



# Evolution Cafe

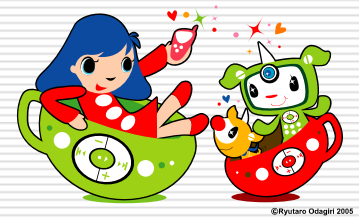
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Report for A Cheering Project of Yokohama Triennial 2005

Project Home Page <http://coolstates.com/evolution/>  
CreativeCluster Home Page <http://creativecluster.jp/>

Reported by OKADA Tomohiro, Director of Creative Cluster  
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**CreativeCluster**

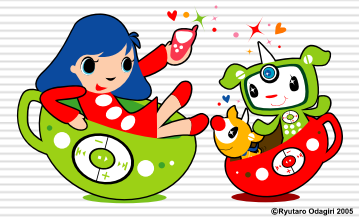


# About Evolution Cafe

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- Show possibility of art living on IT age
  - Show media artists creating life style rich for every one through their art works directly
  - Show media art is not difficult and easy
    - Good media art is not broken one month never stop, easy set up just switch on, easy way that play game, sleep on instauration, have enjoy!  
– It is most curretting point of my project
  - Show new age of artist life with PC, Nintendo, and Internet
- We give REAL experience ICT bringing more art close of life for everyone
  - When in Exhibition Site, ringing mobile phone and talking with artworks, kids play around site on artworks, drink Sake on instauration and talk love affair through experience of artwork, and someone relaxing on instaurations
  - Person in Companies and Ventures put their name cards for wanting work with exhibition artists many times or Spying for their product or advertising idea
  - It is unusual but real art exhibition!





# Summary

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Title: Evolution Cafe  
New Generation Artists Evolve Life Style  
of 21st Century

Dates: 2005 February 18<sup>th</sup> through March 15<sup>th</sup>  
Venue: BankART Studio NYK (Yokohama-City)

Visitors: 5450

Organizer: Creative Cluster  
Co-Organizer: Yokohama Arts Foundation  
BankART 1929

Support: Yokohama City Government

Entrance Fee: 800 Yen

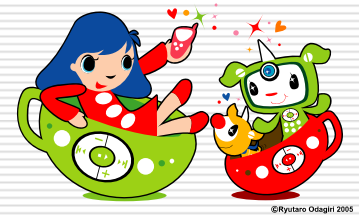
\* Under Junior High School Students are FREE  
- For Intimating Art and IT Creation for youth

Cooperation:  
Macromedia KK  
Apple Computer  
EK Japan Inc.  
IDEE Inc.  
Evolution Inc.

Curator / Director: OKADA Tomohiro  
Exhibition Design: TANAKA Haruaki  
Logo Design: ODAGIRI Ryutaro

# Artists

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Main Exhibition:  
Instaurations

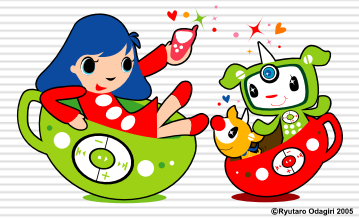
KUWAKUBO Ryota : Media Artist  
SUZUKI Taro : Media Artist  
fuwa pica (YAGISAWA Yuki + MATSUYAMA  
Shinya) : Media Artist  
Surroundings : Information Designer  
MISAWA Junko : Information Designer  
MT-Planning : ICT / Product Design  
Company  
ODAGIRI Ryutaro : Illustrator  
MORIWAKI Hiroyuki : Media Artsit  
Himanainu : Media Design Company

Flash Evolution! An Exhibition:  
PC Based Interactive Art Exhibition

NAKAMURA Yugo : Interactive Designer  
AOIKE Ryosuke : Digital Animator  
YAMAMOTO Shinya : Interactive Artist  
Joakim Nilsen + FF Media Group AS :  
Crewative Agency  
NAGAO Shouji : Media Artist

