



# News

博報堂 広報室

**HAKUHODO**

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## Next-gen HakuHodo creative project WHERE ART and SCIENCE FALL IN LOVE Laboratory starts full operations marrying humanities/science/art with industry/government/academia to invent new futures

Tokyo—June 11, 2015—Hakuhodo Inc. (Minato-ku, Tokyo; Hirokazu Toda, President & CEO), Japan's second largest advertising company, has established WHERE ART and SCIENCE FALL IN LOVE Laboratory, a next-generation creative project that meshes humanities/science/art and industry/government/academia to invent new futures. The new Lab started full operations in June.

WHERE ART and SCIENCE FALL IN LOVE Laboratory is led by Kentaro Ichiki, a Hakuhodo Creative Director who has been involved in the turnaround of numerous corporate and government projects. Ichiki became Editor in Chief of *Kohkoku*, a journal he reoriented to cover the topic “where art and science fall in love” in 2012, and was named a World Economic Forum Young Global Leader in 2014.

The Laboratory's members are leaders in the fields of creative direction, design, programming, data science, architecture, engineering, biology and music. They take perspectives that are often viewed as being in opposition to one another, such as emotion and logic, tradition and future, Japanesque and globalization, design and technology, corporate profit and sustainability, and combine them on a higher dimension to solve social and corporate issues using a much broader frame of reference than ever before.

The Laboratory provides companies with growth scenario support and creative consulting that take into consideration long-term social trends. It also promotes integration of industry, government and academia through creative joint research with tertiary education facilities, development of growth strategies for governmental organizations and local authorities, and commercialization of projects in collaborations with industry. Furthermore, through its affiliations with investment institutions, the Laboratory sets up unprecedented business schemes that combine investment, business management and creative toward inventing new futures.



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## About WHERE ART and SCIENCE FALL IN LOVE Laboratory

Representative: Kentaro Ichiki  
Established: April 1, 2015  
Members: 6 (at establishment)  
URL: <http://whereartandsciencefallinlove.org>

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## ■ About Kentaro Ichiki

Creative Director

Born in 1974. Graduated from Hitotsubashi University. Completed a Master's degree in Fine Art at the Graduate School of Fine Arts, Tokyo National University of Fine Arts and Music. Served as a jury member at ADFEST and Cannes Lions International Festival of Creativity (2012). Was selected as a Young Global Leader by the World Economic Forum in 2014.

Takes an integrated approach to client challenges, from designing strategies and developing TV commercials and other creative and media, to product development. Has handled branding for numerous clients, both Japanese and international, in the auto, communications, home appliances, games, cosmetics, hospitality and education industries, and governmental sector.

Concurrently held the post of Editor in Chief of *Kohkoku* (Advertising) magazine from 2012 to 2014. Revamped the journal as “Kohkoku : *WHERE ART and SCIENCE FALL IN LOVE*” around the theme “the clash of reason and emotion.” Ran features in every edition on creativity for a new age, going beyond the advertising industry to incorporate the fields of art, cinema, architecture, education and science.



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■ About Hakuhold Inc.

Founded in 1895, Hakuhold Inc. is an integrated advertising and communication agency headquartered in Japan. It is the core agency of Hakuhold DY Group, the world's eighth largest agency company according to *Advertising Age's* "Agency Report 2015." Hakuhold has offices in 17 countries and regions, and over 3,000 employees working in Japan and over 2,500 overseas. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

*Sei-katsu-sha* insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: [www.hakuhold.jp](http://www.hakuhold.jp)



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