PRESS RELEASE

NHK international, inc.

Project for Participation in Overseas Media Arts Festival
Special Exhibition: *The quick brown foxp2 jumps over the lazy media.*

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.

An exhibition *The quick brown foxp2 jumps over the lazy media.* is being organized for the 12º Bienal de Artes Mediales in Santiago, Chile from Friday 9 October to Sunday 25 October.

Project for Participation in Overseas Media Arts Festival
The quick brown foxp2 jumps over the lazy media.

Period: Friday 9 October to Sunday 25 October, 2015   *Close on Mondays

   Opening reception: Thursday 8 October at 7:00p.m.

Venue: SALA MATTA, Museo Nacional de Bellas Artes - Santiago de Chile
   （Parque Forestal, Santiago, Chile）

Admission: Free

http://jmaf-promote.jp/global/en

Organizer: Japan Media Arts Festival
Co-organizer: Chilean Video Corporation
Co-operation: Consejo Nacional de la Cultura y las Artes / Embassy of Japan in Chile
Planning Director: KUBOTA Akihiro（Artist / Professor, Tama Art University, Japan）
Project advisor：YOSHIOKA Hiroshi
   （Professor, Graduate School of Letters, Kyoto University／Aesthetics and Art Theory）
   MOURI Yoshitaka
   （Musical Creativity and the Environment, Tokyo University of the Arts／Sociology）
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Participation in Overseas Media Arts Festival
The quick brown foxp2 jumps over the lazy media.

The Japan Media Arts Festival's special exhibition *The quick brown foxp2 jumps over the lazy media.* is going to the 12º Bienal de Artes Mediales at the Museo Nacional de Bellas Artes in Santiago, Chile. Japan and Chile face each other over 17,000km across the Pacific Ocean and have much in common from general topography to active volcanoes. In cultural fields, however, the volume of exchange and mutual information is still surely inadequate. In line with the *Speaking in Tongues* theme of this year's Biennale, the twelfth, the exhibition will feature works selected by artist and Tama Art University professor Akihiro Kubota under the concept of the media's relationship with language from the viewpoint of the Foxp2 language gene.

Theme

Is language prior, or the medium? For animals which have no language, the media have no significance as medium. Conversely, for creatures that possess language, just about anything can become a medium. Language enters diverse materials and modes of expression from the audio-visual to codes and data. Language commences as experimental sounds emitted by the individual. These expressions in sound are shared and articulated in society to give birth to visual text and rise to structured grammars. Language is based on biological perception and shaped by the bodies which produce it and environments in which those bodies behave.

New languages are latent in new media. Communication is made possible and simultaneously a distinctive accent (parole) is generated from language (langue) when a medium becomes lingual. This exhibition focuses on not only script, sound and images but also the new media (languages) of codes and data to introduce media arts as the accents (individual grammars) so produced.

Planning director: KUBOTA Akihiro

KUBOTA Akihiro
Born in 1960. Artist. Professor at Department of Information Design, Tama Art University. Explores the world of hybrid creation which crosses and combines various domains, including satellite art, bio-art, digital fabrication and sound performance using musical instruments which he makes himself.

Artists

Audio-visual

GOSHIMA Kazuhiro [Japan]
Video artist. Taking the theme of the boundary between digital and analog, he has produced numerous video works going beyond live-action and computer graphics. http://www.goshiman.com

Alex VERHAEST [Belgium]
Born in 1985. New media artist. Largely focused on language, stories, and the impossibility of communication. http://vimeo.com/alexverhaest

MIZUE Mirai [Japan]
Born in 1981. Animation director, illustrator and designer. Studied animation at the Graduate Program of Tama Art University.   http://miraifilm.com

HIRANO Ryo [Japan]
Born in 1988. Video artist, manga artist, and illustrator. Belongs to FOGHORN. http://ryohirano.com

