

PRESS RELEASE

DIG SHIBUYA 2024: A Groundbreaking Event Unveiling the Future of Innovation in Shibuya

Shibuya, Tokyo — 27th December 2023

In an era defined by rapid technological advancements and innovative breakthroughs, Shibuya stands as a beacon of creativity and forward-thinking in Japan. It is with great excitement that we announce the inaugural event, "DIG SHIBUYA," set to take place from 12th to 14th January 2024 in various areas of Shibuya, including the visual art performance at the famous "Shibuya Scramble Crossing."



About DIG SHIBUYA:

DIG SHIBUYA is a dynamic event that brings together visionaries, entrepreneurs, and industry leaders to explore the intersection of technology, art, and culture. This immersive experience aims to showcase the cutting-edge innovations shaping the future and redefine Shibuya as a global hub for culture, creativity and innovation.

Event Highlights:

1. Experiential art by FriendsWithYou on Koen-Dori

Founded in 2002 and based in Los Angeles, FWY is a two-person art collaborative with a unique concept, creating experiential artworks proposing the establishment of new human connections based on the context of "Magic," "Luck," and "Friendship."

On 13th January, 2024 (Saturday), visitors will have the opportunity to participate in an experiential art session by the main artist, FriendsWithYou (FWY). All FriendsWithYou's previous works from around the world will unite in a parade along Koen-Dori, accompanied by a musical ensemble. The "Happy Dancing Rainbow Alliance" is a parade with the aim of spreading joy and happiness worldwide. After this 45-minute participatory art event, there will be a greeting session where attendees can take photos with FriendsWithYou's characters.

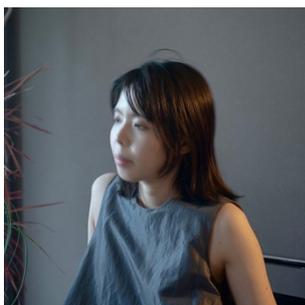
The installation "Little Cloud Sky" serves as a symbol celebrating the relationship between us and nature, embodying FriendsWithYou's aspirations for hope and peace. In Yoyogi Park Keyaki Namiki, 19 clouds with a diameter of 2 meters each will float, representing a manifestation of these sentiments.

- Courtesy of NANZUKA

2. Midnight Shibuya Scramble Vision Art:

Throughout the three-day event, from midnight to 1:00 am, the Shibuya Scramble Crossing's large screen will showcase the "Shibuya Crossing Night Art" program. Official DIG SHIBUYA artists, including Asako Fujikura, FriendsWithYou, Ittah Yoda, Nile Koetting, and others, will present their captivating visual creations.

- **Broadcast Vision:** 109 Forum Vision, DHC Channel, Glico Vision Shibuya, Q's EYE.
- **Screening Schedule:**
 - **12th Jan 24:00-25:00:** DIG SHIBUYA official video program by Asako Fujikura / FriendsWithYou / Ittah Yoda / Nile Koetting.
 - **13th Jan 24:00-25:00:** REFRACTION DAO presents JACKSON kaki / Manami Sakamoto × ZDBT / Miraishikiyama × Alex Lustig / Ryutaro Kobayashi / YOSHIROTTEN / Complex Images Showcase / Refraction Collection
 - **14th Jan 24:00-25:00:** REFRACTION DAO presents works by Asuka Watanabe × Iain Howie / Genki Nishida × The Mole / Hana Watanabe / Hiromu Oka / Saeko Ehara × Shuta Yasukochi / Electric Psychedelia Showcase / Sonic Imagery Showcase



3. Exhibitions of selected groups and collaborative partners:

Thirteen selected groups, along with collaborative partners such as art galleries within Shibuya, will exhibit a diverse range of art, merging the latest technology and science including WEB3, AI, fashion, music, etc, during the event.

