

PRESS RELEASE

NHK international, inc.

Project for Participation in Overseas Media Arts Festival Special Exhibition: *The Medium as Somatic Impulse*

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 websites, videogames, cartoons and comics. Exhibitions, screenings, presentations and so on are arranged at foreign festivals and other venues with their focus on award-winning works from the Japan Media Arts Festival.

The Japan Media Arts Festival will hold an exhibition, *The Medium as Somatic Impulse*, at the EYEMYTH Media Arts Festival in Mumbai, India, from Friday, 19th to Sunday, 21st February, 2016. Naohiro Ukawa, the representative of a live-streaming channel DOMMUNE and Genzai (contemporary) artist, will curate the event as a reexamination of the latent powers of the human body through performances, artworks etc. making use of technology and sound.

Project for Participation in Overseas Media Arts Festival *The Medium as Somatic Impulse*

Venue: Sitara Studio (National Engineering Compound, Garage Lane, Kakasaheb Gadgil Marg, Near Congress Bhavan Opposite Indiabulls Finance Centre, Lower Parel, Mumbai)

Edward Cinema (514, Near Metro Adlabs, Kalbadevi Road, Kalbadevi, Mumbai)

Todi Mill Social (CS NO. 242, Near Viva Center, Lower Parel West, Mumbai)

Dolby Technology India (S14, 5th Floor, 167, Guru Hargovindji Marg, Chakala, Andheri, Mumbai)

Piramal Museum of Art (Peninsula Corporate Park, Ganpatrao Kadam Marg, Lower Parel West, Mumbai)

Period: Friday, 19th to Sunday, 21st February, 2016

Admission: free (Edward Cinema need to festival pass RS200~)

<http://jmaf-promote.jp/>

Organizer: Japan Media Arts Festival

Co-organizer: EYEMYTH Media Arts Festival

Co-operation: The Japan Foundation New Delhi / TodaysArt JP / TAKAMATSU MEDIA ART FESTIVAL

Planning Director: UKAWA Naohiro (Genzai (Contemporary) Artist / Professor, Kyoto University of Art and Design / Representative, DOMMUNE)

Project advisor: MOURI Yoshitaka

(Musical Creativity and the Environment, Tokyo University of the Arts / Sociology)

YOSHIOKA Hiroshi

(Professor, Graduate School of Letters, Kyoto University / Aesthetics and Art Theory)

Administration: NHK International, Inc.

[Inquiries]

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Participation in Overseas Media Arts Festival***The Medium as Somatic Impulse***

India with its population of 1.2 billion is now enjoying rapid economic development. Mumbai in the south is the country's largest city and the base of many domestic and foreign corporations. The home of the Bollywood film industry and many other content producers, it is a trend-setting place. The first exhibition in India under this project will be Naohiro Ukawa's *The Medium as Somatic Impulse*, an exhibition on the theme of the human body and technology to be held at the revamped EYEMYTH Media Arts Festival of media arts and performance in Mumbai.

Theme**Planning director: UKAWA Naohiro**

As former *WIRED* editor-in-chief Chris Anderson observed in *Makers*, the focus on creators is today being surpassed by the "Maker Movement" whose necessary elements are the web and social media using "desktop manufacturing" such as CAD and 3D printers. The 21st century Industrial Revolution has already begun. Simultaneously, the 2010's have been marked by the abstract painting trend of "The Medium of Contingency". This is the approach of introducing chance into works in order to transcend the maker's own creative conceptions and even the laws of causality. But is it possible for such opposing creative elements to resonate well!?

I confronted artworks with trying to explore these two overarching concepts of our times in my works! Also, the world which emerges at ground level! This wasn't media or technology but human flesh and blood! Listen carefully and you can hear the artist breathing... the hint of the artist's after-fragrance... the finger marks and blood stains which float up transparently... Yes, the artist's gaze and concepts become a creative light which surpasses technology and ascends!! This was how I tackled the theme of the Medium as Somatic Impulse! New catalysts and unprecedented technological inventions are only tools of the creator and mere vessels! Rock art, cave paintings, the desert line drawings of Nazca and the pyramids can all be regarded as ancient media arts which bore the weight of mythology. Ever since extremely distant times, media and technology have only been tools of the imagination! Imagination can become creativity! In short, isn't the power of representing somatic impulse in media the most important capability in art? This has to be the way of the alternative futures that break so easily through the stereotypical future image!!

