



**MEDIA AMBITION TOKYO, now fastly becoming the annual cultural showcase of technological art with an experimental twist in urban Tokyo, is being brought to you this year
February 26(Fri)-March 21(Mon/Ntl Holiday)!**



Organizer: MAT Committee

Roppongi Hills/CG-ARTS/JTQ Inc./Rhizomatiks

Dates: February 26(Fri)-March 21(Mon/Ntl Holiday), 2016

*Event Calendar will vary according to venue.

Venues:

- 01. Roppongi Hills (Roppongi)**
- 02. INTERSECT BY LEXUS-TOKYO (Aoyama)**
- 03. IMA CONCEPT STORE (Roppongi)**
- 04. INSTITUT FRANÇAIS TOKYO (Iidabashi)**
- 05. Digital Hollywood University (Ochanomizu)**
- 06. Apple Store, Ginza (Ginza)**
- 07. Apple Store, Omotesando (Omotesando)**

- 08. TSUTAYA ROPPONGI TOKYO (Roppongi)**
- 09. DAIKANYAMA T-SITE (Daikanyama)**
- 10. teamLab (Suidobashi)**
- 11. Warehouse TERRADA (Tennozu)**
- 12. National Museum of Emerging Science and Innovation (Odaiba)**
- 13. Toranomon Hills (Toranomon)**

About MEDIA AMBITION TOKYO 2016

2016 will be MEDIA AMBITION TOKYO (MAT)'s 4th year in running. To fans and the curious, the event is a real-life showcase of top-notch technological culture that takes an experimental approach to urban implementation. With its headquarters (MAT Lab) situated in Roppongi, venues have further multiplied to Aoyama, Ginza, Iidabashi, Ochanomizu, and Odaiba, at which super-edgy artwork, video, music, performances, hacks and talk shows will be hosted.

Programs have organically increased, expanded and connected simultaneously with the number of domestic and international participants by way of innovators, organizations and events, allowing MAT to mature as an active body.

With 2020 and beyond in mind, and not omitting the largely evolving systematic designs of transportation, communication and information, the event addresses the potential of technology in creating the city's future. MAT aims to substantialize the reformative movement in technology art through experimental validations unbound by genre or category.

【Press Release Information URL】

<http://www.image.net/mediaambitiontokyo2016>

【Press Contact】

Hirao INC. Rep: Mifune (mifune@hirao-inc.com), Sakaguchi (tomomi@hirao-inc.com)

Phone: +81-(0)3-5771-8808 Fax: +81-(0)3-5410-8858

Main Programs

*Venues are numbered 01-13. Please confirm list.

< MAT EXPERIENCE >

01. Roppongi Hills

- ① **'MAT LAB', Mori Tower 52F, TOKYO CITY VIEW**
Artists; Rhizomatiks Architecture, Genta Kondo+Hiroshi Yamaura+Tetsuya Konishi (exiii), WOW, Norimichi Hirakawa x LEXUS, Naotaka Fujii +GRINDER-MAN+EVALA, EUGENE NAKAGAWA x Spiber x THE NORTH FACE, Tetsuya Mizuguchi + Rhizomatiks Architecture + Keio Media Design etc. (DIGITAL CHOC 2016 Collaboration Artists; 1024 architecture, Alex Augier)
Dates; February 26(Fri)-March 21(Mon, Ntl Holiday) / Time; 10:00-22:00 / Entrance; DOOR¥1,800, ADV¥1500 (TOKYO CITY VIEW Charge)
'MAT LAB', Mori Tower 3F, Presentation Room / Title; 3D GRAFFITI / Artist; IMG SRC
Dates; March 9(Wed)-13(Sun) TBD / Entrance; DOOR¥1,800, ADV¥1500(TOKYO CITY VIEW Entrance Charge)
- ② **Relight Days, Roppongi Hills Keyakizaka 'Counter Void'** ③ **'Everything is as it is', West Walk 2F, Temporary Barricade**
Artist; Relight Project **Artists; Douglas Diaz + Rhizomatiks Architecture**
Dates; March 11(Fri)-13(Sun) / Entrance; Free **Dates; February 16(Tue)-29(Mon) / Entrance; Free**
 There will be a live painting performance by Douglas Diaz during the event.

