

June 13 2023

**TBWA\HAKUHODO, Yoichi Ochiai x Japan Phil Project  
VOL.7 Cooperation for "The Inductive Concert"**

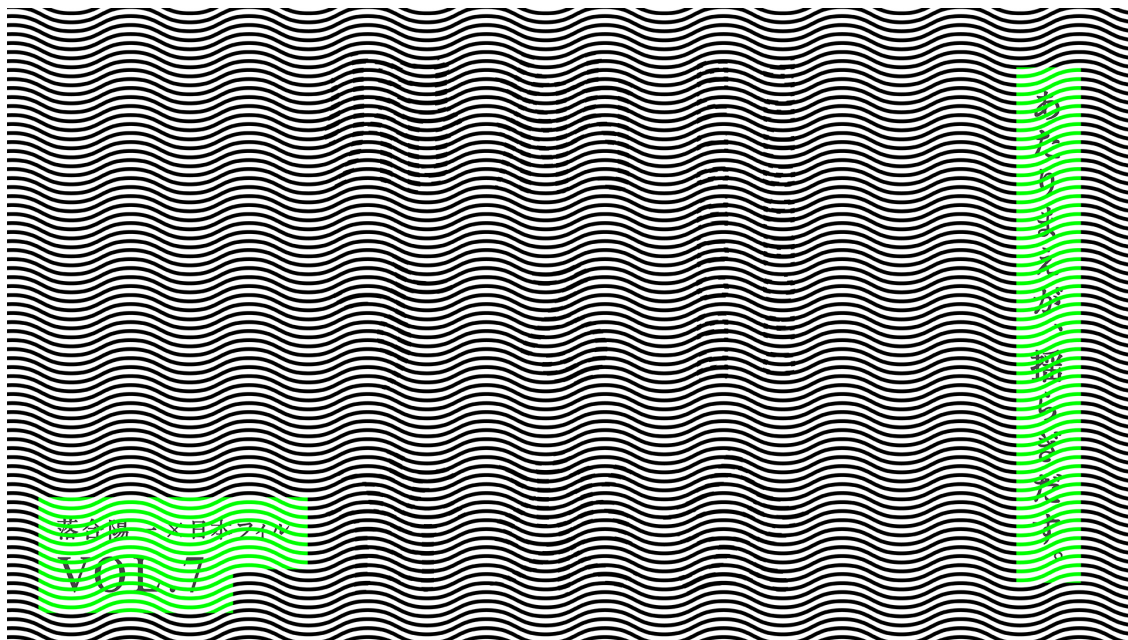
**Focusing on "Ryukyuan Classical Music"**

**and delivering chemical reactions through AI-based production**

**Date: August 23, 2023 (Wed.) Venue: Tokyo Opera City Concert Hall**

**(Tickets go on sale Wednesday, June 7; crowdfunding begins Friday, June 2)**

TBWA\HAKUHODO will cooperate with the Japan Philharmonic Orchestra (hereinafter "Japan Philharmonic") in the "Yoichi Ochiai x Japan Philharmonic Orchestra Project VOL.7 "Inductive Recital" to be held on August 23, 2023.



The Yoichi Ochiai x Japan Philharmonic Project aims to modernize the orchestra-viewing experience through technology, to build a more diverse society through arts and culture, and to disseminate Japanese culture. Unfettered by the conventional wisdom that music is something you listen to with your ears, we have been pursuing the joy of live music based on the concept of "music you can feel with your senses and hear with your body," and have been working on the fusion of the digital and the real even with the pandemic.

This year, with COVID-19 having been reclassified from Category 2 to Category 5 and the elimination of various infection control measures at concert venues, we will finally be bringing back the project of feeling the "joy of music together" once again. Staged from a worldview where the digital and analog naturally merge into one place, it explores "humanity" from an orchestral perspective.

From 2023, the orchestra will collaborate with Dai Fujikura, a leading Japanese composer living in the UK, to introduce traditional sound materials from various regions of Japan, including "Open Leaves", an exploration of Japanese culture by the orchestra. For this first year, the focus is "Ryukyuan Classical Music". We will create a new musical statement by melding the Ryukyuan Imperial Court culture - which has been carefully preserved and passed down in Okinawa - with orchestra and technology. The production will also incorporate AI image generation techniques which are advancing at a dizzying pace, as well as scenes in which audience members will participate in the orchestra.

