



credit: tom mesic

Etsuko Ichihara

New media Artist, Fantasy inventor, Digital Shamanist

Born 1988 in Aichi. Graduated in Studies of Media, Body and Image from the School of Culture, Media and Society, Waseda University. Has been creating artworks that interpret Japanese culture, customs and beliefs from a unique point of view, and present new, technology-based approaches. Thanks to their strong impact, these works have been introduced across a wide range of media all over the world, such as newspapers and TV programs, radio programs, and magazines. Main works include “Sekuhara Interface,” a device featuring a seductively moaning radish; the “SRxSI system that substitutes reality with delusion” in which users can meet a fictional beautiful woman; and the “Digital Shaman Project” spending 49 days with household robots endowed with impressions of deceased people. Ichihara’s works were included in the Excellence Award at the 20th Japan Media Arts Festival, Entertainment Division in 2017, and in 2016, chosen for the INNOvation program from The Ministry of Internal Affairs and Communications. She won Honorary Mention (Interactive Art +) in PRIX Ars Electronica 2018 and received a STARTS Prize Nomination in the same year.

She has recently presented her works in exhibitions such as ‘Digital Shamanism: Japanese Funeral and Festivity’ at NTT InterCommunication Center [ICC], ‘Cyber Arts Exhibition 2018’ at Ars Electronica Festival in Linz, Japan Media Arts Festival.



Exhibition Experience(selected)

- 2020 "International Arts x Science Festival 2020 - KYOTO STEAM" at Kyoto City Kyocera museum, Kyoto, JAPAN
- 2020 "translation exhibition" at 21_21 DESIGN SIGHT, Tokyo, JAPAN
- 2020 "Media Ambition Tokyo 2020", Tokyo, JAPAN
- 2020 "(Re)Design Death" at Cube Design Museum, Netherlands
- 2020 "Open Possibilities" at NTT InterCommunication Center[ICC], Tokyo, JAPAN
- 2019 "Open Possibilities at Japan Creative Center, Singapore
- 2019 "Matsudo International Science art festival" at Tojotei, Matsudo, JAPAN
- 2019 "Manifestations" at Dutch Design Week, Netherlands
- 2019 "Speculum Artium" at Delavski dom Trbovlje, Slovenia
- 2019 "Ars Electronica Festival" at POSTCITY, Linz, Austria
- 2019 "The Yebisu International Festival for Art & Alternative Visions 2019" at Tokyo Photographic Art Museum, Tokyo
- 2018 "Future Humanity – Our Shared Planet!" at Hyundai Motor Studio, Beijing
- 2018 "Cyber Hug - Taoyuan Art x Technology Festival" at Taoyuan Arts center, Taiwan
- 2018 "Cyber Arts Exhibition 2018" at Ars Electronica Festival, Linz, Austria
- 2018 "Ascending Art Annual vol.2 - Matsuri, Matsuru" at Spiral Aoyama, Tokyo, JAPAN
- 2018 "MECÂNICA - Japan Media Arts Festival in Aichi" at Nadia Park, Nagoya, JAPAN
- 2017 "the 20th Japan Media Arts Festival" at Operacity Art Gallery, Tokyo, JAPAN
- 2016 "Digital Shamanism: Japanese Funeral and Festivity" at NTT InterCommunication Center [ICC], Tokyo, JAPAN
- 2016 "Presentation of Supported Project to Support and Nurture of Media Arts Creators by Agency for Cultural Affairs", at 3331 Arts Chiyoda, Tokyo, JAPAN
- 2015 "Failure" at Tomonotsu museum, Hiroshima, JAPAN
- 2015 "Etsuko Ichihara's Fresh Hihokan" 3331 Arts Chiyoda, Tokyo, JAPAN
- 2014 "Shibuya Culture Festival 2014" at PARCO, Tokyo, JAPAN
- 2014 YEBISU ART PLACE, Yebisu Garden Place, JAPAN
- 2013 "Shibuya Culture Festival 2013" at PARCO, Tokyo, JAPAN
- 2012 "Electric Work Festival" at 3331 Arts Chiyoda, Tokyo, JAPAN
- 2012 "Campus Genius Meeting", MIRROR, Tokyo, JAPAN
- 2012 "BLOOMBERG PAVILION PROJECT" at Museum of Contemporary Art Tokyo, JAPAN