02. INTERSECT BY LEXUS - TOKYO, 1F GARAGE / Artists; Takahiro Matsuo (LUCENT) / Title; White Rain for LEXUS

Dates; February 26(Fri)-March 21(Mon, Ntl Holiday)/Time; 11:00-22:00/Entrance; Free

03. IMA CONCEPT STORE, AXIS BLDG 3F / Artist; FIG LAB, obx / Title; RGB, Peek-A-Boo

Dates; February 26(Fri)-March 12(Sat), closed Sun&Mon/Time; 11:00-19:00/Entrance; Free

04. INSTITUT FRANÇAIS TOKYO (and others) / The 5th 'DIGITAL CHOC', DIGITAL CHOC 2016

Dates; February 19(Fri)-March 21(Mon, Ntl Holiday)

05. Digital Hollywood University, Ochanomizu Sola City Academia / 'FashionTech Summit #001'

Dates; March 4(Fri)19:00 start, 5(Sat)10:00-19:00, 6(Sun)10:00-16:00 Fin.*There is possibility the time may be modified / Entrance; Free for March 4(Fri.), ¥3000 per Day (¥1000 for Student), ¥5000 for all days

09. DAIKANYAMA T-SITE, Garden Gallery / Artist; meleap

Title; HADO/ Dates; March 12(Sat) - 15(Tue) / Entrance; Free

10. teamLab / Artist; teamLab

Title; teamLab Office Tour / Dates; February 29(Mon) 15:00-16:00 / Entrance; Free

11. Warehouse TERRADA / Artists; Kohei Nawa + Damien Jalet

Title; Vessel / Dates; March 18(Fri)19:00-20:30 / Entrance; Free *Talk session by Kohei Nawa and Marihiko Hara(Musician) to be held.

12. National Museum of Emerging Science and Innovation (Miraikan), 7F 'Campus Genius Meeting'

Dates; March 4(Fri)17:00-20:30, March 5(Sat)&6(Sun)10:00-17:00 / Entrance; Free
Organizer; CG-ARTS (<http://campusgenius.jp>)

13. Toranomon Hills / Playable City Tokyo / Artists; Chomko & Rosier

Title; Shadowing / Dates; February 26(Fri)-March 21(Mon, Ntl Holiday) / Entrance; Free

< MAT TALK >

01. Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW Entrance; adv¥1500, door¥1800 (TOKYO CITY VIEW) Entrance Charge)

Tetsuya Mizuguchi x Seiichi Saito Date; March 3(Thu) / Time; 19:00-20:00

Norimichi Hirakawa x Tadao Mori, Junji Tanigawa(moderator) Date; March 15(Tue)/Time; 19:00-20:00

04. INSTITUT FRANÇAIS TOKYO (Capacity; 100persons) DIGITAL CHOC 2016 Collaboration Event

1024 architecture x Seiichi Saito, Kei Wakabayashi(moderator) Date; February 24(Wed)/Time; 19:00-21:00/Entrance; ¥500 (Students, Members; Free)

06. Apple Store, Ginza (Capacity; 100persons)

Seiichi Saito x Toshiyuki Inoko, Junji Tanigawa(moderator) Date; March 13(Sun) / Time; 16:00-17:00 / Entrance; Free

Tatsuo Miyajima x Junji Tanigawa, Kei Wakabayashi&Teiya Iwabuchi(moderator) Date; March 13(Sun) / Time; 18:00-19:00 / Entrance; Free

07. Apple Store, Omotesando (Capacity; 50persons)

Kosuke Oho x Takahiro Matsuo, Junji Tanigawa(moderator) Date; March 5(Sat)/Time; 17:00-18:00/Entrance; Free

02. INTERSECT BY LEXUS - TOKYO

An introductory speech by Takahiro Matsuo on his artwork 'White Rain for LEXUS' Date; March 5(Sat)/Time; 18:20-19:00/Entrance; Free

11. Warehouse TERRADA

Kohei Nawax Marihiko Hara, Junji Taniigawa(moderator) Date; March 18(Fri)/Time; 19:00-20:30/Entrance; Free

< MAT LIVE >

01. Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW

MEDIA AMBITION TOKYO OPENING LIVE 'Digitally Show' produced by Keiichiro Shibuya

Artist : Live - Keiichiro Shibuya, Seiho, SKY-HI, Yasei Collective Alex Augier (DIGITAL CHOC 2016 & Scopitone Collaboration Artist)/ DJ - ELLI ARAKAWA, Tomad / VJ - HEXPIXELS, Daihei Shibata

Date; February 26(Fri) / Time; 20:00-24:00 / Entrance; door¥4,320 adv¥3,780(inc.Tax)

[Press Contact]

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<MAT EXPERIENCE>

01. Roppongi Hills Mori Tower 52F, TOKYO CITY VIEW

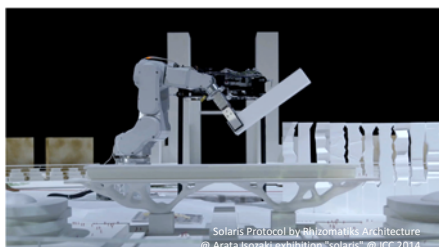
[Roppongi]

