



brainmagazineをフォローする



BRAIN

Japanese Advertising, Design and Creative People



Cultivating Human Values with Experiential Art



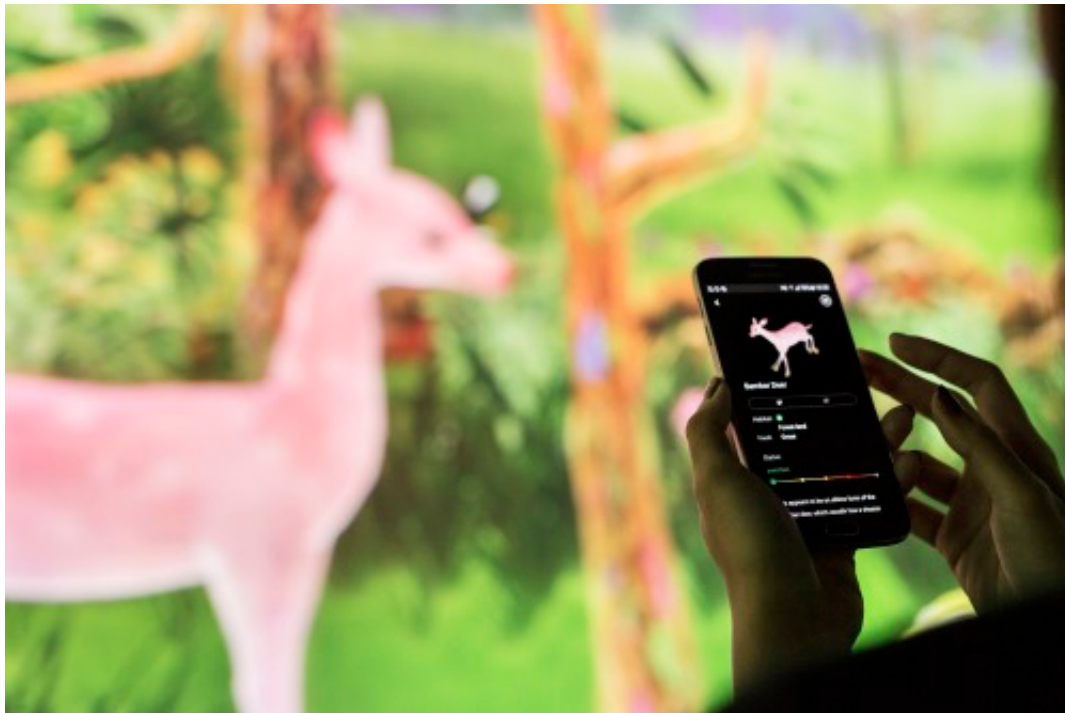
From the end of 2016 through the beginning of 2017, international media such as the Wall Street Journal, Le Monde, CNN, and others all have featured teamLab. What is the story behind the group's creativity? We asked teamLab founder Toshiyuki Inoko.



—In teamLab's permanent installations like Story of the Forest at the National

Museum of Singapore and Future World, the essential element is education.

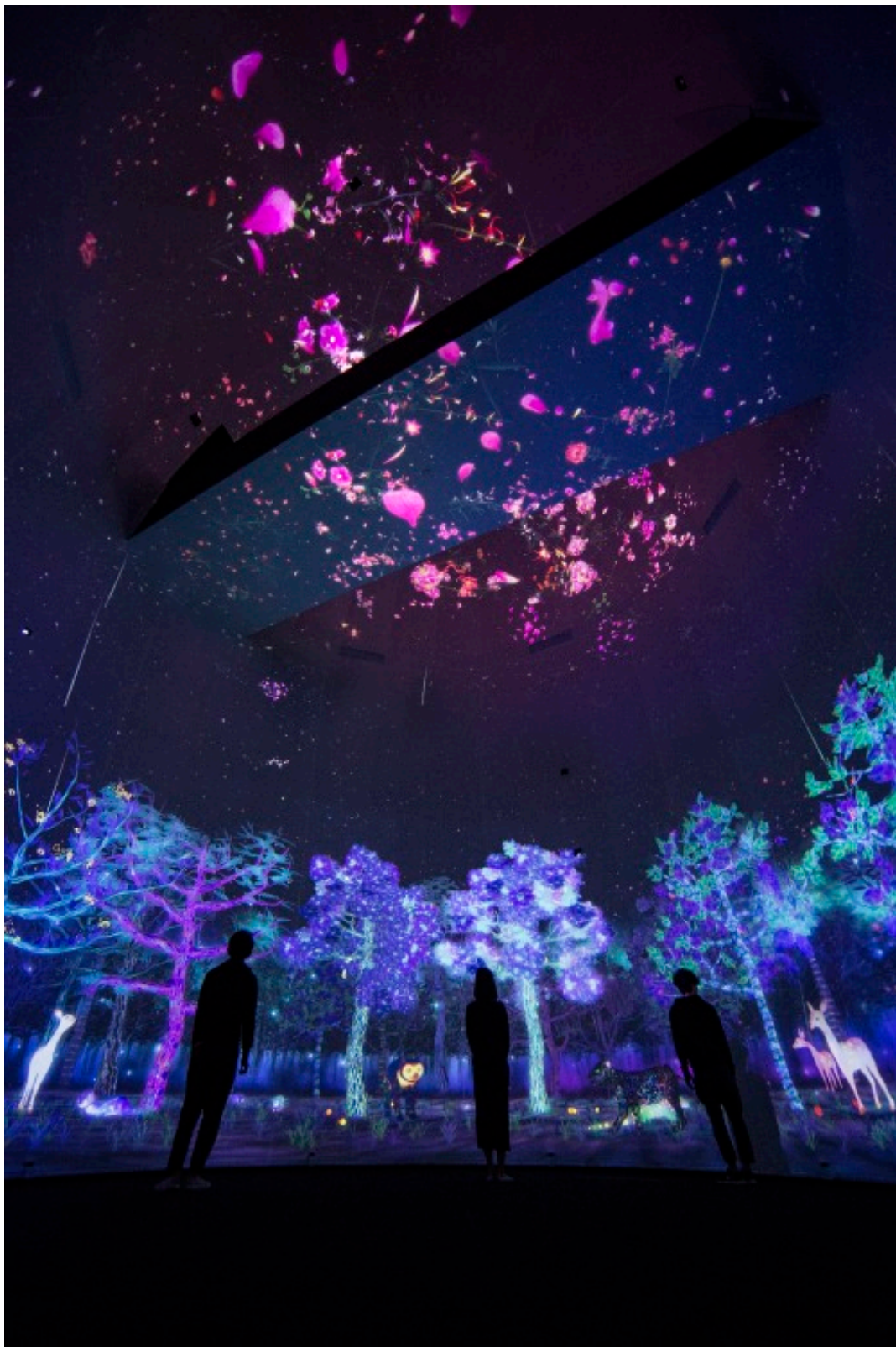
What we focus on is not the general education taught by schools and everyday society - it's issues that concern humanity itself. When people experience our work, we can expand their minds and uncover parts of their brains that they never knew they had. As an example, *Future World* is both creative and collaborative, so the theme of the experience is co-creation.



