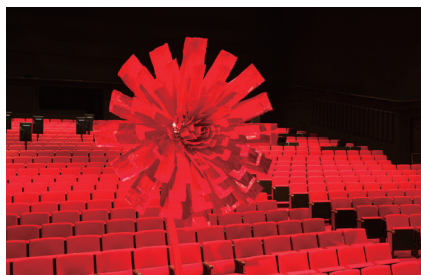


Sapporo International Art Festival 2024 has now concluded with:

- 356,784 visitors in attendance at the first ever winter edition of SIAF – an “art festival for the future”
- Over 20 open calls and collaborative projects, allowing an artistic atmosphere to engulf wintertime Sapporo
- A total of 198 participants, primarily residents, in the “Hmm... Supporters” program, bridging the gap between the festival and visitors.



CHOE U-Ram, *Red*
Photo by FUJIKURA Tsubasa



Sapporo Future Undokai
Photo by KOMAKI Yoshisato



SIAF2024 Ars Electronica Days: Pianographique
Photo by KUSUMI Erika



Talk: From SIAF2014 to 2024 – Handing over the Baton
from SAKAMOTO Ryuichi Photo by KUSUMI Erika



Maywa Denki Workshop: How to Play the Otamatone
Photo by KOMAKI Yoshisato



Underground Park: Unknown Sapporo Underground Tour
Photo by KUSUMI Erika

The last of the Sapporo International Art Festival 2024 (SIAF2024) venues and programs came to a close on March 3 (Sun) after a festival period of 37 days [Jan 20 (Sat) – Feb 25 (Sun), 2024] at the main venues.

This year's festival was finally able to take place for the first time in six and a half years as the very first winter edition. With the theme of “Last Snow,” works and projects introducing cutting-edge ideas were presented alongside brand-new expressions combining art, technology, and science, all with the aim of promoting creativity and action for the future.

A wide range of visitors - from small children to adults, and residents to tourists - turned up to experience festival venues overflowing with unique character. Such venues include the Future Theater, originally a local theater boldly transformed into a special exhibition space, and the Sapporo Cultural Arts Community Center (SCARTS), which welcomed people from far and near as a reinvented visitor center.

A diverse program was also on offer, made up of exhibitions hosting works by 84 artists from 18 countries and regions, numerous events such as a Sapporo Future Undokai (sports day/field day) in the snowy outdoors, artist talks, and musical performances, projects fueled by resident participation, and collaborations with enterprises and organizations. We would like to extend our sincere gratitude to all collaborators and visitors who made the festival a success.

Total no. of visitors: 356,784*

- Future Theater: 22,972
- Sapporo Cultural Arts Community Center (SCARTS): 32,865
(the no. of visitors to SCARTS Court)
- Hokkaido Museum of Modern Art: 13,731
- Sapporo Snow Festival Odori 2-chome Site: 246,820
- Sapporo Art Museum: 16,803
(the no. of visitors to “Maywa Denki Nonsense Machine Exhibition in Sapporo”)
- Moerenuma Park: 8,720
(the no. of visitors to the Future Undokai Room)

*The above total also includes visitors to the Underground Park, the Shiryokan (Former Sapporo Court of Appeals), and related events hosted during the festival period.

Festival period: Jan 20 (Sat) – Feb 25 (Sun), 2024

Sapporo Art Museum: Dec 16 (Sat), 2023 – Mar 3 (Sun), 2024

Sapporo Snow Festival Odori 2-chome Site: Feb 4 (Sat) – 11 (Sun), 2024

Venues: Future Theatre (Higashi 1-chome Theater), Sapporo Cultural Arts Community Center (SCARTS), Hokkaido Museum of Modern Art, Sapporo Art Museum, Moerenuma Park, Sapporo Snow Festival Odori 2-chome Site, Underground Park

Satellite venue: Shiryokan (Former Sapporo Court of Appeals)

Participating artists: 84 individuals/groups (from 18 countries/regions)

Hosted/co-hosted events: 77

Open call projects: 13 / **Collaborative projects:** 15

Two stories

Six main venues, photographed below, were designed to represent two distinct stories.

A journey over 200 years of art Time-traveling through the past and future around the year 2024 (1924+2124)

Future Theater 2124 –Where the Future Begins–

Sapporo's Higashi 1-chome Theater was transformed into the Future Theater, an exhibition venue serving as a central hub for the festival which encouraged visitors to experience the future, contemplate it, and act for it using art as a medium. The entire theater building was employed to present works by 19 international artists, and a bounty of interactive content was featured, creating a novel space turning mere "appreciation" into an "experience."



