

# S P I R A L   A R T   P R O D U C E

## Spiral Art Production

### History

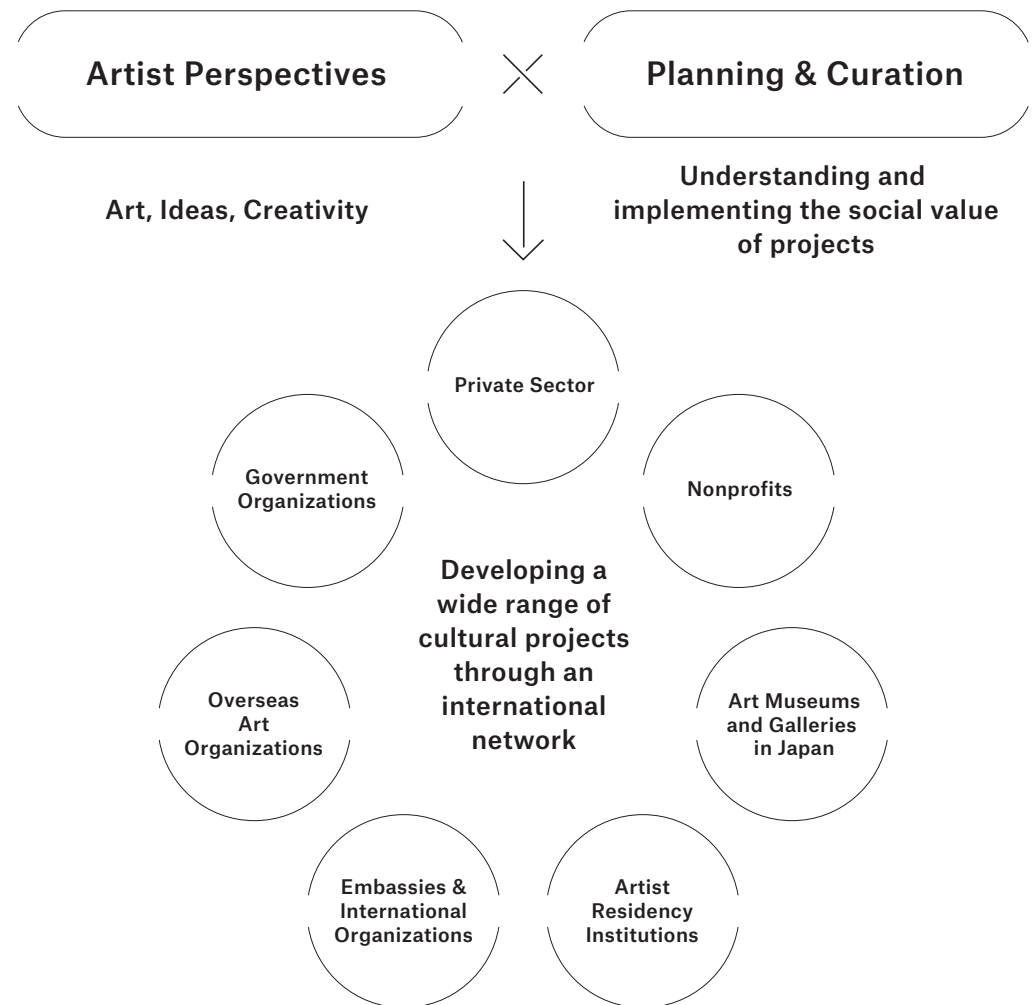
Since being founded in 1985 as a hub for cultural projects, Spiral (Wacoal Art Center) has hosted many kinds of exhibitions and events. In 2000, Spiral announced the Art-Life Declaration. Drawing on its wide creative network, it aspires to find applications for art in actual life in the off-site art projects it produces. In recent years it has also expanded its activities to include establishing new creative hubs.

### Methodology

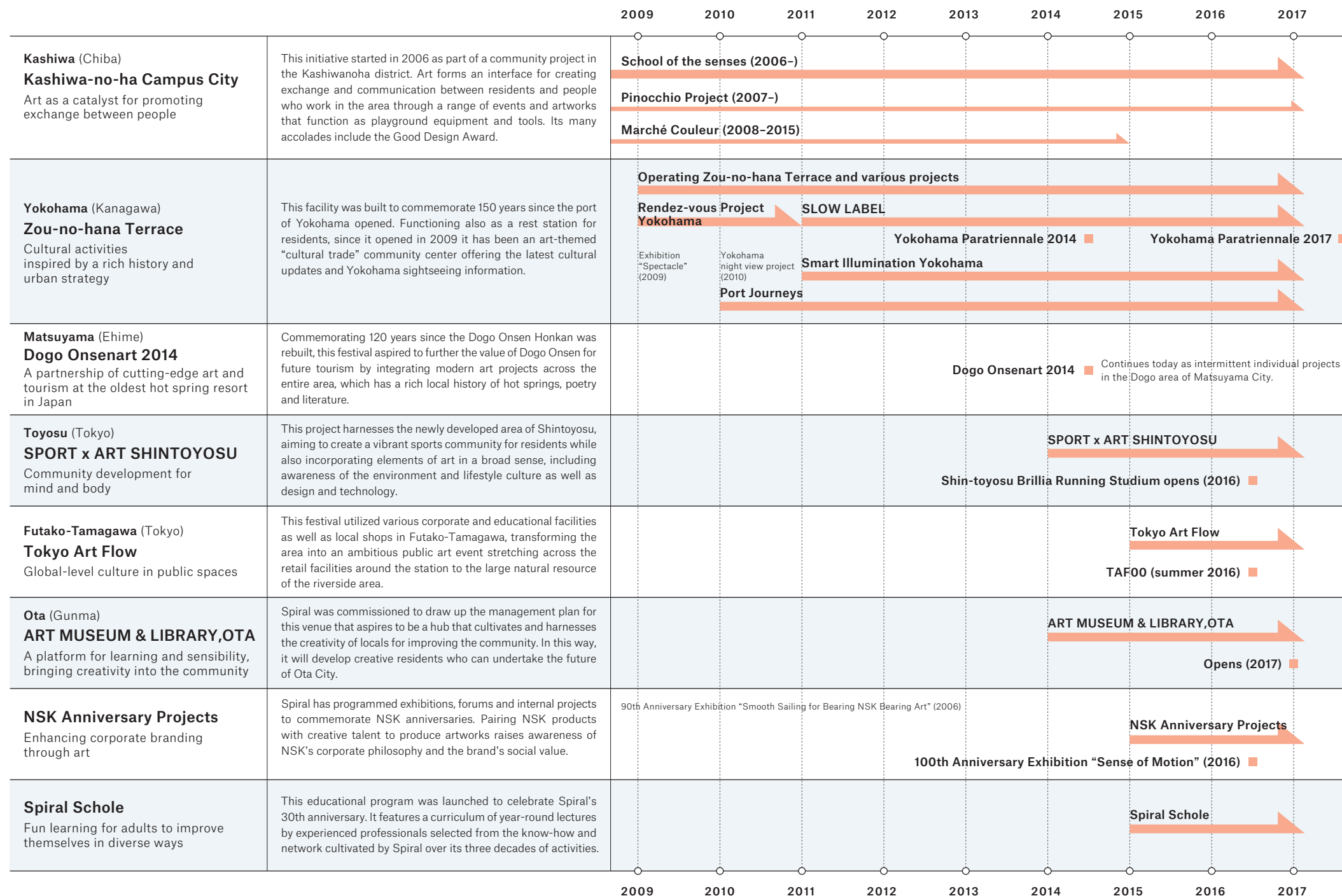
Conceiving projects in response to contemporary issues and needs, leading artists and creative talent are selected as appropriate for each project based on their artistic styles and qualities. Spiral develops a diverse range of projects that are highly original, socially aware, and experimental in approach.