‘MAT LAB’ - A Platform for Urban Experimentation by Artists and Businesses

Dates; February 26(Fri)-March 21(Mon, Ntl Holiday) / Time; 10:00-22:00

Ticket : peatix - <http://peatix.com/event/147267>

Entrance; DOOR¥1,800 , ADV¥1500 (TOKYO CITY VIEW entrance charge)



'An Experiment; the Search for New Expressions in Architecture and Space'

Rhizomatiks Architecture

Title : SPACE EXPERIMENT#001,002,003

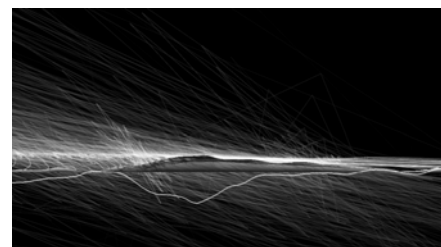


©2014 exiii Inc.

'Changing Society with Revolutionary, Myoelectric Prosthetic Hands'

Genta Kondo+Hiroshi Yamaura+Tetsuya Konishi (exiii)

Title : handiii / HACKberry



Norimichi Hirakawa x LEXUS

Title : the view [for LEXUS LF-LC]



'A New Experience of Self-Awareness and Physical Senses'

Naotaka Fujii +GRINDER-MAN+EVALA,

Title : The Mirror



'An Experience of Multi-Sensory Stimulation'

Tetsuya Mizuguchi + Rhizomatiks

Architecture + Keio Media Design

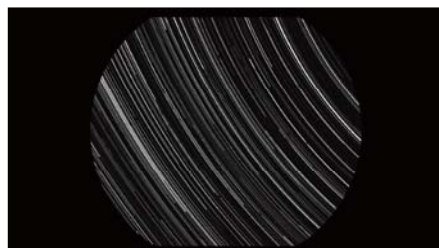
Title : Rez Infinite - Synesthesia Suit



'Pursuing Visual Experiment with 3D Hologram'

WOW

Title : Light of Birth



'The View on the Other Side of Earth'

EUGENE NAKAGAWA Title : Syndrome / Earth THE NORTH FACE x Spiber with EUGENE KANGAWA

Hole



'The Philosophy of Innovative Fiber Made from Artificial Synthetic Spider Web'

Title : MOON PARKA with SANSUI

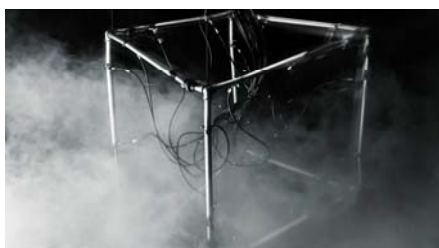


'Wearable Technology; Using Conductive Adhesive for Fabric Design'

Olga [Etw.Vonneguet]

Title; FABOLOGY

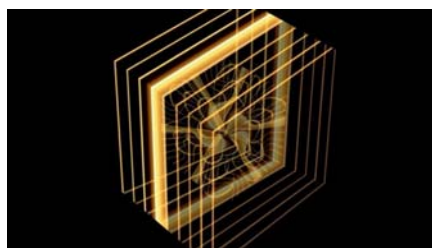
DIGITAL CHOC 2016 Collaboration Artists



'A Simple Cube Comes to Life'

1024 architecture

Title: WALKING Cube



'An Audio-Visual Sculpture; Questioning the Relationship of Real and Virtual'

Alex Augier

Title : vVoxel



'3D Digital Graffiti on the real world'

IMS SRC

Title : 3D GRAFFITI

Mori Tower 3F Presentation Room

March 9 (Wed)- 13(Sun) / Time : 15:00-22:00

[Press Release Information URL]

<http://www.image.net/mediaambitiontokyo2016>

[Press Contact]

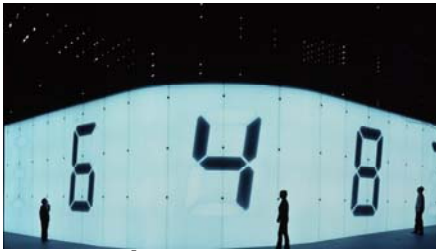
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<MAT EXPERIENCE>

01. Roppongi Hills Roppongi Hills Keyakizaka 'Counter Void'

[Roppongi]



Tatsuo Miyajima 「Counter Void」 2003 TV Asahi

The first 'Counter Void' relighting in 5 years since March 13th 2011, the 3-day event sheds light on how humans need to live in the future.