Basic Informations

Birthday: 29. JUL. 1988

Place of birth: Yamaguchi Pref, JAPAN

Graduate School:

B.A. in Waseda University, Studies of Media, Body and Image from the School of Culture, Media and Society

Working and living place: Tokyo, JAPAN

EDUCATION

2011

B.A. in Waseda University : Studies of Media, Body and Image from the School of Culture, Media and Society

Machiko Kusahara Lab

WORK EXPERIENCE

April 2016 to present

Freelance

Japanology researcher at ISID Open Invention Lab

April 2011 to April 2016

Interaction Designer at Yahoo JAPAN

SELECTED AWARDS / SCHOLARSHIPS / GRANTS

- 2021** Weekly magazine SPA! "100 People Who Will Change Japan in 2021"
- 2020** Chosen for the expert to create Basic Concepts for the Japan Pavilion at Expo 2025 Osaka, Kansai, Japan
- 2019** [Grants] Arts Council Tokyo. Tokyo Metropolitan Foundation
- 2018** [TOKYO ICONS] TOMMY HILFIGGER chosen Etsuko Ichihara as "TOKYO ICONS"
- 2018** [Honorary Mention] Ars Electronica Interactive Art Award / Digital Shaman Project
- 2018** [Nomination] Ars Electronica STARTS PRIZE Award / Digital Shaman Project
- 2017** [Excellence Award] at the 20th Japan Media Arts Festival / Digital Shaman Project
- 2016** the INNOVation program from The Ministry of Internal Affairs and Communications /Digital Shaman Project
- 2016** Basic Policy for Promoting Measures related to Preparations for and Management of the Olympic and Paralympic Games in Tokyo in 2020 of Government
- 2015** Supported Project to Support and Nurture of Media Arts Creators by Agency for Cultural Affairs, Japan
- 2014** [Jury recommended works] at the 18th Japan Media Arts Festival
- 2014** [Silver Award] at the 18th CAMPUS GENIUS AWARD
- 2012** [Second prize] at BLOOMBERG PAVILION PROJECT – Museum of Contemporary Art Tokyo



SELECTED ARTICLES

Yomiurii newspaper "Popstyle"
Super large feature "All about Etsuko Ichihara"



Chunichi newspaper
Feature about Japan Media Arts Festival in Aichi



AERA
Feature about Digital Shaman Project



NIKKEI
Feature about Funeral technology



Weekly magazine SPA!
"100 People Who Will Change Japan in 2021"



SELECTED PRESENTATIONS

TEDxUTokyo



Tokyo Photographic Art Museum



NSK Future Forum



SELECTED Collaborations

Committee to discuss Basic Concepts for the Japan Pavilion at Expo 2025 Osaka, Kansai, Japan



Host and Planner at "H.SCHOOL" by Fuji TV



Brand Ambassador as "TOKYO ICON" by TOMMY HILFIGGER



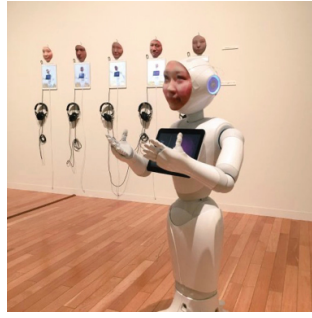
Photo by Leslie kee

Selected Exhibition

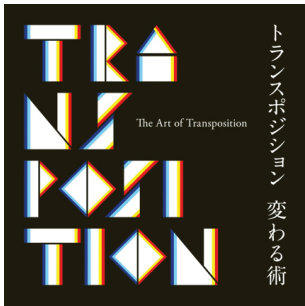
Ars Electronica Festival



Japan Media Arts Festival



Tokyo Photographic Art Museum



Matsudo Science Art Festival



Kyoto City KYOCERA Museum of Art



21_21 DESIGN SIGHT



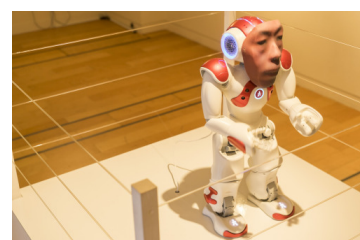
Cube Design Museum(Netherlands)