Code

ISHIBASHI Tomoya [Japan]
Born in 1990. Pursues creative activities on the theme of nature. http://metaphorest.net/residents/artists/tomoya-ishibashi/151?lang=en

Emilio VAVARELLA [Italy]
Born in 1989. A multidisciplinary artist based in New York. Focuses on issues of political philosophy and contemporary technological power. http://emiliovavarella.com

Data

FUKUSHIMA Satoshi [Japan]
Born in 1977. Composer, musician and programmer. Completed his Master's at the IAMAS, Japan. http://www.shimaf.com

Ruben PATER [Nederland]
Born in 1977. Designer. Tackling political themes, he develops visual works that have narrative aspects. http://www.untold-stories.net

Dmitriy KROTEVICH [Russia]
Computer science enthusiast from St. Petersburg, Russia. http://pixeldrifter.tumblr.com/

Benedikt GROSS & Joey LEE
Benedikt GROSS [Germany]
Speculative and computational designer who works antidisciplinarily. http://www.benedikt-gross.de
**Joey LEE [United States]**
Experimental geographer practicing interaction design, environmental science, and media art. http://jk-lee.com/

| Exhibition | The curatorial theme is followed by 3 sections.

■Audio-Visual

Language is produced by the senses of sight and hearing. Perception is at the root of linguistic expression. But just as written poetry gave rise to concrete verse and sound poems, perception is not merely the root of language but also that which releases us from the existing (shared) text and grammar. New perceptions and new languages are different aspects of a single phenomenon. The media are constantly being reinvented according to new languages, and new accents emerge from this.
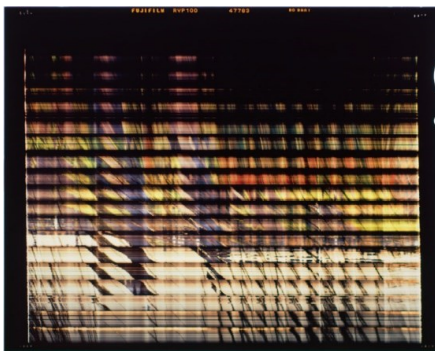
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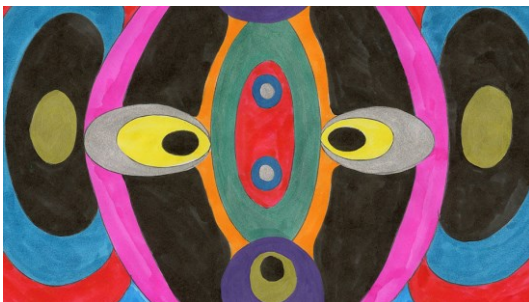
『WONDER』©CALF – CaRTe bLaNChe – Mirai Mizue – 2013

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■Art works

This may not be a movie, GOSHIMA Kazuhiro [2014／Media installation／18th Art Division Excellence Award]

Temps mort / Idle times – dinner scene, Alex VERHAEST [2014／Interactive video installation／18th Art Division New Face Award]

MIZUE Mirai animated short films, MIZUE Mirai [2003-2013／7th,11th,13th,15th,17th Animation Division Jury Selections]

Fantastic World, HIRANO Ryo [2014／Online comic／18th Manga Division Jury Selections]

■Code

Code consists of rules for transforming fragments of the expressed information perceived in script, numbers, spoken words and gestures into different symbols or expressions. Codes operate not only on the everyday human scale but also on through every kind of medium from the micro-world of cells up to architectural forms, cities and on to amorphous network spaces and outer space. Transformation is a medium for linking different worlds. There are media within media and even a private language can, in the final analysis, all of a sudden achieve universality.
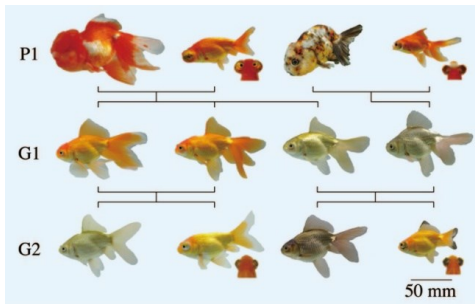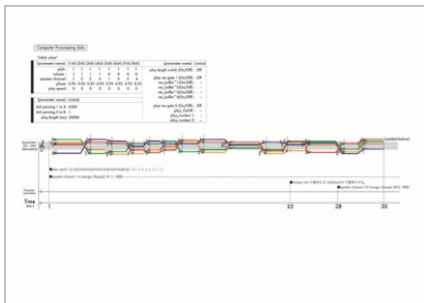
■Art works

