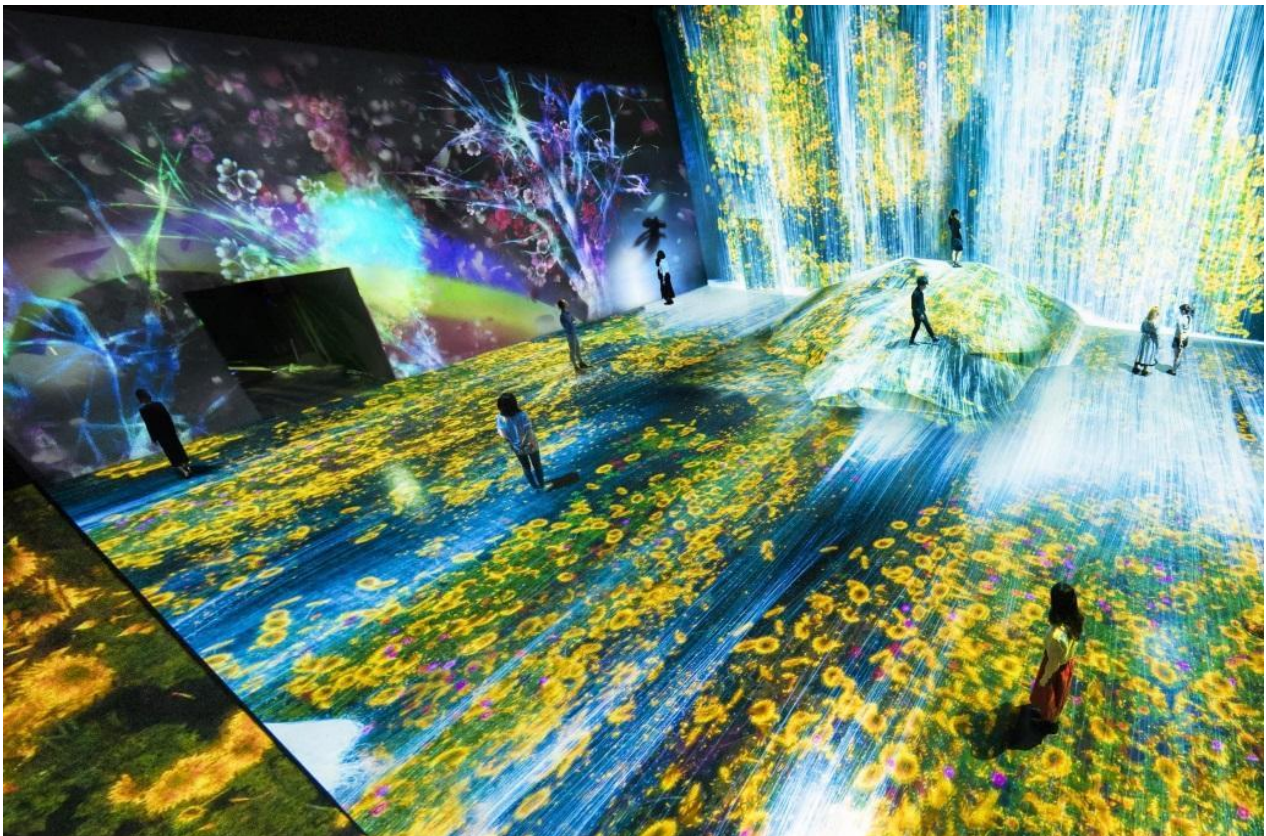


**FOR IMMEDIATE RELEASE**

April 26 2018  
Mori Building Co.,Ltd.  
teamLab

**Mori Building and teamLab Present the Unprecedented Art Museum**  
**“MORI Building DIGITAL ART MUSEUM: teamLab Borderless” to open on 21 June 2018!**  
**Some 50 interactive artworks to be displayed in a massive space covering 10,000 square meters**



“MORI Building DIGITAL ART MUSEUM: teamLab Borderless”, the unprecedented digital art museum, will open on 21 June 2018 under the joint operation of Mori Building Co.,Ltd. and teamLab. As the new flagship facility of teamLab, the interactive art museum will feature approximately 50 artworks, some completely new, in a huge 10,000m<sup>2</sup> space organized into five zones.

