

TOKYO BIENNALE 2023:**An International Art Festival Originating in Local Areas of Tokyo****Special cooperation by LIVE BOARD, Event announcement broadcast, "Talking Building" and "TENMASEN Project 2023" live streaming report**

We are pleased to announce that LIVE BOARD,INC. participated as a special cooperator in TOKYO BIENNALE 2023, an international art festival held from September 23 to November 5, 2023.

◆ [About TOKYO BIENNALE](#)

Held every two years, the Tokyo Biennale is an international art festival that sets the city of Tokyo as its main stage. The festival aims to dig deep into the city, as it is created together with the area's local citizens, as well as a wide variety of artists and creators from around the world. The theme of the second Tokyo Biennale 2023 is "Create Linkage." Linkage is a "relationship" that is found not only in human relations, but also in the ever-changing physical world we live in, in which all kinds of entities, including places, time, people, microorganisms, plants, events, things, and information, are intricately related to each other.

◆ LIVE BOARD x TOKYO BIENNALE, Initiatives as a Special Cooperation

We carried out the following three activities.

- (1) Broadcasting of event announcements on LIVE BOARD screens
- (2) Live streaming of the "Talking Building" in front of the southeast exit of Shinjuku Station and the Naganoya Building
- (3) Live streaming of TENMASEN Project 2023 / Nihonbashi River (Exhibition)

◆Summary of each event

(1) TOKYO BIENNALE 2023

Dates : September 23 - November 5, 2023

Venues : Northeastern area of central Tokyo (an area spanning the four wards of Chiyoda, Chuo, Bunkyo, and Taito), historical buildings, public spaces, schools, rooftops of stores, idle buildings, etc. (both indoor and outdoor)

Official site : <https://tokyobiennale.jp/?lang=en>

Official SNS

X : <https://twitter.com/tokyobiennale>

Facebook : <https://www.facebook.com/tokyobiennale>

Instagram : <https://www.instagram.com/tokyobiennale>

Announcement airing period : October 21, 2023- November 5, 2023



▼Overview

The Tokyo Biennale is not an event held within a single facility, but is set in the northeast area of central Tokyo, so each exhibition venue is separated within the area. In order to help visitors recognize the venue, LIVE BOARD's outdoor vision was used to broadcast the direction of the venue and the entrance to the venue. In addition to the announcement on the outdoor vision, a video was also shown to guide visitors to the venue. (Ten creative videos were produced for each area.)

▼The implementation of the project on the day of implementation

The sudden appearance of the route signs, which are common in art museums, on a large vision screen in the city surprised passersby. It was an expression unique to the Tokyo Biennale 2023, where Tokyo as a whole is an art museum.

Scenes from the day (Ueno/TSD Building, Tokyo: video) : <https://youtube.com/shorts/DT6jIFgqRI0>



(2) Talking Building/Shinjuku Naganoya Building -Live Streaming

▼ Overview

"Talking Building" is an interactive art event in which windows and walls of the building appear like faces on the screens of LIVE BOARD, an outdoor vision installed in the Shinjuku Naganoya Building, and when participants speak into the microphone, they are told about the history of the nearby city. We believe that forgotten memories of Tokyo lie dormant in large-scale language models, and ChatGPT will be utilized for the "Talking Building" conversations. This is a groundbreaking challenge in which outdoor vision becomes one with the building and its AI to talk to people. This event is part of the "Not Lost Tokyo" project, one of the Tokyo Biennale's linkages. "Not Lost Tokyo" is an attempt to connect Tokyo's fading memories and landscapes to the next generation through various methods such as words, photographs, 3D models, and AI.



Venue & Media : Naganoya Building, Tokyo (in front of the southeast exit of Shinjuku Station)

Address : 3-35-7 Shinjuku, Shinjuku-ku, Tokyo

URL : <https://liveboard.co.jp/en/screen/000978.html>

▼ Comments on the day of implementation:

A mobile device and a microphone connected to the device were set up in the vicinity of the Shinjuku Naganoya Building to encourage passersby to interact with the building. We asked, "What is your name?" Tell me the history of the building! What kind of town is Shinjuku? The participants spoke into the microphones, and the building's face appeared in the vision of the Shinjuku Naganoya Building. The participants were surprised and enjoyed hearing the words of a man who has been watching the city of Shinjuku since the Taisho Era (1912-1926) and who was like an elder in the history of Naganoya, as well as memories of the Great Kanto Earthquake and the war.

Scenes from the day (Shinjuku, Tokyo/Naganoya Building: video): <https://youtu.be/Ma6k8jEMNlw>



(3) [TENMASSEN Project 2023 / Nihonbashi River \(Exhibition\) -Live Streaming](#)

▼ Overview

This exhibit will feature a variety of images and voices related to the "TENMASSEN Project 2023/Nihonbashi River," a community art project to rediscover the attraction of Tokyo's waterfront by floating 10,000 miniature wooden Japanese-style boats on the Nihonbashi River.



The exhibit will include footage of the miniature TENMASSEN boats flowing down the Nihonbashi River during the time trial to be held on October 29, 2023, as well as video recordings of the past TENMASSEN Project conducted in Himi City, Toyama in 2004 and Kanda River, Tokyo in 2021, and a documentary featuring the voices of experts, local people, and participants related to the waterfront. Also on display will be the thoughts and messages about the river by the participants of the project.

