

The date of information disclosure
2018/2/1 (THU)



An urban technology art festival where tomorrow's ideas and technologies meet
“MEDIA AMBITION TOKYO 2018”
2018/2/9(FRI) – 2/25(SUN)



Organizer MAT Committee

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

Dates February 9 (FRI) – 25 (SUN)

*Event Calendar will vary according to venue.

Venues 01. Roppongi Hills [Roppongi]

02. ART&SCIENCE GALLERY LAB AXIOM [Roppongi]

03. Institut français du Japon – TOKYO [Iidabashi]

04. Digital Hollywood University [Ochanomizu]

05. DAIKANYAMA T-SITE [Daikanyama]

06. National Museum of Emerging Science and Innovation [Odaiba]

07. Good Design Marunouchi [Marunouchi]

08. GYRE [Omotesando]

09. teamLab [Suidobashi]

10. GINZA T-SITE [Ginza]

11. TSUTAYA TOKYO ROPPONGI [Roppongi]

12. Apple Store GINZA [Ginza]

About MEDIA AMBITION TOKYO

MEDIA AMBITION TOKYO 2018 (“MAT”) will be its’ 6th year in running. It is a real-life showcase of top-notch technological culture that takes an experimental approach to urban implementation. Super-edgy artwork, video, music, performances, and talk shows will be hosted in center of Tokyo such as Roppongi, Harajyuku, Daikanyama, Ginza, Iidabashi, Suidobashi, Odaiba and Marunouchi.

Thanks to various participants from Japan to overseas and co-sponsored of this program, MAT is continuously expanding and growing as the organization which presents diverse urban technology art programs. The urban system of transportation, communication and information have been changed and will be changing toward and beyond 2020.

Tokyo will show the world that potential of technology in creating the city's future. And, MAT aims to present the technology art festival which substantiating of innovative movement based on experimental validations.

【 Press Release Information URL 】

<http://www.image.net/mediaambitiontokyo2018>

【 Press Contact 】

Hirao INC Rep : Mifune mifune@hirao-inc.com/ / Tel 03-5771-8808 / Fax 03-5410-8858

Highlight of MAT 2018

◆ 『ART & TECH TOKYO』 A variety of artists exhibiting exclusively at MAT

The line up includes a number of up and coming artists leading the next generation, including Rhizomatiks, known for fusing the latest technology with design, teamLab, a group developing projects that go beyond the boundaries of art and entertainment, Yoichi Ochiai who integrates art and research for Digital Nature, and nor with artists from different backgrounds like architecture and music, creating expressions that are not bound by traditional methods. Set in Tokyo, MAT will be a platform for cutting edge displays.

◆ Broadening the body and senses

Virtual Reality (VR), Augmented Reality (AR), and Artificial Intelligence (Ai) is constantly evolving and with advancements in physical functions, it is now even possible to manipulate the senses.

『VODY』 has been created through a collaboration between Rhizomatiks and TOYOTA BOSHOKU CORPORATION. This exhibitions allows participants to experience the relationship between humans in the AI generation and machines. With the concept of human and machine becoming one, it evokes the idea of a future where humans and AI have an organic relationship, allowing humans to have extended capabilities; a world with designed symbiosis.

◆ Using technology to visualize the beauty hidden in our everyday lives

Fusing technology and art has given birth to a new form of visualization, such as works by Akira Wakita that exposes the scenery hidden in our everyday lives, and AKINORI GOTO, that gives a visual to beauty of time. The exhibitions give a tangible feel to those invisible relationships and bring about new discoveries.

◆ Experiencing new music through the fusion of technology and creativity

Synchronizing music and technology has allowed designers to mix the future and the past to provide a new kind of music experience. Exhibitions include 『Imaginary Soundwalk』 by Qosmo, which uses algorithms in the creative process, with an AI system creating soundscapes, 『Perfumery Organ』 by TASKO that diffuses fragrance alongside music, and Ei Wada's exhibition which plays unique electronic music through the revival of old appliances. Explore the next generation of entertainment.

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MAT EXPOSITION

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

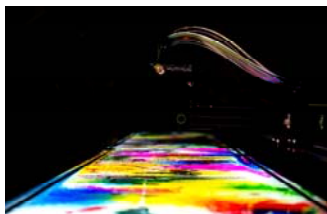
[Roppongi]

Venue : Roppongi Hills Mori Tower 52F, TOKYO CITY VIEW
 Dates : Friday, February 9 – Sunday, February 25 / Time : 10:00 - 22:00
 Admission : Free (Note that the admission to Tokyo City View is charged.)



Rhizomatiks (Rhizomatiks/
TOYOTA BOSHOKU CORPORATION)

Title : VODY



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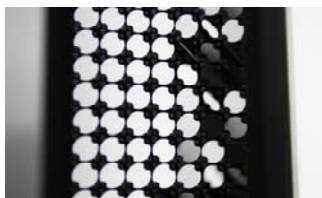
Title : dyebirth



© Studio JL

Joanie Lemerrier

Title : MONTAGNE, CENT QUATORZE
MILLE POLYGOINES



Gil Kuno

Gil Kuno

Title : Waterfall



Qosmo

Title : Imaginary Soundwalk



NOBUMICHI ASAI x Honda

Title : CONNECTED FLOWER

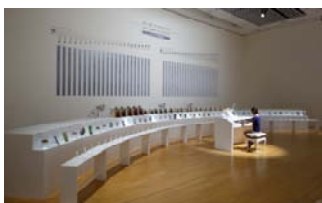
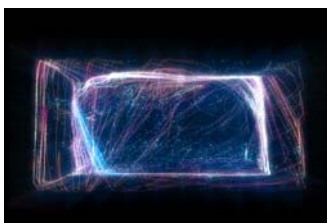