E+KIT PROJECT:  
Work In Progress Project for Electric Kit

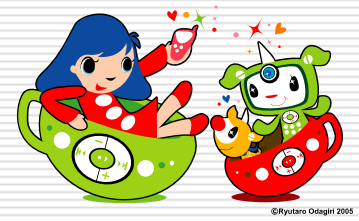
Crispin Jones : Media Artist / Product  
Designer  
ELEKIT / EK Japan Inc. : Electric & Robotic  
Kit Company  
MISAWA Junko  
Surroundings



# Events

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- ❑ We put many event for communicate with diverse sector: kids, youth, policy maker, art lover, design lover, art professionals, business professionals...
- ❑ Since we would like to show those art and culture form contributes their quality of life
- ❑ We plan that those events containing become new form of culture festival on IT era society understanding “ Where would we go tomorrow” by community people self like “Ars Electronica”

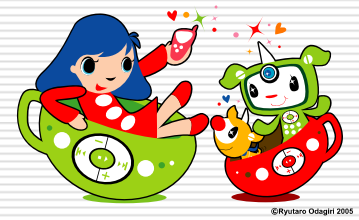


# Events

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- For Professionals
  - artdemo 05 / artdemo 05 extra night
    - Venue: BankART Studio NYK
    - Media Artists / Designers give presentation of their creative style
    - Do Broad Band Presentation Between London
  - Creative Cluster Conference
    - Venue: Yokohama Kaiko-Kinen-Kaikan Auditorium
    - The Leading Expert of Creative City and Information Society giving lecture to each side IT, economics, culture, art expert and policy makers for understanding each idea and try collaboration
    - Speaker: Dr. SASAKI Masayuki (Creative City), Dr. KOKURYO Jiro (IT Policy and Society)
  - Shin Yokohama IT Cluster Meeting
    - Venue: Site of Evolution Cafe
    - IT manufacturing company managements and venture entrepreneurs in Yokohama gathering meeting every month
    - The meeting had in the exhibition site and see presentations by artists for understanding their business and technology connecting with new media art and design



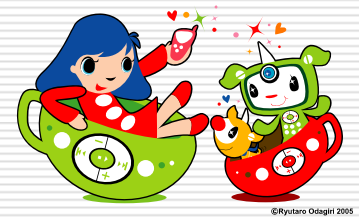


# Events

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- Fun and art experience
  - Monozukuri Classroom
    - Venue: Site of Evolution Cafe
    - Media Artists (SUZUKI Taro and Surroundings) teaching how to make robot and interactive tool for kids that showing charm of IT craft and creation and understanding how to move IT
    - The classroom was collaborate with NPO CANVAS national level IT workshop and kids education research organization
  - Flash Evolution The Screening
    - Venue: Yokohama Kaiko-Kinen-Kaikan Auditorium
    - Showing FLASH based digital art film and animation designs, FLASH based digital art is popular art form in out of Japan, only Japanese art world is not recognized as art since we did curreted screening
  - Live Evolution!
    - Venue: BankART Studio NYK
    - Tsuzuki, Yokohama based Robotic and Machine artists “Kairai Bunch” shows their robot and machine battle





# What going next

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- We would make innovative environment that art giving creativities for everyone could be realizing their dream, idea for live in Yokohama
  - It is an answer for “Creative City” Yokohama
- Action Plan 2005
  - February 2006: Will give possibility of ICT life through international media artists / designers new art work, Exhibition “Electrical Fantasista” at BankART Yokohama
  - November: Will show some home electronics of 21<sup>st</sup> century by media art work as working prototype in Yokohama
  - Now beginning, Project “IT-Intellectual Property Cluster Yokohama” IT and creativities making new industries in Yokohama action project by Ministry of Economy, Trade and Industry and Yokohama City Government

# Yokohama has Tomorrow even though Today because here is Creative City

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It brought you by Creative Cluster



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***Evolution Cafe***

**CreativeCluster**