Date : Sunday, October 29, 2023 8:00-12:00

Location : Nihonbashi River, Tokyo / Nihonbashi, Yaesu, Kyobashi, Ginza area

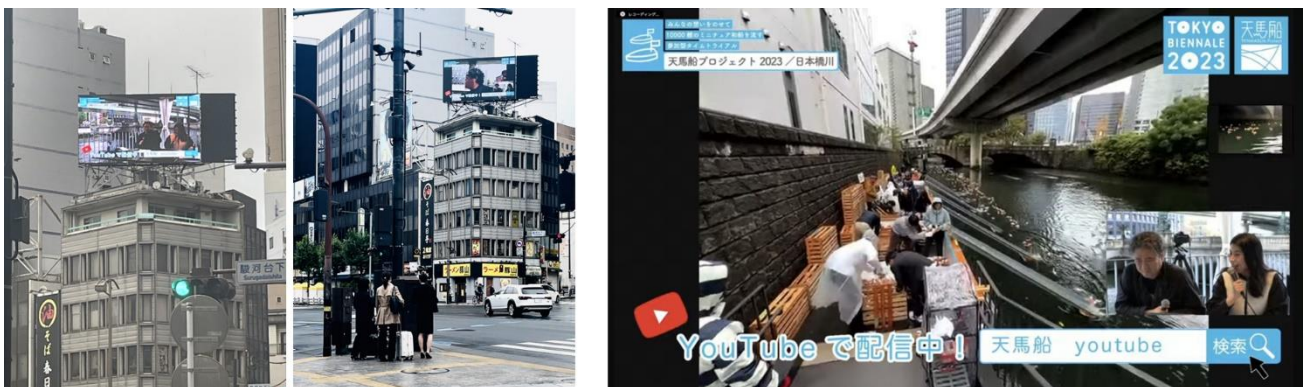
Live streaming time : October 29, 2023 (Sun.) 8:00-10:00

Live streaming media : Inoue Building (1-2-1 Kandasudacho, Chiyoda-ku, Tokyo), Hayata Building (4-9-5 Ueno, Taito-ku, Tokyo), Ota Building (3-10-37 Kanda-Ogawamachi, Chiyoda-ku, Tokyo), Wakeya Building (2-6-4 Ningyocho, Chuo-ku, Tokyo), Okachimachi Life Building (6-2-2 Ueno, Taito-ku, Tokyo)

▼ Comments on the day of implementation

Five visions were used for live streaming of the TENMASSEN race as it progressed along the Nihonbashi River. Passersby stopped to look up at the outdoor visions. We were able to expand the viewing locations of the race to various parts of Tokyo, not just along the river.

Scene of the day (Jimbocho, Tokyo/Ota Building): Digital OOH x YouTube, simultaneous live streaming



◆ For inquiries about this event, please contact

Tokyo Biennale Secretariat : info@tokyobiennale.jp

◆About TOKYO BIENNALE

**A new city and culture to call our own,
built by our own hands in our own place.**

The Tokyo Biennale aims at creating activities to become events shared by everyone through many kinds of encounters made between us all.

New groups of people have gathered in the area comprising of local citizens with deep roots, as well as those from all over Japan and the entire world. While all kinds of people are living, working, and enjoying the cosmopolitan city of Tokyo, art is what connects them from across different backgrounds as it brings to life our neighborhoods' histories and draws out the future. From here, the concept of "us" emerges and each person may even discover a new "me".

The key words are "art x community x industry" as we work with people in the area to build our own culture in our own place with activities surrounding the concepts of "HISTORY & FUTURE", "EDUCATION", "WELL-BEING", and "RESILIENCY".

The Tokyo Biennale is a celebration for the new city and culture that we ourselves will build.

◆About LIVE BOARD,INC.

An operator of a digital OOH ad network that achieves data-driven targeting and effectiveness verification.

LIVE BOARD is the first company in Japan to achieve impression-based (VAC) advertisement delivery in OOH. We deploy advertisement delivery and billing systems in accordance with actual conditions that are based on the estimated number of viewers "at that time, in that place, and for that specific ad," even during the COVID-19 pandemic, when people's movement patterns are prone to change. In addition, by combining big data from Japan's largest carriers with our own network, which includes a wide range of digital OOH across Japan, including outdoor, indoor, train, and station OOH ads, we have been able to deliver personalized ads, such as targeting by gender and age, that was not possible with traditional OOH.

◆LIVE BOARD Impressions (VAC) Definition

LIVE BOARD uses impressions that take into account the visibility rate based on visibility surveys (VAC = Visibility Adjusted Contact / total number of people who saw the ad), as recommended in the OOH Global Measurement Guidelines. Of the number of people in the viewing area of a medium (OTS = Opportunity to See), the number of people who may come into contact with an OOH ad (OTC = Opportunity to Contact / takes into account the direction of movement within the viewing area and the presence of obstacles) is defined. The number of people who are likely to actually see the advertisement (VAC) is estimated by adding the visibility rate for each media to this number.

Company Name : LIVE BOARD,INC

Business Details : DOOH Advertising Distribution Platform Management, DOOH Advertising Media Development, DOOH Advertising Space Sales

Website : <https://liveboard.co.jp/en>

Media Contact : info_press@liveboard.co.jp