

**Mori Building Co., Ltd and Mori Art Museum
are commissioned to curate and manage
the Japan Media Arts Festival in Hong Kong Exhibition 2012**

Introducing Japanese media arts to an Asian audience



Mori Building Co., Ltd and Mori Art Museum have been commissioned by the Agency for Cultural Affairs Japan to curate and manage the Japan Media Arts Festival in Hong Kong 2012, which will be held from December 8, 2012 to January 6, 2013 at ArtisTree in TaiKoo Place. The Exhibition's purpose is to introduce Japanese media arts to an Asian audience.

The Exhibition's theme will be *Parade: Invisibles in Japanese Media Arts – From "Night Parade of One Hundred Demons" to "IS Parade"*; and it will feature a variety of award-winning works from the Japan Media Arts Festival's four categories of art, entertainment, animation and manga. Besides the exhibits and screenings, it will also convey a deeper understanding of Japanese media arts through a programme of symposium and other public events that will run throughout its duration.

About Mori Building Co., Ltd

Drawing on the renowned expertise in urban planning and town management it has accumulated over the years, Mori Building Co., Ltd has created and developed a variety of new and innovative businesses that are centred on the urban environment. By promoting the development of imaginative Japanese content as part of its mission to "create and develop cities", Mori Building Co., Ltd aims to help boost Japan's international competitiveness, as well as address some of the infinite possibilities to be found in modern cities.

(Please refer to the additional reference materials: "Mori Building's New Urban Businesses: Promoting the Development of Creative Japanese Content")

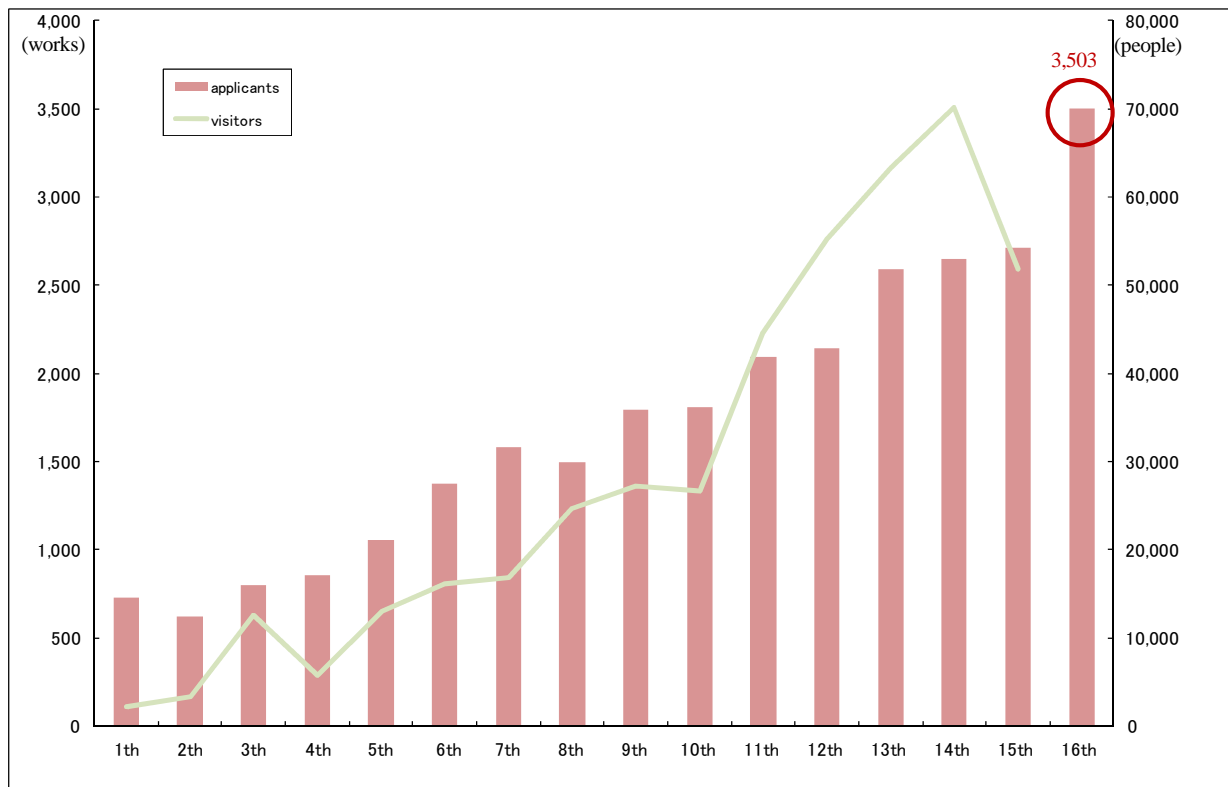
About the Japan Media Arts Festival

The Japan Media Arts Festival is a comprehensive media arts festival that seeks to promote the creation and development of the media arts. In addition to recognizing and honoring outstanding works in the four categories of art, entertainment, animation and manga since 1997, it also provides audiences with the opportunity to enjoy and appreciate these award-winning creations.

