

Creating innovation through art, technology and people perspectives Future Innovators Summit (FIS) to be held in Tokyo for the first time

Theme: Tokyo as a Laboratory for the Future

Tokyo—May 9, 2018—Hakuhodo Inc. (Minato-ku, Tokyo; Masayuki Mizushima, President & CEO), Japan's second largest advertising agency, and Ars Electronica Tokyo Initiative (AETI), a community of innovative people created jointly by Hakuhodo and the globally recognized creative institution Ars Electronica, will host the first Future Innovators Summit TOKYO (FIS TOKYO) from May 25–27, 2018 at Tokyo Midtown (Akasaka, Minato-ku, Tokyo). The summit will formulate key questions to spark social innovation.



Future Innovators Summit (FIS) is an experience-based discussion program that was co-developed by Ars Electronica and Hakuhodo. From 2014, artists, designers, scientists, engineers, entrepreneurs, philosophers and other innovators with different backgrounds and expertise from around the globe have come together as a “living think tank” to formulate Creative Questions (big questions for the future)¹ at the Ars Electronica Festival held in Linz, Austria.

The upcoming FIS TOKYO, the first ever to be held in Tokyo, will consider what is necessary to truly solve social issues in a country like Japan; a country leading the way in facing challenges. We will revisit socially recognized challenges in the Creative Question program, and address these questions from various standpoints such as from company, artist, innovator and citizens' views.

Under the theme “Tokyo as a Laboratory for the Future,” FIS TOKYO aims to go one

¹ “Creative Questions” are questions that seek diverse directionality towards the future and prompt new possibilities.

step further than creating solutions by creating a social mission. This will be done through three discussion sessions. Separate themes are set for each discussion group; each group consisting of four or five innovators. A presentation will be given on the final day of the Summit. Works by innovators participating in FIS and future prototypes from participating companies will be exhibited at the venue during the three days of the Summit. A talk session featuring Ars Electronica's artistic director Gerfried Stocker and other special guests is also scheduled for Friday, May 25.

Media contacts:

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[Event Outline]

Future Innovators Summit TOKYO

Theme: Tokyo as a Laboratory for the Future

- Organizer: Ars Electronica Tokyo Initiative (Ars Electronica and Hakuodo Inc.)
- FIS TOKYO program implementation and management: VoiceVision Inc.
- Partners: Tokyo Midtown, Austrian Cultural Forum
- Date: May 25–27, 2018
- Venue: Tokyo Midtown (9-7-1 Akasaka, Minato-ku, Tokyo 107-0052)
- Fee: Admission free, no reservations necessary
- URL: <http://aeti.jp/en/>

Discussion Program (Language: English/simultaneous interpretation available)

- Date and Time: May 26 (Sat) 11:00–18:00
Presentation on May 27 (Sun) 17:00–18:00
- Program Venue: Tokyo Midtown (venues for each program listed below)

Theme 1. DEATH-LIFE in Tokyo

What is life and death in a city with the fastest aging society?

Venue: B1, Plaza

Prospective Participants: Ryuta Aoki, Shiho Fukuhara, Amy Karle, Basant Motawi

Theme 2. TECH-SKIN in Tokyo

What would be the future of fashion borne in a city embracing the world's most advanced technology?

Venue: 2F, Galleria (in case of rain: 3F, Galleria)

Prospective Participants: Marco Donnarumma, Kazuya Kawasaki, Sarah Petkus, Latone Juitter, Shoichi Sato

Theme 3. PUBLIC-PRIVATE in Tokyo

What could be the future relations of individuals and public in a mega-city with no common space?

Venue: Midtown Garden (in case of rain: 1F, Plaza)

Prospective Participants: Soichiro Mihara, Kyle McDonald, Motoko Tanaka, Hakan Lidbo, Saori Nishibe

Final Presentation

Date and Time: May 27 (Sun) 17:00–18:00

Venue: Atrium

Talk Session

•Date and Time: May 25 (Fri) 16:00–20:00

•Venue: Courtyard (in case of rain: 1F, Plaza)

1: Opening Session 16:00–

Guests: Gerfried Stocker (Ars Electronica), Masaru Kitakaze (Hakuhodo), Yuko Ishiwata (Arts Council Tokyo) and more

2: Inspiration Session 17:00–

Guests: Gerfried Stocker (Ars Electronica), Shunji Yamanaka (Prototyping & Design Laboratory, University of Tokyo), Astrid Klein, Mark Dytham (Klein Dytham architecture)

3: Flash Talk 19:00– (Venue: Atrium)

Moderators: Yoichiro Kawaguchi, Machiko Kusahara

Art Work and Prototype Exhibition

•Date: May 25–27, 2018

•Time: 11:00–21:00 (venue closes at 20:30 on May 27)

•Venue: B1F, Atrium, Tokyo Midtown

Works by participating innovators including Soichiro Mihara and Amy Karle and future prototypes from participating companies will be exhibited.

■ About Ars Electronica Tokyo Initiative

Based in the City of Linz, Austria since its founding in 1979, Ars Electronica has continuously captured and raised issues of future society under the philosophy of “art, technology and society” from the viewpoints of cutting edge technology and art thinking.

Hakuhodo and Ars Electronica have been working together since 2014 on a joint project called Future Catalysts. Ars Electronica Tokyo Initiative was launched in April 2017 to further enhance their activities.

“Initiative” means leading, an opening move, a first step. Embracing the statement “What can we do to make a better future for Tokyo and Japanese society?” as its mission, AETI co-creates ideas for building future society together with various stakeholders such as corporates, government, innovators, and artists. AETI is a community aiming for actual implementation of these ideas in society.

With “Create for Tokyo Together” as its slogan, AETI will conceive innovations that envision a people-centered future, leveraging Ars Electronica’s “Art Thinking” and Hakuhodo’s viewpoints and insights on *sei-katsu-sha* (the holistic person with a lifestyle, aspirations, and dreams).

To learn more, visit: <http://aeti.jp/en/>

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhodo DY Group, Hakuhodo is the world’s 6th largest advertising agency according to Advertising Age’s “Agency Report 2017.”

The Hakuhodo Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhodo 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 Hakuhodo’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. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers’ lives.

Renowned for its creativity, Hakuhodo 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.hakuhodo-global.com