UKAWA Naohiro**Genzai (Contemporary) Artist / Professor, Kyoto University of Art and Design / Representative, DOMMUNE**

Born in 1968 in Kagawa, Japan. A multi-talented artist known for his wide range of activities as a graphic designer, video artist, music video director, VJ, writer, university professor, and genzai (contemporary) artist, among other roles. In March 2010, UKAWA founded a live streaming channel DOMMUNE, which immediately attracted a record-breaking number of viewers for its daily programs, and was greatly discussed both inside and outside Japan. DOMMUNE was chosen as a Jury Selection at the 14th Japan Media Arts Festival.

LIVE
■Chapter 1 / The Medium as Somatic Impulse — Performance

Media arts has developed together with the evolution of technology and by definition has always been interdisciplinary. Chapter 1 examines somatic impulse as the source of creativity and the honeymoon of contemporary technology as live performance.

Featured Artists
UCHIHASHI Kazuhisa: Guitarist/Daxophonist/Composer/Music arranger/Producer

President of the Innocentrecords label. Leader of the improvised band Altered States. Engaging chiefly in improvised music since 1983, has performed with various musicians at home and abroad. Not limited purely to music, has also produced music for film, dance and theater and served for 30 years as music director of the Ishinha theater group. Collaborations with other musicians include actively providing venues for shared activity and improvisation workshops around the world. Has organized the new music festival, Beyond Innocence, since 1996. In parallel to these activities, has produced songs in recent years with UA, Haruomi Hosono, Kururi, Tabito Nanao, Ichiko Aoba, Sizzle Ohtaka, Salyu and others. Insists on the necessity of interaction between improvisation and pop musicians. Also known for setting up the NPO, Beyond Innocence, and managing the Bridge “alternative space” in Osaka. Has been looking out to other Asian countries in recent years and travelling around Asia in search of encounters. Enjoys deep ties with the Indonesian duo, Senyawa, with whom he formed a new band, Mahanyawa. Respected as a master of German inventor Hans Reichel’s daxophone. Lives in Berlin.

<http://www.innocentrecord.com/>

galcid (Lena & Neon): Analog Synth Girls

Established by Hisashi Saito in 2013 as a girl analogue synthesizer unit. *No PC/No Preset* produces free and wholly unpredictable sound and performance. The two girls produce their aggressive sounds on a rough analog synthesizer and have a big visual impact as well.

<http://galcid.com/>

SAITO Hisashi: Sound Designer/Creator

Made his major debut with GULT DEP on Victor Entertainment in 1991. Participated in Y Setsu O and Hideki Matsutake’s Logic System. Toured in Europe with 8bit Project, a group making chiptunes from hit songs. Various releases with own group pulselize from neuron records. Author of *DTM Technique 99* (Rittor Music, 2010).

DORAVIDEO/ICHIRAKU Yoshimitsu (DORAnome.Computer)

Retired from a long professional career in drumming in 2012 to make a fresh start using the DORAnome, a device for the real-time remixing of video and sound which he had developed together with tkrworks over the years. Rather than playing music on ready-made instruments, the idea was to make his own music from scratch. He presents an utterly unique and individual world view.

<http://doravideo.businesscatalyst.com/>

Live Collaboration:

Daxophone, the Talking Wooden Instrument / UCHIHASHI Kazuhisa

Modular Synthesizer vs Laser Guitar / galcid+DORAVIDEO+SAITO Hisashi

Modular Synthesizer Improvisation / galcid+SAITO Hisashi

Daxophone vs Laser Guitar / UCHIHASHI Kazuhisa+DORAVIDEO



Left) galcid+SAITO Hisashi
Middle) DORAVIDEO
Right) UCHIHASHI Kazuhisa

EXHIBITION

Venue: Sitara Studio Period: Friday, 19th to 21th, February Hours: 11:00-22:00

■Chapter 2 / The Medium as Somatic Impulse — Installation

Chapter 2 is an installation that goes beyond the clichés of fast-evolving prototyping technology, sensing etc. to achieve what may be called the post-human interface. The themes include the mutual interaction of the body and external world; technology and body; and redefinition of the space of everyday life.

■neural portraits, MANABE Daito [2015/Digital Photo]

This portrait study uses a deep running algorithm for artificial intelligence.*1 The image recognition algorithm described in *A Neural Algorithm of Artistic Style**2 is used to produce new, AI portraits from an original portrait photo of Daito Manabe through the selection of particular stylistic features.

*1 An advanced, multi-layered computer learning program using numerical models of how people acquire information through direct experience.