The festival continues to develop into an international event, with the number of entries received increasing year on year. This year's 16th installment of the festival attracted the highest number of entries ever – a total of 3,503 works were submitted from 71 countries and regions all over the world.

Overseas exhibitions that introduce media art to a wide overseas audience, with a particular focus on award-winning works from the festival, have previously been held in various international cities all over the world, including Beijing (2002), Shanghai (2007), Singapore (2008), Vienna (2009), Istanbul (2010), and Dortmund (2011). This year, the Japan Media Arts Festival Hong Kong Exhibition 2012 will be held in Hong Kong, China.

Numbers of visitors and works submitted to the Japan Media Arts Festival from its first to 16th year:



Japan Media Arts Festival in Hong Kong 2012

Parade: Invisibles In Japanese Media Arts

From “Night Parade of One Hundred Demons” to “IS Parade”

Exhibition Period: 8 December 2012 (Sat.) to 6 January 2013 (Sun.)

Administration and management: Japan Media Arts Festival in Hong Kong 2012 Secretariat
(Mori Building Co., Ltd., Mori Art Museum)

Official website: [http:// parade-jmaf.jp](http://parade-jmaf.jp)

Opening hours: 11:00 - 20:00

Venue: ArtisTree (1/F Cornwall House, TaiKoo Place, Island East)

Admission : Free

Curator: Kataoka Mami (Chief Curator, Mori Art Museum)

Organizer: Agency for Cultural Affairs Japan

Supporting Organizations: The Consulate-General of Japan in Hong Kong, Leisure and Cultural Services Department, Hong Kong Film Archive, JETRO Hong Kong, Create Hong Kong

Sponsors: Swire Properties, Hong Kong Arts Centre, Shun Hing Group / Panasonic, MUJI.

Cooperations: The Japan Society of Hong Kong, The Hongkong Japanese Club, Hong Kong Design Institute & Hong Kong Institute of Vocational Education (Lee Wai Lee), Asia Society Hong Kong Center

Exhibiting artists (tentative):

Antenna (art)

Chioka Masatoshi (animation)

Hara Keiichi (animation)

Hashimoto Daisuke (entertainment)

Hayashi Tomohiko/Sembo Kensuke/

Koyama Tomohiko (entertainment)

Hosoda Mamoru (animation)

Kanno So+Yamaguchi Takahiro (art)

Kaneuji Teppei (art)

Kawasaki Hirotsugu (animation)

Kuwakubo Ryota (art)

Miyazaki Hayao (animation)

Morohoshi Daijiro (manga)

Naruse Tsubasa (entertainment)

Okiura Hiroyuki (animation)

Okumura Yuki (art)

Omodaka, Hirano Ryo (entertainment)

Oshii Mamoru (animation)

Otomo Katsuhiro (animation)

Sawa Hiraki (art)

Shiriagari Kotobuki (manga)

Taguchi Yukihiro (art)

Tanaka Hideyuki (entertainment)

Tsujikawa Koichiro (entertainment)

Uekusa Wataru (animation)

The “PARADE” exhibition will showcase works from the fields of Japanese contemporary art, media art, manga, animation, video games, the Internet, and software applications that visualize a certain consciousness of the Japanese perspective on nature and its invisible entities. The “PARADE” in the title is a key term that alludes to the procession of demons found in the entire series of famous (replica) monster picture scrolls from Japanese art history entitled “Night Parade of One Hundred Demons” (attributed to Tosa Mitsunobu), as well as “IS Parade”, an app that creates a procession of people and characters out of your Twitter stream. The parade also symbolizes the shifts in media and technology from the past to the present, the fusion and continuity of different spaces and times that underlie these changes, as well as a journey of discovery that seeks to attain an awareness of these invisible entities.



photo: Jennifer Yin

Curator: Kataoka Mami (Chief Curator, Mori Art Museum):

After working as a researcher on cultural policy, urban redevelopment and art and culture-related projects at a private think tank, Kataoka became the Chief Curator at Tokyo Opera City Art Gallery in 1997. She joined the Mori Art Museum in 2003; and since then she also did a two-year stint as international curator at the Hayward Gallery in London, starting from 2007. In 2012, she was the Guest Curator of an exhibition at the Asian Art Museum in San Francisco, and she served as a Co-Artistic Director of the 9th Gwangju Biennale.

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