

# Japan Brand Program

## From Research to Expression

Schedule : January 12- 20, 2017 Site: France (Paris), Germany (Dusseldorf), Spain (Barcelona)

### ■ Dispatched Expert



**Masaya Ishikawa**  
Researcher, Graphic designer  
**EUPHRATES**

Ishikawa is a member of the “EUPHRATES” creative group founded by the graduates from Masahiko Sato Laboratory at Keio University in 2005. His representative works include “Factory of dream” for the “2355” educational TV program, various “abstract factory” animations and “Difference.” He mainly deals with video and graphic design.

### ■ Review of Activities

#### ● France (Paris)



Lecture at Japan Culture Institute in Paris



Workshop of Layer's sculpture

#### ● Germany (Dusseldorf)



Lecture scene



Filmmuseum Dusseldorf Lecture Hall

#### ● Spain (Barcelona)



Lecture at Design Center in Vic University



Lecture at Casa Asia

### ■ Achievements

Ishikawa, researcher and graphic designer of the creative group “EUPHRATES,” gave lectures in Paris, Dusseldorf and Barcelona. “EUPHRATES” is working on the development of the expression in a variety of media for “Pythagora Switch,” “2355/0655” in the form of video, animation, books, exhibition, TV program and graphic design. In Paris, he conducted a workshop of “Layer’s sculpture” in addition to a lecture for students at art school. In Dusseldorf, he lectured at Filmmuseum Dusseldorf, which has an estimable exhibition of movie technique history. In Barcelona, the lecture venue was full and additional audience seats needed to be added. Ishikawa received media interviews and had discussions on the occasions of opinion exchanges at each site he visited regarding possible collaborations with universities as well as future workshop and exhibitions.