Speculum Artium(Slovenia)



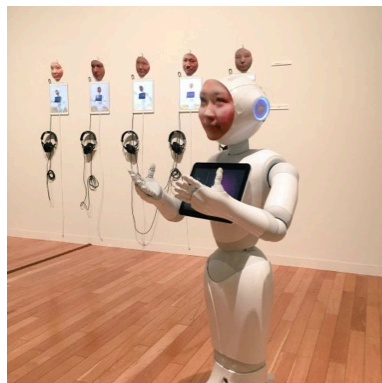
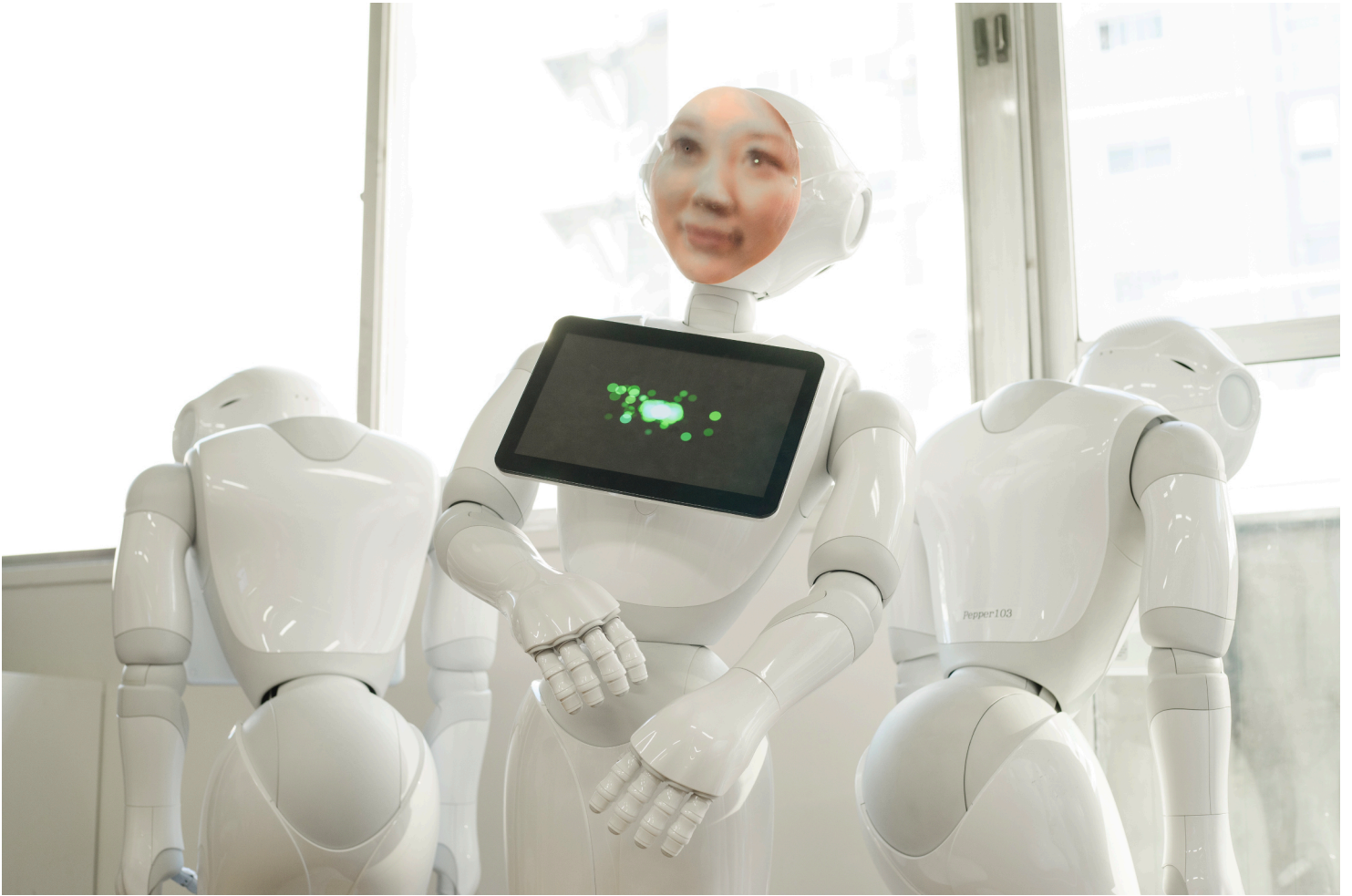
NTT Inter Communication Center[ICC]