The interactive artworks have no borders separating them from the other works. Some extend beyond their installation rooms and into the corridors, some overlap with other works and some even fuse with other works. Since there are no boundaries, the immersive works keep the boundaries between people in a state of continuous flux. Visitors physically enter and explore the works as well as experience interactions with other visitors. The result is a totally new kind of interactive digital art museum the likes of which cannot be found anywhere else in the world.

Ultimately, Mori Building and teamLab wish for their unique digital art museum to expand cultural interactions in Tokyo and expand the city’s magnetism as it approaches 2020 and beyond.

Official website: <https://www.teamlab.art/e/borderless/>

Teaser Video: <https://youtu.be/9jOFIhMk2K0>



## [10,000m<sup>2</sup> Facility with 5 Zones]

### 1: Borderless World

People move about freely in their lives, forming connections with others and experiencing the world through their bodies. The body also perceives the concept of time. The boundaries between thoughts are ambiguous, so one thought can influence another, and the thoughts even intermingle.

At MORI Building DIGITAL ART MUSEUM: teamLab Borderless, artworks extend freely beyond their rooms, form connections with people and evoke perceptions of time. The artworks interact with other works, and sometimes influence and even fuse with other works. The museum is a borderless world of such works.

People lose themselves in this world through their bodies, and the borderless works actually transform in the presence of people. As people become immersed in this world and meld into it, they begin to experience continuity with others around them and form relationships that transcend the boundaries between people and the world.

### Main Work

#### Untitled



<https://www.teamlab.art/ew/iwa-waterparticles/>

#### Untitled



<https://www.teamlab.art/ew/tanada/>

## 2: teamLab Athletics Forest

The Athletics Forest at teamLab Borderless is a new type of creative physical space that stimulates the growth of the brain's hippocampus, where emotions and memory occur, and sharpens spatial awareness. Athletics Forest is based on the concept of understanding the world through the body and thinking three-dimensionally.

Visitors experience three-dimensional "light bouldering" (climbing three-dimensionally illuminated footholds, like in bouldering), a space for jumping high and sinking low, a space for crossing hanging bars that swing in the air, a weightless space full of three-dimensional lights in motion, a world turned inside out, and a large three-dimensional space created with slopes of different elevations. Immersion in this interactive digital art with complex three-dimensional spaces evokes a strong, physically creative experience.

### Main Work

#### **Boing Boing Universe**

teamLab, 2018-, Interactive digital installation, Sound: DAISHI DANCE



Artwork: <https://www.teamlab.art/w/boing/>

Experimental video: <https://youtu.be/r1MEpoT-fEs>

#### **Three-dimensional Light Bouldering**

teamLab, 2018-, Interactive digital installation, Sound: DAISHI DANCE



Artwork: <https://www.teamlab.art/w/bouldering/>

Experimental video: <https://youtu.be/k43iyQrPGpU>



### 3: Future Park

The teamLab Borderless museum unlocks new relationships between people occupying the same space. The aim is to transform individual creativity into co-creative actions and also make the presence of others a positive experience.

As technological development accelerates and machines increasingly take over the jobs of humans, our uniquely human traits—the ability to think and act creatively—are becoming increasingly important.

Unfortunately, creativity is often suppressed rather than encouraged in education and everyday life. Also, many people have become addicted to their mobile devices, so while their brains may be connected to others digitally, their bodies remain thoroughly isolated. Opportunities to nurture collaborative physical activity are in decline.

Humans learn about the world through interaction and experiences shared with others. People think with their bodies as they move through the world, and much of human society has been developed through creative efforts born from collaboration and collective interplay. Our hope is that people will become more creative in their everyday lives by enjoying co-creative experiences. This was the inspiration for this interactive work.