As children move their bodies in the co-creation experience of *Future World*, the installation gives them a space to realize their own creativity. At the same time, it is also a space where they work together to build a single shared world with strangers, other people who also move freely and over whom they have no control. This is essential because those who believe there is a boundary between themselves and the outside world will likewise perceive a boundary between themselves and a person right next to them. But by going through a variety of different personal experiences together with other people who are neither enemies nor allies, you learn so much about the world. And beyond that, this kind of collaboration with others is a catalyst for creativity that serves to advance society and ultimately continues to define our world.



I don't think the experiences that happen here are anything you could learn in school. The world we perceive is in fact something shared with others, so the better we understand how the world depends on our relationship with others, the more we can change the world. I think if people can become aware of that, it's a truly vital human experience for them.



— What is it that Inoko is trying to achieve with this combination of art, science, and technology?

teamLab is our artist name, and what we're aiming for is group creation. Within that organized structure, individuals are symbiotically influencing each other and evolving.

At the moment, the exhibition *teamLab : Transcending Boundaries* is ongoing at a

gallery in London, showing projects we have made up to this point. In the largest area of the gallery we put together a single unified space that includes our new work "Universe of Water Particles, Transcending Boundaries" and five other pieces with it, taking on the challenge with this space of blurring the boundaries between each of these six pieces.



Generally, art pieces have a boundary. For example, in the case of a painting the boundary is determined by its canvas. The intermediary material defines the expression; naturally, different materials have different physical boundaries. However, the 6 pieces in this particular space have different concepts, and each stands on its own. And yet even though they are independent, their boundaries are in fact ambiguous.

So why did we decide to make it like that? If you think about the human brain, it might be easy to understand. First of all, within the brain, even if you were to have a certain independent thought, the boundary between it and other thoughts is vague, and different ideas interact reciprocally with each other. In your mind, even though you have distinct thoughts, these thoughts are affecting each other in some way. As another example, consider a forest versus a park versus a tree. A forest is an aggregation of trees, where even though individual trees stand independently the boundary between them is unclear as they live in a reciprocal relationship with each other. But in a park, the boundary between trees is clear. Comparing these two arrangements of trees, it feels better and is also more interesting to be in a forest than in a park.

Actually, the High Line park built on a former railway line in New York City does in fact incorporate the charm of the forest. The plants in it are arranged with the concept of wildness in mind, and they make a natural fusion with the artificial structures around it. That's why I think walking along the High Line feels good, more

human than walking through a neat and tidy park. Now more than ever, not only do I think that many of the boundaries we take for granted might be unnecessary, but in fact that the very notion of boundaries is something we should fight against.

This installation *Flutter of Butterflies Beyond Borders, Ephemeral Life* is a project that literally comes alive under your footsteps. When you move through the installation space and pass through different pieces, you blur the boundaries between five different pieces. Between the biggest parts of the installation as well, the waterfall and the flowers, the boundary is vague and the waterfall affects the flowers. I consider the experience of viewing the interaction between these pieces to be profoundly inspiring. Through experiential art like this, we cultivate both human values and standards of beauty.



DMM.PLANETS Art by teamLab "Wander through the Crystal Universe" [LINK](#)



teamLab : Dance ! Art Exhibition, Learn & Play ! Future Park "Graffiti Nature" [LINK](#)



Toshiyuki Inoko

Born in 1977, Inoko founded teamLab upon graduating from the University of Tokyo Department of Mathematical Engineering and Information Physics. Consisting of specialists from a wide variety of fields, teamLab is an organization of ultra-technologists. Transcending the boundaries of art, science, technology, and creativity, the group's activities center around the concept of collective creation.

Translated by Alexander Michaelson

#Brain Magazine #teamlab #japanese art #media art

   3 years ago 2 notes

 [brainmagazine](#) posted this

