

【For Immediate Release】

March 20, 2020

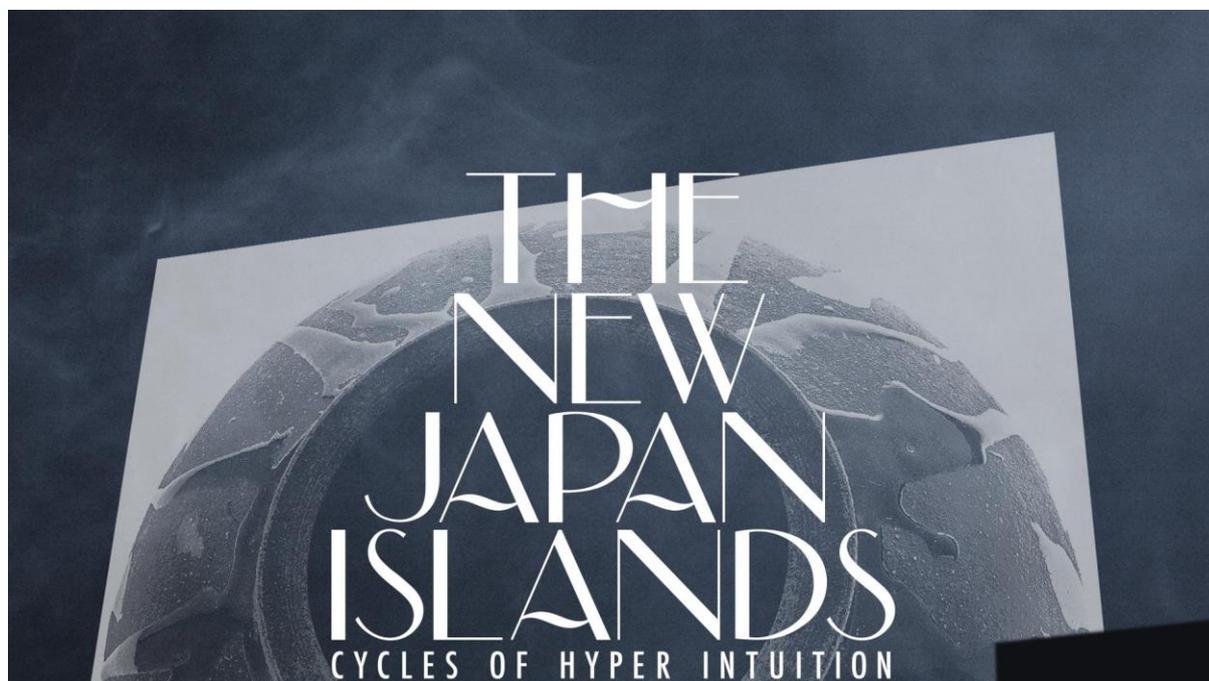
The New Japan Islands Committee

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On March 22 (Sun) JST, a live broadcast related to the SXSW 2020 official event "The New Japan Islands 2020" will be broadcast from Tokyo to the world.

The concept is *Cycles of Hyper Intuition*.

The New Japan Islands was schedule to take place at SXSW 2020 in Austin, Texas, from March 14 (Sat) to March 16 (Mon), 2020 but was cancelled due to the city of Austin cancelling SXSW. However, respecting the spirit cherished by SXSW during its 34-year history that "the show must go on" as well as responding to the call from those who had intended to attend, we have decided to hold a live broadcast in the form of selected events planned for The New Japan Islands. In order to prevent the spread of the new coronavirus, the event will be held with no spectators and, as a measure to protect the speakers and staff from infection, the official website of The New Japan Islands (<http://thenewjapanislands.com>) will stream events live (from 8:00 to 16:30 on Sunday, March 22, JST) for worldwide consumption.



DETAILS

Title:

The New Japan Islands 2020 Live Streaming - featuring Official Event Selections from SXSW 2020

Time/Date:

March 22 (Sun) 08:00~16:00 JST / March 21 (Sat) 18:00~following day 02:00 CDT

Location:

The New Japan Islands official site, <http://thenewjapanislands.com>

The New Japan Islands YouTube Channel <https://youtu.be/Qgn-TnDJGwQ>

TIMETABLE

6 p. m. - 7 p. m. CDT 8KVJ-DJ-LJ-MJ Field of Divine Nature Live Show

In a mist-enveloped world, Japanese folk crafts will be projected on 8K. 32 million pixels on 8K video will exceed the threshold of human vision, and thus the sense of Hyper Intuition. The show will be presented by the world's first four live jockey combination: Visual Jockey (VJ) by executive director Yoichi Ochiai, Disk Jockey (DJ) by Wednesday Campanella's Kenmochi Hidefumi, Lighting Jockey (LJ) by creative director Jiro Endo and Mist Jockey (MJ) by Rintaro Shimohama. 6 p.m.: Opening talk with executive director and keynote speaker, Yoichi Ochiai

7 p. m. - 7:30 p. m. CDT Opening talk with executive director and keynote speaker, Yoichi Ochiai

Explanation of the general purport of the event; Introduction of the NJI programs.