Giovanni BETTI + Katharina FLECK, *Invisible Mountain*
Photo by FUJIKURA Tsubasa



AOKI Mika, installation view at Sapporo International Art Festival 2024
Photo by FUJIKURA Tsubasa



Xin LIU, *Gleaming Bodies*
Photo by FUJIKURA Tsubasa

Sapporo Cultural Arts Community Center (SCARTS) SIAF2024 Visitor Center

Imitating visitor centers found in nature parks, this facility was divided into areas based on their function and hosted co-creation spaces with a wide variety of collaborators from local creators to enterprises and media. The center also hosted numerous events during the festival period, serving as a bustling center of interaction for SIAF2024.



SIAF2024 Visitor Center@SCARTS
Photo by FURUSE Kei (GAZE fotografica)



Sony Design in collaboration with HIRAKAWA Norimichi, *INTO SIGHT* at SIAF2024
Photo by MOMMA Yusuke



SIAF2024 Visitor Center@SCARTS
Photo by FURUSE Kei (GAZE fotografica)

Hokkaido Museum of Modern Art 1924-2024 FRAGILE [Handle with Care]

The museum placed a focus on 100 years of art from 1924 to the present day, 2024, showcasing both the facility's permanent collection and new installations by contemporary artists arranged into four sections named after key terms "Expand," "Entrust," "Be simple," and "Connect."



MIYATA Sayaka, *MRI SM20110908* and *MRI SM20121122*
Photo by KOMAKI Yoshisato



YUKUTAKE Harumi, *Frozen Scape*
Photo by KOMAKI Yoshisato



ABE Hiroshi, *Light and Wind in Africa (18)*: Above the Giraffe's Head, the Day the Cloud babies are Born. and others Photo by KOMAKI Yoshisato

Sapporo Snow Festival Odori 2-chome Site *Snow City in the Future*

Based on the concept of “snow city in the future,” this venue served as a place for social experiments focusing on themes such as future transport and lifestyle. A notably large number of visitors, extending to small children and tourists from both Japan and overseas, observed the possibilities of life in the future in a fantastical setting adorned with light and sound.



ENESS, *Airship Orchestra*
Photo by KOMAKI Yoshisato



“Snow City in the Future” exhibition view
Photo by KOMAKI Yoshisato



Ryohin Keikaku Co., Ltd.
Photo by KOMAKI Yoshisato

Sapporo Art Museum *Forest of Media Arts*

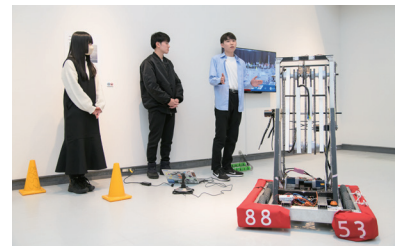
Here, visitors were able to come face to face with creativity that gives form to ideas and creates the future through two exhibitions: “Maywa Denki Nonsense Machine in Sapporo,” featuring art unit Maywa Denki, renowned for their unique, interactive products, and “Did You Know that Sapporo is a UNESCO Media Arts City?” which shined a light on creative industries and technology hailing from the city.



Installation view at “Maywa Denki Nonsense Machine in Sapporo”
Photo by KUSUMI Erika



Installation view at “Maywa Denki Nonsense Machine in Sapporo”
Photo by KUSUMI Erika



Robot Demonstration by Yukikaze Technology in the exhibition “Did you know that Sapporo is a UNESCO Media Arts City?” Photo by KOMAKI Yoshisato

Moerenuma Park *Snow Park for the Future*

The park served as the grounds for the Sapporo Future Undokai, consisting of a “hackathon” with the goal of designing new sports and a real-life undokai (Japanese sports day/field day) for all to take part in the games that were created. Five never-before-seen games and a dance were produced, brimming with ideas that uniquely represent winter in Sapporo. Experimental exhibitions by two groups of international artists were also on display.



Installation view of “Future Undokai Room”
Photo by KUSUMI Erika



Jussi ÄNGESLEVÄ + AATB, *Pinnannousu*
Photo by KUSUMI Erika



WAKITA Akira, *Over Billions of Years*
Photo by KUSUMI Erika

The Three Cs

Three key phrases, publicly announced at the SIAF Press Conference in February 2023, were selected to create a foundation for festival operations. The outcomes of this approach are described below.

Engine for Creativity

A driving force for future-oriented thinking

“Experimental Zones for the Future” at the Sapporo Snow Festival Odori 2-chome Site, Sapporo Art Museum, Moerenuma Park, and Underground Park stimulated future-oriented thought and innovation. The Underground Park served as a platform for social experiments where projects were assembled to utilize an underground space for the future of Sapporo and saw various experimental initiatives unravel, such as a limited-time-only mobile nursery room and tours of the mysterious underground world. Details regarding the space were announced just before the festival opening.