### Team Structure

External projects are developed by an in-house team of specialist producers, planners, curators and production staff based at Spiral (Aoyama, Tokyo), which is managed by Wacoal Art Center. Partnering also with external teams as appropriate, the structure of the team is matched with the needs of each perspective.



# Main Projects



## CATEGORY

Product Development

## TITLE

Rendezvous Project

## OUTLINE

A platform for making products from new perspectives

This project was launched by Spiral in 2000 under the slogan “Art is Life.” It was an attempt to develop all-new products on the theme of making applications for an artistic society, combining contemporary artists’ creativity and flexible ideas with the technology of various science and corporate partners. Numerous kinds of projects have since been organized across many regions.

**2001-2003**

Project launched at Spiral Garden with prototype exhibitions.

**2002 and ongoing**

Individual projects launched in partnership with corporations and government bodies, leading to brands developing new products.

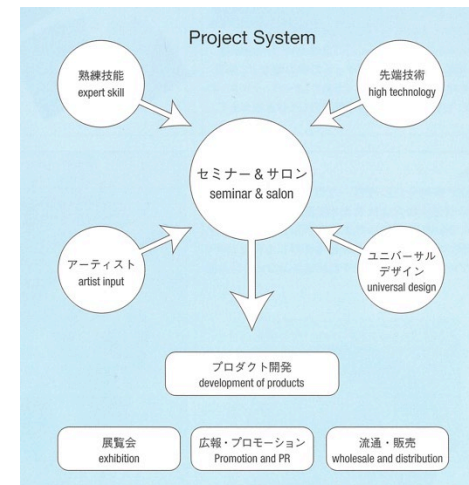
- Bio Concept (Panasonic Design, 2002-03)
- From Shizuoka! Rendezvous Project (Shizuoka City, 2004-07)
- Yokohama Rendezvous Project (Yokohama, 2009 and ongoing)
- SLOW LABEL launched (2011 and ongoing)



SLOW LABEL is a handmade products brand launched out of the Yokohama Rendezvous Project, which connected artists, corporations and Yokohama residents with disabilities.



Designs by Kodue Hibino produced as part of the four-year From Shizuoka! Rendezvous Project became long-sellers acclaimed in Japan and overseas.



Project System

## CATEGORY

Community Development

## TITLE

ZOU-NO-HANA TERRACE (Yokohama)

## OUTLINE

Developing cultural activities in the context of rich history and urban strategies

ZOU-NO-HANA TERRACE is a facility built to celebrate 150 years since the opening of the port of Yokohama. It is located inside ZOU-NO-HANA PARK, a site in the city that has long served as a link with the rest of the world. Functioning also as a rest station for residents, since it opened in 2006 it has also become a “cultural trade” hub offering the latest cultural updates and Yokohama sightseeing information.

Aspiring to foster international exchange, it runs exhibitions by invited overseas artists on residencies and a performing arts program featuring leading dancers. It also acts as a platform for building a local hub, and hosts illumination and audio guide programs to generate tourism for Yokohama.



Project title	Zounohana Terrace
Venue	Zounohana Park / City of Yokohama
Client	Culture and Tourism Bureau / City of Yokohama
Supporter/Collaborator	
Artist	Noboru Tsubaki, Katja Tukiainen, etc.
Duration	Since June 2009 -



## CATEGORY

Urban Tourism

## TITLE

Smart Illumination Yokohama  
Energy-Saving Technology and Art Create a New Yokohama at Night

## OUTLINE

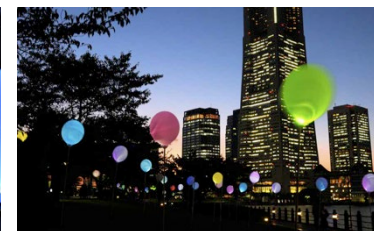
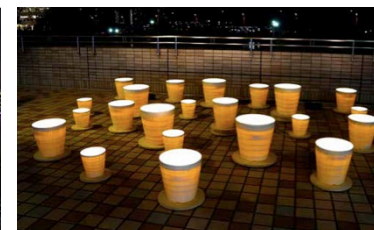
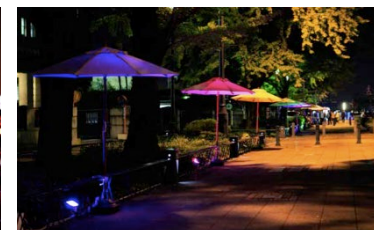
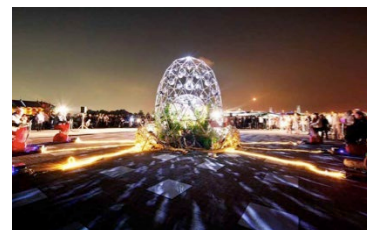
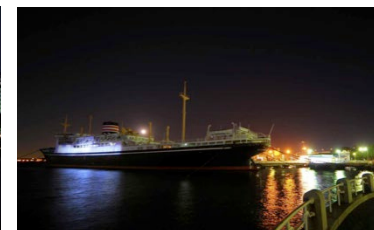
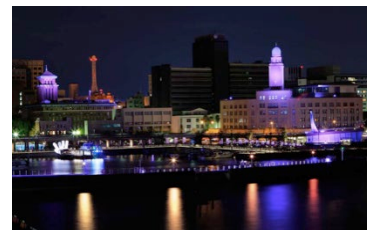
A fusion of urban tourism, energy-saving technology, and art

Smart Illumination Yokohama is an art event aspiring to create a new nightscape at Yokohama's city center harbor area, which has long played a part in shaping the scenery of Yokohama.

It was first held in 2010 as a "nightscape development project" by the ZOU-NO-HANA TERRACE. In 2011, as well as developing a new style of nightscape through the creativity of artists, the first Smart Illumination Yokohama event utilized LED lighting, solar panels and other energy-saving technology, which was seen as indispensable in the wake of the March Tohoku earthquake and tsunami.

The second event was held in 2012, greatly expanding the exhibition area and number of artworks, creating a magical nightscape on the theme of "light and shadow cruising."

Project title	Smart Illumination Yokohama
Venue	City of Yokohama, Zounohana Park, Nihon Odori Avenue, Yamashita Park, etc.
Client	City of Yokohama
Supporter/Collaborator	FREEing Inc./British Council/PRO HELVETIA/Embassy of Australia/Embassy of Switzerland/Nissan Motor Co., Ltd/Color Kinetics Japan Incorporated
Artist	Lang/Baumann/NVA/Pip&Pop/Kyota Takahashi/Takayuki Fujimoto/Ryota Kuwakubo/Shuntaro Tanikawa (oblaat)/Yasuhiro Suzuki/Aoi Takezawa / Tochka/Junichi Kusaka/Hideo Mori/Rhizomatiks
Duration	7-9 Oct 2011, 31 Oct – 4 Nov 2012



