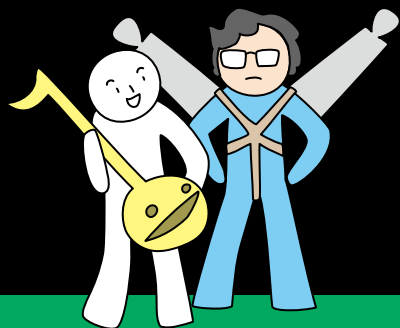
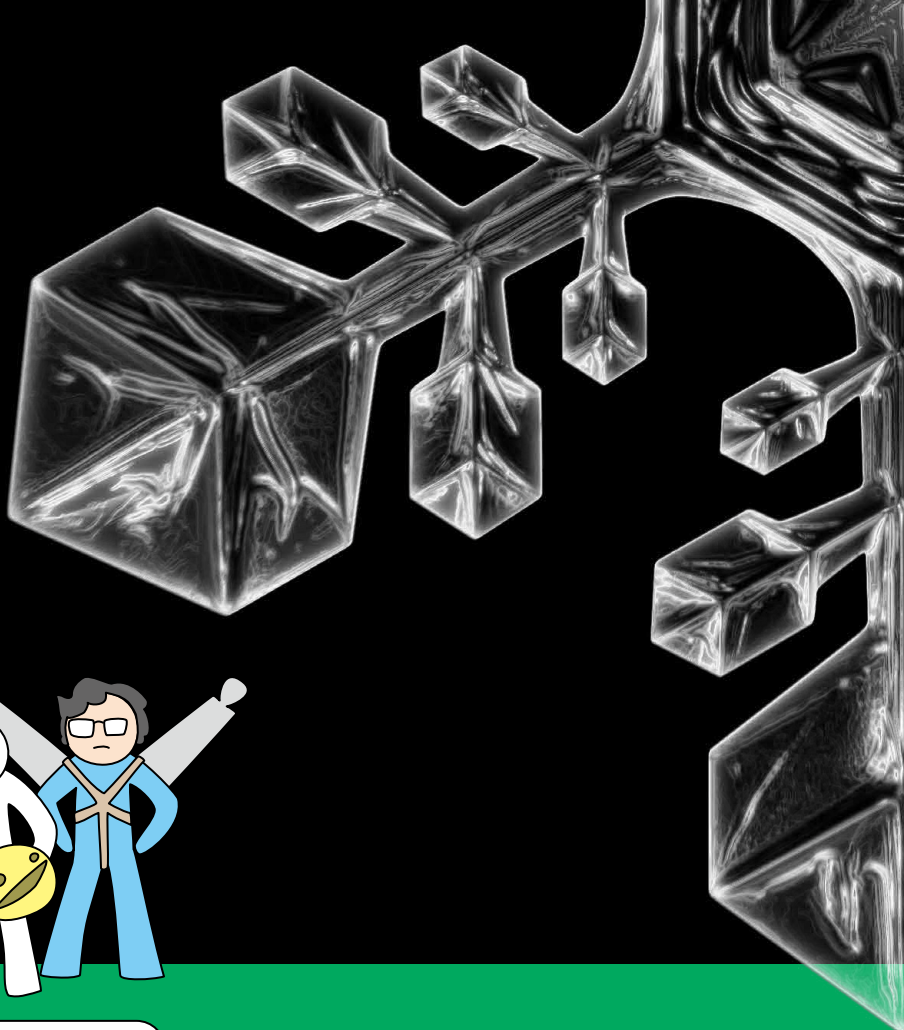


Forest of Media Arts



Venue Guidebook

Sapporo Art Museum

# LAST SNOW

# 札幌国際芸術祭

# SIAF2024

SAPPORO INTERNATIONAL  
ART FESTIVAL

Usa Mosir un Askay utar Sapporo otta Uekarpa

# “Forest of Media Arts” Welcome to the

The Sapporo Art Museum will be hosting two exhibitions with the theme of the “Forest of Media Arts” as part of the Sapporo International Art Festival 2024 (SIAF2024) experimental zones for future winters.

Visitors can experience and play with a variety of amusing Nonsense Machines at the “Maywa Denki NONSENSE MACHINE in Sapporo” exhibition. This is a unique opportunity to witness the talent of the number one entertainer in media arts, from the conception to the development of a new future that transcends common sense.

While the verdant city of Sapporo may seem irrelevant to the fields of media arts and technology, there is in fact a deep connection between them. The exhibition “Did you know that Sapporo is a UNESCO Media Arts City?” unravels the synergy between the city and media arts, shedding light on technology and creative industries in Sapporo.

Join us on a journey through an enchanted forest filled with art, technology, and music.