*2 A paper by Leon A. Gatys, Alexander S, Ecker and Matthias Bethge

■Forest of Daxophone, UCHIHASHI Kazuhisa

[2014/Media Installation/Jury Selections at 18th Art Division]

A sound installation involving only the performance of a daxophone – a wooden musical instrument – and a multi-track composition replayed through 17-channel multi-speakers. Coupled with the music, video and light pulsates. Assorted tones made using various wooden fragments reverberate, and through their accumulation emerges a forest-like space in which the presence of nature and living creatures hangs in the air.



Photo: Ken Kato

Co-operation / Exhibition installing support by Yokohama city art gallery Azamino
Surround system developed by Takayuki Ito (YCAM InterLab)
Projector shutter technical support by YCAM InterLab
Animation by Mana Fujiy

■Chapter 3 / The Medium as Somatic Impulse — Gadget

Prototyping technology using CAD and 3D printing makes this-century social items. This is the Maker Movement. Chapter 3 introduces true alternative futures drawn from analysis of this trend, which may well be called the Third Industrial Revolution, from the viewpoint of the exhibition's theme, *The Medium as Somatic Impulse*.

■handiii, KONDO Genta / YAMAURA Hiroshi / KONISHI Tetsuya

[2014/Gadget /Excellence Award at 18th Entertainment Division]

handiii is a myoelectric prosthetic hand designed to offer flexibility and choice. Myoelectric bionic arms are prosthetics that people who have lost limbs can control intuitively through faint electrical signals (myoelectric) in the muscles, which are measured on the skin remaining on the arm. *handiii* uses a 3D printer and smartphone in order to keep the cost of the materials, and offers a choice of look to match the environment in which it is being used or the feelings of the user, just like a watch or sneakers.



handiii
Accessible myoelectric hand

©2014 exiii Inc.

SCREENING

Venue: Sitara Studio Period: Friday, 19th to 21th, February Hours: 11:00-22:00

■Chapter 4 / The Medium as Somatic Impulse — Short film OVERSEAS

Short films only from all over the world expressing fundamental concepts structured around the three elements of time, place and body have been selected from among the award-winning works of the 18th Art and Entertainment Divisions. The trends in short films in 2014 are examined in terms of *Medium as Somatic Impulse*.

***Kintsugi*, APOTROPIA (Antonella MIGNONE / Cristiano PANEPUCCIA) [Italy]**

Excellence Award at Entertainment Division

***The Mute*, Hilla BEN ARI [Israel]**

Jury Selections at Art Division

***KAWURAS*, Hendrik LACKUS / Lars SICHAU / Andreas MEVES [Germany]**

Jury Selections at Entertainment Division

***FAINT*, Natalie PLASKURA [Germany]**

Jury Selections at Entertainment Division

***WE ARE OUTSIDE PLAYING IN THE GARDEN*, Friederike HOPPE [Germany]**

Jury Selections at Entertainment Division

■Chapter 5 / The Medium as Somatic Impulse — Drawing Animations

The word animation derives from the Latin *anima*, spirit, and means to breathe life into lifeless drawings and make them move. Chapter 5 features drawing animation as the first impulse of expression, examining its avant-garde forms across the Entertainment, Art and Animation Divisions.

***A Family Story*, UESHIMA Shiro / ASAI Yuki / KANO Akira / KANNO Satoko / AIHARA Sachie / audioforce / IZUMIDA Takeshi / TEKKEN [Japan]**

Jury Selections at 18th Entertainment Division

****Anzen unten no shiori* (Safe Driving Guide)*, AC-bu (ADACHI Toru / ITAKURA Shunsuke) [Japan]**

Jury Selections at 18th Entertainment Division

***YAMASUKI YAMAZAKI*, Shishi YAMAZAKI [Japan]**

Jury Selections at 17th Art Division

***Remember me*, HASHIJI Misuzu / Remember me production team (SAKAI Yosuke, Representative)**

Jury Selections at 18th Entertainment Division

EYEMYTH Media Arts Festival

Eyemyth is a festival of new media expressions, its the only festival of its kind in India looking a the past, present and the future of experimental, audiovisual media. Curated from the works of established and emerging filmmakers, musicians and new media artists from around the world- the festival showcases the diversity in approaches and techniques in the creation of audiovisual content. After a hugely successful evening in 2013 that featured film screenings and the Light Surgeons from the UK, Eyemyth 2016 is back in Mumbai with a collection of performances, installations and screenings.