Artist; Relight Project

Title; Relight Days

Dates; March 11(Fri)-13(Sun) / Entrance; Free

Hosted by ; Tokyo Metropolitan Government, Arts Council Tokyo, NPO inVisible

Special cooperation by ; MEDIA AMBITION TOKYO

01. Roppongi Hills West Walk 2F, Temporary Barricade

[Roppongi]



'Visualization of Direct Expression'

Artists; Douglas Diaz + Rhizomatiks Architecture

Title : Everything is as it is

Dates; February 16(Tue)-29(Mon) / Entrance; Free

The painting performance by Douglas Diaz to be held as following schedule:

February 19(Fri), 20(Sat), 26(Fri), 27(Sat) 12:00-18:00

02. INTERSECT BY LEXUS - TOKYO

[Aoyama]



Meteor Shower-like Lights Reflecting Off of LEXUS GS F Rain Created with Advanced Motion Lighting

Artist; Takahiro Matsuo (LUCENT)

Title; White Rain for LEXUS

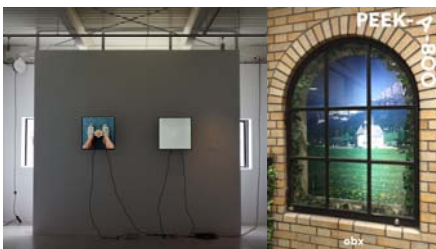
Dates; February 26(Fri)-March 21(Mon, Ntl Holiday)

Time; 11:00-22:00

Entrance; Free

03. IMA CONCEPT STORE

[Roppongi]



'Innovative Photography; A Visualization of the Relationship Between Machinery and Man by Pixel Information—the Circulation of Photography, Augmented Reality and the Real World'

Artists; FIG LAB, obx

Title; RGB, Peek-A-Boo

Dates; February 26(Fri)-March 12(Sat), closed Sun&Mon Time 11:00-19:00

Entrance; Free

04. INSTITUT FRANÇAIS TOKYO

[Iiabashi]



"Futurama"; Visualizing the Future of Artificial Intelligence, Bio-technology and Robotics, in Collaboration with the 5th DIGITAL CHOC Event'

The 5th 'DIGITAL CHOC'

Artists; David Benqué, Yoichi Ochiai, Alain Bublex, Goh Uozumi, Sati, and more

Dates; February 19(Fri)-March 21(Mon, Ntl Holiday)

Hosted by; INSTITUT FRANÇAIS JAPAN

www.institutfrancais.jp/tokyo/digitalchoc2016

【Press Release Information URL】

<http://www.image.net/mediaambitiontokyo2016>

【Press Contact】

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<MAT EXPERIENCE>

05. Digital Hollywood University

[Ochanomizu]



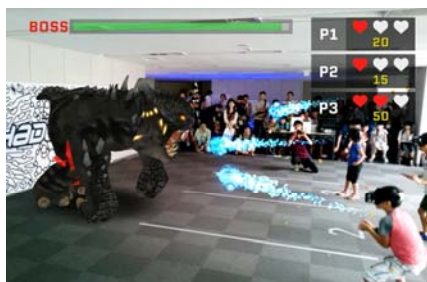
FashionTech Summit #001 - 'Making Tokyo the Start-up Hub of Fashion Tech Talk Shows, Hacks, Panel Discussions, Exhibitions'

Dates; March 4(Fri)10:00 - 6(Sun)18:00 / Entrance; Free
Hosted by; FashionTech Summit Committee, Digital Hollywood University
Producer; Tomoyuki Sugiyama, Motoyoshi Hirata (Digital Hollywood Univ.)
Joint planning/management; STYLER, Psychic VR Lab
Courtesy of; Isetan Misukoshi Ltd. Unity Technologies Japan, Mouse Computer Co., Ltd.

09. DAIKANYAMA T-SITE

Daikanyama T-site Garden Gallery

[Daikanyama]



'A Real-life Monster Battle via Wearable and AR Technologies'

Artists; meleap
Title : HADO

Dates; March 12(Sat) – 15(Tue)
Entrance; Free

10. teamLab

[Suidobashi]



'teamLab Tour; Where It All Begins'

Artist; teamLab
Title; teamLab Office Tour

Dates; February 29(Mon) 15:00-16:00 / Entrance; Free
Capacity; 20persons
Application : <http://teamlab.connpass.com/event/26725/>

11. Warehouse TERRADA

[Tennozu]



'Visual Expression; 'Art and Stage Art'—Where the Two Worlds Meet'

Artists; Kohei Nawa + Damien Jalet
Title; Vessel

Dates; March 18(Fri)19:00-20:30 / Entrance; TBD / Capacity; 70persons
Application : Peatix (<http://peatix.com/event/148337>)
*Live performances by Damian Jalet from Belgium, and talk show by Kohei Nawa and Marihiko Hara to be held after the film show "Vessel"(30min).

