



## The Japan Media Arts Festival at Total Mueum of Contemporary Art Joint Special Exhibition: Daily Reflections

The Agency for Cultural Affairs arranges Participation in Overseas Media Arts Projects (Organized by the Agency; planned & managed by NHK International Inc.) at overseas festivals and institutions to introduce outstanding media artworks in such fields as media art, video, websites, videogames, cartoons and comics with the focus on the exhibition, screening, presentation etc. of Award-winning Works from the Japan Media Arts Festival.

The Daily Reflections exhibition from February 20<sup>th</sup> to March 9<sup>th</sup> at the Total Museum of Contemporary Art will examine the contemporary nature and universality of media arts through works by Japanese and Korean artists. The exhibition has been planned and directed jointly by curators in Japan and the Total Museum of Contemporary Art in South Korea.

<sup>1</sup>\*See the next page for details of the Agency for Cultural Affairs Japan Media Arts Festival.

### ■ Exhibition overview

The Japan Media Arts Festival at Total Museum of Contemporary Art  
Joint Special Exhibition: Daily Reflections (Exhibition, Screening and Related events)

Venue: Total Museum of Contemporary Art  
465-16 Pyeongchang-dong, Jongno-gu, Seoul, Korea (110-848)

Place: Seoul, Korea

Term: Tuesday, 20<sup>th</sup> February to Sunday 9<sup>th</sup> March, 2014  
11 : 00~18 : 00

Admission: Free

Organizer: Agency for Cultural Affairs, Japan

Co-organizer: Total Museum of Contemporary Art

Planning director: Kenji Ueda (the Museum of Art, Kochi)

Nathalie Boseul Shin (Total Museum of Contemporary Art)

Administration: NHK International Inc.

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

[Inquiries] NHK International, Inc.

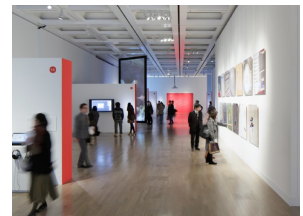
TEL: 03-6415-8500 FAX: 03-6415-8502 E-mail: [jmaf-info@nhkint.or.jp](mailto:jmaf-info@nhkint.or.jp)



## 1. 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 the 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. This year the 17th Festival received a record 4,347 entries from 84 countries and regions around the world, demonstrating its continuing evolution as an established annual international festival.

Award-winning works are exhibited both in Japan and abroad through various projects and events organized by the Agency of Cultural Affairs with the goals of promoting the creation, development, understanding, awareness, and appreciation of the Media Arts.



The 16th (2013) Japan Media Arts Festival  
Exhibition of Award-winning Works

## 2. About Total Museum of Contemporary Art

The Total Museum of Contemporary Art was opened in 1976 as an open space, the Total Sculpture Park, and formally established upon receipt of official governmental recognition as South Korea's first private sector art museum in 1988. While chiefly presenting special exhibitions of contemporary art, it also serves as a comprehensive cultural space for the arts across a wide range of genres for the purpose of promoting the cultural awareness in the community, providing many opportunities for everyone to come in contact with high-quality cultural activities through concerts, theatrical performances, lectures etc. Besides its own research in artistic fields, it is a bridge between the artists and the community.



Total Museum of Contemporary Art:  
465-16 Pyeongchang-dong, Jongno-gu, Seoul, Korea (110-848)  
<http://www.totalmuseum.org>



### 3. About Joint Special Exhibition: Daily Reflections

The exhibition is being curated by Kenji Ueda, a curator of the Museum of Art, Kochi, and specialist in the media art field, and Nathalie Boseul Shin, chief curator of the Total Museum of Contemporary Art, to introduce Japanese and Korean media arts to a wider public.

#### ■ On the Chosen Theme: Daily Reflections

Kenji Ueda, Director of Planning

With all the excitement, also, of wondering whether the exhibition could really be ready in time, I fixed on the themes of Mirrors and Movement. Mirror is a word which connects with Copying and Repetition. These are universals that frequently emerge in not only the history of art but also the history of culture. Sho Minase's "I/F" and Wonbin's "Species series" are certainly representations of that keyword, Copying, and Shunsuke Matsushima's "Voice Portrait" copies, too, while simultaneously being a self-portrait that leads to the Mirror idea as well. The other key concept is Movement and Stillness. Youki Hirakawa's "Frozen Leaf" appears to possess motion in stasis. This, too, is a universal philosophical theme.

