



15TH  
JAPAN MEDIA  
ARTS FESTIVAL

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15th Japan Media Arts Festival

## Call for Entries for the 15th Japan Media Arts Festival

Application period: July 15th (Fri.) - September 22nd (Thu.)

This is the 15th year since the Japan Media Arts Festival was first held in 1997. The festival is organized by the Agency for Cultural Affairs, with the aim of promoting the creation and development of media arts (comics, animation, game and media art).

The call is for entries in four divisions, Art, Entertainment, Animation and Manga, and is open to entries from anywhere in the world. The Agency will award a Grand Prize and a number of other awards at the festival, and the winning works will also be exhibited.

Last year saw 1951 entries from Japan and 694 from elsewhere (48 countries and regions) and more than 70,000 visitors attended the exhibition of award-winning works. The festival has grown into an event that attracts wide attention both in Japan and around the world.

The application period has now been officially set.

Applications for entry will be accepted from Friday, July 15th, through Thursday, September 22nd, 2011.

After entries are judged, an exhibition of award-winning works will be held at the National Art Center, Tokyo from, Wednesday, February 22nd through, Sunday, March 4th, 2012.

In addition, a Japan Media Arts Festival exhibition is held outside Japan every year to promote the dissemination of Japan's media arts (comics, animation, game, and media art). Since this year is the 150th anniversary of German-Japan exchanges, the festival will be held from Friday, September 9th, through Sunday, October 2nd at Dortmund U. This event will be called the Dortmund Exhibition 2011 of the Japan Media Arts Festival and details will be announced in due course.

We ask all media to publicize this call for entries for the 15th Japan Media Arts Festival.

### Enquiries

Japan Media Arts Festival Secretariat Office

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Press enquiries: Ms. Masako Taira, Ms. Akiko Onishi

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Application Guide for the 15th Japan Media Arts Festival

## Outline

■ Event: 15th Japan Media Arts Festival

■ Application period: From Friday, July 15, 2011. Application must arrive on or before Thursday September 22, 2011

■ Entry Divisions: Art, Entertainment, Animation, Manga

### Art Division

Artwork created with computers or other electronic devices.

Interactive art, media installations, video works, digital photographs, graphic art, website works, etc.

### Entertainment Division

Entertainment created with computers or other electronic devices.

Games (including web games and social network games), video works (music videos, publicity films including TV commercials, digital special effects videos), toys (including figures), character merchandise, website works (including advertisements, etc.), application software, etc.

### Animation Division

Theatrical animation, TV animation, independent animation, animated short films, etc.

### Manga Division

Manga published in book form, in magazines (including works still being serialized), produced independently and in small private magazines, on websites (PC/mobile), etc.

■ Awards

For each division, one Grand Prize, four Excellence Awards and three New Face Awards will be awarded on the basis of artistic quality and creativity. In addition, a Special Achievement Award will be awarded on the recommendation of the jury to a person having made a special contribution to media art in four specified divisions.

**Grand Prize**: Certificate from Minister of Education, Culture, Sports, Science and Technology Trophy 600,000 Japanese Yen

**Excellence Award**: Certificate from Minister of Education, Culture, Sports, Science and Technology Trophy 300,000 Japanese Yen

**New Face Award**: Certificate from Minister of Education, Culture, Sports, Science and Technology Trophy 200,000 Japanese Yen

**Special Achievement Award**: Certificate from Minister of Education, Culture, Sports, Science and Technology Trophy

Jury Selection Works considered to have special merit will be exhibited or screened along with the award-winning works at international media art and film festivals in Japan and abroad.

■ Public Recommendations

We welcome recommendations of outstanding works from public. Please visit the official website for more information. Your recommendation is greatly appreciated.

Official website: <http://bunka-jmaf.jp/en/>

Recommendation period: From Friday, July 15 through Friday, August 19, 2011

■ Judge, Announcement of Results

October through November: Jury judge

December: 1. Notification of winners

2. Announcement of Results on the Japan Media Arts Festival website and in the mass media  
(TV, newspapers, magazines)

■ Awards Ceremony: Tuesday, February 21, 2012 Tokyo Midtown

■ Exhibition of Award-winning Works: Wednesday, February 22 through Sunday, March 4, 2012  
The National Art Center, Tokyo

■ What is the Japan Media Arts Festival?

The Agency for Cultural Affairs has been organizing the Japan Media Arts Festival annually since 1997 with the aim of promoting the creation and development of the media arts. The Japan Media Arts Festival makes awards for outstanding creative works in the divisions of Arts, Entertainment, Animation and Manga, and provides opportunities to introduce these works through the award announcement, ceremony, and exhibition of the award-winning works.

In addition, the award-winning works will be entered and exhibited in media arts-related festivals and animated film festivals in Japan and overseas. In 2010, the festival's award-winning works were also exhibited at 17 events in Japan, including the Hiroshima International Animation Festival, Okinawa Film Festival and Sapporo International Short Motion Picture Festival, as well as 23 events overseas including the Japan Expo in France, ISEA in Germany and Ars Electronica in Austria.

