



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

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

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

*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 TSUTAYA BOOKS (Daikanyama)
- 10. teamLab (Suidobashi)
- 11. Warehouse TERRADA (Tennozu)
- 12. National Museum of Emerging Science and Innovation (Odaiba)

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.mediaambitiontokyo.jp>

[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 01-12. 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 Kangawa x Spiber x THE NORTH FACE, Tetsuya Mizuguchi + Rhizomatiks + 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; ¥1,800(TOKYO CITY VIEW Entrance Charge)
- ② **Relight Days, Roppongi Hills Keyakizaka 'Counter Void'**
Artist; Relight Project
 Dates; March 11(Fri)-13(Sun) / Entrance; Free
- ③ **'Everything is as it is', West Walk 2F, Temporary Barricade**
Artists; Douglas Diaz + Rhizomatiks
 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 'Fashion Tech Summit #001'**
 Dates; March 4(Fri)10:00-6(Sun)18:00/Entrance; Free

09. **DAIKANYAMA TSUTAYA BOOKS, Daikanyama T-site Garden Gallery / Artist; TBD**
 Dates; TBD / Time; TBD / Entrance; Free

10. **teamLab / Artist; teamLab**
 Title; teamLab Office Tour / Dates; TBD/Entrance; Free

11. **Warehouse TERRADA / Artists; Kohei Nawa + Damien Jalet (TBD)**
 Title; Vessel / Dates; TBD / Entrance; TBD

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>)

< MAT TALK >

- 01. **Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW (Capacity; 50persons)**
Tetsuya Mizuguchi x Seiichi Saito Date; March 3(Thu) /Time;19:00-20:00/Entrance; ¥1,800 (TOKYO CITY VIEW Entrance Charge)
Norimichi Hirakawa x Junji Tanigawa Date; March 15(Tue)/Time; 19:00-20:00/Entrance; ¥1,800 (TOKYO CITY VIEW Entrance Charge)
- 04. **INSTITUT FRANÇAIS TOKYO (Capacity; 100persons) DIGITAL CHOC 2016 Collaboration Event**
1024 architecture x Seiichi Saito x Kei Wakabayashi(moderator) Date; February 24(Wed)/Time; 19:00-/Entrance; ¥500 (Students, Members; Free)
- 06. **Apple Store, Ginza (Capacity; 100persons)**
Seiichi Saito x Toshiyuki Inoko x Junji Tanigawa Date; March 13(Sun) / Time; 16:00-17:00 / Entrance; Free
Tatsuo Miyajima x Kohei Nawa x Junji Tanigawa(moderator) Date; March 13(Sun)/ Time; TBD/ Entrance; Free
- 07. **Apple Store, Omotesando**
Kosuke Oho x Takahiro Matsuo x Junji Tanigawa 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
- 08. **TSUTAYA TOKYO ROPPONGI (Capacity; 50persons) *Registration Closed**
Tatsuo Miyajima x Daisuke Tsuda x Seiichi Saito x Hiroko Kikuchi(moderator) Date; January 28(Thu)/Time; 19:30-21:00/Entrance; Free

< MAT LIVE >

- 01. **Roppongi Hills, Mori Tower 52F, TOKYO CITY VIEW**
MEDIA AMBITION TOKYO OPENING LIVE 'Digitally Show' produced by Keiichiro Shibuya
 Date; February 26(Fri) / Time; 20:00-24:00 / Entrance; door¥4,320 adv¥3,780

[Press Contact]

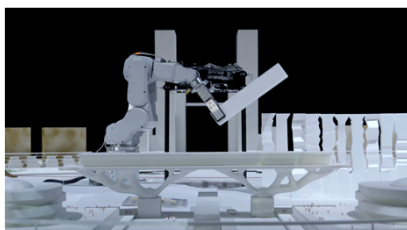
<MAT EXPERIENCE>

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

[Roppongi]

「MAT LAB」

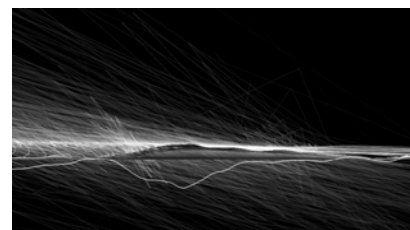
Dates; February 26(Fri)-March 21(Mon, Ntl Holiday) / Time; 10:00-22:00
Entrance; ¥1,800(TOKYO CITY VIEW entrance charge)



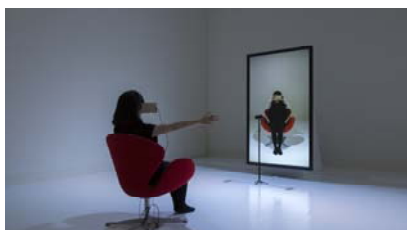
Rhizomatiks Architecture
Title : SPACE EXPERIMENT #001