## About Sapporo Art Museum

The Sapporo Art Museum is built in a cultural complex, the Sapporo Art Park, nestled in the green hills of southern Sapporo. As a vital center for promoting cultural and artistic activities in the creative city of Sapporo, the museum engages in various projects that contribute to nourishing people’s imagination and creativity alongside the well-being of the city.



## Maywa Denki NONSENSE MACHINE in Sapporo



Photo: MITSUHASHI Jun

The “Nonsense Machine,” developed by Maywa Denki, consists of unique shapes and fascinating mechanisms. An overview of the exhibition focusing on four of their major series can be found below.

### INTRODUCTION

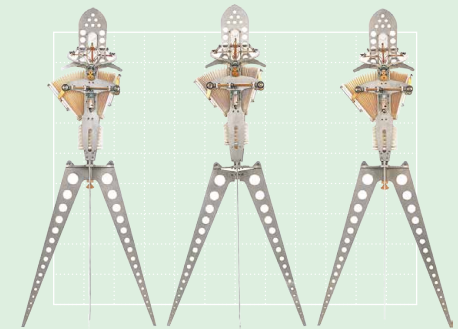
In May 1993, TOSA Novmichi and his older brother Masamichi formed the artistic unit Maywa Denki. With their signature blue workwear look, Maywa Denki creates various Nonsense Machine products, showcasing them in live performances and exhibitions both locally and internationally. Novmichi succeeded former president Masamichi as CEO of the company upon his retirement in April 2001. In March 2019, they opened their first official store, “Maywa Denki Akihabara.” The company celebrated its 30th anniversary in 2023.



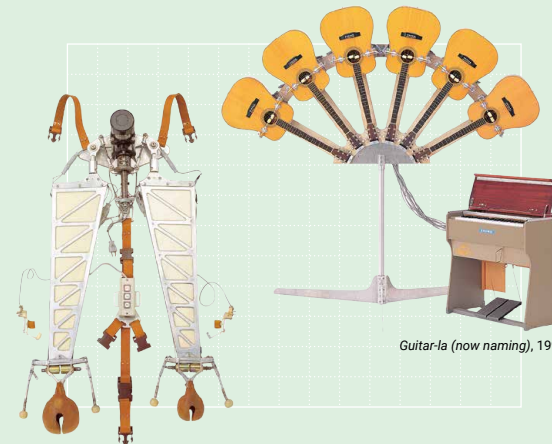
### VOICE MECHANICS Series

The “functionality” and “magicness” of voices

Despite their simple structure, vocal cords function as a unique instrument producing a wide range of pitch and vocalization. Voices possess an element of magicness that stirs emotion, much like how hearing a joyful voice makes you feel happy. The origin of the VOICE MECHANICS Series lies in the ventriloquist doll *Savao*. *Savao* later evolved into *Seamoons*, a singing machine with an artificial vocal cord. Building on *Seamoons* technology, best-selling creations such as *Otamatone*, *Wahha Go Go*, which mimics laughter, and *Dingo*, which reproduces dog barks, were born.



Seamoons, 2004



Pachi-Moku, 1993

Guitar-la (now naming), 1994



### TSUKUBA Series

An electric musical instrument of substance, not information

As the internet advances, music has moved away from substance (=musical instruments) and is now treated as digital information. The TSUKUBA Series, in contrast, uses a 100V electric current to physically produce sound through electromagnets and motors. Examples include *Pachi-Moku*, where a switch moves the drumstick to play the *mokugyo* (fish-shaped wooden drum), and *Koi-beat*, where a switch generates electronic rhythm patterns. Numerous manual and automatic Nonsense Instruments have been developed from these two instruments. Live stage performances have also been a perfect medium to showcase these instruments in action.

## Maywa Denki's Concept of "Nonsense"

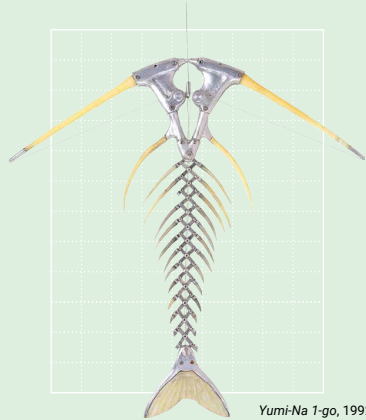
Nonsense is the exploration of the world driven by questions and curiosity, discovering a new common sense within. TOSA Novmichi demonstrates nonsense through meticulous research and numerous sketches, converting them into Nonsense Machines.



### NAKI Series

What am I?

"What am I?" TOSA Novmichi was confronted with this meaningful question as a student. Delving into his nightmares about fish in his childhood, TOSA drew books about fish, studied biology, and researched tools associated with animism to engage with this question from an artistic, scientific, and religious perspective. The NAKI Series is in actuality the reason that Maywa Denki was formed. The lineup ultimately produced 26 products, and products such as *Na-Cord* were mass-produced from the NAKI Series.



