

Towada Art Center Satellite Venue space Exhibition Noriko Okaku: #spread

July 6 – September 8, 2024



An Interactive Media Art Experience Using Cutting-Edge Generative AI

Towada Art Center's satellite venue space is pleased to present a solo exhibition by Noriko Okaku from July 6, until September 8, 2024.

Okaku is an artist based in London and Kyoto. She is interested in transcendent forces and the principles that constitute the world. The artist weaves together stories and ideas from folklore, myths, legends, and the occult with theoretical frameworks such as philosophy, religious studies, quantum mechanics, and information thermodynamics, and creates works by employing modern technologies such as virtual reality (VR) and artificial intelligence (AI).

This exhibition presents an installation featuring human cutouts, microphones, and two monitors connected to an image-generating AI. Visitors are invited to enter their names into the AI program by speaking into a microphone. This alters the virtual space on the monitors, the results of which visitors are encouraged to share on Instagram.

This work is inspired by a quote from novelist William Burroughs: "Language is a virus from outer space." Just as a virus infiltrates and reproduces its own genetic material inside a host's cells, the unique names of visitors alter the space that spans across the monitors. This idea is also juxtaposed with how language exerts influence beyond human control.

Okaku presents her unique interdisciplinary approach by focusing on the nature of viruses, drawing parallels with language and digital information technology.

Contact

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Highlights

Cutting-Edge Creations Using AI Technology

Visitors have a chance to immerse themselves in a program powered by Google's AI technology, offering a glimpse of the new horizons opened up by the remarkable progress of generative AI.

Artworks Updated Daily Online

Images of the virtual space generated inside the exhibition space will be posted daily on a dedicated Instagram account, allowing visitors to follow along with the evolution of the artwork even after their visit.

Noriko Okaku



Photo: Mari Uruta

Noriko Okaku was born in Kyoto in 1979. She is based in London and Kyoto. Okaku graduated from the Chelsea College of Arts with a BA in Fine Art and received her MA in Animation from the Royal College of Art. Her practice, rooted in animation using collage work, employs performance, installation, virtual reality (VR), and other media to explore the multifaceted nature of phenomena. Her work and performances have been featured in exhibitions, including "That Long Moonless Chase" (21st Century Museum of Contemporary Art, Kanazawa, 2023); *VOCA Exhibition 2019* (Ueno Royal Museum, Tokyo); and *The Interpreter* (QUAD Gallery, Derby, 2015). Notable achievements include her nomination for the International Competition at the 2016 Short Film Festival Oberhausen, winning the Best Music Video Award at the 2011 Ottawa International Animation Festival, and more. <https://norikookaku.com>

Public Programs

Artist Gallery Talk

Date & Time: Saturday, July 6, 2024 14:00 – 14:30

Location: space

Admission: Free

Artist Performance

Date & Time: Saturday, August 18, 2024 14:00 – 16:00

Location: Towada Art Center – Café

Admission: Free

*Additional events will be held throughout the exhibition period. Details will be announced at a later date.

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About the Exhibition

Title	Noriko Okaku: #spread
Dates	July 6 – September 8, 2024
Hours	10:00–17:00
Closed	Mondays (except for holidays, in which case closed the following day)
Admission	Free
Location	space (18-20 Nishi-Sanbancho, Towada, Aomori 034-0083)
Organized by	Towada Art Center
Supported by	Supported by the Agency for Cultural Affairs, Government of Japan in the fiscal 2024
Endorsed by	Asahi Broadcasting Aomori Co., Ltd., Aomori Broadcasting Corporation, Aomori Television Broadcasting Co., Ltd., Aomori Fm Broadcasting, The Daily-Tohoku Shimbun Inc., The To-o Nippo Press, and Towada City Board of Education
Curator	Nakagawa Chieko

space

The Towada Art Center operates space as a satellite gallery located in downtown Towada, just a 7-minute walk from the art center. Space is a bold renovation of an empty building into a gallery space by the Japanese art collective 目 [mé] as part of the Arts Towada 10th Anniversary Exhibition: Inter+Play exhibition, which concluded in May 2022. Since July 2022, space has been used to showcase experimental works by emerging artists. In its first year, the gallery held exhibitions by artists Oiwa Euske and Aoyagi Natsumi, and in 2023, solo exhibitions by documentary actor tsu-tsu and artist Mino Arata.

18-20 Nishi-Sanbancho, Towada, Aomori



Towada Art Center

Towada Art Center opened in 2008 as the first contemporary art center in Japan's Tohoku region. Its permanent exhibition comprises thirty-eight works by world-class artists, including Kusama Yayoi, Nara Yoshitomo, Shiota Chiharu, and Ron Mueck. The collection expands beyond the art center to the Art Square, a park-like area where children and adults alike can stroll, relax, and interact with the outdoor artworks.

10-9 Nishi-Nibancho, Towada, Aomori 034-0082

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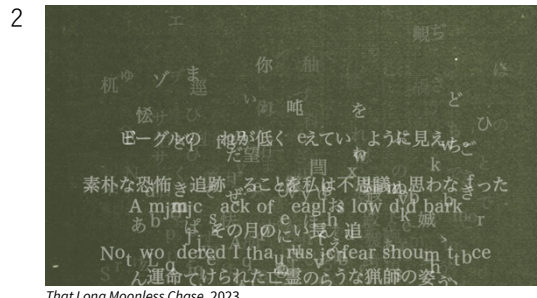
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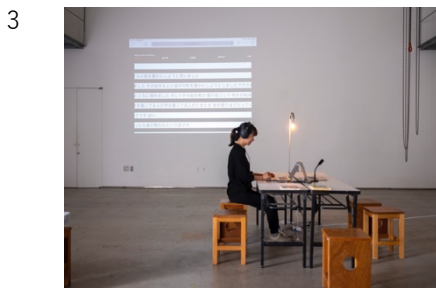
Towada Art Center Communications: Otani Sae



Main visual



That Long Moonless Chase, 2023



That Long Moonless Chase, 2023
Photo: Yuji Oku



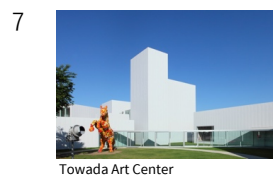
Regular Irregularity, 2021



Photo: Mari Uruta



目 [mē], space, 2020
Photo: Oyamada Kuniya



Towada Art Center

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