



Press Release  
August, 2013  
NHK International Inc.

**Project of Participation in an Overseas Media Arts Festival/  
A New Platform for New Memories – Introducing Key Works from  
Japan’s Creative Scene at ARS ELECTRONICA 2013**

The Agency for Cultural Affairs organizes participation in various overseas media arts festivals etc. through projects planned and managed by NHK International Inc. The aim is to introduce outstanding works in such fields as media art, video, the web, videogames, cartoons and comics. There are exhibitions, screenings, presentations and so on at foreign festivals and other venues with the focus placed on Award-winning works of the Japan Media Arts Festival.<sup>1</sup>

The ARS ELECTRONICA 2013 media arts festival takes place in Austria’s third city, Linz, from September 5<sup>th</sup>-9<sup>th</sup>. Under the chosen theme of “A New Platform for New Memories”, there will be exhibitions, screenings and workshops that resonate with this year’s festival theme, “TOTAL RECALL – The Evolution of Memory.” We will introduce distinctive features of Japan’s creative scene from recent years as expressed in the media arts. The event is also being planned with a view to fostering new media art talent and will be implemented jointly with young domestic curators and the festival organizers.

\*Please see the next page for details about the Japan Media Arts Festival sponsored by the Agency for Cultural Affairs.

■ **Festival overview**

**Festival: ARS ELECTRONICA 2013**

**Place: Linz, Austria**

**Term: Thursday, 5<sup>th</sup> to Monday, 9<sup>th</sup> September, 2013**

**Venue: Brucknerhaus, ARS ELECTRONICA Center and other venues**

**(Untere Donaulaende 7, 4010 Linz, Austria /  
Ars-Electronica-Strasse 1, 4040 Linz, Austria)**

**Admission: 23 euros (varies according to ticket type and date)**

**Number of visitors: About 65,000 in 2012**

■ **Program outline**

**Exhibitions, screenings and workshops on the theme: “A New Platform for New Memories”**

**Related screening: Japan Media Arts Festival 2013 Animation Program**

**Organizer: ARS Electronica GmbH**

**Co-Organizer: The Agency for Cultural Affairs**

**Planning Director: MORITA Nae, President, Maart Ltd.**

**Advisor: MORIYAMA Tomoe, Curator, Museum of Contemporary Art, Tokyo**

**Administration: NHK International, Inc.**

**Official URL: <http://jmaf-promote.jp/global/en/>**

[Inquiries]

NHK International, Inc.

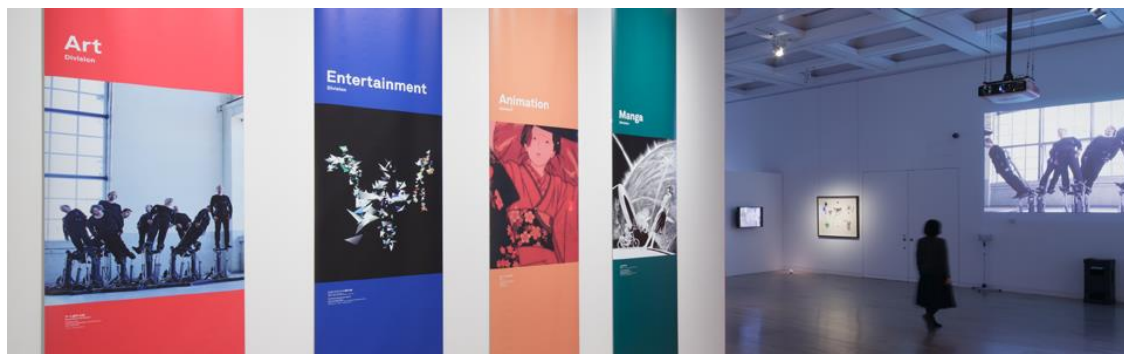
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### [About the Japan Media Arts Festival]

