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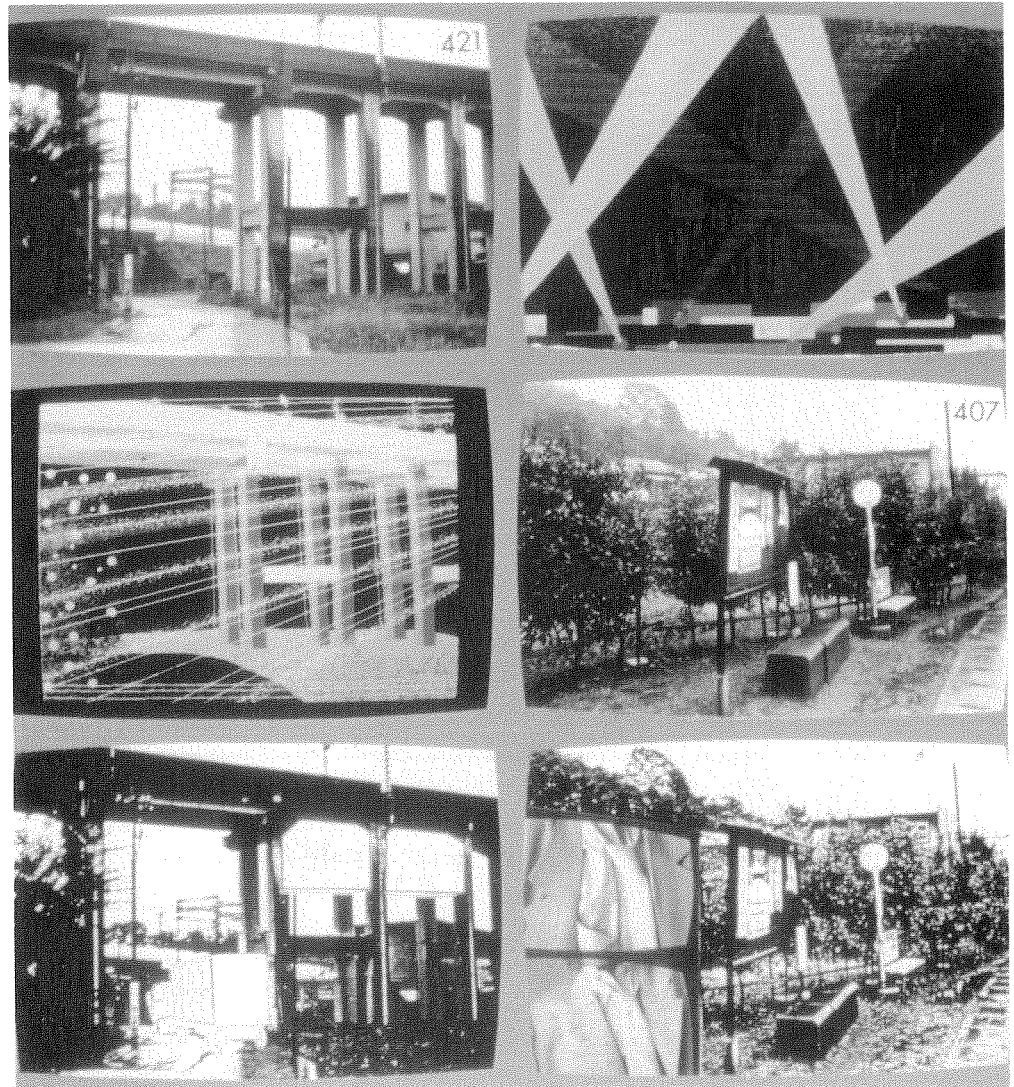
The Environmental Image Game

Entry by: Shinichi Okuyama
Collaborators: Masashi Sogabe and Masayoshi Takeuchi

Shinichi Okuyama and his colleagues take up the challenge of developing new urban traditions, the theme of the Campus City Festival. The group proposes to alter the traditional form festivals take and make them “environmental,” temporary images within everyday settings and time frames. The concept seeks to exploit the nonhierarchical and instantaneous qualities of the new media to stage ubiquitous hit-and-run events throughout the city. Okuyama searches for the city’s “loose holes,” all those underused and neglected spaces like parking lots, highway right-of-ways, and off-time school yards, to be transformed into playful, interactive media settings, galvanizing the neighborhood. His is the approach of the high-tech pirate, the digital graffitist, the youthful urban offender, an electronic Robin Hood distributing data to the masses. Company- and city-sponsored festival trucks are to be filled with media gadgetry, and public telephone booths mutated into intelligence nodes. The events will radically alter the city image, or at least its afterimage, by temporarily reversing figure and ground of the urban structure.

The proposal suggests that many dangers connoted by today’s technological prospects, such as authoritarian determination of social reality, invasive

Award: Second Runner-up and Kawasaki Chamber of Commerce and Industry Award



surveillance, and civic control, are not inevitable, but are related to the degree of intelligent popular access to these media and to the political consensus and social attitudes about their development and use.