▶ Exhibits: NFT art on the theme of bonsai; textiles produced by image-generating AI that transcends disability; an exhibition that fuses technology and Buddhist art; a prototype of an "artificial black hole phonograph-type device" with the potential to become a large-capacity information storage device; an "artificial intelligence travelogue that traces the landscape AI has seen and more...



4. Interactive NFT Stamp Rally to stroll in Shibuya:

Explore Shibuya during the event by participating in the digital stamp rally, "All JAPAN NFT STARS COLLECTION." Collect NFT stamps by QR code visiting specified locations, including exhibition sites, collaborating food corners, and culturally famous places in Shibuya, to acquire unique NFT art. Completion of the rally unlocks exclusive DIG SHIBUYA rewards.

NFT Stamp Rally Artists Include: Live Like A Cat, Kawaii SKULL, Takakura Kazuki, onigiriman's cute girl Collection, My Crypto Heros, GORO, KUMALEON, Generativemasks, Nishikigoi NFT, Metaani and more.

5. Talks, Installation + Meet Up Session:

On the afternoon of 12th January, renowned thought leaders and pioneers in various industries will share their insights on emerging trends and the transformative power of art and technology. Shibuya aims to try this session combining English and Japanese speakers, mainly using English, the global language. The Main artist FriendsWithYou, Founder of PixAI Art and Logcast, A Japanese virtual-human "Imma," etc will be presenting on stage. We will have a meetup after the session; tickets required (<https://digshibuya2024.peatix.com/>)

Event Details:

- Date: 3days event from 12th to 14th January 2024
- Time: 12th 12:00pm – 8pm / 13th & 14th 10:00am – 6:00 pm
- Venue: Public spaces such as Koen-Dori area, Yoyogi Park Keyaki Namiki, Kitaya Park, and nearby gallery spaces, Spotify O-EAST and others.
- Registration: Registration for "Talks, Installation + Meet Up Session" is now open at <https://digshibuya2024.peatix.com/>.

Secure your spot to be at the forefront of the DIG SHIBUYA Opening Session.

*No registration is needed for NFT Stamp rally, and art exhibit.

Event Overview:

- Organizer: SHIBUYA CREATIVE TECH Committee
- Co-organizer: Shibuya Ward
- Sponsors: Diageo Japan Corporation, Japan Airlines Co., Ltd., Sun Frontier Corporation, TikTok Japan, Tokyu Corporation, Tokyu Real Estate Corporation, Worldcoin (Tools for Humanity Corporation)
- Partners: IYOSHI COLA, Nicher Travel, Panasonic Connect Corporation, Pocketalk Corporation, RISE & WIN Brewing Co., Tokyu Hotels & Resorts Co., Ltd.
- Venue Partners: Centrum Studio, Egg Forward Corporation, Marui Group Co., Ltd., The Shibuya station square area management, Shibuya Parco, Shibuya Scramble Square, SLOTH.
- Media Partners: Atarashii Keizai, Beyond, CoinDesk, Interfm, TimeOut.
- Support: Shibuya City Tourism Association, Future Design Shibuya.
- Subsidy: 2023 JAPAN CULTURAL EXPO 2.0 (by Japan Arts Council / Agency for Cultural Affairs, Government of Japan)
- Collaboration Support →Civic Creative Base Tokyo [CCBT] (CCBT-organized program)
- Special Cooperation: Shibuya Koen-dori Council, Shibuya Koen-dori Shopping Street Promotion Association, Shibuya Center Shopping Street Promotion Association, Shibuya Dogenzaka Shopping Street Promotion Association.
- Art & Event touring digital planning (powered by FUN FAN NFT): Startbahn, Inc.
- Secretariat Office: Shibuya Television Co., Ltd.
- Planning & Public Relations: indigo, Inc.

Connect with Us:

Stay updated on the latest news and announcements leading up to DIG SHIBUYA by following us on instagram: [@digshibuya](https://www.instagram.com/digshibuya)

Don't miss your chance to be a part of this historic event as we embark on a journey to shape the future of Shibuya and beyond. For more information and details, visit digshibuya.com/en/.

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