# Japan Media Arts Festival Executive Committee

## ■ Chair

KONDO Seiichi, Commissioner for Cultural Affairs

## ■ Operating Committee

HAMANO Yasuki, Professor, The University of Tokyo Graduate School

HAYASHIDA Hideki, Director, The National Art Center, Tokyo

TATEHATA Akira, President, Kyoto City University of Arts

## ■ Jury

### Art Division

GOTO Shigeo, Professor, Kyoto University of Art and Design

HARA Kenya, Designer

KAMIYA Yukie, Chief Curator, Hiroshima City Museum of Contemporary Art

OKAZAKI Kenjiro, Professor, International Center for Human Sciences, Kinki University

SEKIGUCHI Atsuhito, President, Institute of Advanced Media Arts and Sciences (IAMAS)

### Entertainment Division

ITO Gabin, Editor/Creative Director

IWATANI Toru, Professor, Tokyo Polytechnic University

SAITO Yoot, Game Designer

TERAI Hironori, Creative Director

UCHIYAMA Koshi, Creative Director

### Animation Division

FURUKAWA Taku, Animation Artist

HIKAWA Ryusuke, Anime Critic

ITO Yuichi, Animation Director

OSHII Mamoru, Film Director

SUGII Gisaburo, Animation Director

### Manga Division

HOSOGAYA Atsushi, Associate Professor, Tokyo Polytechnic University

MINAMOTO Taro, Manga Artist

MURAKAMI Tomohiko, Professor, Kobe Shoin Women's University

SAITO Chiho, Manga Artist

TAKEMIYA Keiko, Manga Artist/Professor, Kyoto Seika University

# 14th Japan Media Arts Festival Facts Sheet

## ■ Works Submitted

Total: 2,645 works

Art Division: 1,101 works / Entertainment Division: 669 works / Animation Division: 425 works /

Manga Division: 450 works

## ■ Overseas Entries

694 works from 48 nations and regions,

(In alphabetical order) Argentina, Australia, Austria, Belgium, Brazil, Bulgaria, Canada, China, Colombia, Croatia, Czech Republic, Dominican Republic, Finland, France, Germany, Greece, Hong Kong, Hungary, Indonesia, Israel, Italy, Latvia, Lithuania, Luxembourg, Malaysia, Mongolia, Nepal, Netherlands, New Zealand, Norway, Philippines, Poland, Portugal, Republic of Ireland, Russia, Serbia, Singapore, Slovenia, South Korea, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, Ukraine, United Kingdom, and United States.

## ■ 14th Japan Media Arts Festival Award-winning Works



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Art Division Grand Prize  
Cycloid-E  
Michel DÉCOSTERD / André DÉCOSTERD (Cod.Act)



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Entertainment Division Grand Prize  
IS Parade  
HAYASHI Tomohiko / SENBO Kensuke / KOYAMA Tomohiko



©The Tatami Galaxy Committee

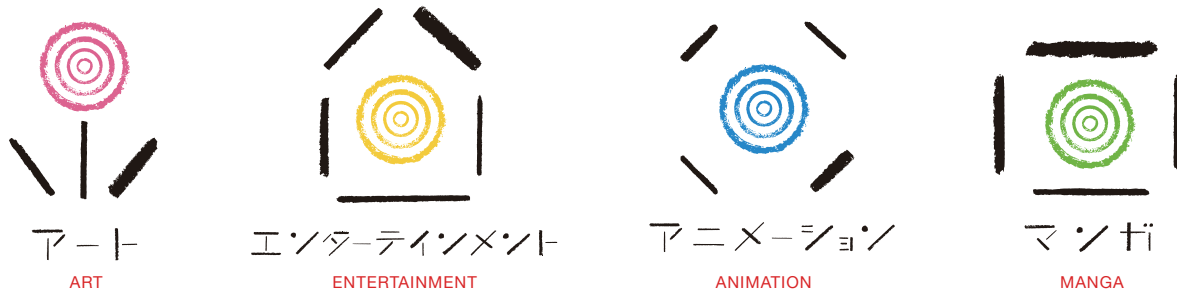
Animation Division Grand Prize  
The Tatami Galaxy  
YUASA Masaaki



©HITOSHI IWAAKI / Kodansha

Manga Division Grand Prize  
HISTORIE  
IWAAKI Hitoshi

## Announcement of the Art Directors for the 15th Japan Media Arts Festival !



Mr. Naoki Sato, ASYL and Mr. Daijiro Ohara are the Art Directors for the 15th Japan Media Arts Festival.

### ■ Concept

We stand at a major turning point in history. Harnessing the power of accumulated experienced the Japan Media Arts Festival should rise to the challenge of serving as a forum for the creation of new values worthy of that historic moment. We must all open our ears and eyes, and thoroughly re-examine diverse values so as to earn the respect even of generations in the future. In the context of a festival of arts, our task will be to look for design, synchronized with content, that itself offers a framework for displaying new values that sketch out the contemporary world.

Naoki Sato

In this context Naoki Sato and I are tackling the sphere of visual identity, whose purpose is not to produce an isolated design creation; instead it is a germination like photosynthesis, with someone (or something) acting as a catalyst on lines generated rhythmically. The germinated disorderly lines and forms that have a life of their own serve as resources that leave room for the receiver, rather than the designer, to re-design them. These resources are auxiliary tools to approach an understanding of time and emotion in a multi-layered and changing world.

Daijiro Ohara

### ■ Profile

#### Naoki Sato, Art Director

Sato was born in 1961. He studied Sociology of Education and Linguistic Sociology at Shinshu University after graduation from Hokkaido University of Education. He completed his studies at the Mokuma Kikuhata class, BIGAKKO Art Academy. In 1994, he became Art Director of the Japanese edition of WIRED. In 1998, he established ASYL Design and has been creating many designs in a broad range of fields. He has won many prizes at home and abroad. He is presently President of ASYL, an Associate Professor of Tama Art University and Design Director of 3331 Arts Chiyoda.

#### Daijiro Ohara, Graphic Designer

Ohara was born in Kanagawa Prefecture in 1978. After graduating from the Department of Science of Design of Musashino Art University, he began working independently in 2003. He has initiated various activities such as his MOZIN zine series with its focus on letters, fieldwork entitled "a collection of letters," and exhibitions and workshops centering on design works and image production. These have as their common basis typography that displays strong DIY characteristics.