#### Main Work

##### **Sketch Aquarium**

teamLab, 2013-, Interactive digital installation, Sound: Hideaki Takahashi, teamLab



Artwork: <https://www.teamlab.art/w/aquarium/>

Video: <https://youtu.be/zBeHOAfemEA>

##### **Sliding through the Fruit Field**

teamLab, 2016-, Interactive digital installation, Sound: teamLab



Artwork: <https://www.teamlab.art/w/fruitfield/>

Video: <https://youtu.be/nSSJbc6O3tU>

#### 4: Forest of Lamps

In this work, when a person stands close to a lamp the light shines brightly and emits an enveloping color. Starting from the first lamp, the light spreads to the two nearest lamps and gradually the same-colored light is emitted by other lamps, one after another, continuing to spread out. The light from each of the other lamps shines brightly once, then eventually all of the light returns to the first lamp. The process occurs in response to an interaction between a person and a lamp, so if a different light suddenly emerges from another part of the room, it means that there is someone else in the room. Visitors thus become aware of the presence of others in the same space.

#### Forest of Resonating Lamps – One Stroke

teamLab, 2016, Interactive Digital Installation, Murano Glass, LED, Endless



Artwork: [https://www.teamlab.art/ew/forest\\_of\\_resonating\\_lamps/](https://www.teamlab.art/ew/forest_of_resonating_lamps/)

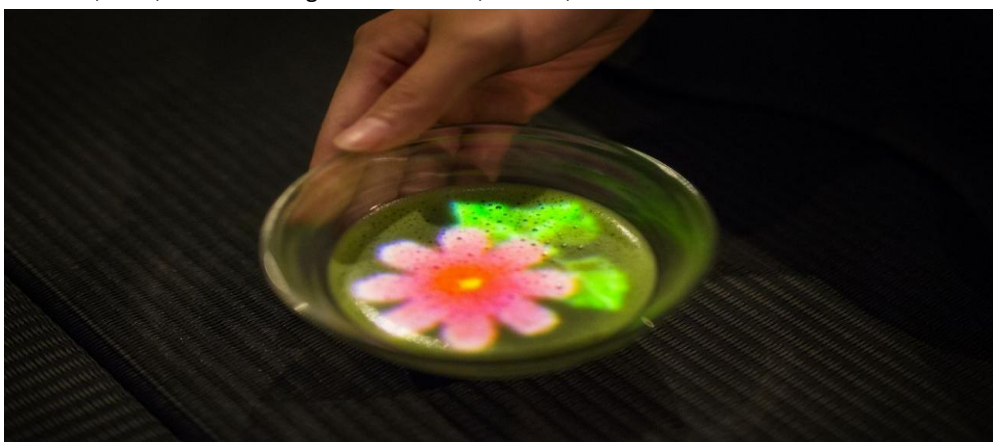
Video: <https://youtu.be/cEMniCKnODO>

#### 5: EN Tea House

EN Tea is a new green tea that is grown and produced in Hizen, which is near Nagasaki in western Japan. By pouring the tea into a teacup, people create flowers that go on to bloom. Visitors can also enjoy the experience of drinking the tea.

#### Flowers Bloom in an Infinite Universe inside a Teacup

teamLab, 2016, Interactive digital installation, Endless, Sound: Hideaki Takahashi



Artwork: <https://www.teamlab.art/ew/flowersbloom>

Video: <https://youtu.be/FOIzxPoOcX8>

## **MORI Building DIGITAL ART MUSEUM teamLab Borderless**

Name: MORI Building DIGITAL ART MUSEUM: teamLab Borderless  
Location: palette town, Odaiba  
Address: 1-3-8 Aomi, Koto-ku, Tokyo,  
Floor space: About. 10,000 square meters  
Launch: June 21, 2018  
Hours: 11 am to 7pm  
Open from 10 am on Saturdays, Sundays and national holidays  
Open until 9 pm on Fridays, Saturdays and days before national holidays  
Note: Final entrance is one hour before closing.  
Admission: Adults, and high school and university students: 3,200 yen (tax included)  
Children (age 4 to middle school students): 1,000 yen (tax included)  
Ticket sales: Scheduled from late May  
Organizers: Mori Building and Team Lab Limited Liability Partnership (jointly established to operate the museum)  
Projection: Epson Sales Japan Corp.  
URL: <http://borderless.teamlab.art/jp>

### **Media Inquiries**

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## Appendix

### Era of the Global Cities

We now live in the Era of the City. In 1800, only 3% of the world's population lived in cities. Today, however, more than half of the global population is gathered in cities, which account for only 5% of the area on Earth. Moreover, in developed countries, urban populations total 75%. People, goods, capital and information are now concentrated in cities, spawning endless trends and innovation that in turn attract further accumulation of power. In the endless quest to accumulate more, cities are now focusing on developing their magnetism through comprehensive power, including not only economic and financial strengths but also art and culture.