Goldfish Liberation Movement, ISHIBASHI Tomoya ［2014／Media performance, Bio art／18th Art Division Jury Selections］

THE CAPTCHA PROJECT, Emilio VAVARELLA ［2014／Graphic art, Installation／18th Art Division Jury Selections］

■Data

The world of perception produced by language derives from information. The perception of information reshapes that information for transmission or processing to express it as something that can be reinterpreted as information. With today's realization through the expansion of information networks of big data as an environment, it is becoming ever more essential to evaluate the materials and forms of data as origins of language.
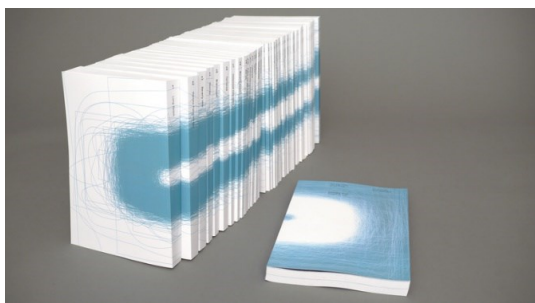
■Art works

"patrinia yellow" for Clarinet and Computer, Satoshi FUKUSHIMA ［2014／Media performance／18th Art Division Excellence Award］

Drone Survival Guide, Ruben PATER ［2013／Graphic art, Website／18th Art Division Excellence Award］

The Big Atlas of LA Pools, Benedikt GROSS & Joey LEE ［2014／Data art／17th Art Division Excellence Award］

PixelDrifter – the pixel-sorting app, Dmitriy KROTEVICH ［2014／Application／18th Entertainment Division Jury Selections］

Related Program

■ ARTSAT ALMA RESIDENCE
"SETP：Search for Extra-Terrestrial Poetics"

"ARTSAT: Art and Satellite Project" used the world's first art satellite, "ARTSAT1: INVADER", launched in February, 2014, to transmit a coded cosmic sound poetry "Cosmic Poem" from Earth orbit. The deep space sculpture "ARTSAT2: DESPATCH" was launched into an Earth escape trajectory in December, 2014 and used for the collaborative experimental reception of generative poems created in deep space. In the Alma residence, SETP: Search for Extra-Terrestrial Poetics, the ALMA radio telescope, which gathers space data, is regarded as the medium and, by touching (perceiving) the raw space data it receives, the attempt is made to discover a new poetics by searching out and encoding latent words within it.
ARTSAT http://artsat.jp/en/   ALMA http://alma.mtk.nao.ac.jp/e/index.html

Related Event

■Artist Talk
Artist: GOSHIMA Kazuhiro, ISHIBASHI Tomoya, Alex VERHAEST
On-line Moderator: KUBOTA Akihiro

Date: Friday 9 October at 4:30p.m.   Place：Salón Blanco, MNBA

Review of the artists participating Japan Media Arts Festival at 12º Bienal de Artes Mediales.

■Workshop   Creative Coding for beginners
Facilitator: TADOKORO Atsushi

Date: Friday, 9 October at 11:00a.m.   Place：Salón Blanco, MNBA
Target：Over 15 years old   Fixed number：15 people   ※Please bring your laptop.

Workshop session for creative expression through the use of open programming.

