

SIAF2020

札幌 Sapporo International
Art Festival

国際芸術祭

siaf.jp

Announcement of
the Director of Communication Design

Sapporo International Art Festival Executive Committee / City of Sapporo

Appointment of SIAF2020 Director of Communication Design

The Sapporo International Art Festival (SIAF) is an art festival held every three years in Sapporo, Japan. While it has been held during the summer and autumn since its launch in 2014, this third 2020 edition will take place during Hokkaido's famously frigid and snowy winter in a bid to embrace the unique characteristics of this fascinating city. Through SIAF2020, we hope to boost the creativity of local residents by bringing works of contemporary and media art into the city, while simultaneously promoting Sapporo and its attractions across Japan and to the rest of the world through this encounter with the city's characteristic climate, as well as the cultures of the northern region at large.

To ensure its success, SIAF2020 will be helmed by a team of three directors, each with a specific area of expertise: two Curatorial Directors will co-curate and manage the SIAF programs, while the Director of Communication Design will focus on promoting SIAF effectively to its prospective visitors.

In September 2018, we announced the appointment of the Curatorial Directors for contemporary and media art, respectively. Today, we are pleased to announce the appointment of the Director of Communication Design, who has been selected from the public.

As a member of the team of directors, the Director of Communication Design will work closely with the Curatorial Directors to curate and manage SIAF2020. She will also work to promote SIAF to visitors in a readily intelligible manner by developing guidelines on publicity and public relations, traffic lines and signage at venues, art promotion and appreciation programs, and more.

The SIAF Executive Committee hopes for extensive news coverage of SIAF2020 when it announces the dates, venues, theme and other details this coming summer.

Tentative Schedule

Summer 2019	Announcement of the outline of SIAF2020 (e.g., theme, dates and venues)
Winter 2019–2020	Announcement of artists and preliminary events
Autumn 2020	Final announcement of the outline of SIAF2020
Winter 2020–2021	SIAF2020

Introduction to the Director of Communication Design



Photo by Hajime Kato

Kanoko Tamura [Japan]

◎Biography

Kanoko Tamura runs Art Translators Collective, an organization specializing in interpretation and translation in art. She explores the possibilities of creative communication and translation as a mediator while working in many fields, including interpretation, translation, editing and publicity in Japanese and English. Not only does she accompany artists visiting Japan and serve as an interpreter at discussion sessions held at major museums, galleries, international art festivals, and performing arts programs, she also works as a translation director responsible for coordinating optimal dialogue strategies according to the context of a given event or publication. Tamura teaches English and communication classes for artists in the Global Art Practice Course of the Graduate School of Fine Arts, Tokyo University of the Arts as a part-time lecturer. She graduated from Tufts University (U.S.) with a B.S. in Civil Engineering and Architecture in 2008 and from Tokyo University of the Arts with a B.A. in Inter-media Art in 2013. She is a member of Arts Commons Tokyo.

◎Message from the Director

I am very grateful to have been given the opportunity to join the organizers in their efforts to create an art festival and promote communication in Hokkaido, the birthplace of my mother and an area I have been visiting annually since I was three months old. Why, some might ask, would a translator be appointed as the director of an art festival? I aim to elevate translation beyond a mere conversion of words. In my translation work, I strive to think flexibly and work alongside both speakers (artists) and listeners (viewers) to encourage ever more fruitful interconnections. We are all currently able to share our work with the world on a number of platforms—what use, then, are art festivals that fail to consider visitors in the exhibition of the works? What we need is a platform for dialogue: a mechanism and forum for discussion that can use the ideas and perspectives expressed in art to enhance everyday life and society. I am committed to creating such a platform, along with your input and support.

◎Reason for Appointment

A selection committee that included external members chose Ms. Tamura as a candidate for Director of Communication Design based on the selection criteria listed below using a two-stage screening process: document screening and interviews. She was selected as a candidate based on a comprehensive assessment of her suitability for the position, including confirmations of her high awareness of the importance of and challenges involved in promoting the art festival in an effective fashion; her level of understanding of the duties of the Director of Communication Design; and her record of achievements. Based on the screening results, the SIAF Executive Committee decided on her appointment at a meeting held on March 25, 2019.