CATEGORY

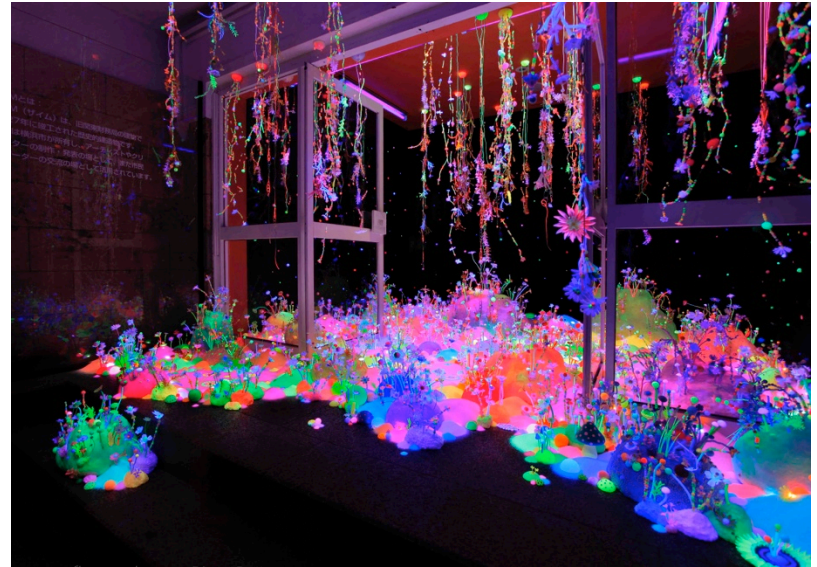
Urban Tourism

TITLE

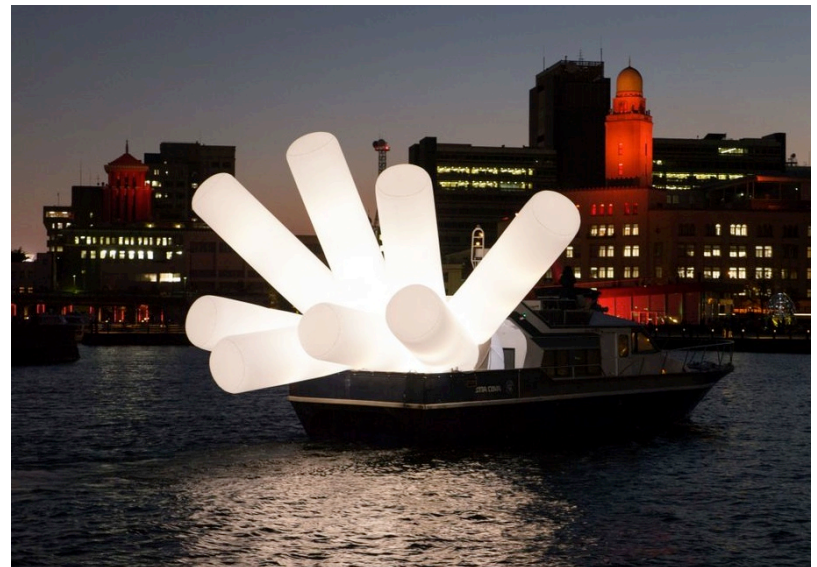
Smart Illumination Yokohama



*Speed of Light Yokohama NVA*  
— 3 movements



*moon flower dream Pip&Pop*



*Confort#11 Lang/Baumann*



CATEGORY

Product Development

TITLE

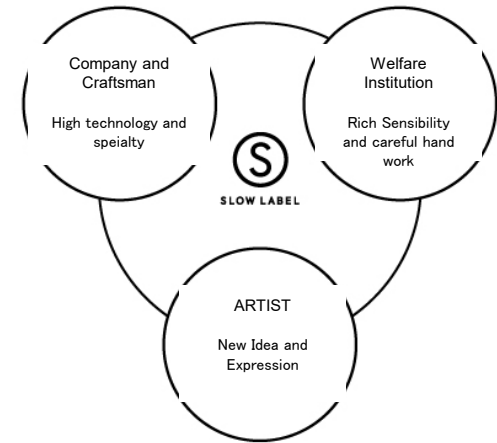
SLOW LABEL

OUTLINE

## Aspiring for creatively free product development

SLOW LABEL is a brand launched in Yokohama by Spiral/Wacoal Art Center. It develops products through partnerships between local welfare workshops, artists, and corporations. Its primary goal is not simply social welfare but product development aspiring to pioneer new handmade creativity transcending the constraints of mass production.

Artists, corporations, and the physically disabled work together as partners to manufacture products.

Project title	SLOW LABEL
Venue	
Client	
Supporter/Collaborator	City of Yokohama, Yokohama Arts Foundation, NPO Konan welfare home, NPO TOTSUKAWAKABA, Under the tree
Artist	Asae Soya, Risa Fukui, Mitsushi Yanaihara, SARAFI, so+ba, Kodue Hibino, Wataru Noritake, Michiko Noura, Yui Inoue, whiteINQ, acco, etc
Duration	Since 2009 -



CATEGORY

Welfare / Festival

TITLE

SLOW LABEL Paratriennale

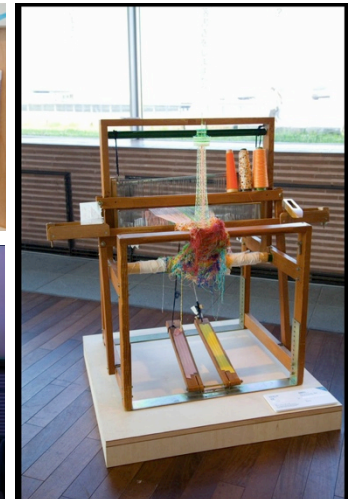
OUTLINE

## Towards a borderless, diverse society

The festival was launched in 2014 by the brand SLOW LABEL. The events creates new artistic expression through encounters between people with disabilities but also sharp perception and competency, and professionals from various fields with high technical skills. It aims to present these artistic results and their values to the general public.

As a preview looking ahead to the 2020 Paralympics cultural program, it will be held once every three years.

It also aspires ultimately to realize a more diverse society not beholden to the current existing framework of ability vs. disability.



Project title	Yokohama Paratriennale 2014
Venue	Zounohana Terrace
Client	Organizer : Committee of Yokohama Rendezvous Project, NPO SLOW LABEL Co-organizer : City of Yokohama, Committee of 2014年東アジア文化都市実行委員会
Supporter/Collaborator	Support : Agency for Culture Affair, Government of Japan., Auspices: Ministry of Health, Labour and Welfare, Kanagawa Prefecture, British Council Sponsor: Shiseido Co., Ltd.
Artist	Takahiro Iwasaki, SOUL FAMILY, Daito Manabe, Motoi Ishibashi, Masaki Teruoka Shuichi Tsutsumi, Me. ANREALAGE+TASKO inc, Shibata technotaxis
Duration	Since 2014 -

## CATEGORY

International Exchange

## TITLE

Port Journey Project (ZOU-NO-HANA TERRACE)

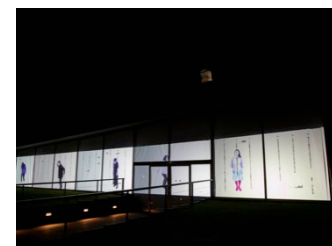


## OUTLINE

## Connecting global cultural port cities by art

Further exploring the ZOU-NO-HANA TERRACE idea of “cultural trade,” this art program constructs a new cultural network for connecting port cities with rich cultural strategies. In addition to discussion linking key persons from each city and in the context of each other’s cultures, the project aims to organize exchange and “importing and exporting” of similar artists. Partner cities include Melbourne (2011-13), San Diego (2012-13), Hamburg (2013-14), Basle (2014-), Nantes (2016), Pilsen (2015), Gwangju (2015), and Helsinki (2015). Each year a directors’ meeting is held in a participating city to boost cooperation methods and mutual understanding.