12. National Museum of Emerging Science and Innovation (Miraikan)

[Odaiba]



'Face-to-face with New Technology. Meet the New Creative Talents of Our Future'

'Campus Genius Meeting'
Exhibition of the 21th Student CG contest, and talk show

Dates; March 4(Fri)17:00-20:30, March 5(Sat)&6(Sun)10:00-17:00
Entrance; Free
Organizer; CG-ARTS <http://campusgenius.jp>

[Press Release Information URL]

<http://www.image.net/mediaambitiontokyo2016>

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<MAT EXPERIENCE>

13. Toranomon Hills

[Toranomon]



An interactive exhibit that gives memory to a city's street lights, inviting interaction between people who share a space through the shadows they leave behind Winner of UK Watershed's 2014 Playable City Award debuts in Japan

Playable City Tokyo / Artists; Chomko & Rosier / Title; Shadowing

Dates; February 26(Fri)-March 21(Mon, Ntl Holiday) / Entrance; Free

Organizer; British Council

Special Cooperation; Rhizomatiks, Watershed, Toranomon Hills

Supported by; Asatsu-DK Inc.

<MAT TALK>

01. Roppongi Hills

[Roppongi]

'The New Embodiment of Digital and Physical'



Resonair
Tetsuya Mizuguchi



Rhizomatiks
Seiichi Saito

Date; March 3(Thu)

Time; 19:00-20:00

Place; Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW

※The talk session will be held in front of 「Rez Infinite - Synesthesia Suit」by Tetsuya Mizuguchi and Rhizomatiks Architecture.

Capacity; 50persons

Application: Please send email to info@mediaambitiontokyo.jp with "March 3(date)", Name, phone#, address, age by February 25th.

※ Tokyo City View entrance fee is needed and you can enjoy the MAT exhibition with it too.
Entrance; DOOR ¥1,800 ADV ¥1,500 (TOKYO CITY VIEW Entrance Charge)

Ticket: peatix(<http://peatix.com/event/147267>)

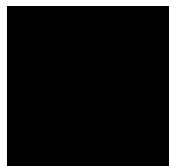
Tetsuya Mizuguchi (Media Designer/Founder of Resonair Project Professor/Keio University Graduate School of Media Design (KMD))

Along with his pursuit of research on the links between human desires and media, Tetsuya Mizuguchi engages in a wide range of creative activities in synesthesia around the globe, spanning genres such as video games, music and visual creation. His works include Rez (2001), Lumines (2004), and Child of Eden (2010).

Seiichi Saito (Creative&Technical Director, Rhizomatiks /Media Ambition Tokyo Committee)

Born in Kanagawa in 1975, Mr. Saito began his career in New York in 2000 after graduating from Columbia University with a Master of Science degree in Advanced Architectural Design (MSAAD). Since then, he has been active in creative work at the Arnell Group, and returned to Japan upon being selected for the Echigo-Tsumari Art Triennial event. He produces works in the commercial art field which are three-dimensional and interactive while also being based on the firm grounding in logical thought that he cultivated through architecture. Mr. Saito has won numerous international awards at the 2009-2014. He currently serves as Director of Rhizomatiks Co., Ltd., while also lecturing part-time at the Department of Architecture in the Faculty of Science and Technology at Tokyo University of Science. 2013 D&AD "Digital Design" Jury, 2014 Cannes LIONS "Branded Content and Entertainment" jury. Milan Expo Japan pavilion theatre space director, Media Art Director at Roppongi Art Night 2015.Good Design Award 2015 Jury.

'Passage of Human Emotions and Technology; A New Horizon of Expression'



Artist
Norimichi Hirakawa



Lexus Design
Project Chief Director
Tadao Mori



JTQ
Junji Tanigawa
(moderator)

Date; March 15(Thu)

Time; 19:00-20:00

Place; Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW

※The talk session will be held in front of 「the view [for LEXUS LF-LC]」 by Norimichi Hirakawa.

Capacity; 40persons

Application: Please send email to info@mediaambitiontokyo.jp with "March 15(date)", Name, phone#, address, age by March 3rd.

