

2021 年 6 月 吉日

**A Concert Experience that "Opens the Senses"**  
**Yoichi Ochiai & Japan Philharmonic Orchestra Project VOL.5:**  
**"Sound of Digital Fermentation"**

~Online viewing available for international audiences~

Concert Date : Wednesday August 11th 2021 19:00 (JST )

(Crowdfunding begins : Tuesday June 8th 2021)

TBWA\HAKUHODO collaborates with the Japan Philharmonic Orchestra (JPH) for an upcoming concert "Yoichi Ochiai x Japan Philharmonic Orchestra Project VOL.5", "Sound of Digital Fermentation" to be held on August 11, 2021.



Japanese media artist and University professor Yoichi Ochiai, known for his works that expand art through technology, has collaborated with the Japan Philharmonic Orchestra for the past 4 years since 2018 under the theme of "Reimagining the Orchestra through Technology". TBWA \HAKUHODO has been involved in the project since the beginning, from designing the concept to the promotional activities. Through the "SOUND-FREE CONCERT" and other programs, the project has expanded the boundaries and value offerings of the orchestra to broader audiences. They are doing this by allowing music to be enjoyed through all senses beyond mere hearing and producing music that is a truly sensory experience that opens up all of our receptors.

COVID-19 has taken away many of the sensory experiences from our everyday lives.

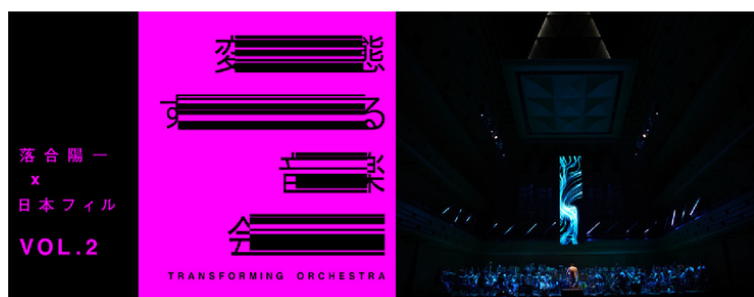
This year, the project's 5th concert will be titled "Sound of Digital Fermentation" under the concept "Open your senses". This concert brings together the five human senses including the sense of smell and taste through a live orchestra, to restore the physicality of musical experiences. This time, the concert will be opened up to international audiences and will be viewable from anywhere in the world. We invite you to be a part of a new orchestral experience unlike any before.

■Past Projects by Yoichi Ochiai x Japan Philharmonic Orchestra

- ・ Vol.1 《SOUND-FREE CONCERT》 2018 年 4 月 22 日 <https://youtu.be/wJEKht0zix0>



- ・ Vol.2 《TRANSFORMING ORCHESTRA》 2018 年 8 月 27 日 <https://youtu.be/PJ6gJrnMRSs>



- ・ Vol.3 Part1 《SOUND-FREE CONCERT 2019》 2019 年 8 月 20 日 [https://youtu.be/aqDy9\\_Km5aM](https://youtu.be/aqDy9_Km5aM)
- ・ Vol.3 Part2 《THE CROSSING UN-ORCHESTRA》 2019 年 8 月 27 日 <https://youtu.be/jn5cq4YhRtk>



・Vol.4 《\_\_\_\_\_ ORCHESTRA》 2020 年 10 月 13 日 <https://youtu.be/Ww9fLCB6-j0>



## ■ Message (Yoichi Ochiai)

### SOUND OF DIGITAL FERMENTATION

This is my fifth time exploring the possibilities of the orchestra through this project. I've been thinking about many things. The new ecology brought about by digital technology, and the resulting sensory synaesthesia, the transformation of our senses, and the synergy of sound, light, and physicality. I am constantly searching for new possibilities beyond "hearing" with an exceptionally talented team.

This year, I thought about the physical restrictions that divided us into different regions due to the COVID-19 pandemic. It's like the DNA that we inherited from our indigenous culture, and the new possibilities that arise from the "ferment" at the core of each cultural sphere.

What I hope to explore are the reality of the world that is close and distant, the contrasting structures of Eastern and Western aesthetics, the different meanings of "fermentation" within them, and reflect on the harmony between science, technology and humanity that once existed during the period of rapid economic growth, as we move beyond the limits of growth and create a dialogue for a sustainable future.

How will the electronically recorded bell in 1964 ring in this age? Through this orchestra, I would like to discover new possibilities and deep dive into sensory experiences, indigenous and contemporary art, and the modern cultural landscape.

## ■Cast

Yoichi Ochiai (Director, Producer)

WOW (Visual Director)

Hikaru Ebihara (Conductor) / Japan Philharmonic Orchestra

**■ Concert Details**

Yoichi Ochiai x Japan Philharmonic Project VOL.5: Sound of Digital Fermentation

Date : August 11th 2021 (Wed) Doors Open 18:20 / Start 19:00 / End 20:45 (TBD)

Location: Suntory Hall (Main Hall)

Website : <https://japanphil.or.jp/concert/24672>

**■ Concert Program**

- Toshiro Mayuzumi: Olympic Campanology
- Akira Ifukube: Triptyque Aborigène
- Kaoru Wada: 《Dassai Symphony~ Migaki ~》 2nd Movement "Fermentation"
- J. Strauss II: Champagne Polka
- Bartok: Romanian Folk Dance
- Pärt: Lament for Cantus Benjamin Britten
- Mussorgsky (arr. Ravel): Baba Yaga/La Grande Porte de Kiev from the Pictures at an Exhibition

\* Simultaneous Online Streaming and Recordings

This year's event will feature simultaneous online streaming and rebroadcasting of the digital recording opening the experience to international audiences.

**■ Organizer/Planning/Production**

Japan Philharmonic Orchestra

**■ Grant**

Agency for Cultural Affairs "Japan Expo Cultural Resource Content Creation Project (Innovation Project)"

**■ Partners**

EMOHOUSE Co., WOW.Inc, TBWA\HAKUHODO, etc.

**■ Sponsors**

Asahi Shuzo Corporation, Seibido Corporation, Prism Co.\_

**■ Online Streaming Tickets**

(Japan/Live only): ¥6,000 per day (incl. handling fee)

Purchase: July 25 (Sun) until 23:00 (JST)

Live Streaming: August 11 (Fri) 19:00 (JST) (Sales period: June 11, 10:00 - August 5, 18:00)

Rebroadcast ①: August 21 (Sat) 21:00 (JST) (Sales period: 6/11 10:00 - 8/17 18:00)

Rebroadcast ②: 8/22 (Sun) 9:00 (JST) (Sales period: 6/11 10:00 a.m. - 8/17 18:00 a.m.)

• **Crowdfunding READYFOR**

URL : <https://readyfor.jp/projects/vol5> 6/8(Tue)12:00~7/25(Sun)23:00

\*How to purchase:

- ① Create an Readyfor account(you can register from your email or Facebook account)
- ② Visit the "Sound of Digital Fermentation | 8/11: Open your Senses" Homepage
- ③ Purchase through the " 【For Supporters outside of Japan】 Online Viewing Tickets" button on the right.

■ **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>