Project title	Port Journey Project
Venue	Zounohana Terrace
Client	Culture and Tourism Bureau / City of Yokohama
Supporter/Collaborator	Embassy of Switzerland, Embassy of Australia, Embassy of Finland, Embassy of United States, Embassy of Republic of Korea, etc...
Artist	Prue Crome(Melbourne), Patrick Shileds & Tim Schwartz(San Diego) Michael Kress(Hamburg), Siyon Jin(Gwangju), Risa Sato, Aki Inomata, Haruna Nakayama(Yokohama)
Duration	Since September 2011-





CATEGORY

Urban Tourism

TITLE

kikimimi world

## OUTLINE

A “walking” audio guide, eavesdropping on two people’s conversation as they walk around a community

This is a “going-for-a-walk”-style audio guide created by the artist Toru Koyamada. The audio is a dialogue recorded between a host and a guest as they actually walked the route in the city. The participant downloads the audio data from the website ([www.kikimimi.org](http://www.kikimimi.org)), and then listens to this while walking the same route and joining the previous participants. The listener “eavesdrops” (*kikimimi*) on the duo’s sometimes serious, sometimes lighthearted conversation as they walk around the area. The experience is a new type of audio guide that is very different to the usual explanatory style.



Project title	Kikimimi World/ Walking guide device( <a href="http://www.kikimimi.org">www.kikimimi.org</a> )
Venue	Zounohana Terrace etc.
Client	City of Yokohama
Supporter/Collaborator	4cycle inc. Istituto Italiano di Cultura, Kanagawa Kenmin Hall, Hammer Heads Studio, Koganecho area management,
Artist	Noboru Tsubaki / PIP&POP / Masaki Koizumi / Hitoshi Taguchi / Hiraki Sawa / Kimiko Yo etc.
Duration	Since 2010 -



## CATEGORY

Urban Tourism

## TITLE

Dogo Onsenart 2014

## OUTLINE

The latest thinking at the oldest resort: A partnership of art and tourism

A one-year art festival held to celebrate 120 years since the construction of the famous Dogo Onsen Honkan in Matsuyama City, Ehime Prefecture. Contemporary art was integrated into the existing cultural assets of hot springs, haiku and literature long cultivated in the community, answering the wishes of the local businesses to add a new value to the area for the future.

Responding to the issues of how to regenerate not only tourism but also the custom of taking evening strolls around the resort, as well as the declining numbers of hotels and Japanese inns as the way people vacation has evolved, the festival organized artworks all over the town, including exhibits that used light and even transformed whole hotel rooms into installations.



Project title	Dogo Onsenart 2014
Venue	Dogo Onsen area, City of Matsuyama, Ehime Prefecture
Client	Organizer: Dogo Onsen Ryokan Cooperative Association Co-organizers: Dogo Onsen Ryokan Cooperative Association, Dogo Arcade Cooperative Association, Matsuyama City
Supporter/Collaborator	All Nippon Airways Co., Ltd, Jalan, Shiseido Co., Ltd. BEAMS
Artist	Fujiko Nakaya / Rhizomatiks / Yayoi Kusama / Nobuyoshi Araki / Shuntaro Tanikawa / Fujiwo Ishimoto / Akira Minagawa, etc
Duration	Preview Event 24 <sup>th</sup> December 2013 Grand Opening 10 <sup>th</sup> April 2014 – 31 <sup>st</sup> December

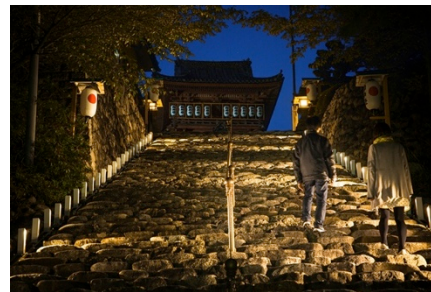


CATEGORY

Urban Tourism

TITLE

Dogo Onsenart 2014





## CATEGORY

Community Development

## TITLE

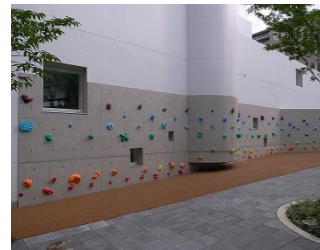
Gokan Gakkou Project (Kashiwanoha Campus City)

## OUTLINE

## Art as a device for encouraging social interaction

This art program was launched in 2006 in Kashiwanoha Campus City, the area around the Tsukuba Express Kashiwanoha Station. In contrast to the recent public art projects that erect large-scale sculptures in certain areas, this program attempted to use art as an interface for regenerating exchange and communication between residents and the people who work in the community. This interchange became the “art” and was expressed in the events and usable artworks like playground equipment and tools. As well as many small-scale workshops, other parts of the program include the Pinocchio Project, Happappa Gymnastics, Marche Couleur, and the Uniform Project, which created new clothes for the people working in the area. These projects have won several Good Design Awards. Since 2012 it has evolved primarily into an independent event program operated by locals.

Project title	School of Senses project
Venue	Kashiwanoha Campus City
Client	Mitsui Fudosan Residential Co. Ltd, Yomiko Advertising
Supporter/Collaborator	Urban Design Center Kashiwanoha (UDCK) etc.
Artist	Jean=Luc Vilmouth, Shinji Omaki, Yoshihiko Satoh, Risa Sato, Tokyo Picnic Club, Nami Makishi, Nami Fukutome, Kodue Hibino etc
Duration	Since Nov 2006 -



## CATEGORY

Education /  
Community Exchange

## TITLE

Pinocchio Project (Kashiwanoha Campus City)

## OUTLINE

## Raising kids in the community

This regular autumn event was launched in 2007. Based on the Italian story of Pinocchio, the community project sees local corporations, hospitals, universities and other stakeholders partnering to support the development of children through practical programs. The main event is a “job experience” project at stores in LaLaport Kashiwanoha. After paying a participation fee, children are given “wages” in community currency at the end of their one-hour shift, which they can then use to go shopping during the event period. It was devised by Italian artist and educator Eduardo Malagigi. Every year around 600 local school children participate and in 2008, it won a Good Design Award in the Kids' Design category.



Project title	Pinocchio Project
Venue	Kashiwanoha Campus City
Client	Mitsui Fudosan Residential Co. Ltd, LaLaport Kashiwanoha, Yomiko Advertising
Supporter/Collaborator	Urban Design Center Kashiwanoha (UDCK) , Tsujinaka Hospital, Bank of Chiba, Bank of Keiyo etc.
Artist	Edoardo Malagigi, Kodue Hibino, Nobumasa Takahashi
Duration	Since 2007



## CATEGORY

Education /  
Regional Resources

## TITLE

Happappa Gymnastics (Kashiwanoha Campus City)

## OUTLINE

## New experiences triggering communication

Under the supervision of honorary professor Kando Kobayashi, an authority on sports science and honorary professor at the Kashiwanoha campus of the University of Tokyo, creative people came together to produce this new style of gymnastic exercise. In addition to training inner muscles and possessing high motor functions that stimulate the brain, the routine is very free and open. Featuring elements of dance, it can also be customized as you like and performed solo or in groups. In this way, it helps stimulate communication.

As well as holding contests in Kashiwanoha, the gymnastic routine is also performed each year as part of a local annual festival. The whole project is comprehensively designed, including original video and merchandise. It won a Good Design Award in 2009. There are two versions of the gymnastic exercise routine in different lengths.



