THE JAPAN MEDIA ARTS FESTIVAL AT ARS ELECTRONICA
Thursday 5—Monday 9 September 2013
Brucknerhaus, ARS ELECTRONICA Center and other venues in Linz

JAPAN 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.

ORGANIZER: ARS ELECTRONICA GmbH   CO-ORGANIZER: The Agency for Cultural Affairs, Japan   PLANNING DIRECTOR: MORITA Nae (President, maart Ltd.)
**EXHIBITION “A New Platform for New Memories”**

**Date:** Thursday 5 – Monday 9 September, from 10:00

**Venue:** Brucknerhaus

---

**Perfume “Global Site Project”**

**MANABE Daito / MIKIKO / NAKATA Yasutaka / HORII Satoshi / KIMURA Hiroyasu**

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

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.

**BETWEEN YESTERDAY & TOMORROW**

**SOL CHORD (MAEDA Shinjiro / OKAZAWA Rina)**

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

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.

**A few | SANO Yuki**

16th Japan Media Arts Festival Art Division Jury Selection  
Graphic art

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.

**Whatever Button | IDPW**

16th Japan Media Arts Festival Entertainment Division Jury Selection  
Website, Videowork

The Whatever Button is an extended feature for the Google Chrome web browser that can be added to Facebook, the world's largest social networking service. The Facebook "Like" button, which carries the ultimate in low-res information [clicking it allows you to share your approval of content appearing on Facebook], has overrun the Internet at astonishing speed. By installing this free online feature, you can "Like" everything — the good, the bad, the things you think you ought to like.

**Google Maps 8-bit | Google Maps 8-bit team**

16th Japan Media Arts Festival Entertainment Division Jury Selection  
Website

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.

**rrrrrrroll | rrrrrrrroll**

16th Japan Media Arts Festival Entertainment Division Jury Selection  
Website

The rrrrrroll project produces animated GIF images in which some part of the photo endlessly rotates: usually a young woman, or some object near her, against various backdrops — a sea, mountains, a city. The creators regularly upload these images to the mixed-media blog service tumblr.

---

**Venue:** FabLab, ARS Electronica Center

---

**Glitch Embroidery | Nukeme**

16th Japan Media Arts Festival Entertainment Division Jury Selection  
Digital fabrication

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.
**awa**|**ting**  | **KIM** Hakhyun  
**Jury Selection**  | 3 min. 30 sec.  | **Animated short film**  
A man in a small boat is waiting for someone. This work depicts the loneliness of waiting — why or for whom isn't particularly important. We all yearn to catch a slightly longer glimpse of happiness, a formless entity that tends to vanish in an instant.

**cra**|**zy for it**  | **KUBO** Yutaro  
**Jury Selection**  | 3 min. 37 sec.  | **Animated short film**  
In the midst of our daily lives, we are sometimes overtaken by unexpected impulses. These instants can bring about changes utterly out of proportion to the temporal axis of reality. By visualizing the personal sensations and images that arise during such an instant, this work gives shape to these significant times that are divorced from reality.

**Futon**  | **MIZUSHIRI** Yoriko  
**New Face Award**  | 6 min. 2 sec.  | **Animated short film**  
In bed at night, our thoughts turn the past and future and sexual desire, and all merges together as a warm feeling. The body seeks sensation. This animation owes its soft texture to drawings traced from paper. Futon (Quilt) examines how movement and the senses are linked.

**I'm also a bear.**  | **GODA** Tsuneo  
**Jury Selection**  | 5 min.  | **Animated short film**  
Makuma-kun examines an encyclopedia of the animals. There is a different animal on each page, and then he comes to the bears. “Hey, I’m a bear, too,” he thinks, and is sad. This coming-of-age story features a character who first appeared in UTADA Hikaru’s song, “I'm a Bear.”

**Deposit of Sentiment**  | **SUZUKI** Saori  
**Jury Selection**  | 6 min. 14 sec.  | **Animated short film**  
This work expresses a variety of ideas and attitudes through dance-like movements and images that brim with vitality, conveying a visually and emotionally affirmative message about life to reassure viewers that, despite their worries, everything will be okay. Cut-paper figures and three-dimensional models are set in motion directly atop a bed of multi-planar backgrounds.
NEW TOKYO ONDO | NuQ
Jury Selection  5 min.  Animated short film

A man stretches out his arm and grasps the night view of a distant city. He and a female companion rush down the length of his arm toward the city lights. The work is defined by a speedy style and comic pictures that express the sense of omnipotence derived from coming into a large sum of money and the folly of letting happiness slip through your hands.

KiyaKiYa | KONDOH Akino
Jury Selection  6 min. 39 sec.  Animated short film

The title of this work, KiyaKiYa, derives from an old Japanese expression that the artist discovered in an essay, “On Childhood Experiences”, in SHIBUSAWA Tatsuhiko’s book Introduction to a Collection of Girls. The expression describes a sense of “inexplicably nostalgic anxiety” or a kind of dejavu. The film sets out to examine this feeling.

Recruit Rhapsody | YOSHIDA Maho
Jury Selection  7 min. 27 sec.  Animated short film

A short animation about job hunting. A very ordinary college student finds that her friends have recently begun to behave strangely. It turns out they are in the throes of job-hunting fever. She never quite gets it but is sucked into the vortex of Japanese-style recruitment even so.

The Great Rabbit | IWADA Atsushi
Excellence Award  7 min. 12 sec.  Animated short film

Co-produced by French firms Sacrebleu Productions and CaRTe bLaNChe, this animation features a gang of children, humanoid rabbit, bespectacled child, marten, bird and hungry rabbit god – and a ball. Using thin lines and subdued colors, it's all about disobedience really.

The Sakuramoto broom workshop | TSUGEHATA Aya
Jury Selection  9 min. 16 sec.  Animated short film

A puppet animation produced through a succession of single-frame shots, this work focuses on an elderly couple in a Japanese village who make brooms for a living. They have worked side-by-side for many years, but the wife is beginning to show signs of illness, and the husband notices that this is causing problems in their work.

Sunset Flower Blooming | HU Yuanyuan
Jury Selection  10 min. 19 sec.  Animated short film

An old woman rests in her garden in sixties China. It’s sunset and the evening primroses have started to come out. The flowers remind her of her own youthful dreams and beauty. The animation uses Chinese cutouts to accentuate the soft texture of the paper and brilliant colors.

COMBUSTIBLE | OTOMO Katsuhiro
Grand Prize  12 min. 43 sec.  Animated short film

Owaka, a merchant’s daughter in 18th century Edo (Tokyo), loves Matsukichi. The boy is disowned, though, by his family because he wants to be a fireman, and Owaka’s family is looking for a suitable boy. Distraught, Owaka reacts by burning down the town. The two lovers meet in the middle of the blaze.