Nathalie, on the other hand, proposed many works such as "Google Maps 8-bit" which featured and utilized social media. She suggested the key concept of the Reflection of Society. In response to my proposal of the Mirror, she chose Reflection in both the optical sense and the meanings of reconsideration and introspection. I proposed Yuichiro Tamura's "NIGHT LESS", which uses Google Street View, as an exemplar of this.

I hope that this exhibition will successfully weave the contemporary phenomena of the social media with the universal, unchanging ancient themes of the Mirror and Time. Selection of the exhibition's title was a convoluted process and this was only decided at the very last: Daily Reflections. This title, Daily Reflections, encapsulates both my proposal for reconsideration and introspection on hidden aspects of the everyday and Natalie's for a reflector (mirror) on the contemporary society in which we live.



## ■ Exhibits

TITLE	ARTIST	FORMAT	COUNTRY
<b>A: Mirror and Repetio</b>			
VOICE PORTRAIT self-introduction	MATSUSHIMA Shunsuke	Video installation	Japan
Species series (Japan Media Arts Festival 2013 Art Division New Face Award)	YANG Wonbin	Media installation	South Korea
I/F	MINASE Sho	Video installation	Japan
Sight Seeing spot (Japan Media Arts Festival 2008 Art Division Jury Selection)	HAGIHARA Kenichi	Video installation	Japan
Paramodelic-graffiti	PARAMODEL	Installation	Japan
<b>B: Reflection of Society</b>			
nubot (Japan Media Arts Festival 2013 Entertainment Division Jury Selection)	nuuo (SENBO Kensuke / HAYASHI Tomohiko) / HORIO Kanta / anno lab / TOKUI aya	Electronic hand-made robot	Japan
Google Maps 8-bit (Japan Media Arts Festival 2013 Entertainment Division Jury Selection)	Google Maps 8-bit team	Web	Japan
NIGHTLESS (Japan Media Arts Festival 2011 Art Division Excellence Award)	TAMURA Yuichi	Video work	Japan
Bottlelogics	LEE Zune	Media installation	South Korea
Voice Fishing	LEE Zune	Media installation	South Korea
Friendship is Universal	Bang & Lee	Interactive installation	South Korea
Virgin Candy Project	KIM Ga Ram	Interactive installation	South Korea
<b>C: Movement, or Stillness</b>			
Frozen Leaf (Japan Media Arts Festival 2013 Art Division Jury Selection)	HIRAKAWA Yuki	Video installation	Japan
IRIS	HYBE	Interactive installation	South Korea
<b>D: Sound</b>			
Digiti Sonus	HAN Yoou Chung & HAN Byeong-jun	Sound installation	South Korea
th*****_some of sound equipment 2011	MAENO Andre	Sound installation	South Korea
irresisterble perception #6	JUN Hyoungsan	Sound installation	South Korea
Looks Like Music	SUZUKI Yuri	Sound installation	Japan
<b>E: Video Works</b>			
BETWEEN YESTERDAY & TOMORROW (Japan Media Arts Festival 2013 Art Division Excellence Award)	SOL CHORD(MAEDA Shinjiro / OKAZAWA Rina)	Web	Japan
Sing Under	SEO Jung Hee	Vide work	South Korea

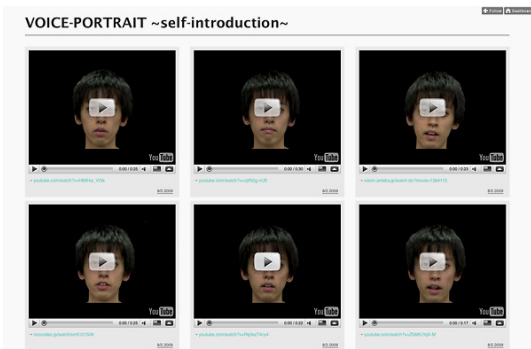


■ Select review

**A : Mirror and Repetition**

**VOICE-PORTRAIT *self-introduction*, MATSUSHIMA Shunsuke**

Video installation 2009



©Shunsuke Matsushima

This installation is created by misappropriating a large volume of self-introductory videos posted on Internet video site. It takes only the voices from those videos and presents a video portrait of the artist, Matsushima, as if he were doing all of the talking himself. Matsushima faces directly into the camera the whole time and only the voices are borrowed from others. The amazing conflation of the Self and Other which propagates on the web conveys a remarkable allure.