Project title	Happappa Gymnastics
Venue	Kashiwanoha Campus City
Client	Mitsui Fudosan Residential / Lalaport Kashiwanoha / Yomiko Advertising
Supporter/Collaborator	Urban Design Center Kashiwanoha (UDCK) , University of Tokyo (Kashiwa II Campus)
Artist	Mineko Saito (Choreograph) , Jim O'Rourke(Music) , Groovisions(Animation)
Duration	Created in 2008

## CATEGORY

Local Production &  
Consumption /  
Community Exchange

## TITLE

Marche Couleur (Kashiwanoha Campus City)

## OUTLINE

A market for everyone, by everyone

This community exchange city market started in 2008, featuring high-quality local food and workshops run by citizens. It uses a range of public and private facilities and sites near Kashiwanoha Station, and is held once every month or two months. Acclaimed as a social hub for continued local exchange, it won a Good Design Award in 2011. It has also led to original food products made by local vendors and is now a popular attraction organized concurrently with other local festivals.



Project title	Marche Colore
Venue	Kashiwanoha Campus City
Client	Mitsui Fudosan Residential / Lalaport Kashiwanoha / Yomiko Advertising
Supporter/Collaborator	Urban Design Center Kashiwanoha (UDCK) , University of Tokyo (Kashiwa II Campus)
Artist	EAT&ART TARO and others
Duration	Since 2008, monthly event at present



## CATEGORY

Citizen Activities

## TITLE

Kashiwanoha Honey Project (Kashiwanoha Campus City)

## OUTLINE

## New urban beekeeping putting nature back into daily lifestyles

This is a citizens' city beekeeping project, launched from a proposal by French artist Jean-Luc Vilmouth. Under the instruction of Chiba University professors Ikuro Tokuyama and Masayuki Miwa, a beekeeping club was founded in Kashiwanoha by local amateurs and started from scratch. Based on the idea of setting up a beehive as a symbolic "artwork" and opening a cafe that serves local honey, the project aims to create a new kind of urban beekeeping intimately integrated into people's lifestyles. It was given recognition by Chiba Prefecture in 2008 as an enterprise supporting the development of new leaders in creating a sustainable international city. The honey harvested by the club is sold at a monthly market and at local stores.



Project title

Kashiwanoha Honey Club

Venue

Kashiwanoha Campus City

Client

Mitsui Fudosan Residential / Yomiko Advertising

Supporter/Collaborator

Urban Design Center Kashiwanoha (UDCK) , University of Chiba

Artist

Jean=Luc Vilmouth, Wataru Noritake, Nami Fukutome

Duration

Since 2008 -



## CATEGORY

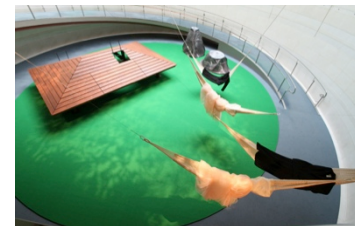
Community Development

TITLE NEW GREEN STORIES: Connecting art and parks

## OUTLINE

## New ways to use parks, created by artists and corporations

This exhibition was held in Inokashira Park to propose new ways to utilize parks, as part of a national park festival in Tokyo. It partnered the rich creativity of artists with the technical skill of a playground equipment manufacturer, creating hammocks that can be worn like clothes, benches that instantly transform the scenery, and even tents that disguise you as a tree stump. After the exhibition at Spiral, the works were installed in Inokashira Park. Five artist workshops were also held on the theme of how to get the most out of a park.



Project title	NEW GREEN STORIES
Venue	Spiral Garden (Spiral 1F) Inokashira Park
Client	Committee of 29 <sup>th</sup> ZENKOKU TOSHI RYOKKA fair Tokyo
Supporter/Collaborator	Kotobuki Corporation, Nakamura MFG
Artist	"Rendezvous-project" Yoshihiko Satoh, Theater Products, Yasuhiro Suzuki "Workshop" Hisako Inoue, oblaat, Rinko Kawauchi, Aya Tsukioka, Haruna Nakayama
Duration	Exhibition@Spiral 19 <sup>th</sup> -23 <sup>rd</sup> Sep 2012 Exhibition@Inokashira Park 29 <sup>th</sup> Sep – 28 <sup>th</sup> Oct 2012

CATEGORY Utilization

TITLE “Kaiteki” Exhibition: Art and the Technology of Chemical Reactions

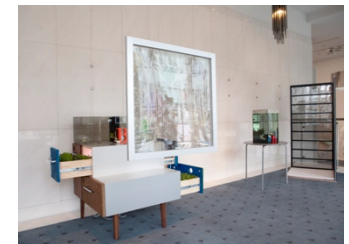
## OUTLINE

## 21 artists explore the concept of “Kaiteki”

This exhibition featured 21 artists, who created work using the diverse materials and technology of Mitsubishi Chemical Holdings (MCHC). MCHC Group's core aim is “kaiteki,” which it defines as “a sustainable condition... comfortable for people, society and the Earth, transcending time and generations.” The artists made work across several media and fields (painting, sculpture, installation, fashion) expressing this theme of “kaiteki.”

The venue was designed by Makoto Tanijiri (SUPPOSE DESIGN OFFICE) as a space filled with light that gave the sensation of gently moving water.

Project title	KAITEKI
Venue	Spiral Garden (Spiral 1F)
Client	The KAITEKI Institute, Mitsubishi Chemical Holdings Corporation
Supporter/Collaborator	Universal Design Intelligence, Inc. Inspire Corporation
Artist	Katsuhiko Hibino, Kosuke Tsumura, Daito Manabe/Motoi Ishibashi
Duration	29 <sup>th</sup> – 31 <sup>st</sup> Jul 2011





## CATEGORY

Art Fair

## TITLE

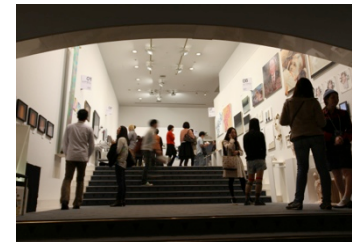
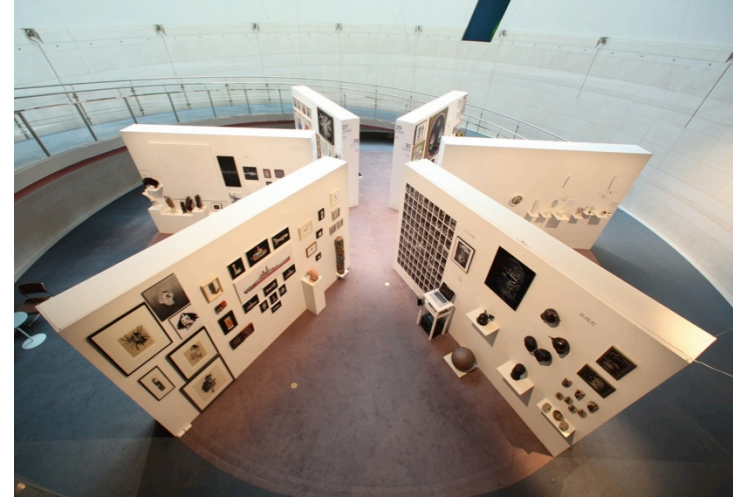
The Art Fairs: +PLUS – ULTRA

## OUTLINE

A new style of art fair for informal interaction with contemporary art

This event is a double art fair: “Emerging Directors Art Fair: ULTRA,” with the work of directors in the art world under 40, and “+PLUS: The Art Fair,” which aims to present superior art from Japan across many media and fields.

Launched in 2008, “ULTRA” is a unique fair in Japan, featuring individual gallery directors. “+PLUS” was started in 2012, merging with “ULTRA” to form a new art fair with exhibits of galleries with proven track records. In Latin, “plus ultra” means “further beyond,” and in this sense the exhibitors are not competing to sell their work to the visitors, but rather creating new multi-faceted contact points between viewers and art, revitalizing the Japanese art market and linking the fair to the evolution of the art world.



