

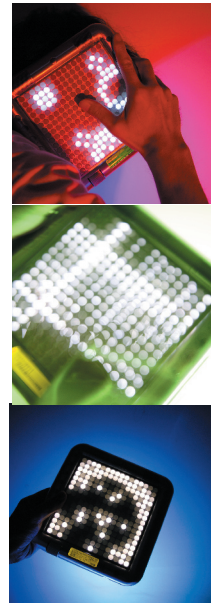
25 June 2010

Press release materials

## Japan Media Arts Festival in Istanbul 2010 “Creative Mind” and “Narrative Mind”: Japanese cultural aspects found in media art, game, animation and manga.

The Agency for Cultural Affairs holds overseas exhibitions for the purpose of expanding recognition of award-winning works and artists. Exhibitions were held in Beijing (2002), Shanghai (2007), Singapore (2008), Vienna (2009), and this year we would organize “Japan Media Arts Festival in Istanbul 2010” at Pera Museum from 6th August to 3rd October. Set in Istanbul as the historic and culturally diverse city, an attempt would take place to introduce the collection of Japanese leading-edge media arts, games, animations and manga with their aesthetic appeals from different perspectives.

Even in the field of contemporary media art, we are able to find the characteristics rooted in Japanese history and climate. We would hold the exhibition and screening, setting “Creative Mind” and “Narrative Mind”-characteristics seen in the Japanese media arts- as the theme. Visitors will find fascinating aspects of Japanese media arts through refined media art works brought from the fusion of technology and expression stemming from the “Creative Mind”, and through the “Narrative Mind” observed in animation, game and manga that are gathered with the threads of flowing creativity and expressiveness. During the exhibition period, symposia and workshops will also take place.



The exhibition of last year "Japan Media Arts Festival in Vienna 2009"

『TENORI-ON』 © IWAI Toshio / Yamaha Corporation

※ Last year we held the “Japan Media Arts Festival in Vienna 2009” in Austria. Exhibition of media art, game, animation and manga with the theme of sound, as well as screening events, symposia, workshop was organized and succeeded to receive 7,545 visitors in 9 days.

Please contact us at the following address if you have any questions.

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\* The main role of this society is the nurturing of human resources and cultural development in the field of computer graphics.

## Outline

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■ Title	Japan Media Arts Festival in Istanbul 2010
■ Theme	“Creative Mind” and “Narrative Mind”
■ Term	6th August – 3rd October, 2010
■ Venue	Pera Museum (Istanbul, Turkey)
■ Organizer	Agency for Cultural Affairs, Pera Museum, CG-ARTS
■ Honorary Patronage	Consulate General of Japan in Istanbul
■ In Co-operation with	NIPPON EXPRESS Co., LTD.
■ Admission	Free (entrance fee to the museum is needed separately)  ※ Japan Media Arts Festival in Istanbul 2010 will be held as the authorized event of the “Japan Year 2010 in Turkey.”

## Exhibition

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We would hold the exhibition and screening, setting “Creative Mind” and “Narrative Mind”.

- Creative Mind  
Experience-based interactive arts and installation works employing leading-edge technologies are exhibited, to introduce the potential sense of “Creative Mind” that contemporary Japanese artists hold such as the pursuit of advanced technology, elaborate workmanship, high degree of perfection, and affinity for technology.  
[Artist : HIRAKAWA Norimichi, ISHIBASHI Motoi+MANABE Daito, KAWASE Kohsuke, KODAMA Sachiko, MATSUYAMA Shinya+HIRAHARA Makoto, Maywa Denki, plaplax, etc.](#)
- Narrative Mind  
The section where visitors could view the “Narrative Mind” expression of various genres woven from Japanese unique conceptions of nature and their sensitivity. Display of original drawing of manga and participative games, as well as storyboards of animation and many other valuable documents will be exhibited in order to follow the trail of production processes.  
[Artist : HOSODA Mamoru, ICHIJO Yukari, IGARASHI Daisuke, INOUE Takehiko, KATO Kunio, SATONAKA Machiko, TAKEMIYA Keiko, YAMAMURA Koji, etc.](#)
- Screening  
Screening of theatrical animation, short animation, art videos, music videos, CM, and VFX, mainly consists of award-winning works of Japan Media Arts Festival. It is first time in Turkey to have held such screening programs with wide variety of genres.  
[Artist : HARA Keiichi, HOSODA Mamoru, KATO Kunio, KAWAMOTO Kihachiro, MIYAZAKI Hayao, TOMINO Yoshiyuki, YAMAMURA Koji, etc.](#)

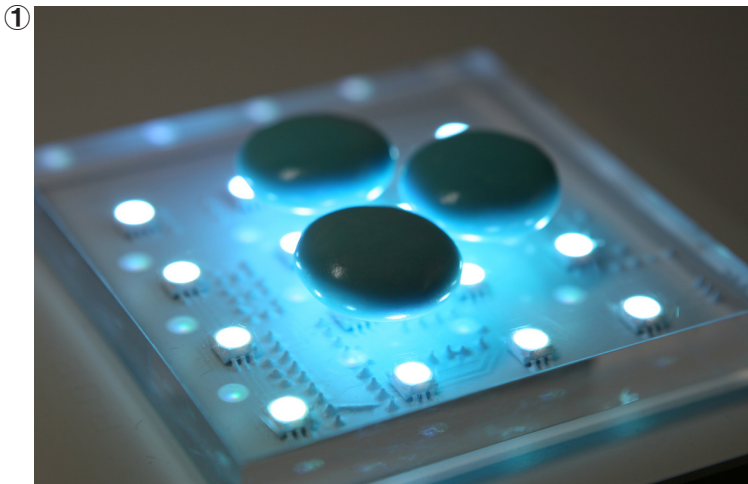
(alphabetical order)

### About Pera Museum

Located New City district of Istanbul, Turkey, and was established in 2005 by the Suna and Inan Kiraç Foundation for the purpose of encouraging education, health and culture. The museum boasts the collection including the number of Orientalism paintings, holds monthly exhibition, not only of the modern art works but exhibitions of young artists presenting the art with new realm of expression, and “Pera Film”, a screening event of films of different genres, introducing contemporary cultures and arts to Turkey in collaboration with various museums abroad.



# Works of Exhibition and Screening



© Shinya Matsuyama + Makoto Hirahara



© Yoshimono Kogyo Co., Ltd. / Maywa Denki Photo by Jun Mitsuhashi



© KAWASE Kohsuke



© 2007 Makoto Isshiki / THE PIANO FOREST Film Partners



© ROBOT



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- ①『RGBy the gathering』 Matsuyama Shinya + HIRAHARA Makoto(10th) ②『Seamoons』 Maywa Denki(3th) ③『BEARINGS GLOCKEN II』 KAWASE Kohsuke(13th)  
 ④『PIANO NO MORI』 ISSHIKI Makoto(12th) ⑤『The House of Small Cubes』 KATO Kunio(12th) ⑥『MOBILE SUIT Z GUNDAM -Heirs to the Stars-』 TOMINO Yoshiyuki(9th) ⑦『Super Mario Galaxy 2』 (13th)

\*The description in parenthesis is the artist's name or the festival's number of time when the artwork was awarded.

\* ①②③ are exhibited in "Creative Mind". ④⑤⑥⑦ are exhibited in "Narrative Mind". ④⑤⑥ are screened in "Screening".

\* Images of works and previous exhibitions are available. Please contact SHINOHARA or CHIBA at the Public Relations Department of Computer Graphic Arts Society on page 1.