■Demonstration   Image and visual frame
Artist: GOSHIMA Kazuhiro

Date: 11:00a.m. and 12:00p.m. on 9th, 10th and 11th October   Venue: SALA MATTA, MNBA

Bilingual demonstration of a camera created by the artist that captures the movement.

■Presentation ＆ Screening
Presenter: KUBOTA Akihiro

Date: Sunday 18 October at 4:00p.m.   Venue: Salón Blanco, MNBA

The planning director KUBOTA Akihiro discusses his project ARTSAT and a residency at the ALMA observatory. After his presentation, 8 animated short films from Japan Media Arts festival will be screened.
Animated short films: *Fantastic Cell, LOST UTOPIA, METROPOLIS, MODERN No.2, WONDER* by MIZUE Mirai, *HOLIDAY* by HIRANO Ryo, *Hietsuki Bushi* by Omodaka, *COMBUSTIBLE* by OTOMO Katsuhiro

JAPAN
MEDIA ARTS
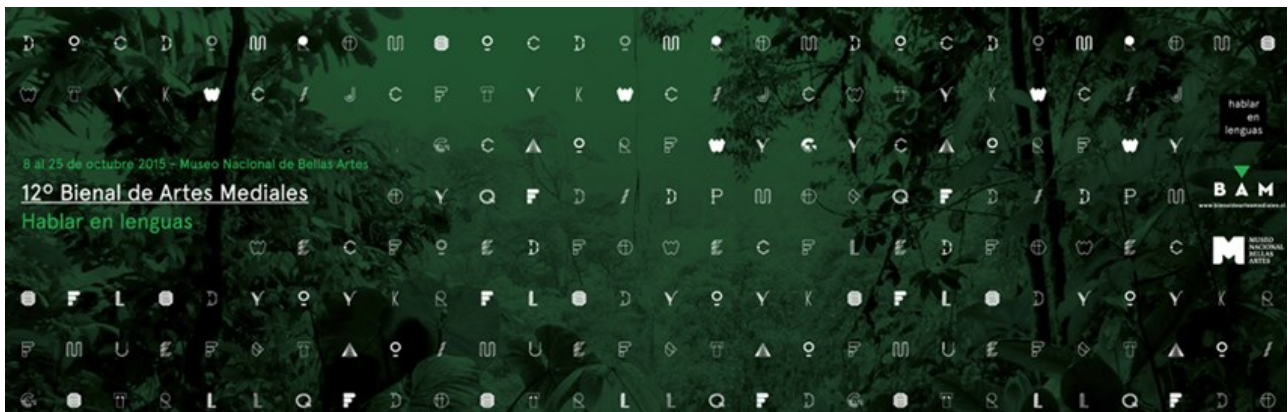FESTIVAL

Screening Event

■ Screening of award-winning works from the Japan Media Arts Festival

Data: Tuesday 20 October at 12:00p.m. "Beyond the Technology"
      Wednesday 21 October at 12:00p.m. "Portrait of Japanese Animation"
      Friday 23th October at 12:00p.m.   "The Q of moving-image"
Venue: Salón Blanco, MNBA

About the 12º Bienal de Artes Mediales

Media Arts, Science and Technology are the areas of research and action that the Media Arts Biennial has developed since 1993 in Chile, setting a professional space for the promotion and dissemination of national and international of video and media arts works.
Organized by the Chilean Video Corporation, this important international event celebrates its 12th edition in 2015 at the National Museum of Fine Arts and other locations, where it is proposed to create a summit space for national and international artists and general public, to provide a context of free transfer of knowledge and experience.   Website: http://www.bienaldeartesmediales.cl/12/

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 4,400 entries from 88 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 of Lucca Comics & Games2014,Italy

19th Japan Media Arts Festival

Entry Period: Tuesday 7 July – Wednesday 9 September , 2015

Announcement of award-winning Works: Late November 2015

Exhibition of Award-winning Works: Wednesday 3 February- Sunday 14 February, 2016

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

Website   http://j-mediaarts.jp

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.