Project title	The Art Fairs + Plus ULTRA
Venue	Spiral Garden (Spiral 1f)
Client	
Supporter/Collaborator	Roentgen Werke
Artist	
Duration	Since 2008 -

## CATEGORY

International Exchange

## TITLE

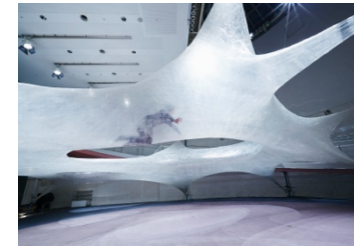
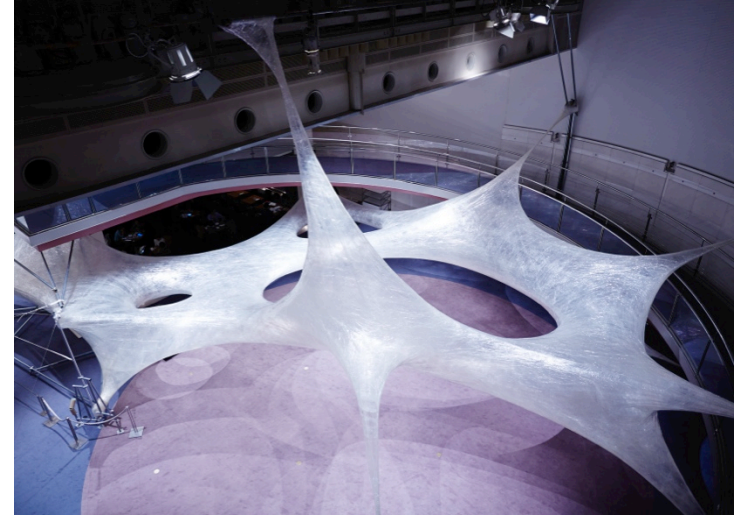
Numen/For Use "Tape Tokyo" Exhibition

## OUTLINE

A giant site-specific, interactive installation created out of vinyl tape

This was the first solo exhibition in Asia for Numen/For Use, the artist unit based in Croatia and Austria. It featured the group's "tape installation," which is created out of vast amounts of transparent industrial masking tape. Visitors were able to enter inside the cocoon-like installation and experience being fully surrounded by the materials.

The artists worked with local architecture student volunteers to build the installation, with the one-week creation process also open to the public. The final work was then used as a "stage" for two dance performances, exploring possibilities for interaction between the performing arts and contemporary visual art.



Project title	Numen / For Use " Tape Tokyo "
Venue	Spiral Garden (Spiral 1F)
Client	
Supporter/Collaborator	Subsidized : EU-Japan Fest Cooperation: Goethe Institute Tokyo Support : Austrian Embassy, COEDO BREWERY, Production Support : Sumitomo 3M Limited Auspice: Croatian Embassy
Artist	Numen/For Use
Duration	18 <sup>th</sup> Nov – 4 <sup>th</sup> Dec 2013

CATEGORY

International Exchange

TITLE

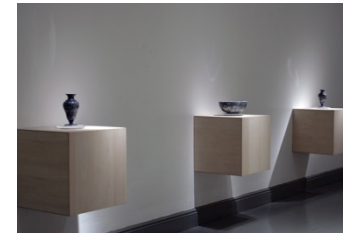
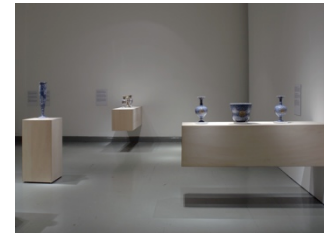
Yuki Hayama “Ceramic Stories”

## OUTLINE

## Japanese beauty and technique showcased in Finland

Yuki Hayama’s intricately enameled ceramics feature unique patterns rich with narratives created out of research into designs from different cultures and eras.

This exhibition featured around 40 works, including examples from his full career as well as his latest pottery expressing new themes looking ahead to the future. Held in Finland, it showcased new possibilities for aesthetics new and old in Japan, which has long cultivated industry, enlivened people’s lifestyles, and cherished utility and beauty.



Project title	Yuki Hayama “Ceramic Stories”
Venue	DESIGNMUSEO (Helsinki, Finland)
Client	DESIGNMUSEO
Supporter/Collaborator	Production support: Yukiharu Takematsu +E.P.A. Subsidized: Pola Art Foundation, MTV3, Wacoal Co., Ltd
Artist	Yuki Hayama
Duration	12 <sup>th</sup> Oct 2007 – 6 <sup>th</sup> Jan 2008





## CATEGORY

Women's Lifestyle Support

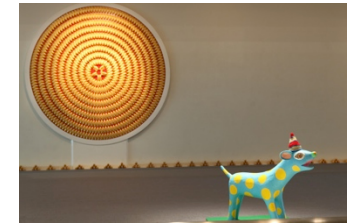
## TITLE

Days Off For Art Mamas

## OUTLINE

## Supporting creative mothers

This exhibition program launched in 2011 in order to support the lives of creative mothers who are too busy to enjoy their lives intellectually or artistically. It offers a multi-faceted environment for women to indulge themselves. Nursery facilities are installed in the exhibition venue as an artwork, creating a beautiful space children can also appreciate, while their mothers spend time reading or having spa treatments. Since 2012 the program has expanded by partnering up with other facilities in the Aoyama area in central Tokyo.



Project title	Holidays for Artmama
Venue	Spiral Garden(Spiral 1F)
Client	
Supporter/Collaborator	Production support : Poppins Corporation
Artist	Aya Tsukioka, Ryukichi Ohira, Toru Fujita, Rico, Shu Shiraishi (2011) Ai Yamaguchi, PIP&POP (2012) Stephen Mushin (2014)
Duration	23 <sup>rd</sup> Apr - 6 <sup>th</sup> May 2011

CATEGORY

Community Exchange

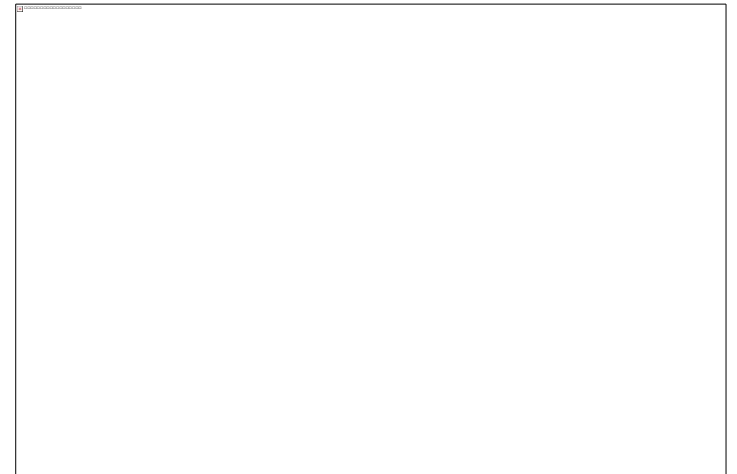
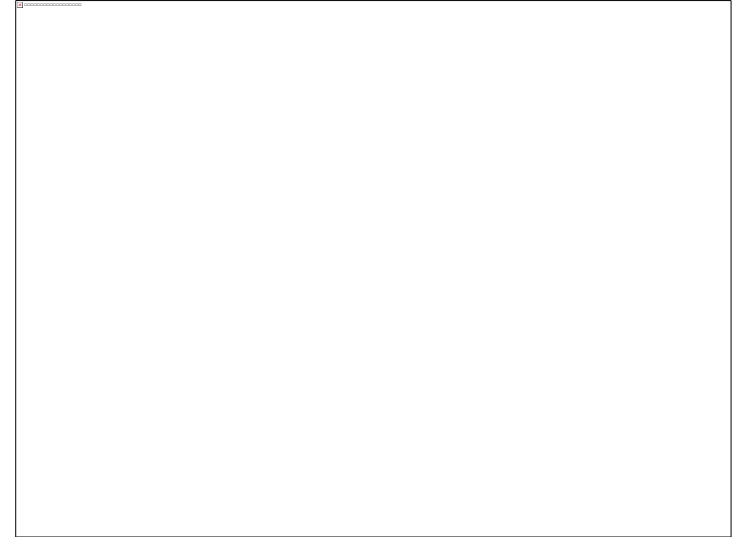
TITLE