Underground Park: Local Creators Exhibition
Photo by KUSUMI Erika

Cultural Infrastructure

An opportunity to catch a glimpse of the future

Development of the SIAF School program based in the Future Theater - an entire theater transformed into an exhibition space

SIAF School: A place for discovery, experience, and learning

The SIAF School initiative, a participatory program endeavoring to create new learning environments, had already commenced before the festival had even begun. One phase of the program was a series of workshops in which participants created their own snowflakes through programming using applications developed by artists. The artists and workshop leaders visited 12 elementary and junior high schools in the city with a sum of 853 children taking part. Subsequently, the many snowflakes that students had created could be seen raining down on a large-scale screen in the Future Theater, providing an opportunity for children to proactively participate in the creation and exhibition of art via the festival. A special program was also offered to invite those children who participated in the workshop to visit the Future Theater.



School Invitation Program at the Future Theater Photo by KUSUMI Erika



Future Theater Guided Tours by the Hmm... Guides Photo by MOMMA Yusuke



Enjoying the Art Together with Written Communication Photo by MOMMA Yusuke



SIAF School Education Café Special Edition -STEAM Study Day in SCARTS presented by schoolteachers

In addition, a total of 198 volunteers, primarily residents of Sapporo, acted as “Hmm... Supporters” and “Hmm... Guides,” enabling deeper connection between SIAF2024 and festival attendees. “Hmm... Guides” navigated visitors around the exhibitions, ultimately leading 71 tours of the Future Theater. A total of 503 participants were provided with guides’ commentary as they made their way around the artwork.

Another facet of the program was Education Café, a community of schoolteachers and other educators cultivating experimental initiatives. During the festival, teachers produced special classes related to STEAM (Science, Technology, Engineering, Art and Mathematics), uniting broader education with art. This was a symbolic effort unique to SIAF2024, in which the art festival took on the form of a new school and cultural infrastructure.

Citizen Participation

Citizen and corporate participation & art for society

Winter culture and arts brought to life by diverse open calls & collaborative projects

13 open calls and 15 collaborative projects were administered based on the key word “Upaste,” the Ainu sub-theme of the festival. The term is derived from *upas* (snow) and embodies an original interpretation of running towards the future while we recognize each other. The cultural and artistic scene in Sapporo and further afield was greatly enriched by these projects throughout the festival period.

In addition to cooperation from residents, particularly in the form of the SIAF School, collaboration with eight Initiative Partners expanded the realm of possibilities for the festival.

The Shiryokan (Former Sapporo Court of Appeals), which has been used as a permanent base for SIAF activities since SIAF2014, also accommodated the SIAF Archive Center which recounted the history of SIAF to date, shining a spotlight on citizen participation.



Closing Messages

SIAF2024 marks the first time that the festival was held in winter since its very inception. Centered around the theme of “Last Snow,” a myriad of artwork was featured that capitalized on the characteristics and attractions of Sapporo unique to this season. I feel that this provided an opportunity for visitors to take a fresh, new look at snow and reconsider it to be something personal.

I believe that through SIAF, we can spark the city’s existing creativity by reflecting on the snow around us that we take for granted and envisioning what the future may hold for Sapporo.

AKIMOTO Katsuhiro

Mayor of Sapporo, Chairperson of the Sapporo International Art Festival Executive Committee



At SIAF2024, the theme “Last Snow” took the form of a question to which we received many responses, leading me to think that the art festival itself could be a question to be answered.

For this edition of the festival, we established “The Three Cs” as key words; namely “Engine for Creativity,” “Cultural Infrastructure,” and “Citizen Participation.” Initially, we saw them as playing three separate roles, but I feel that they interlocked to form a sort of ecosystem with citizen participation at the base, developing a significant foundation for the future. The Future Theater turned out to be symbolic of this sentiment. With the great help of residents, we were able to transform mere “appreciation” into an “experience.”

If Sapporo’s cultural infrastructure continues to develop, I believe that art will flow through the city like air, empowering its people. How might we nurture new growth while still tending to what is already here now? I hope that ideas for this will gradually take shape in the minds of everyone who took part in SIAF2024.

OGAWA Hideaki

SIAF2024 Director



Advertisements in the Sapporo Ekimae-dori Underground Walkway Photo by KUSUMI Erika



School Invitation Program at the Future Theater Photo by KUSUMI Erika



SIAF2024 Post-festival Talk: Mapping the Future Photo by KUSUMI Erika