※ Tokyo City View entrance fee is needed and you can enjoy the MAT exhibition with it too.
Entrance; DOOR ¥1,800 ADV ¥1,500 (TOKYO CITY VIEW Entrance Charge)

Ticket: peatix(<http://peatix.com/event/147267>)

Norimichi Hirakawa

Hirakawa's works centralize in real-time processed, computer programmed audio visual installations, and have been shown at national and international art exhibitions as well as the Media Art Festivals. He is a recipient of many awards including the Award of Distinction at Prix Ars Electronica in 2008. He involves himself in a wide range of activities, such as concert piece production for Ryoji Ikeda, collaborations with Yoshihide Otomo, Haruko Mikami, live performances as Typingmonkeys, and artistic direction for the ARTSAT project (Satellite Art Project).

Junji Tanigawa (CEO of JTQ Inc./ Space Composer / Media Ambition Tokyo Committee)

Born 1965. He founded consulting firm JTQ Inc. in 2002, providing creative direction for clients to "deliver [their] messages through the medium of space". Going beyond the designing of physical structures, he applies all forms of communication to branding development and promotion. His major works include Japan Media Arts Festival (2005 - 2008), JAPAN BRAND EXHIBITION (2007), Kansei Exhibition (2009) at the Palais du Louvre's Museum of Decorative Arts, Yakushiji Hikari Emaki (2010) to commemorate the 1300th anniversary of Heijyokyo, GOOD DESIGN EXPO (2007 - 2011), GOOD DESIGN EXHIBITION (2007-2013), KRUG Bottle Cooler (2011, 2013), MARC JACOBS ICONIC SHOWPIECES EXHIBITION (2013), UT POP-UP! TYO (2013), MEDIA AMBITION TOKYO (2013 - 2014) and IMA CONCEPT STORE (2014). Tanigawa has been selected for the D&AD Awards, as well as winning numerous DSA (formerly DDA) Awards for his outstanding contributions to spatial design.

<MAT TALK>

06. Apple Store, Ginza

[Ginza]

'Ambitions of Technology Art'



Rhizomatiks
Serichi Saito



teamLab
Toshiyuki Inoko



JTO
Junji Tanigawa
(moderator)

Place; Apple Store, Ginza 3F Theater
Date; March 13(Sun)
Time; 16:00-17:00

Capacity: 100persons
Entrance; Free
Application; Apple Store official site :
<https://s.apple.com/dE4c4o8o8N>

Toshiyuki Inoko (teamLab)

Toshiyuki Inoko, Founder of teamLab was born in Tokushima City in 1977. He graduated from the University of Tokyo in 2001, from the Department of Mathematical Engineering and Information Physics. He attended the University of Tokyo Graduate School of Interdisciplinary Information Studies before leaving in 2004. teamLab is an Ultra-technologists group made up of specialists in the information society such as; Programmers (User Interface Engineers, Database Engineers, Network Engineers, Hardware engineers, Computer Vision Engineers, Software Architects), Mathematicians, Architects, CG Animators, Web Designers, Graphic Designers, Artists, Editors and more. We create works through "experimentation and innovation" making the borders between Art, Science, and Technology, more Ambiguous.

'Time Elapse & Co-creation; Elements of Evolution in Art'



Courtesy Lison Gallery Milano
Artist / Relight Project
Tatsuo Miyajima



JTO
Junji Tanigawa



Chief editor // WIRED Japan
Kei Wakabayashi
(Moderator)



Editor in Chief, Bijutsu Techo
Teiya Iwabuchi
(Moderator)

Place; Apple Store, Ginza 3F Theater
Date; March 13(Sun)
Time; 18:00-19:00

Capacity: 100persons
Entrance; Free
Application; Apple Store official site:
<https://s.apple.com/dE4q2o2G0L>

Tatsuo Miyajima (Artist/Relight Project)

Tatsuo MIYAJIMA is a contemporary artist. He graduated from the Tokyo University of Arts in 1986 and also received an honorary doctorate from the London Institute in 1998. His participation in the Venice Biennale (1988) brought him international attention. Since then, based on the idea of 'Art in You,' he has produced a number of works that uses digital light-emitting diode (LED) and materials such as electric circuits, video, and computers. He serves as Vice President of Kyoto University of Art and Design and Tohoku University of Art and Design.

Kei Wakabayashi (WIRED Japanese Edition)

Born in 1971. Spends his early childhood in London and New York.