<http://www.shunsukem.jp/>  
<http://voice-portrait.tumblr.com/>

***Species series*, YANG Wonbin**

Media installation (Japan Media Arts Festival 2013 Art division New Face Award)



©Wonbin Yang

*Species series* is an art project that creates a series of autonomous robots as new species undergoing birth, life and death in the urban environment. The project investigates how these artificial life forms reclaim the cities as their habitats, use urban facilities for their purposes, and develop survival strategies to live in the man-made surroundings. Biological and zoological concepts merge into robotics to metaphorically conceive these artificial agents as life forms. The project traces the robots' everyday life in various territories. Collected data contains the robotic species' histories of emergence, adaptation, and evolution.

<http://wbyang.com/artworks.html>

**I/F, MINASE Sho**

Video installation 2012



©Sho Minase

A man with face painted white looks this way but his neck twists strangely and now he faces away. After a while, we expect him to face our way again but his head tilts ever so slightly up and down in a repeated, meaningless gesture. He is in fact imitating the heartless gestures of the white owl. In the work, Minase has videoed the gestures of owls, goats etc. and contrasted them with videos of people imitating those same motions to reveal that human gestures we thought to be idiosyncratic are actually not so at all. Rather, they intimate that the gestures are more distinctive than the people.



## B : Reflection of Society

### *Google Maps 8-bit, Google Maps 8-bit team*

Website, Video work (Japan Media Arts Festival 2013 Entertainment Division Jury Selection)



©Google

This adventure-themed entertainment product transforms Google Maps into a world reminiscent of the Dragon Quest games of childhood. When it was released on April Fools Day, 2012, users worldwide accessed it via the Google Maps menu, and shared map coordinates and promotion clips via social media.

### *NIGHT LESS, TAMURA Yuichiro*

Video work (Japan Media Arts Festival 2011 Art Division Excellence Award)



©Yuichiro TAMURA

*NIGHT LESS* is a road movie composed entirely of images from GoogleStreet View. The story transcends national borders as it takes spectators on a journey from Nebraska to Chiba, Alaska, Portugal and Marseille. The sun never sets on the views in this movie. The first half features dubbing by the artist himself, while the second half uses audio from YouTube. Does this movie created without actual filming deserve to be called a "movie"?

(11 min. 36 sec.)

### *Friendship is Universal, Bang & Lee*

Interactive installation 2013

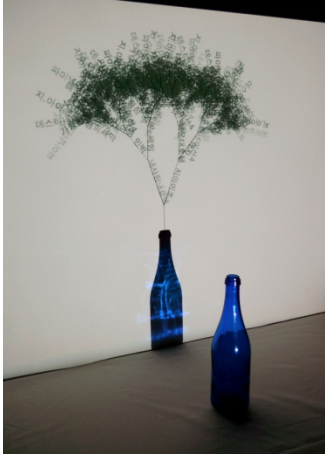


*Friendship is Universal* from artist duo Bang & Lee is interactive light art that reflects on data gathered from Twitter. This work examines the universal emotion of friendship in the context of how the emergence of social networking has brought such an unprecedented new diversity of friendly relationships with people we have never met except on the web.



## ***Bottlelogics Tree*, LEE Zune**

Media installation 2014

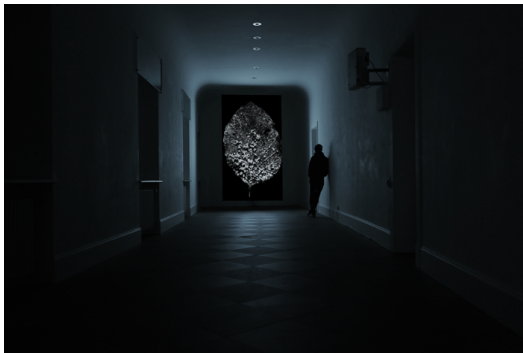


In *Bottlelogics Tree*, a tree symbolizes our invisible substances and relationships. We could understand and represent various hierarchical relationships such as kinship and friendship through a data structure, 'tree'. From GUI to database in computers, many programs provide information to users based on the tree structure. We can say that we, who use new media, recognize our reality through the tree. By superimposing the hottest search words in the ranking list of a popular Korean portal site on the tree, the artist attempts to visualize invisible realities that the most trendy phenomenon in Korea and their relationships tell us in this artwork.