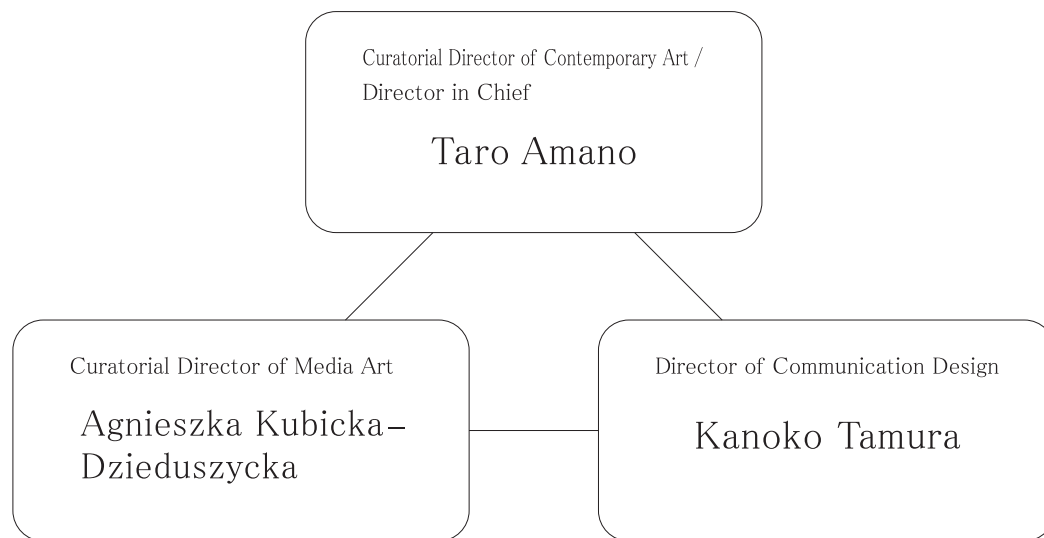
【Selection criteria】

- (1) The applicant must be able to integrate a number of strategies to effectively promote SIAF.¹
- (2) The applicant must be able to present SIAF in a comprehensive and integrated manner using various media (e.g., print and electronic media, and space and flow planning) to raise public awareness of the event.
- (3) The applicant must be able to propose policies from a visitor's and a viewer's point of view.²

¹ These elements are divided into five groups: 1. publicity and public relations, 2. visuals (official design), 3. inter-venue traffic flows and signage, 4. art promotion and appreciation programs, and 5. marketing.

² It is preferable for the applicant to have worked in Sapporo or to be familiar with the general characteristics of the city and its people, and for the applicant to be able to communicate in English.

SIAF2020 Team of Directors



*The Curatorial Director of Contemporary Art doubles as the Director in Chief for SIAF2020.

Curatorial Director of Contemporary Art / Director in Chief Taro Amano [Japan]

Amano is Curator in Chief of the Yokohama Civic Art Gallery Azamino and a part-time lecturer at universities including Tama Art University. He is a member of the AICA JAPAN. After working for the Hokkaido Museum of Modern Art, Amano was appointed curator of the Yokohama Museum of Art in 1987, when preparations for the museum's opening were in full swing. In this role, he has been involved in planning numerous exhibitions, including many outside Japan. Amano served as the curator of the Yokohama Triennale 2005 and as the curatorial head of the 2011 and 2014 editions. Amano doubles as the Director in Chief for SIAF2020.



Curatorial Director of Media Art Agnieszka Kubicka-Dzieduszycka [Poland]

Kubicka-Dzieduszycka is a media art curator based in Poland. In 1994, she joined the WRO Center for Media Art Foundation, organizers of Poland's first media art festivals. Since then she's been working on programming and production of 13 successive editions of the WRO Media Art Biennale, the major forum for media art in Poland and a key international event. Her continuous work with Japanese media artists includes the "reversible//irreversible//presence" series of exhibitions and screenings by artists from Japan, presented at the WRO Art Center in 2016-2017.



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< Sapporo International Art Festival Executive Committee > As of March 25, 2019

Advisors: Harumi Takahashi (Governor of Hokkaido) Keigo Iwata (Chairman, Sapporo Chamber of Commerce and Industry)
Chairperson: Katsuhiko Akimoto (Mayor of Sapporo)
Vice-Chairpersons: Koyu Kishi (Vice Mayor of Sapporo) Hideyuki Nakajima (President, Sapporo City University)
Members: Yuji Sakai (Executive Director, Sapporo Electronics and Industries Cultivation Foundation)
Kyoichi Hirota (President, Sapporo Chamber of Commerce and Industry)
Kenzo Hirose (President and Representative Director, The Hokkaido Shimbu Press)
Hisaki Wakaizumi (Director General, Sapporo Station, NHK)
Ryu Shibata (Chairman, Sapporo Tourist Association)
Tetsuaki Nagasawa (President, Sapporo Parks and Greenery Association)
Takeshi Shiratori (President and Representative Director, Sapporo Ekimae Street Area Management Co.)
Yuuichi Hirokawa (President, Sapporo Odori Area-Management Co., Ltd.)
Hiroyuki Otomo (Vice President, Sapporo Cultural Arts Foundation)
Koki Koide (Senior Director, Bureau of Cultural Affairs, Department of Environment and Lifestyle, Hokkaido Government)
Yukio Okawa (Senior Director, Bureau of Lifelong Learning Promotion, Office of Education, Hokkaido Government)
Masao Konishi (Director General, Economic & Tourism Affairs Bureau, City of Sapporo)
Kaoru Takano (Director General, Community & Cultural Promotion Bureau, City of Sapporo)

< Sapporo International Art Festival Committee > As of March 25, 2019

To organize and promote public awareness of SIAF, this committee offers practical advice and support to the Secretariat from an expert point of view.

Shihoko Iida (Chief Curator, Aichi Triennale 2019 / Associate Curator, SIAF2014)
Akihiro Kubota (Professor, Department of Information Design, Tama Art University / Project Leader, SIAF Lab)
Motoaki Yoshizaki (Program Director, Sapporo Cultural Arts Community Center)

©Reference: Past Editions of the Sapporo International Art Festival

SIAF2014

Theme: City and Nature
Sub-themes: Nature/City/Economy, Community and Life
Guest Director: Ryuichi Sakamoto (Composer)
Dates: July 19 - September 28, 2014 (72days)
No. of venues: 18
No. of participating artists: 64
No. of works: 214
No. of visitors: 478,252

SIAF2017

Theme: How do we define "Art Festival"?
Sub-theme: When bits and pieces become asterisms
Guest Director: Otomo Yoshihide (Musician)
Dates: August 6 - October 1, 2017 (57days)
No. of venues: 44
No. of participating artists: 151
No. of works: 697
No. of visitors: 381,697

Contact for inquiries

Sapporo International Art Festival Executive Committee

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