Yamaguchi Tree Planting Festival Main Attraction (Kirara Memorial Park)



## Dance performance at a major tree-planting festival

Developed from an earlier event in 2011 at Futako-Tamagawa Rise, this was the main attraction at a tree-planting festival in Yamaguchi in 2012. The costumes were designed by Kodue Hibino, with choreography by Kaiji Moriyama and music by Kohske Kawase. Rehearsals were held for two months at local dance studios and three elementary schools, featuring around 160 elementary school students and 60 dancers. The 8-minute dance performance was an outdoor parade of 13 kinds of animals with links to Yamaguchi, such as the Japanese white snake and Common Jay butterfly. The audience of 10,000 included the Emperor and Empress of Japan.



Project title	Yamaguchi Tree Planting Festival 2012
Venue	Kirara Memorial Park (Ajisu, Yamaguchi City)
Client	Yamaguchi Prefecture, Dentsu Inc.
Supporter/Collaborator	SD
Artist	Kodue Hibino / Kaiji Moriyama / Kohske Kawase
Duration	Previous Workshop May, Aug, Oct, Dec 2011



## CATEGORY

Community Exchange /  
University Partnership

## TITLE

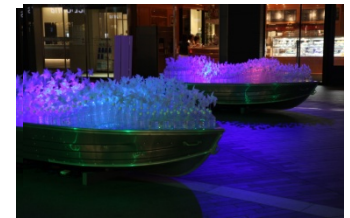
Tama Rivers (Futako Tamagawa)

## OUTLINE

A partnership between industry and an art college

To mark the opening of Futako-Tamagawa Rise in 2011, this art project partnered the facility with Tama Art University. Futako-Tamagawa Rise aims to contribute to the community through art and culture, while Tama Art University also actively exhibits students' art off-campus in the local area. The project ran events four times in 2011, including performances and workshops in the shopping center's semi-outdoor space. Costume and space design was by Kodue Hibino, who teaches at Tama Art University. Kaiji Moriyama choreographed theater students from the college for a performance. There were audiences of around 7,000 over the three-day event.

Project title	TamaRivers
Venue	Futakotamagawa Rise
Client	Tokyu Corporation / Tokyu Agency
Supporter/Collaborator	SD, Tama Art University / faculty of theater
Artist	Kodue Hibino, Kaiji Moriyama, Kohske Kawase
Duration	Since 2011 -





CATEGORY

Community Exchange /  
University Cooperation

TITLE

Tama Rivers (Futako Tamagawa)



## CATEGORY

Urban Tourism

## TITLE

“Daikojiki” Exhibition

## OUTLINE

A tale of love and creation, experienced by all the senses

This exhibition was held at Nara Prefectural Art Museum from October 18th to December 14th, 2014, as part of the Nara Prefecture Nara KiKi Manyo Project 2012-2020. Spiral proposed the overall direction for the exhibition, which included partnerships with numerous specialists across many fields such as fine art, philology, and archaeology. Spiral also created videos for the exhibition, as well as the new artworks featured in one section of the show. Yasutaka Fukuda, Ai Yamaguchi, TOCHKA, and Exonemo were commissioned to make the videos. Unusually for the museum, the exhibition encompassed an expansive range of exhibits, from National Treasures to the latest kinds of contemporary art. Public response was also very good, with visitor numbers reaching 100,000.

Project title	“Daikojiki” Exhibition
Venue	Nara Prefectural Art Museum
Client	Nara Prefecture / ASATSU-DK INC.
Supporter/Collaborator	COMPUTER GRAPHIC ARTS SOCIETY
Artist	Exonemo, TOCHKA, Ai Yamaguchi, Yasutaka Fukuda
Duration	18 <sup>th</sup> Nov – 14 <sup>th</sup> Dec 2014

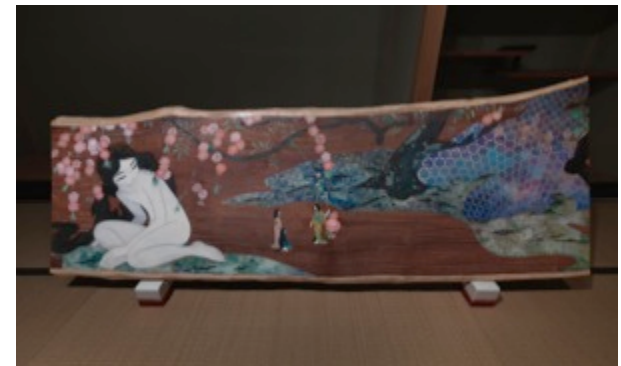


Photo: Yasushi Ichikawa



## CATEGORY

Urban Tourism

## TITLE

Art Museum &amp; Library,Ota

## OUTLINE

## A new culture complex combining a library and art museum

Ota City in Gunma Prefecture is an industrial city, being both the birthplace of Nakajima Aircraft and home to the headquarters of Fuji Heavy Industries. While its industry continues to boom, the city center has gone into decline. As part of a scheme to revitalize the area, a new culture complex Art Museum & Library,Ota has been proposed. Spiral is developing a management plan for the venue that makes effective use of the unique architectural plans by Akihisa Hirata. With its chief goal being to restore vitality back to the center of the city, the site unusually combines library and art museum facilities. Art Museum & Library,Ota plans to develop a diverse program of cultural projects after it opened in 2017.



© akihisa hirata architecture office

Project title	Art Museum & Library,Ota
Venue	C i t y   o f   O t a , G u n m a   P r e f e c t u r e
Client	O o t a   C i t y
Supporter/Collaborator	Y u i c h i r o   H a n a i , A t s u s h i   H i r a n o
Artist	
Duration	S i n c e   2 0 1 4

## CATEGORY

Urban Tourism

## TITLE

Hachioji Tourism Industry Promotion Council

## OUTLINE

Aiming to be a global city, a gateway to Tokyo's rivers and forests

The Hachioji Tourism Industry Promotion Council has been set up as a partnership between Hachioji City and Hachioji Chamber of Commerce and Industry. The city continues to witness a rapidly expanding population, though Hachioji has been slow to develop ways to acquire more non-permanent residents. For this reason, the Council aims to revitalize the city's tourism industry.

Spiral is acting as consultant to the Council, proposing vibrant festivals, such as a food event presenting new food cultures for the area born out of encounters between local food and top chefs, and an "interpretation festival" where participants can experience leading businesses as well as the outdoors and history. Alongside these proposals Spiral is also engaged with developing plans for Hachioji MICE\* City Promotion Center in order to promote Hachioji as a tourist city with strong economic leverage.