After graduating from Waseda University's Faculty of Letters, Arts and Sciences (his major was in French literature), joins Heibonsha, a publishing company. Through editing for the company's monthly magazine 'Taiyo (sun)', he becomes affiliated with Japan's traditional cultures including cooking, architecture, design and literature. Becomes independent as a freelance editor in year 2000 and thereon works on editorial production for magazines, free-papers, corporate PR brochures, as well as editing exhibition illustration books and other written works. He is also active as a music journalist and edits music-related articles ranging from free jazz to K-pop. Is also a consultant for music labels, Editor-in-Chief for WIRED JAPAN since 2011.

Teiya Iwabuchi (Editor in Chief, Bijutsu Techo)

Born 1975. Graduate of Faculty of Economics, Keio University. Has been a member of 'Bijutsu Techo' s editorial department since 2002, Editor-in-Chief since 2008. Also holds post as Editor-in-Chief for 'Bijutsu Techo Global Edition' founded in 2015, and online art news site, 'Bitecho'.

07. Apple Store, Omotesando / 02. INTERSECT BY LEXUS – TOKYO

[Omotesando/ Aoyama]

'Art and Commerce; Potential of Expression'



WOW
Kosuke Oho



LUCENT
Takahiro Matsuo



JTO
Junji Tanigawa

1. Talk Session by Mr.Oho, Mr.Matsuo and Mr.Tanigawa

Place; Apple Store, Omotesando
Date/Time; March 5(Sat) 17:00-18:00
Capacity: 50persons / Entrance; Free
Application: Apple Store official site : <https://s.apple.com/dE4W7p4z4v>

2. The work introduction session by Mr.Matsuo

Place; INTERSECT BY LEXUS - TOKYO
Date/Time; March 5(Sat) 18:20-19:00

※ The work "White Rain for LEXUS" introduction session by Mr.Matsuo to be held in INTERSECT BY LEXUS (Aoyama) after the talk event at Apple Store Omotesando subsequently.

Kosuke Oho (WOW Creative Director)

After graduating from Tama Art University, joins a major advertising firm then proceeds to WOW. Has worked in overall visual planning (CM, VI, PV) and creative direction mainly via advertisement. His recent works have been focused on spatial visual expressions. His activity areas have expanded overseas and has worked as director on numerous installation visual projects.

Takahiro Matsuo (LUCENT)

Born 1979. CEO of LUCENT DESIGN INC. Engages in interactive light installations integrating video, light, technology and aesthetic representation. Matsuo's artwork is created via his own video, light and programming systems and is diverse in expression and technique. They display Nature's phenomena and laws, the delicateness of light within our imaginations and provoke intuitive participation from visitors. He has provided his creativity to international art exhibitions, public spaces, commercial facilities and luxury brand salons.

[Press Contact]

HIRAO INC. Rep: Mifune (mifune@hirao-inc.com), Sakaguchi (tomomi@hirao-inc.com)
Phone: +81-(0)3-5771-8808 Fax: +81-(0)3-5410-8858

11. Warehouse TERRADA

[Tennozu]

Show and Discussion : 'Sculpture and Stage; Our Approach on the 'Body' - Discussion on Dance Performance 'Vessel'



Photo:Nobutada OMOTE | SANDWICH

SANDWICH

Kohei Nawa



Musician

Marihiko Hara



JTO

Junji Tanigawa
(moderator)

Place; G36F Warehouse TERRADA

Date; March 18(Fri)

Time; 19:00-20:30 ('Vessel' show 19:00-, Discussion 19:30-)

Entrance; Free / Capacity;70persons

Application: Peatix: <http://peatix.com/event/148337>

Kohei Nawa (Sculptor/SANDWICH)

Born in Osaka,1975. Currently based in Kyoto. Director of a multidisciplinary creative platform "SANDWICH Inc.". Professor of graduate school/Art and Design Studies at Kyoto University of Art & Design. Working with the unique concept of PixCell as an axis, his works continues to unfold in diverse expressions.

Marihiko Hara (Musician)

Marihiko Hara is a composer residing in Kyoto, Japan. Graduated from Kyoto University (Faculty of Education). A project member of Dumb Type, Shiro Takatani. His main interest is to compose serene silence in music and to pursue his own texture of sounds. He composes music for performance such as Shiro Takatani "ST/LL" with Ryuichi Sakamoto, Damien Jalet + Kohei Nawa "Vessel", and visuals, Kawai-Okamura "Columbos" (Awarded The Silver Dragon Prize at Krakow Film Festival), Eugene Kangawa "sansui".