SELECTED WORKS

Digital Shaman Project

2016 Interactive art / Robot Application



Namahage in Tokyo

2017 Wearable Device, Movie



Tokyo Photographic Art Museum



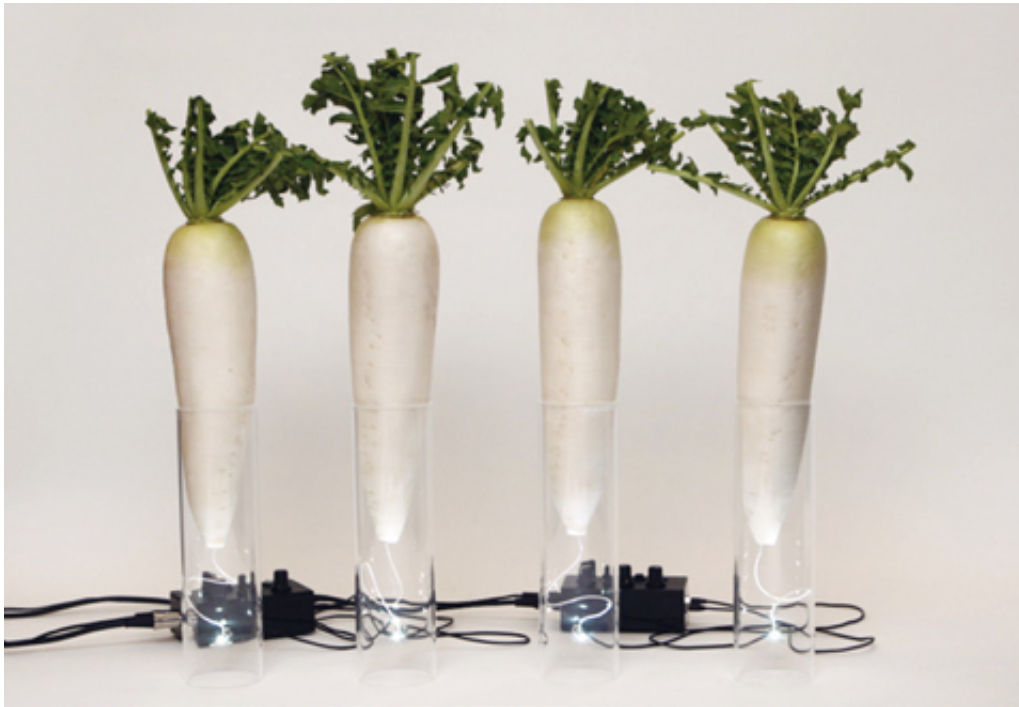
Virtual Currency Offering Festival

2019 Festival, Project based art



Sekuhara Interface

2009 - 2012 Interactieive art



"SRxSI" - The system substitute reality for delusion

2013-2014 Interactieive art, Performance