And as a new approach, fieldwork in Okinawa will be conducted in June prior to the performance. Similarly, after the performance, satellite performances of chamber music will be held in Takayama City (Gifu Prefecture), Hirakata City (Osaka Prefecture), and Naha City (Okinawa Prefecture). The "joy" will be shared not only in Tokyo but also throughout Japan. This is a project to showcase the music culture rooted in Japan in a new way and to "return" it to the audience as an experience. We will provide an enjoyable concert-going experience that will revolutionize the conventional wisdom of concerts.

### ■Performance Overview

Yoichi Ochiai x Japan Philharmonic Orchestra Project VOL.7 "The Inductive Concert"

- Date : Wednesday, August 23, 2023, 18:00 Lobby doors open / 19:00 Concert begins
- Venue: Tokyo Opera City Concert Hall
- HP : <https://japanphil.or.jp/concert/20230823>

### ■Cast

- Performer: Yoichi Ochiai
- Conductor: Hikaru Ebihara
- Video operator: WOW
- Violin: Ayana Tsuji\*
- Ryukyuan classical musicians\*\*.

Sanshin: Toshimichi Shigaraki, Takayuki Oshiro, Kenta Tabara / Zither: Hokuto Ikuma / Flute: Mihito Kamei /

Hoop: Hiromi Maeda / Taiko: Daiki Hisashi

- Facilitator Assistant: Yoko Ehara
- Orchestra: Japan Philharmonic Orchestra

### ■ Performance Program

- Nobuo Uematsu: Opening theme from Final Fantasy
- Dai Fujikura : Open Leaves  
(Commissioned work for the Japan Philharmonic Orchestra) (World premiere) \*\*
- Yutaka Oguri: Fantasy on Osaka Folk Song
- Vivaldi: "Summer" from "The Four Seasons" Violin Concerto, 1st movt.
- Piazzolla: "Summer" from "The Four Seasons of Buenos Aires" \*
- Hinastera: Ballet Suite "Estancia" No. 3
- Liszt: Hungarian Rhapsody No. 2
- Bernstein: "Mambo" from "West Side Story" "Symphonic Dances"

\*On the day of the concert, "Sanshin Trial (free)" and "Awamori Tasting (charged)" will be available in the lobby of the venue.

### ■ VOL.7 "The Inductive Concert" Features

#### ● **Innovative production using AI, which is rapidly gaining attention**

• This project will bring "the joy of music" together in a world where digital and analog are combined into one.

#### ● **Sharing "joy" in a new inductive experience that is not only a performance**

- Fieldwork in Okinawa is reflected in the production
- Workshop (trial performance) of new work
- Chamber Music Satellite Performances at Three Locations Nationwide

#### ● **Not only so-called orthodox classical music, but also a selection of music that brings out the charm of the orchestra.**

• The first half is "A Collection of Contemporary Japanese Works" from the perspective of Ochiai and the Japan Philharmonic Orchestra.

• The latter half features works that aim to be classics in the classical frontier and works that will eventually be called "classics" (classical).

## ●Various ways to discover Ryukyuan culture through music

· At the venue, enjoy the story behind the instruments and music with a sanshin (Okinawan guitar) experience and awamori (Okinawa sake) tasting.

## ■ Prices, release date, and purchase method

●**Tickets at the venue:** June 7 (Wed.), 10:00 a.m. Sales start at 10:00 a.m.

· Fee: S seats: adults ¥8,000, children ¥2,500 / A seats: adults ¥6,500, children ¥1,000

Ys Seats (under 25 years old) and Diversity Seats (for disabled persons) ¥1,500 \*All prices include tax.

· Where to Buy Tickets <https://japanphil.or.jp/concert/20230823>

## ●Online streaming tickets:

· Fee: ¥5,000 (tax included)

· How to buy :

—Viewing from within Japan (live streaming + archived streaming 8/23 (Wed.) 23:00 - 8/29 (Tue.) 23:59

\*Japan time)

General sales (domestic) 6/9 (Fri.) 10:00 -

Streaming+ xMUSIC/SLASH URL [https://eplus.jp/yoichiochiai-japanphil\\_s/](https://eplus.jp/yoichiochiai-japanphil_s/)

(Sales end: Tuesday, Aug. 29, 21:00)

—Viewing from overseas \*19 countries (live streaming + archived streaming 8/23 (Wed.) 23:00 - 8/29 (Tue.)

