

HONOURING ARTS AND SCIENCE SYNERGIES FOR INNOVATION: THE STARTS PRIZE

DATE: SATURDAY 5 NOVEMBER, 13:15-14:30
VENUE: MIRAIKAN 1F, AGORA STAGE 2

On this stage we will hear about the new European prize that awards arts-science synergies, the STARTS Prize. The STARTS Prize is an award funded by the European Commission honouring innovative projects at the interface of science, technology and art. This talk will explain more about the prize, the motivations, the prize winners, as well as Japanese participation.

Moderator: Hideaki OGAWA, Ars Electronica Japan Director

13:15

WELCOME

13:15-13:18

Leonidas KARAPIPERIS
Minister-Counsellor, Head of Science and Technology Section,
Delegation of the EU to Japan

13:18

TALK AND DEMONSTRATION

13:18-13:30

Talk by Gerfried STOCKER, Artistic Director of Ars Electronica on
"STARTS Prize"

13:30-13:40

Talk by Yoichi OCHIAI, Tsukuba University on
"FairyLightsinFemtoseconds"

13:40-13:50

Talk by Mitsuru MURAMATSU, Tokyo University Prototyping & Design
Laboratory on "Apostroph"

PART II

ROUND TABLE DISCUSSION

13:50-14:25

Discussion with all speakers followed by Q&A Session

14:25

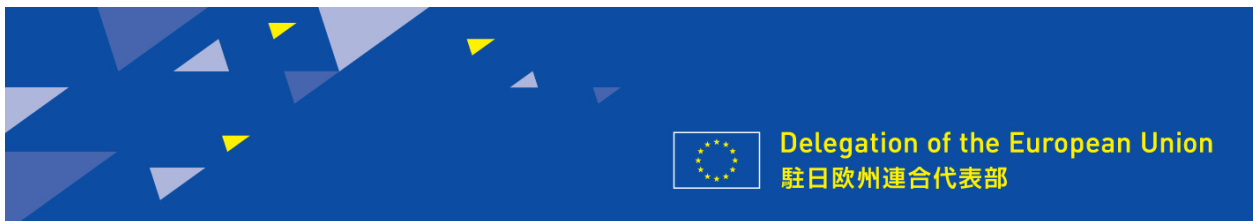
CLOSING

14:25-14:30

Hideaki OGAWA, Ars Electronica Japan Director

End

- EN/JP consecutive interpretation will be provided





Gerfried STOCKER is a media artist and telecommunications engineer. Since 1995, he has been artistic director of Ars Electronica. In 1995-96, he headed the artists and technicians that developed the Ars Electronica Center's new exhibition strategies and set up the facility's in-house R&D department, the Ars Electronica Futurelab. He has been chiefly responsible for conceiving and implementing the series of international exhibitions that Ars Electronica has staged since 2004, and, beginning in 2005, for the planning and thematic repositioning of the new, expanded Ars Electronica Center.



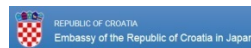
Hideaki OGAWA is a creative catalyst, artist, curator and researcher in the field of art, technology, and society. He has realised many projects for innovation with industries such as Honda R&D, Toshiba, Toyota and Hakuodo etc. Specially, his focus is about Art Thinking to catalyse innovation. His leading project, FUTURE CATALYSTS (<http://future-catalysts.com>), is a creative and innovation base jointly-developed by Hakuodo and Ars Electronica.

Other sessions and exhibitions by the EU in Science Agora 2016:

1. **Inauguration: European Participation in Science Agora 2016**
Date: Friday 4 Nov, 10:30-12:00 / Venue: Miraikan 1F, Agora Stage 1
2. **Booth: Europa Science House**
Dates: Thursday 3 – Sunday 6 Nov, 10:00-17:00* / Venue: Miraikan 1F
Booth Aa-013
*10:00-16:00 on Sunday 6 November
3. **Agora Keynote Session: Arts, Science, Technology and Creativity**
Date: Saturday, 5 Nov, 15:30-17:00 / Venue: JASSO 3F, International Conference Hall
4. **Agora Session: Muography - an Unprecedented Imaging Technique to Visualise Volcanoes**
Date: Sunday 6 Nov, 10:30-12:00 / Venue: JASSO 3F, International Conference Hall
5. **Talk and Demonstration: Toys Robots to Educate Brain Development of Children**
Date: Saturday 5 Nov, 10:15-11:30 / Venue: Miraikan 1F, Agora Stage 2
6. **Talk and Demonstration: Novel ways Vocal Sounds can Create Emotions**
Date: Saturday 5 Nov, 11:45-13:00 / Venue: Miraikan 1F, Agora Stage 2



Supported by: The Embassy of Austria, the Embassy of Bulgaria, CNRS, the Embassy of Croatia, the Embassy of France, the Embassy of Greece, the Embassy of Hungary, the Embassy of Ireland, the Embassy of Italy, the Embassy of Luxembourg, the Embassy of Netherlands, and the Embassy of Slovakia



For enquiries about EU's participation, please contact: DELEGATION-JAPAN-ST@eeas.europa.eu
For enquires about Science Agora including access, please visit: <http://www.jst.go.jp/csc/scienceagora/>