<http://eyemyth.unboxfestival.com/>

RELATED EVENT

■ WORKSHOP The Synthesizer Academy Lecturer: galcid + SAITO Hisashi

Date & Time: Friday, 19th February 15:00~17:00 Venue: Dolby Laboratories

They take various vintage synthesizers and the latest modular synthesizers from Japan and explain their structures and history with the actual sounds to transfer even more tangible technology.

Register: hello@unboxfestival.com

■ TALK How is the female form viewed in videogames & new media today

Participants: UKAWA Naohiro / Avinash Kumar / Dr. Padini Ray Murray

Date & Time: Sunday, 21th February 15:00~16:30 Venue: Piramal Museum of Art

This event will bring Japanese designer, visual artist and music video director Ukawa Naohiro, digital artist and academic specializing in digital humanities, games studies and design Dr. Padmini Ray Murray, and design strategist, researcher and artist, and one of the co-founders of Quicksand (plus one half of the Music group BLOT!), Avinash Kumar, who will present their experiences and examples on the female form in new media and video games. The session will be followed by a panel discussion.

■ PROGRAM SCREENING

Date: Saturday, 20th February Venue: Edward Cinema

20:00~ **Beyond the Technology**

New modes of expression made possible by the continuing evolution of digital technology have produced today's sense of great diversity. This program features the sensibilities of the creators and imaginative powers they share with regard to our contemporary world through the introduction of 10 works.

17:30~ / 20:30~ **Entertainment & Animation Selection 2015**

This program comprises 14 works from award-winning works and jury selections of the Entertainment and Animation Division from the Japan Media Arts Festival 2014.

■ LIVE PERFORMANCE

Date & Time: Saturday, 20th February 22:00~ Venue: Edward Cinema

Daxophone, the Talking Wooden Instrument / UCHIHASHI Kazuhisa

The daxophone is a wooden instrument invented by the prodigious German designer and musician, the late Hans Reichel. With a percussion-like rhythm and sound like that of a stringed instrument or even the cry of a wild animal, it produces a rich variety of music. Kazuhisa Uchihashi, Reichel's bosom friend and the only daxophonist in Japan, improvises on the instrument.

Modular Synthesizer vs Laser Guitar / galcid + DORAVIDEO + SAITO Hisashi

This is the improvisation group with analog synthesizer, modular synthesizer and Laser Guitar. A seamless performance of light, sound and beat is promised. You have to hear and see this!

Date & Time: Sunday, 21th February 21:00~ Venue: Todi Mill Social

Modular Synthesizer Improvisation / galcid + SAITO Hisashi

This is the group of female analogue synthesizer unit Galcid and solitary "synthesist" Hisashi Saito. The live improvisation applies mainly analog and modular synthesizers to the No Preset No PC theme. Visitors can experience the unique sounds and rhythms of the moment which only the people there will ever know.

Daxophone vs Laser Guitar / UCHIHASHI Kazuhisa + DORAVIDEO

The live improvisation performance daxophone and Laser Guitar.

REFERENCE

JAPAN MEDIA ARTS FESTIVAL

The Japan Media Arts Festival, established in 1997, is a comprehensive festival of the Media Arts (=media geijutsu). It recognizes and provides an opportunity to appreciate works of outstanding artistic and creative merit in a diverse range of media, including animation, manga, and games. Prizes are awarded in four divisions: Art, Entertainment, Animation, and Manga. It holds an annual exhibition of award-winning works, as well as symposiums, screenings, and various other events. The Japan Media Arts Festival is evolving into a major international event. The 19th Japan Media Arts Festival received a very large response – about 4,417 entries from 87 countries and regions in total.

■ Project for Participation in Overseas Media Arts Festivals

This project draws attention the Japanese media arts through exhibitions, screenings, presentations, and suchlike at media festivals and other venues outside Japan. The focus is on award-winning works from the Japan Media Arts Festival.



The 18th Japan Media Arts Festival, 2014



Exhibition View at the 12° Bienal de Artes Mediales, 2015

19th Japan Media Arts Festival

Exhibition of Award-winning Works:

Wednesday, 3rd February – Sunday, 14th February, 2016

*The National Art Center, Tokyo will be closed on Tuesday, 9th February

Website <http://j-mediaarts.jp/en.php>

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

Twitter @JMediaArtsFes_e

NHK International, Inc. is responsible for planning and running the events for the Project for Participation in Overseas Media Art Festival.