### Tokyo's new focus on cultural interaction

According to the most recent Global Power City Index, an annual report issued by Mori Building's think tank Mori Memorial Foundation, Tokyo is very strong in areas such as economy, environment and livability, but is lacking in terms of cultural interaction, which is determined by factors such as city's number of museums, cultural events and so on. The report evaluates Tokyo as being weaker than London and New York in this regard (Diagram 1). As such, cultural interaction has become the key to enhancing Tokyo's comprehensive power.

### London's comprehensive power enhanced by the Olympic Games

As a result of hosting the London 2012 Olympic Games, London surged past New York to become the world's leading city in terms of comprehensive power. From 2005, when the city was selected to host the Games, London embarked on a mission to add many new hotels and upgrade its infrastructure. The city also began holding major cultural events and thereby significantly enhanced its power of cultural interaction. Notably, in the years since the Olympic Games, cultural interaction has remained an enduring asset of the city, allowing London to further expand its comprehensive power. The example of London is a highly useful model for Tokyo, where the Tokyo 2020 Olympic and Paralympic Games are fast approaching (Diagram 2).

### Tokyo's newest cultural destination

With Tokyo 2020 close at hand, Mori Building and teamLab have decided to collaborate in an unprecedented effort to upgrade Tokyo's cultural status on the world stage. Their collaborative initiative, MORI Building ART MUSEUM: EPSON teamLab Borderless, the world's first museum dedicated to digital art, is sure to become a major addition to Tokyo's comprehensive power and attract people from around the world as a unique destination for cultural interaction.

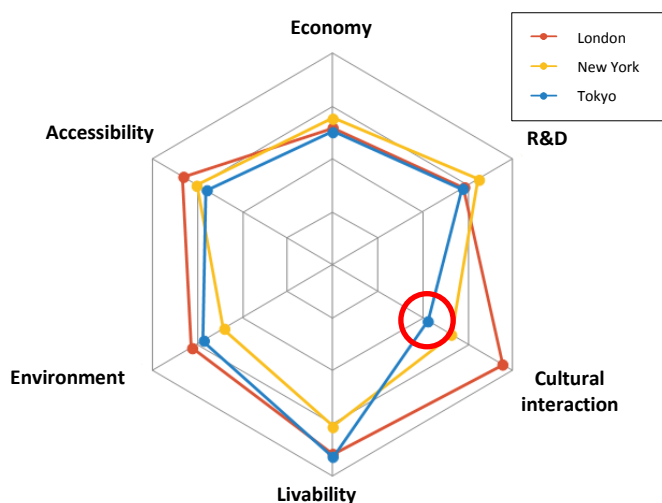


Diagram 1: 2017 Rankings of Top 3 Cities

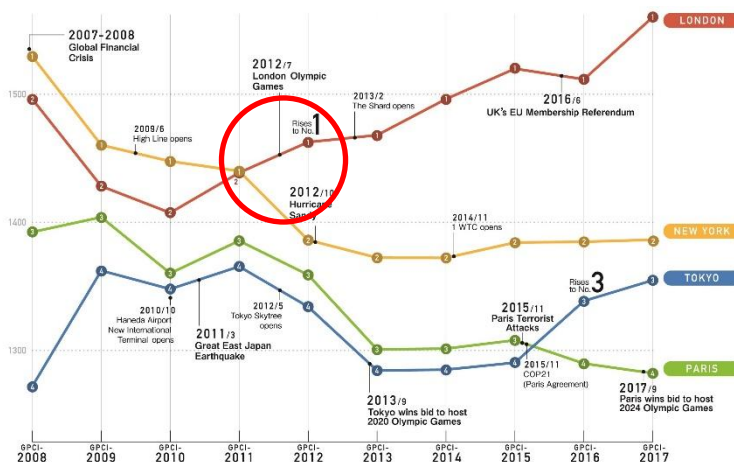


Diagram 2: Comprehensive Power of Top 4 Cities (2008 to 2017)