23:59 \* Japan time)

Sales on the READYFOR site URL <https://readyfor.jp/projects/vol7> (Sales end: August 17 (Thu.)

23:59)

## ■ Supporters Wanted

We are also looking for supporters who are willing to support "The Joy of Music" through fieldwork and workshops. Plans with concert tickets and distribution tickets available for viewing from overseas are also available. Your support is available through the crowdfunding "READYFOR".

· URL : <https://readyfor.jp/projects/vol7>

· Period: June 2 (Fri.) 12:00 - August 25 (Fri.) 23:00

## ■Organizer, Planning and Production: Japan Philharmonic Orchestra

\*2023 Japan Expo 2.0 Project (Subsidy Type) (Japan Arts Council / Agency for Cultural Affairs)



■**Cooperation** : Emohouse Inc., WOW Inc., TBWA HAKUHODO, National Theatre Okinawa, Okinawa Prefectural University of Arts, D&DEPARTMENT, MUSIC/SLASH, Pioneer Corporation, etc.

■**Equipment Support** : Prism Corporation

■**Application and inquiries** : Japan Philharmonic Orchestra Service Center

TEL03-5378-5911 (weekdays 10:00-17:00) / Fax 03-5378-6161 (24 hours) <https://eticket.japanphil.or.jp/>

■**Past performances of the Yoichi Ochiai x Japan Philharmonic Orchestra Project**

- VOL.1 《Music Concert without Listening by Ear》 April 22, 2018 <https://youtu.be/wJEKht0zix0>
- VOL.2 《Music Party to Metamorphose》 August 27, 2018 <https://youtu.be/PJ6gJrnMRSs>
- VOL.3 Part 1 《Music Concert by Ear 2019》 August 20, 2019 [https://youtu.be/aqDy9\\_Km5aM](https://youtu.be/aqDy9_Km5aM)  
VOL.3 Part 2 《Music Concert at the Intersection》 August 27, 2019 <https://youtu.be/jn5cg4YhRtk>
- VOL.4 《Music Party to \_\_\_\_\_》 October 13, 2020 <https://youtu.be/Ww9fLCB6-j0>
- VOL.5 《Concert on Brewing》 August 11, 2021 [https://youtu.be/Ek-M4d\\_oGU8](https://youtu.be/Ek-M4d_oGU8)
- VOL.6 《Omnipresent Concert》 August 25, 2022 <https://youtu.be/N9C74aZlo6l>

■**Statement by Yoichi Ochiai (excerpt)**

The entire chain of life, including humans, is expanding its sphere of activity into the vast digital world. This means that life has acquired new domains and cradles to explore, and has begun to become more sophisticated beyond physical life and death. Amidst the dynamic emergence of this multifaceted pattern of contemporary life, we are now standing at a pivotal moment in the history of life, as computational technology is reshaping our understanding of the world and of nature, unbounded by time and space. This year, through my collaboration with the Japan Philharmonic Orchestra, I, Yoichi Ochiai, would like to return to the philosophy that has long been at the root of my thinking: Digital Nature, and aim to share the joy of refining and brightening that vision.

We embark on an artistic search for a new vernacular after computational nature, a search for the rich cultural soil that shapes the human experience. This means not only the development of folk art and Jomon culture, and the investigation of literature, but also the expansion of our activities to include ethnographic research. This time, through fieldwork in Okinawa, we are trying to identify new folk customs and traditions in the current changing view of nature in the enchanting melodies of Ryukyuan music. Through the sounds

created by historical folkloric people, I am searching for the possibility of music in which people and computer nature (digital nature) are interwoven.

This collaboration between Yoichi Ochiai and the Japan Philharmonic Orchestra has been and will continue to be a celebration of the unfolding of human possibilities created by computational nature (digital nature), a fusion of art, technology and nature. We hope to share the joy of this collaboration.

\*The full statement is available on the website. <https://japanphil.or.jp/concert/20230823>

#### ■ About TBWA\HAKUHODO

TBWA\HAKUHODO is a full-service advertising agency based in Tokyo, established in 2006 as a joint venture between Hakuhodo and TBWA Worldwide Inc. With the combination of TBWA's DISRUPTION® methodology, a global network spanning over 100 countries/regions and Hakuhodo's in-depth knowledge of the Japanese market and longstanding reputation for trustworthiness, the agency continues to create and deliver high-quality solutions to all of our clients - solutions that cause change and have the power to get noticed. <https://www.tbwahakuhodo.co.jp/en>