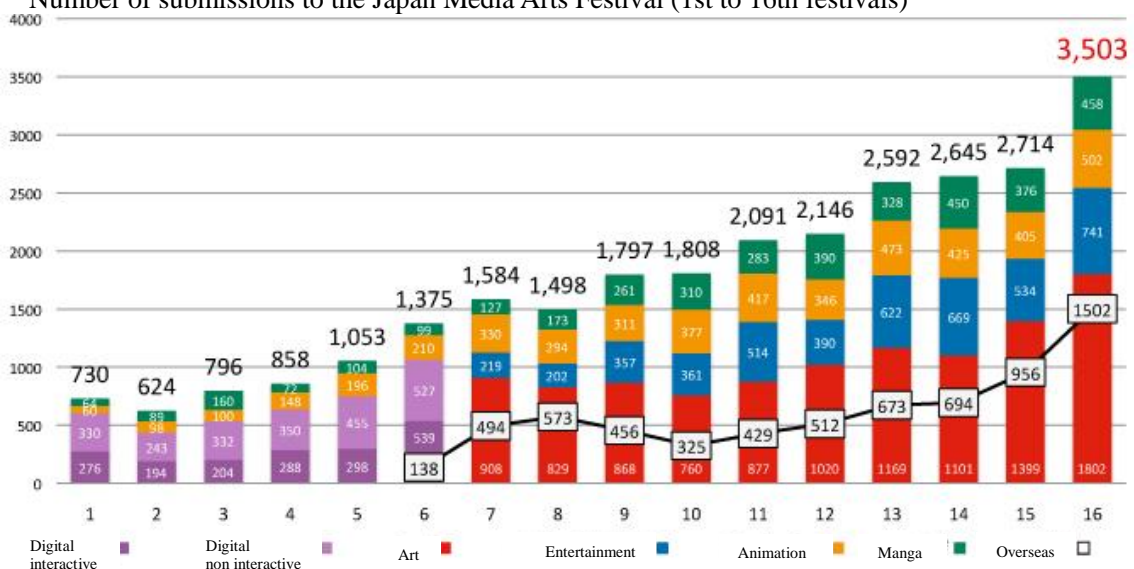
The Japan Media Arts Festival is a comprehensive festival of Media Arts (=Media Geijutsu) that honors outstanding works from a diverse range of media--from animation and comics to media art and games. The festival gives awards in each of its four divisions: Art, Entertainment, Animation, and Manga. It also provides a platform for appreciation of award-winning and other notable works. Since its inception in 1997, the festival has recognized significant works of high artistry and creativity, and, in addition to a yearly Exhibition of Award-winning Works, has held other events, such as symposiums, screenings, and showcases. Last year the 16<sup>th</sup> (=2013) Festival received a record 3,503 entries from 72 countries and regions around the world, demonstrating its continuing evolution as an established annual international festival.

Award-winning works are exhibited both within Japan and abroad through various projects and events organized by The Agency of Cultural Affairs which aims to promote the creation, development and understanding/awareness/appreciation of Media Arts.



Exhibition of Award-winning Works 2013

Number of submissions to the Japan Media Arts Festival (1st to 16th festivals)





**[About ARS ELECTRONICA 2013]**

This global media festival takes place annually in the Austrian city of Linz. Conceived as a festival of art, technology and society, it was first held in 1979 and this year's event will be the 32<sup>nd</sup> in the series. Each festival is organized on a timely theme and many artists, scientists, engineers, theoreticians and journalists come for it from around the world.

The theme for 2013 is Total Recall – The Evolution of Memory. How are memories formed, how do they influence our way of life, why do we preserve them and what do we do with them? Diverse exhibitions, symposiums, lectures and other events will discuss our current data-based society and its prospects in terms of the basic elements of human memory.

There will be performances, workshops, exhibitions of prize-winning works from the Competition Division etc. at various venues during the festival. The whole city becomes wrapped up in the festive atmosphere.



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**NHK International Inc.** furthers the development of Japan's media arts by planning and managing participation in overseas media arts festivals etc. under the auspices of the Agency for Cultural Affairs Media Arts Festival.



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Participation in  
Overseas Media Arts Festivals

## Japan Media Arts Festival Project of Participation in Overseas Media Arts Festival Curated Program “A New Platform for New Memories”

The ARS Electronica Festival, known as the world’s biggest media arts festival with a history of thirty years, and the Japan Media Arts Festival are cooperating on a joint exhibition on the theme of “A New Platform for New Memories”.