## **C: Movement, or Stillness**

### ***Frozen Leaf*, HIRAKAWA Youki**

Video installation (Japan Media Arts Festival 2013 Art Division Jury Selection)



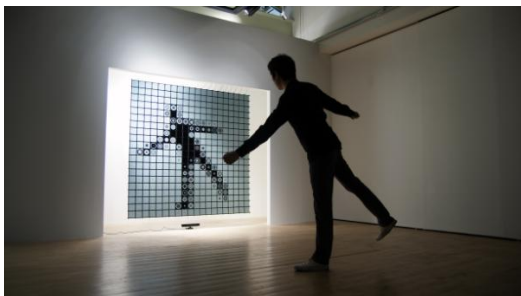
©Youki Hirakawa

This video installation records the melting of ice on the surface of a leaf. The white crystalline ice slowly melts upon exposure to warmer temperatures; at the same time, the leaf absorbs the water and gradually blackens, vanishing into the darkness. The work is based on the idea that video is essentially a means of measuring time.

<http://www.youkihirakawa.jp/FrozenLeaf.html>

### ***IRIS*, HYBE**

Interactive media campus 2013



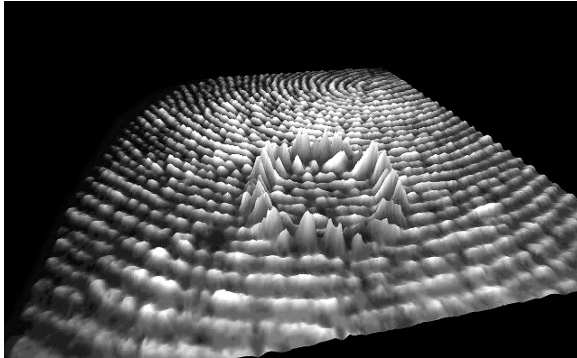
*IRIS* is a unique media canvas with expandable matrix of conventional informative display technology – a monochrome LCD. Through the phased opening and closing of circular-segmented black liquid crystal, *IRIS* can control the amount (size) of passing lights mimicking that of eyes, and create various patterns. *IRIS* is comprised of analogue pixel for visual simplicity and motion of halftone, using ambient light and color as part of its visual aesthetic, not emission of light itself. Linking to the Kinect, *IRIS* becomes an interactive media canvas which emulates the shape of



## D : Sound

### ***Digiti Sonus*, HAN Yoou Chung & HAN Byeong-jun**

Sound installation 2012-2013



*Digiti Sonus* is an interactive fingerprint sonification or interactive sound installation that transforms human's fingerprints into musical sound. The idea is to allow audience to explore their own identities through unique sound generated by their fingerprint patterns based on algorithmic computing and a physical device. The captured sound is looped and harmonized with other fingerprint sound so that the result is a real time experimental music as a representation of intergrated human identities and societal communication.

## F : Video Works

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

Web (Japan Media Arts Festival 2013 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. In the first year (until March 2012), 32 artists participated in the project, producing a total of 60 works.

### ***Sing Under*, SEO Jung Hee**

Video work 2011



This experimental film shows the dehumanized body of a girl trapped in an enigmatic state, mixing references to the contemporary fears generated by inevitable extinction of humankind with the millenary myth of a biblical flood. By the means of an intimate approach which concentrates on the presence of a human body in its pure savage state, this project





## ■ Screening

### Japan Media Arts Festival 2013 Award-winning Works -Video Program- (120min.)

This 120-minutes program of 18 works focuses on diverse video works from among the prize-winners and jury recommendations in the Art, Entertainment and Animation Divisions of Japan Media Arts Festival 2013, including short animations, video art and music videos, and also introducing some outstanding projects.