Yumi-Na 1-go, 1992



Crying Sheep Clock, 2007



### EDELWEISS Series

What is Femininity?

"What is femininity? What are the behaviors of biological males and females?" These questions drove TOSA Novmichi to express his emotional inspiration using flowers as a symbol, exploring keywords related to women such as the uterus, genes, surface layer, fashion, eros, and maternity. Based on these emotions, TOSA wrote the fairy tale "EDELWEISS PROGRAM," adding illustrations and creating Nonsense Machines from those images. The Nonsense Machines are part of an on-going project linked to the six scenes of the narrative.

## TOYS

Nonsense Machines, designed for everyone to enjoy, will be available at the gift shop along with original merchandise from Maywa Denki.



Otamatone

## LIBRARY

The original sketches behind the inspiration of Nonsense Machines will be on display. Visitors will get a glimpse into the creative process of how their ideas come to life.



Image of past exhibition

## Discovering the Seeds of "Nonsense" The Nonsense Way of Thinking

The nonsense way of thinking is an idea based on the "nonsensical production process" of Maywa Denki. Join us in exploring the feeling that sparks nonsensical ideas within you.



Photos: MITSUHASHI Jun

- ① Write in **B** two things you touched since you woke up this morning.
- ② Add "nonsense" twice in **A**.
- ③ Write down two words in **C** describing what you imagine when combining "nonsense"+ **B**.
- ④ Draw in **D** a "nonsense" image of what you imagined from the two words written in **C**.

### Nonsense Idea Drawing Board

<b>A</b>	<b>B</b>	+	<b>C</b>	=	<b>D</b>



# Did you know that Sapporo is a UNESCO Media Arts City?

## 3 Things to Know About Sapporo, City of Media Arts

### Q1 What is a "City of Media Arts"?

**A** The title City of Media Arts refers to cities that are members of the UNESCO Creative Cities Network in the field of Media Arts. The network comprises seven creative fields like Gastronomy and Music. Sapporo was granted membership in 2013 as the second city globally and the first in Asia to join the field of Media Arts. Currently, 22 cities in 21 countries are part of the Media Arts network. The interpretation of Media Arts varies amongst cities, for example, Lyon (France) focuses on art, York (UK) specializes in industry, and Linz (Austria) incorporates both aspects comprehensively.

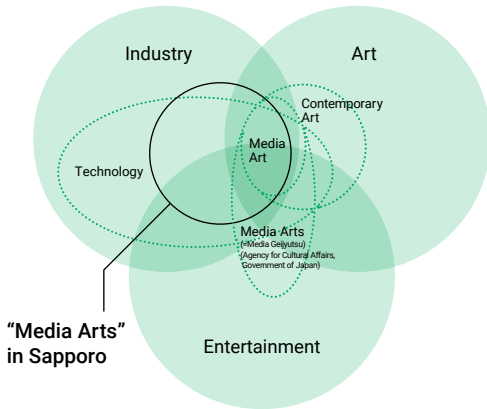


▲ "Sapporo Snow Festival 2023" SNOW MIKU Projection Mapping © Crypton Future Media, INC. www.piapro.net

### Q2 What is "Media Arts" in Sapporo?

**A** The City of Sapporo defines "Media Arts" as blending art with a wide range of fields such as industry, technology, and urban space. Recognizing familiar infrastructure like Odori Park and the Underground Pedestrian Space as intersections of creativity, the entire city is seen as one medium for expression.

◀ The definition of Media Arts established by the City of Sapporo is based on the Exploratory Research Survey on the Potential Needs of Utilization of "Media Arts" in Industry and the Cultivation of Human Resources for Industry (2016).



### Q3 Why is Sapporo a "City of Media Arts"?

**A** The City of Sapporo believes that the ideas of the people create the city. Since the "Sapporo ideas city" declaration in 2006, the City of Sapporo has focused on creative urban development, attracting numerous companies in IT, information media, and content industries. Sapporo's designation as a City of Media Arts became a reality through furthering initiatives that promote the spontaneous creativity of citizens in the field of media content.

Image of SIAF2014 exhibition at Chi-Ka-Ho ▶ (Sapporo Ekimae-dori Underground Pedestrian Square) A.P.1., CIRCUMPOLAR-PHOENIX, 2014



Photo: KIOKU Keizo

## Four Creators Connected to Sapporo

### SNOW MIKU (CRYPTON FUTURE MEDIA, INC.)



SNOW MIKU Art by KEI © Crypton Future Media, INC. www.piapro.net piapro 初音ミク

HATSUNE MIKU is a virtual singer developed by Crypton Future Media (Sapporo). Since the release of the software in 2007, numerous songs have been written by users, sparking a global wave of creative works that transcends various fields. SNOW MIKU was born from the creation of a pure white snow sculpture of HATSUNE MIKU during the 2010 Sapporo Snow Festival. SNOW MIKU has since become the centerpiece of the "SNOW MIKU" festival in Hokkaido. Costume designs for SNOW MIKU are chosen through a contest every year based on a theme, encouraging fan collaboration and igniting excitement for the winters of Hokkaido.