Linking with the overall theme of ARS Electronica 2013, “Total Recall – The Evolution of Memory”, the exhibition will focus on representative trends of the present Japanese creative scene and the works emerging from it, introducing progressive modes of expression nurtured by Japan’s media arts across the boundaries of art and entertainment. The cultural background will also be explained. With the main venue, Brucknerhaus, at the core, satellite exhibitions will be held around the city in order to bring the Japan Media Arts Festival to widest possible range of visitors.

### [About “A New Platform for New Memories”]

The exhibition will be centered on a selection of award-winning works from the Japan Media Arts Festival 2013, introducing how the Japanese media arts today tackle and develop questions of memory with attention to both distinctiveness and universality.

The new, technologically advanced platforms are drawing superb works from around the world with their tremendous archiving, sharing and other highly contemporary memory functions. Motion capture data for techno-pop group Perfume, for example, has given birth to a diverse range of secondary creative work. This is a global phenomenon which imparts powers of expression to dolls which surpass even those of real human beings and harks back, too, to the world of Japan’s traditional performing arts. Japan also experienced the extraordinary catastrophe of the Great East Japan Earthquake on March 11<sup>th</sup>, 2011. There will be multi-layered presentations of works produced on the post-disaster timeline as well.

At the FabLab in the ARS ELECTRONICA Center, a workshop for hacking into the memory represented by embroidery data for sewing machines will produce transformed *glitch embroidery* patterns.

### [Planning Director’s Profile] Nae Morita, President, Maart Ltd.

Born in 1976. Joined Telecom Staff upon graduating from Keio University Faculty of Literature in 1999. Directed the *NHK Digital Stadium*, digital art TV program and planned and produced planetarium, exhibition videos and events introducing the latest science and technology for the National Museum of Emerging Science and Innovation (Miraikan). Studied at the V2 Institute for the Unstable Media in Holland from 2010. Established Maart Ltd. upon returning to Japan in 2012.



## Exhibits

TITLE	ARTIST	FORMAT	VENUE
Perfume "Global Site Project" (16th Japan Media Arts Festival Entertainment Division Grand Prize)	MANABE Daito / MIKIKO / NAKATA Yasutaka / HORII Satoshi / KIMURA Hiroyasu	Website, Source code, Performance, Choreography, Music	Brucknerhaus
BETWEEN YESTERDAY & TOMORROW (16th Japan Media Arts Festival Art Division Excellence Award)	SOL CHORD (MAEDA Shinjiro / OKAZAWA Rina)	Web-based work	Brucknerhaus
A few (16th Japan Media Arts Festival Art Division Jury Selection)	SANO Yuki	Graphic art	Brucknerhaus
Glitch Embroidery (16th Japan Media Arts Festival Entertainment Division Jury Selection)	Nukeme	Digital fabrication	Fablab
Whatever Button (16th Japan Media Arts Festival Entertainment Division New Face Award)	IDPW	Website	Brucknerhaus
Google Maps 8-bit (16th Japan Media Arts Festival Entertainment Division Jury Selection)	Google Maps 8-bit team	Website, Video work	Brucknerhaus
rrrrrrroll (16th Japan Media Arts Festival Animation Division Jury Selection)	rrrrrrroll	Website	Brucknerhaus

## Select review

### ***Perfume "Global Site Project", MANABE Daito / MIKIKO / NAKATA Yasutaka / HORII Satoshi / KIMURA Hiroyasu***

Website, Source code, Performance, Choreography, Music  
(16th Japan Media Arts Festival Entertainment Division Grand Prize)

The project commemorated the overseas debut of techno-pop group Perfume. The site distributed exclusive video caps of the singing and choreography free of charge for creative secondary use by fans worldwide. This installation enables users to access the fans' graphics on the browser and reproduce the three members' figures in roughly 15cm scale.