7:45 p.m. - 8:15 p.m. CDT Live broadcast from Hakkaisan Brewing Co.
in Uonuma, Niigata

Hakkaisan brew master will discuss “Japan’ s Sake Heartland”

8:30 p.m. - 9:00 p.m. CDT NEDO Pitch Sessions

Japanese startup companies, Eyes, JAPAN Co. Ltd., Cinnamon Inc. and KAKAXI Inc., all share their new age innovative products.

9:15 p.m. - 9:25 p.m. CDT The Birth Place of Mingei Founder
Muneyoshi Yanagi

Introduction to Mingei (Japanese Folk Art)

9:30 p.m. - 9:45 p.m. CDT How Citizen Science Combats Invisible
Enemies, from Radiation to the Corona Virus

A panel talk between Japan and Citizen Science from The Netherlands.

9:45 p.m. - 10: p.m. CDT The way of the New Mass-gathering into
the age of the ‘particle society’

Introduction of Miraikan and how we survive with COVID-19 physically, socially and Architecturally by Jiro Endo.

10 p.m. - 10:45 p.m. CDT 8KVJ-DJ-LJ-MJ Field of Divine Nature Live
Show

Featuring *Field of Divine Nature*

10:45 p.m. - 11:15 p.m. CDT Yoichi Ochiai Keynote Presentation

Media artist Dr. Ochiai will discuss the theme of *Cycles of Hyper Intuition*

11:30 p.m. - 12 a.m. CDT New Business Ideas from Game Changer
Catapult and *Silky Fine Mist*, a space design solution

Introduction of innovations from Panasonic.

12:15 a.m. - 12:45 a.m. CDT Human Senses are Key to Nostalgic
Future: the Power of Sound, Digestion, Posture and Smell

The 0th Industrial Revolution will lead us to a society with the characteristics which would be beneficial to the individual and the world as a whole.

1 a.m. - 1:30 a.m. CDT Technology Enters Human Body Territory

A Conversation from xDiversity Project by Dr. Ken Endo and Dr. Yoichi Ochiai.

1:30 a.m - 2:00 a.m

8KVJDJLJMJ - Cycles of Hyper Intuition MIX



Special Sponsors

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Sponsor

Hakkaisan Brewing Co., Ltd.

- *Special Cooperation:* The Japan Folk Crafts Museum
- *Cooperation:* Astro Design, Amana, Mori Building Co., Ltd.
- *8K Contents Showcase:* NHK (Japan Broadcasting Corporation)
- *Support:* New Energy and Industrial Technology Development Organization (NEDO)

This project, a collaboration between the Japanese Ministry of Economy, Trade and Industry, companies, artists, academics and cultural figures, is a mission to relay to the world a future vision and landscape from Japan. The industrial revolutions beginning with the invention of the steam engine has evolved to the fourth industrial revolution characterized by technologies such as IoT and AI. However, the unconditional endorsement of material wealth has caused environmental destruction, putting earth, home to humanity, in danger. In addition, monopolies and oligopolies, the result of the pursuit of large-scale and efficient use, is eliminating the diversity inherent in human beings and transforming the world into a monochrome society where humanity is invisible and uniform.

In such an era, the “0th Industrial Revolution” is a concept that breaks through the limits of modern capitalism and growth orientation. We are taking a critical look at the conventional

centralized and mass-production-based society and are proposing ways to stabilize the natural environment and humanity, such that we shift to a society where individuals and organizations can operate autonomously. The key is the Eastern philosophy of revering nature and valuing of harmony. Japanese gardens which incorporate artisanship and artistry are a prime example of this philosophy in play. Ancient Japanese buildings, which incorporate aging of wood carvings and ceramics, are also designed to harmonize with nature. We will try to stay true to the original way of human beings were created as living organisms and propose the message of “Nostalgic Future,” loosely connects industry and culture.

THE NEW JAPAN ISLANDS 2020