\*Meetings, incentives, conferences, and exhibitions (MICE)



Project title	Hachioji Tourism Industry Promotion Council
Venue	City of Hachioji
Client	City of Hachioji, Hachioji Chamber of Commerce and Industry
Supporter/Collaborator	Communication Design laboratory, inc/cu-cal/ Center for Environmental Studies, Headz inc. etc
Artist	
Duration	Since 2012

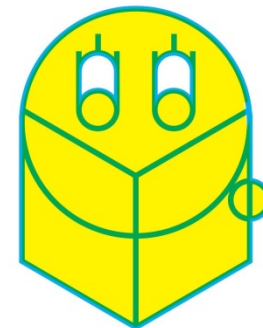
CATEGORY   Educational Program

TITLE   Spiral Schole

## OUTLINE

Fun learning for adults to improve themselves in diverse ways

Spiral Schole is an educational program jointly organized by Spiral and its parent company, Wacoal. It started in April 2015 to commemorate Spiral's 30th anniversary. The program features an impressive lineup of richly experienced instructors selected from the know-how and network cultivated by Spiral and Wacoal, who give lectures matching the varied needs of participants. In the 2016 fiscal year there were 29 lectures and events, including those organized in partnership with others. At Wacoal Studio Hall Kyoto, an educational program organized by Wacoal, an event was presented in partnership with Spiral. Organized lectures and events included an architecture tour of Omotesando area and talks on cutting-edge Japanese fashion and the film-making process.



Project title	Spiral Schole
Venue	Spiral Room (Spiral 4F), etc.
Client	
Supporter/Collaborator	Wacoal Corp., The Nippon Foundation Mamapro, Polaris, Fashion Studies, oblaat, 20th Century Fox Entertainment Japan, etc.
Artist	Mari Azuma, Vivienne Sato, Wakako Kaku, Kiki Sugino, Michika Ishikawa, Kaito Okachimachi, Hiroshi Ashida, etc.
Duration	Since 2015 -





## CATEGORY

Corporate Branding

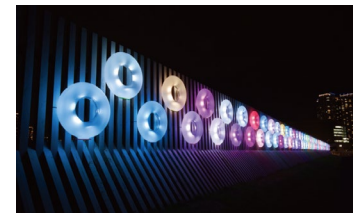
## TITLE

SPORT × ART SHINTOYOSU

## OUTLINE

## Area branding through art and sport

Sport x Art is a community project in Shintoyosu that is part of the Toyosu 22 project for developing land owned by Tokyo Gas. In order to think about community development from the twin perspectives of mind and body, the project aims to create a sports community accessible to citizens. Spiral was responsible for the area branding that could widely incorporate elements of art into environmental awareness and lifestyle culture. Alongside the opening in 2015, three works of art from the Shin-toyosu Public Art Collection were installed in the Shin-toyosu Art Plaza. Workshops were also held. In addition, Spiral conceived the Shin-toyosu Brilliia Running Stadium. After the opening in 2016, it became a base for Slow Movement, the participatory performance project by SLOW LABEL, presenting training and performances.



Project title	SPORT × ART SHINTOYOSU
Venue	Toyosu, Koto-ku, Tokyo / the Shin-toyosu Brilliia Running Stadium
Client	Tokyo Gas Site Development K.K.
Supporter/Collaborator	AtelierCORNERS, Ishikawa Textile Association, OFFICE LOU, Koto-ku Youth Affairs Administration, Koto-ku second Tatumi elementary school, Koto-ku Toyosu-nishi elementary school, K.K. Textile Resource Ishikawa, etc.
Artist	Kyota Takahashi, Shinta Inoue, Asae Soya, Kaiji Moriyama
Duration	Since 2015 -

CATEGORY

Corporate Branding

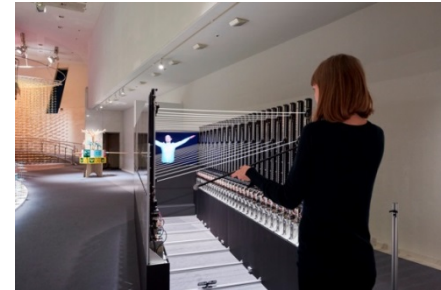
TITLE

NSK100th Anniversary Exhibition SENSE OF MOTION

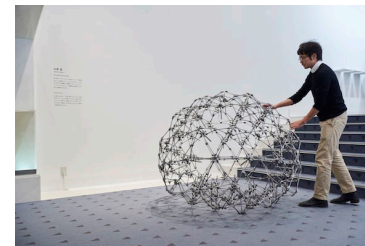
OUTLINE

## Enhancing corporate branding through art

Spiral produced "Sense of Motion," an exhibition marking the 100th anniversary of NSK, a global leader in the manufacture of the bearings that facilitate various kinds of motion. The exhibition featured six sets of artists and designers, who used NSK products to create artworks themed around new forms of motion. In addition to the main exhibition, NSK Future Forum explored ideas of future visions of creativity in Japan and overseas, and a satellite program saw other artists and designers partner with NSK employees at the manufacturer's facilities around Japan. The series of events and programs was planned to match the new NSK corporate vision for 2016, Setting the Future in Motion.



Project title	N S K 1 0 0 t h   A n n i v e r s a r y   E x h i b i t i o n S E N S E   O F   M O T I O N
Venue	S p i r a l   G a r d e n   ( S p i r a l   1 F ) ,   S p i r a l   H a l l   ( S p i r a l   3 F ) , N S K   f a c t o r y , e t c .
Client	N S K   L t d .
Supporter/Collaborator	N o b u k o   S h i m u t a
Artist	Takeshi Ishiguro, AR 3 Brothers, emmanuelle moureaux, Yuri Suzuki + SLOW LABEL, Nadeqata Instant Party (NAKAZAKI Tohru + YAMASHIRO Daisuke + NODA Tomoko), Rhizomatiks Research, Atsuki Kikuchi, Dai Tamesue, Sputniko!, Toshiyuki Inoko, Yukio Shiba, THEATRE PRODUCTS, etc.
Duration	S i n c e   2 0 1 5 -



撮影：加藤純平

CATEGORY

Community Development

TITLE

Cirque dans la forêt

OUTLINE

## Branding that enhances corporate value through art

Spiral was commissioned to create this series of circus performances and workshops as part of an initiative to promote woodland areas in Yokohama City. The set design was made by the French artist Barbara Cadet and the circus show was organized in coordination with Setouchi Circus Factory, featuring three performers and one musician. The wooded setting became the stage for an enchanting story about the creatures that live in forests, brought to magical life by performers wearing vibrant animal masks and hanging from the trees.



Project title	C i r q u e   d a n s   l a   f o r ê t
Venue	K a m o i   C a r e   P l a z a   G P h a l l , K a m o i h a r a   C i v i c   F o r e s t
Client	M i d o r i   W a r d   O f f i c e
Supporter/Collaborator	S e t o u c h i   C i r c u s   F a c t o r y
Artist	B a r b a r a   C a d e t
Duration	S i n c e   2 0 1 6 -





## CATEGORY

New Facility Development  
Support

## TITLE

Gallery AaMo

## OUTLINE

## New facility branding and content development

Spiral handled branding consultation as well as directing content development for the April 2017 launch of Gallery AaMo, a multi-purpose space offering fun experiences for grown-ups, in Tokyo Dome City. Services included the facility naming, logo design, logo manual, and direction for the facade design.

Spiral also produced the opening events for the facility, including the preview ceremony and a new dance installation, “Rhizomatiks Research x ELEVENPLAY Dance Installation at Gallery AaMo,” which was a collaboration between media artist Daido Manabe and director-choreographer Mikiko. Harnessing its network, Spiral publicized the new gallery widely to art professionals.



Project title	Gallery AaMo
Venue	Tokyo Dome City
Client	Tokyo Dome Corporation
Supporter/Collaborator	Waltz
Artist	Rhizomatiks Research, Daido Manabe, ELEVENPLAY, MIKIKO
Duration	Since 2016 -

