

# Japan Brand Program

## Interactive Art ~ "Kawaii" is in Bloom! Dialogue with Imagination ~

Schedule : February 19-March 2, 2018 Site : Ukraine, Sweden, Serbia

### ■ Dispatched Expert



**Mayuko Kanazawa**

### Visual Animation Artist / Picture Book Author

After graduating from Kyoto Saga University of Arts, Ms. Kanazawa has been associated with the Department of Image Arts, Kobe Design University, since 2015. Her artworks express Japanese sense of nature through heartwarming drawing, visual animation and interactive art created with cutting-edge IT technology. Ms. Kanazawa actively exhibits her artworks in Japan and abroad, holds story telling workshops with music, and publishes picture books, such as "Boku Pagu" and "The Present from Heavens." She creates art using a variety of methods, such as drawing, picture book, animation and interactive art, that bring comfort and relaxation to the audiences.

### ■ Review of Activities

#### ● Ukraine



Interview by UATV



Lecture at National Technical University of Kiev

#### ● Sweden



Lecture at Royal Institute of Technology



Interactive Artwork Exhibition

#### ● Serbia



Lecture at Eighth Belgrade High School



Q&A Session

### ■ Achievements

Ms. Kanazawa, visual animation artist/picture book author, visited Ukraine, Sweden and Serbia to hold lectures, exhibitions and workshops. In her lectures, through her interactive artworks and picture books, she introduced a cutting-edge IT technology and explained Japanese sense of nature and spirit which contributed to creating Japan's original concept of "Kawaii," thought to care for something small and fragile. She also exhibited her interactive artworks in which audience participates as a part of picture scene and can experience changing image as they move. In the workshops, participants handcrafted flip animation to describe the motion and still, and communicated among themselves through story telling. The program was covered by local TV, newspapers, and internet media, such as "The Day," Ukraine major daily newspaper, as well as Ukraine public broadcasting agency "UATV." Besides, local artists who had discussions with Ms. Kanazawa expressed their wish for further opinion exchanges and future collaborations.