the impossible possible.

Speakers: YOSHIFUJI Ory (Inventor/Robot Communicator), NAGAIHIRO Masato (OriHime Pilot)

Moderator: UCHIDA Mahoro (Curator/Exhibition Producer)

Date & Time: Wednesday, Sept. 8, 2021, 13:30 – 14:30 (CEST),
20:30 – 21:30 (JST)

How to watch: YouTube live streaming (archived after streaming) *Free of charge
<https://youtu.be/cNsdBq2LDS0> (Japanese)
<https://youtu.be/CkBM75GTUJk> (English)

Language: Japanese (English is also available)

Location: AVATAR ROBOT CAFE DAWN ver.8 (<https://dawn2021.orylab.com/en/>)

Submit your questions for the Q&A:

https://docs.google.com/forms/d/e/1FAIpQLSeUW96KttM_bXATF0rTU2gniNHEEScOY_Yb7husrxmaSJ7Bnag/viewform

4. On-site Demonstration

■ **Organizer:** Avatar Robot Café DAWN ver.8 Production Team (YOSHIFUJI Kentaro, Co-founder and CEO of Ory Laboratories Inc.)

The experimental café, where people with disabilities who are unable to move but are willing to work, work as service staff using the remote-controlled avatar robot "OriHime," raised questions about Japanese society's insufficient employment of people with disabilities and presented a solution. It won the Social Impact Award in the Entertainment Division of the 24th Japan Media Arts Festival. We will introduce the café (<https://dawn2021.orylab.com/en/>) which opened in June by holding an on-site demonstration at Ars.



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1) Introduction of Avatar Robot Café DAWN ver.8 [Online exhibition]
<https://j-mediaarts.jp/en/award/single/avatar-robot-cafe/>

2) On-site demonstration of Avatar Robot Café DAWN ver.8 [Ars Electronica official exhibition]

Date and time: September 9-12,

11:00-11:15 / 11:15-11:30 / 11:30-11:45 / 11:45-12:00 (CEST)

Location: Johannes Kepler University (Ars Electronica Festival site)

5. Highlighting Collective Movements [Online exhibition]

Guided by the theme of Ars Electronica 2021, *A Digital New Deal* and Garden TOKYO's theme *The Power of the Unseen*, we will also highlight various collective movements in the industrial world that go beyond the boundaries of art.

1. Architectural Informatics Society <https://ais-j.org/>
 2. Audio Game Center/DDD (Disability Driven Design) Project <https://audiogame.center/>
 3. Fermentation Department/OGURA Hiraku, Fermentation designer
<https://hakko-department.com/>
 4. METACITY / AOKI Ryuta, Concept designer <https://metacity.jp>
 5. QUASICRYSTAL / FURUDATE Ken, Hosoo Inc.
<https://www.hosoogallery.jp/en/exhibitions/quasicrystal/>
 6. Synecoculture™ and Augmented Ecosystems / FUNABASHI Masatoshi, Researcher
<https://www.sonycs1.co.jp/tokyo/407/>
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**Organized by Agency for Cultural Affairs, Japan Media Arts Overseas Promotion
Operation by Visual Industry Promotion Organization (VIPO)**

About Ars Electronica <https://ars.electronica.art/news/en/>

Founded in 1979. Based in Linz, Austria, it is a global creative institution that has been proposing "a new vision of creativity and the future of society brought about by advanced technology" for 40 years. It creates meeting places that connect art, technology and society, and proposes a transversal future. Ars Electronica Festival, an annual international event on media art, is known as one of the world's largest festivals of art, advanced technology, and culture. Ars Electronica Center, which functions as an art museum, has been in operation since 1996 and includes a studio for production and the Futurelab for research into the future of art and technology. The Prix Ars Electronica (<https://ars.electronica.art/prix/en/>) has been held since 1987 to honor those who have brought innovation to media art. 3,158 applications from 86 countries were received for the Prix Ars Electronica 2021. This year, two additional categories were added: the Isao Tomita Special Award and the Ars Electronica Award for Digital Humanity, which is given jointly with the Austrian Ministry of Foreign Affairs.

About Japan Media Arts Festival Overseas Promotion <https://jmaf-promote.jp/en/>

With the aim of showing Japan's high level of contemporary art and entertainments, award-winning works of Media Art, Animation, Games and Manga from the Japan Media Arts Festival are showcased at international festivals.

About Visual Industry Promotion Organization <https://www.vipo.or.jp/en/>

VIPO is a non-profit organization established in 2004 to promote the international competitiveness of the Japanese content industry, encompassing film, broadcasting, animation, manga, games, music, character licensing and publishing, and to contribute to the revitalization of the Japanese economy.

By organically combining the cooperative efforts of more than 100 member companies/organizations and by implementing the policies and measures of the national/local governments, VIPO focuses on supporting human resource development, overseas expansion and market development, as well as the creation, production and presentation of works in the fields of culture and the arts, and the research, provision and protection of information and collaborative projects with overseas organizations. Through a variety of activities, we support the further enhancement of value and long-term development of the entire content industry from a global perspective.