Photo: KIOKU Keizo

TASKO.inc

Title : Perfumery Organ



**Akira Wakita+Daikin Technology
Innovation Center**

Title : Visualization of Air Conditioner



Yuichiro Katsumoto

Yuichiro Katsumoto

Title : 7x7 (Robotype 3)



Sony Design

Title : Immersive Space
Entertainment



Yoichi Ochiai

Title : Morpho Scenery



Digital Nature Group

【 Press Release Information URL 】

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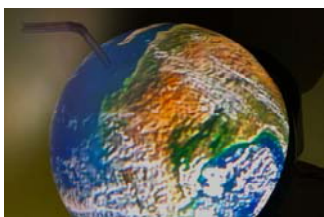
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Shinichi Takemura

Title : A Tea Space with a Sphere



AR3Bros.

Title : Suckable Earth



AR3Bros.

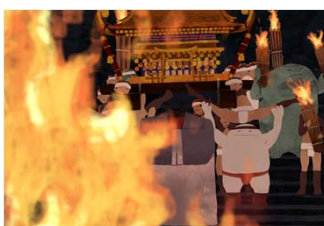
Title : Tangible Universe



Minami Kawasaki

Tomo Kihara

**Title : Street Debater
(CREATIVE HACK AWARD)**



Yosuke TANI

**Title : the Fire Celebration at Kurama
(CREATIVE HACK AWARD)**

01. Roppongi Hills

West Walk South

[Roppongi]



Shinichi Takemura

Title : The Earth Clock

Venue : Roppongi Hills West Walk South
Dates : Friday, February 16 – Sunday, February 25
Admission : Free

01. Roppongi Hills

Keyakizaka "Counter Void"

[Roppongi]



© 2016 Relight Project / Photo by Ryuichi Maruo

Relight Project 2018

Venue : Roppongi Hills Keyakizaka "Counter Void"
Dates : Sunday, March 11 – Tuesday, March 13
Admission : Free
Organizer : Tokyo Met. Government, Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture), Incorporated NPO InVisible
URL : <http://relight-project.org/>

02. ART & SCIENCE GALLERY LAB AXIOM

[Roppongi]

Symptom Visualized

ART & SCIENCE GALLERY LAB AXIOM

Venue : ART & SCIENCE GALLERY LAB AXIOM
Dates : Saturday, January 20 – Saturday, March 10 ※Closed Sundays, Mondays and Holidays
Organizer : ART & SCIENCE GALLERY LAB AXIOM
URL : <http://as-axiom.com/>

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03. Institut français du Japon – TOKYO

[Iidabashi]

**DIGITAL
CHOC**

The 7th edition, Digital Choc

Venue : Institut français du Japon – TOKYO etc
Dates : Friday, February 9 – Sunday, March 4
Admission : Free
Organizer : Institut français du Japon
URL : <http://www.institutfrancais.jp/tokyo/events-manager/digital-choc-2018/>

04. Digital Hollywood University

[Ochanomizu]



**DHGS COLLECTION 8
-Monsters Moonlight Metamorphosis-**

Venue : Ochanomizu Sora-city Academia 3F
Dates : Saturday, February 24, 13:00 - 16:00
Admission : Free
Organizer : Digital Hollywood University, Graduate School
URL : <http://gs.dhw.ac.jp/exhibition/2017/>

05. DAIKANYAMA T-SITE

[Daikanyama]



ELECTRONICOS FANTASTICOS! Electromagnetic Room

Venue : DAIKANYAMA T-SITE GARDEN GALLERY
Dates : Saturday, February 17 – Sunday, February 18, 11:00 - 19:00
※Live performance 17:00~
Admission : Free
Artist : Ei Wada

06. National Museum of Emerging Science and Innovation

[Odaiba]



The Campus Genius Award (Gakusei CG Contest)

Venue : National Museum of Emerging Science and Innovation (Miraikan)
Dates : Friday, February 16 – Sunday, February 18
Admission : Free
Organizer : CG-ARTS (Computer Graphic Arts Society)
URL : <http://campusgenius.jp/2017/>

07. Good Design Marunouchi

[Marunouchi]



**YouFab Global Creative Awards COLLABORATIVE FUTURES
-Design, Technology and Art -**

Venue : Good Design Marunouchi
Dates : Friday, February 9 – Friday, February 23
Admission : Free
Organizer : FabCafe
URL : <http://www.youfab.info/2017/>

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Morpho Scenery in GYRE

Venue : GYRE
 Dates : Tuesday, February 20 – Thursday, May 31
 Admission : Free

Artist : Yoichi Ochiai

MAT WORKSHOP



teamkidsLab

Dates : Saturday, February 17
 Venue : DAIKANYAMA T-SITE, Building No.1 2F, Event space
 Admission : Free

teamLab Office tour

Dates : Tuesday, February 20, 10:30 - 11:30
 Venue : teamLab
 Admission : Free

Detailed information is updated from time to time on the WEB site

<http://www.mediaambitiontokyo.jp>

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

MAT Partner
 Culture Convenience Club

Media Partners
 WIRED JAPAN / BIJUTSU TECHO

PR Partners
 HiRAO INC / Getty Images Japan K.K.

Special Cooperation
 Institut français du Japon – TOKYO / YouFab Global Creative Awards 2017 / Digital Hollywood University
 / Relight Project / ART & SCIENCE GALLERY LAB AXIOM/ GYRE
 / TOYOTA BOSHOKU CORPORATION / Honda / Daikin Technology Innovation Center

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

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

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