Captivating the World Virtual Singer's Voice

### LAUSBUB

LAUSBUB\* is a New Wave/Techno-pop band that formed in Sapporo during high school. Due to the COVID-19 pandemic, they began producing and streaming music that could be created from home. "Telefon" was released in 2021 and ranked no. 1 on the global weekly charts on SoundCloud\*\*. Online platforms have empowered individual creators to connect globally, enabling LAUSBUB to stream their music from Sapporo to the world.



\*German for "rascal, mischievous" \*\*An audio-sharing service established in Germany

Sounds of the Rascals that Crossed the Ocean

### ISHII Hiroshi + Tangible Media Group | MIT Media Lab

ISHII Hiroshi, a Sapporo native and professor at the Massachusetts Institute of Technology (MIT), has developed "Tangible Bits," a technology that transforms intangible digital information into tangible user interfaces. He seeks to make processes physically graspable in the often-elusive digital world and aims to generate new interaction among people.

Researcher Connecting the Digital and the Human



Photo Courtesy: IT media

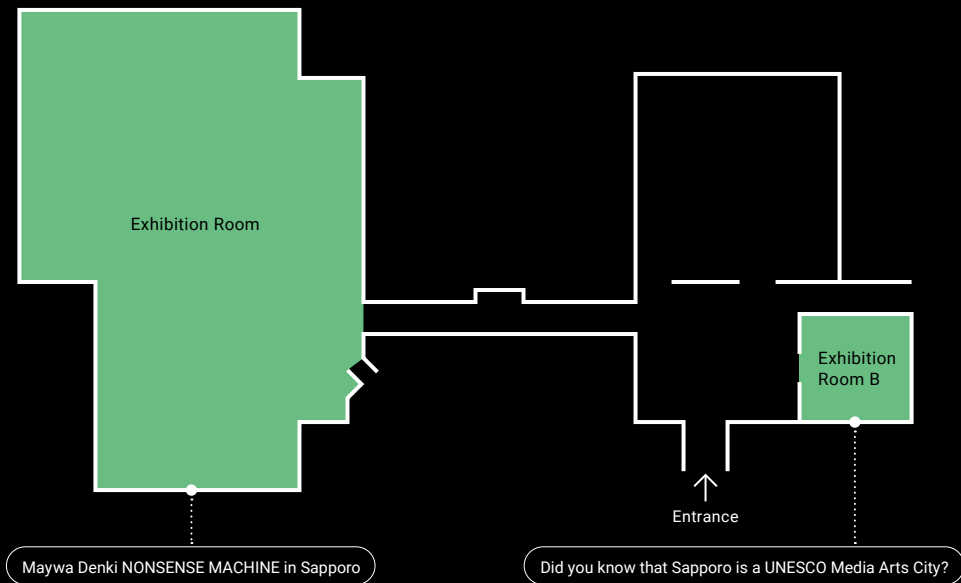
### Yukikaze Technology

Yukikaze Technology is a team of middle and high school students based in Sapporo competing at global robotics competitions. The students handle everything from fundraising resources to PR and workshops, even building and managing the team themselves. Maintaining the organization roots them in the local community, providing opportunities for science education through technology and serving as a learning platform for both robotics and organizational management.

Super Teens Creating Robots and Organizations



# Sapporo Art Museum | Venue Map



## Forest of Media Arts [Maywa Denki NONSENSE MACHINE in Sapporo / Did you know that Sapporo is a UNESCO Media Arts City?]

Venue: Sapporo Art Museum (2-75, Geijutsunomori, Minami-ku, Sapporo)  
Exhibition Room: Maywa Denki NONSENSE MACHINE in Sapporo / Exhibition Room B: Did you know that Sapporo is a UNESCO Media Arts City?  
Exhibition period: Dec 16, 2023 (Sat) – Mar 3, 2024 (Sun)  
Opening hours: 9:45 am – 5 pm (Last entry 30 mins prior to closing)  
Closed: Mondays (Closed the following day when Monday falls on a public holiday or substitute holiday), Dec 29 (Fri) – Jan 3 (Wed)

Organizers: Sapporo Art Museum (Sapporo Cultural Arts Foundation), Sapporo International Art Festival Executive Committee, City of Sapporo  
Special cooperation: The Sapporo Television Broadcasting Co., Ltd. (Maywa Denki NONSENSE MACHINE in Sapporo)



Sapporo Art Museum  
website

Sapporo International Art Festival Executive Committee Office  
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SIAF2024  
official website