Genta Kondo+Hiroshi Yamaura+Tetsuya Konishi (exiii)
Title : handiii / HACKberry



Norimichi Hirakawa x LEXUS
Title : the view [for LEXUS LF-LC]



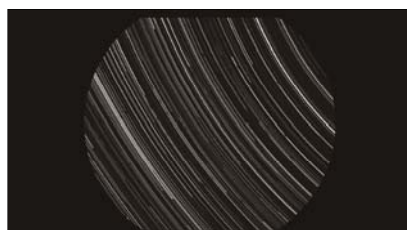
Naotaka Fujii +GRINDER-MAN+EVALA,
Title : The Mirror



Tetsuya Mizuguchi + Rhizomatiks Architecture + Keio Media Design
Title : Rez Infinite - Synesthesia Suit



WOW
Title : birth of light / 3d laser mist hologram (Temp)



Eugene Kangawa
Title : Syndrome / Earth Hole

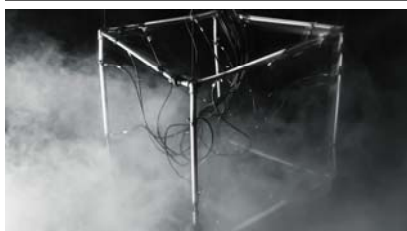


THE NORTH FACE x Spiber with EUGENE KANGAWA
Title : MOON PARKA with SANSUI

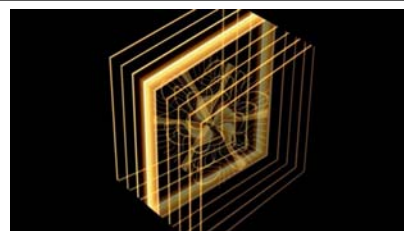


Olga[Etw.Vonneguet]
Title : possibility

DIGITAL CHOC 2016 コラボレーションアーティスト



1024 architecture
Title: WALKING Cube



Alex Augier
Title : vVoxel

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01. Roppongi Hills Roppongi Hills Keyakizaka 'Counter Void'

[Roppongi]



宮島達男「Counter Void」2003年 テレビ朝日所蔵作品

Artist; Relight Project

Title; Relight Days

Dates; March 11(Fri)-13(Sun)

Entrance; Free

01. Roppongi Hills West Walk 2F, Temporary Barricade

[Roppongi]



Artists; Douglas Diaz + Rhizomatiks

Title : 'Everything is as it is'

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

[Aoyama]



Artist; Takahiro Matsuo (LUCENT)

Title; White Rain for LEXUS

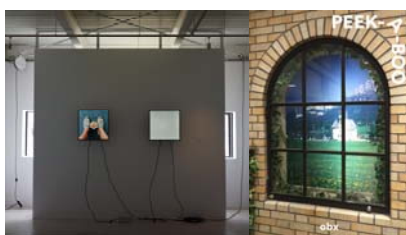
Dates; February 26(Fri)-March 21(Mon, Ntl Holiday)

Time; 11:00-22:00

Entrance; Free

03. IMA CONCEPT STORE

[Roppongi]



Artists; FIG LAB,obx

Title; RGB, Peek-A-Boo

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

Entrance; Free

04. INSTITUT FRANÇAIS TOKYO

[Iiabashi]



The 5th 'DIGITAL CHOC', DIGITAL CHOC 2016

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

www.institutfrancais.jp/tokyo/digitalchoc2016

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<MAT EXPERIENCE>

05. Digital Hollywood University

[Ochanomizu]



Fashion Tech Summit #001

Dates; March 4(Fri)10:00 - 6(Sun)18:00

Entrance; Free

09. DAIKANYAMA TSUTAYA BOOKS

Daikanyama T-site Garden Gallery

[Daikanyama]



Artists; TBD

Title : TBD

Dates; TBD

Entrance; Free

10. teamLab

[Suidobashi]



Artist; teamLab

Title; teamLab Office Tour

Dates; TBD

Entrance; Free

11. Warehouse TERRADA

[Tennozu]



Artists; Kohei Nawa + Damien Jalet

Title; Vessel

Dates; TBD

Entrance; TBD

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

[Odaiba]



'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>

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<MAT LIVE>

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

[Roppongi]



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

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



Keiichiro Shibuya



Alex Augier

MAT Committee

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

MAT Partner

INTERSECT BY LEXUS – TOKYO / Culture Convenience Club

Media Partners

WIRED JAPAN / BIJUTSUTECHO(美術手帖) / HIP

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)

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

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

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