**Exhibition figure: Project Summary / Installation**



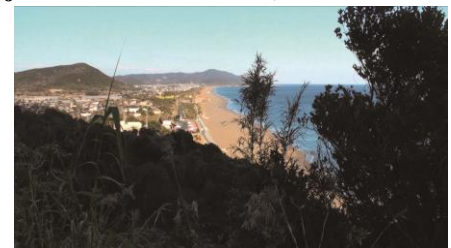
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### ***BETWEEN YESTERDAY & TOMORROW, SOL CHORD (MAEDA Shinjiro / OKAZAWA Rina)***

Web-based work (16th Japan Media Arts Festival Art Division Excellence Award)

The web-based movie project BETWEEN YESTERDAY & TOMORROW was launched two weeks after the Great East Japan Earthquake, which occurred on March 11, 2011. Based on a set of instructions provided by MAEDA Shinjiro, each filmmaker produced a five-minute film that was released on the Internet as soon as it was completed. On the website, information on the filming date and location of each work was collected in an archive along with a sampling of the news that occurred on that day.

**Exhibition figure: Project Summary / Web**



©SOL CHORD

### ***A few, SANO Yuki***

Graphic Art (16th Japan Media Arts Festival Art Division Jury Selection)

The work describes the mountains of rubble produced by the Great East Japan Earthquake on the human scale. Real photos are colored with oils to express the reality of the waste through both object and image. This overpowering, 4.5 x 7.2m work also questions how our memories have changed in the two and a half years since the disaster.



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### ***Glitch Embroidery, Nukeme***

Digital fabrication

(16th Japan Media Arts Festival Entertainment Division Jury Selection)

Using rewritten binary-code embroidery data (.pes) from a computerized sewing machine, the work causes glitches in the needle's movement. The English word "glitch" refers to "damage to data or machinery, or the condition of data that is damaged but still useable." This work was created by intentionally damaging data, then outputting the results of the damage.

**Exhibition figure: Installation / RiCOMA Embroidery Machine / Glitch Embroidery T**



©Nukeme

### **Presentation**

[Scenes and Structures]

The ARS Electronica collaborators present the organizations as well as their projects followed by an opened discussion with the audience. Japan Media Arts Festival gives an introductory presentation for exhibition visitors of the "A New Platform for New Memories" projects and experiments.

Speakers (anticipated): MIURA Makito (The Agency for Cultural Affairs),  
MORITA Nae (Planning Director / President of Maart Ltd.)

Date: 13:00-16:00 Friday, 7<sup>th</sup> September

Venue: Seminar Room, ARS Electronica Center

### **Workshop: *Glitch Embroidery***

*Glitch Embroidery* is a computer-controlled embroidery machine that works with the overwritten data of such a device. The damaged code interrupts the flow of the needles' activity and produces small imperfections. These glitches, the outcome of data that despite being damaged are still legible, are applied to the embroidered fabric.

Lecturer: Nukeme

Date: Thursday 5<sup>th</sup> and Saturday 7<sup>th</sup> September from 13:00

Place: FabLab, ARS Electronica Center

### **Guided Tour**

MORITA Nae, Planning Director / President of Maart Ltd.

Participating artists: FORII Satoshi, SANO Yuki, WADA Ei

Date: Friday 6<sup>th</sup>, September 14:00-15:00

Place: Foyer, Brucknerhaus



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### **Related exhibition**

#### ***The Toki Ori Ori Nasu – Falling Records installation, WADA Ei (Open Reel Ensemble)***

Installation

An homage to the analog tape recorder and a pleasure to behold-old-fashioned audio technology placed on classic pedestals, from which played-out tapes cascade down into a glass display case where they twist and fold into fascinating layers, pattern and interwoven forms.

Date: Thursday 5<sup>th</sup> ~ Saturday 7<sup>th</sup> September

Place: Foyer, Brucknerhaus

\*Supported by the Agency for Cultural Affairs, Japan (Participation in Overseas Media Arts Festivals)

### **Related screening**

#### **Japan Media Arts Festival 2013-Animation Program-(90')**

As a related event of "A New Platform for New Memories", A 90 minute program consisting of 13 award-winning works and jury selections from the Japan Media Arts Festival 2013 Animation division will be screened officially.

Date: Sunday 8<sup>th</sup> September 15:00-

Monday 9<sup>th</sup> September 16:00-

Venue: OK im OÖ Kulturquartier, Mediendeck

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