Programmed by MURAKAMI Hiromitsu/Assistant Professor, Tokyo University of the Arts, Graduate School of Film and New Media, Department of Animation

作品名	作家名	上映時間
NAGANO Ryo "HAJIMEYOU" Entertainment Division New Face Award	ARAI Fuyu	6 : 43
ISHIBASHI Eiko "Imitation of life" Entertainment Division Jury Selection	TAKCOM	4 : 15
New creatures (living in your house) Entertainment Division Jury Selection	EUPHRATES	9 : 19
salyuxsalyu "Hanashitaianatato" Entertainment Division Jury Selection	TSUJIKAWA Koichiro	3 : 37
Haisuinsonasa "Dynamic of the Subway" Entertainment Division New Face Award	ONISHI Keita	4 : 22
Suidobashi Heavy Industry "KURATAS" Entertainment Division Excellence Award	KURATA Kogoro / YOSHIZAKI Wataru	3 : 05
Bye Buy Art Division Excellence Award	Neil BRYANT	2 : 42
On Pause Art Division Excellence Award	Mikhail ZHELEZNIKOV	5 : 43
Open play, Forgetting eye Art Division Jury Selection	ALIMO	8 : 39
Strata #4 Art Division Jury Selection	Quayola	1 : 54
BETWEEN YESTERDAY AND TOMORROW Art Division Excellence Award	SOL CHORD (MAEDA Shinjiro / OKAZAWA Rina)	5 : 00
I'm also a bear Animation Division Jury Selection	GODA Tsuneo	5 : 13
FUTON Animation Division New Face Award	MIZUSHIRI Yoriko	6 : 02
Recruit Rhapsody Animation Division Jury Selection	YOSHIDA Maho	7 : 27
The Great Rabbit Animation Division Excellence Award	WADA Atsushi	7 : 14
Sunset Flower Blooming Animation Division Jury Selection	HU yuanyuan	10 : 22
oh Willy... Animation Division New Face Award	Emma De SWAEF/ Marc James Roels	16 : 35
COMBUSTIBLE Animation Division Grand Prize	OTOMO Katsuhiro	12 : 51



## ■ Related events

### Presentation: **Media Arts in Japan**

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Kenji Ueda, director of planning for this exhibition, talks about the past few years in Japan's media art scene

Speaker: UEDA Kenji, curator at The Museum of Art, Kochi

Date: Thursday 20 February from 16:00

Venue: Lecture room

### Artist Talk: **Brunch with Artists**

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Talks on Saturdays during the exhibition by participating South Korean artists.

Date: Every Saturday from 12:00 to 14:00

Venue: Total Museum Café

Daily schedule: 2.22 (sat.) Bang & Lee

3.01 (sat.) HYBE

3.08 (sat.) LEE Zune

### Workshop: **BETWEEN YESTERDAY & TOMORROW 2014 in SEOUL**

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Participants make and show 3-minute videos during the exhibition in this South Korean BYT Project. Project supervisor Shinjiro Maeda both advises participants directly and makes his own work in Seoul.

Lecturer: MAEDA Shinjiro (SOL CHORD) / SEO hyojung

Date: [Briefing session] Thursday 27 February from 16:00

[Preview and talk] Sunday 2 March from 15:00

Venue: Lecture room

Participants: 5-10 participants.



## Demonstration: nubot

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The new communication tool, nubot, is put to use to link Seoul and Tokyo by video chat. Event visitors can experience the conversation and action that erases all sense of distance.

Date: Thursday 20 February from 18:30 to 19:00

Venue: Total Museum Café

Artist: KOUZUMA Sekai (nuuo)

### *nubot,*

nuuo (SENBO Kensuke / HAYASHI Tomohiko) / HORIO Kanta / anno lab / TOKUI aya

Electronic hand-made robot (Japan Media Arts Festival 2013 Entertainment Division Jury Selection)

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The nuuo company, which is divided between Tokyo and Fukuoka, developed nubot as a robot to use in its office conferences. By fitting a doll with a smartphone, the company perfected a device to connect people in distant locations via communication services like Skype and Google+. The robot allows users to enjoy the words and actions of others as if they were in the same room, and presages a new video chat-based lifestyle.

©nuuo.inc