04. INSTITUT FRANÇAIS TOKYO

Digital Choc & Media Ambition Tokyo Collaboration Talk

[Iidabashi]

'Entre Architecture Physique et Numérique' Between Physical and Digital Architecture



audio visual label

1024 architecture



Rhizomatiks

Seiichi Saito



Chief editor // WIRED Japan

Kei Wakabayashi
(Moderator)

Place; NSTITUT FRANÇAIS TOKYO

Date; February 24(Wed)

Time; 19:00-21:00

Entrance; ¥500 (Students, Members; Free)

Application: DOOR ticket only and the ticket to be distributed an hour before the session's starting time.

<http://www.institutfrancais.jp/tokyo/events-manager/le-labo-vol-10/>

1024 architecture

1024 architecture is a company created by Pier SCHNEIDER and François WUNSCH. 1024 focuses on the interaction between body, space, sound, visual, low-tech and hi-tech, art and architecture. 1024 make audio-visual installations, micro-architecture, urban intervention, performances, exhibitions and others. www.1024architecture.net/

08. TSUTAYA TOKYO ROPPONGI

Relight Project × MEDIA AMBITION TOKYO Collaboration Talk

[Roppongi]

Relight Project×MEDIA AMBITION TOKYO • Relight Session Vol.2 'Socially Engaged Art; Men in Motion'



Artist / Relight Project

Tatsuo Miyajima



Journalist / Media Activist

Sei Daisuke Tsuda



Rhizomatiks

Seiichi Saito



Creative Director, NPO inVisible / Relight Project

Hiroko Kikuchi

Place; TSUTAYA TOKYO ROPPONGI 2F

Date; January 28(Thu)

Time; 19:30-21:00

Capacity; 50persons

Hosted by ; Tokyo Metropolitan Government, Arts Council Tokyo, NPO inVisible

Special cooperation by ; MEDIA AMBITION TOKYO

*Registration closed.

Daisuke Tsuda (Journalist /Media Activist)

Daisuke TSUDA is a journalist and media activist. He is the editor-in-chief of an online magazine about politics *Politis*. Graduated from the Social Sciences Department, Waseda University. He is a visiting professor at Osaka University of Economics and Kyoto University of Art and Design. He is a Representative Director of Movements for the Internet Active Users. He also appears on television network including TV Asahi and Fuji Television. He has written numerous articles and books on subjects such as media, journalism, IT, internet-service, contents-business, copyright, and others, as exploring 'new' journalism using social media.

Hiroko Kikuchi (Creative Director, NPO inVisible / Relight Project)

Hiroko KIKUCHI is an artist and community designer. Her experiences extend from creating socially engaged art projects, to providing engagement based strategic direction and leading educational and leadership programs for arts and cultural institutions. She has worked for the MIT and the Museum of Fine Arts, Boston, and her consulting clients include Berkeley Art Museum, the Washington DC Office of Planning, the Kentucky Foundation for Women, and Vietnamese American Civic Association and others. In Japan, she has worked for the WAWA project, Aichi Triennale 2013 and lectures at Rikkyo University and Musashino Arts University.

[Press Contact]

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<MAT LIVE>

01. Roppongi Hills Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW

[Roppongi]



Keiichiro Shibuya

MEDIA AMBITION TOKYO OPENING LIVE 'Digitally Show' produced by Keiichiro Shibuya

Artist :

Live ; Keiichiro Shibuya, Seiho, SKY-HI, Yasei Collective
Alex Augier (DIGITAL CHOC 2016 & Scopitone Collaboration Artist)
DJ ; ELLI ARAKAWA, Tomad
VJ ; HEXPIXELS, Daihei Shibata

Date; February 26(Fri) / Time; 20:00-24:00

Entrance; door¥4,320 adv¥3,780

Ticket : Peatix (<http://peatix.com/event/147275>)



Seiho



SKY-HI



Yasei Collective



ELLI ARAKAWA



Tomad



HEXPIXELS



Daihei Shibata



DIGITAL CHOC 2016 & Scopitone Collaboration artist
Alex Augier

MAT Committee

ROPPONGI HILLS / CG-ARTS / JTQ Inc. / Rhizomatiks

MAT Partner

INTERSECT BY LEXUS – TOKYO / Culture Convenience Club

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The Asahi Shinbun Company / WIRED JAPAN / BIJUTSU TECO / HIP / Roppongi Mirai Kaigi

PR Partners

HiRAO INC / Getty Images Japan K.K.

Special Cooperation

Warehouse TERRADA / Digital Hollywood University / Relight Project / Institut français du Japon - Tokyo/
IMA CONCEPT STORE(amana inc.) / National Museum of Emerging Science and Innovation (Miraikan) / British Council / Intel

WEB <http://www.mediaambitiontokyo.jp>

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

【Press Release Information URL】

<http://www.image.net/mediaambitiontokyo2016>

【Press Contact】

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