

Press Release | February 3, 2025

Direction of the Upcoming Sapporo International Art Festival 2027 (SIAF2027) and Appointment of Directors

- Continuing its festival period in winter—a unique season of Sapporo (January–February 2027)
- Building a new four-member director team structure

The Sapporo International Art Festival Executive Committee decided on the basic direction and the directors responsible for planning the upcoming Sapporo International Art Festival 2027 (SIAF2027), to be held approximately two years from now.

The next art festival will further update the activities of the previous edition (SIAF2024). We will value the uniqueness of Sapporo while continuing to be a winter festival, and we will aim to realize an art festival that everyone, mainly the residents of Sapporo, can easily participate in and experience. In addition, to follow in the footsteps of the festival toward the future SIAF, we will deepen collaborations with educational institutions and companies and build a new structure of directors. By doing so, we aim to establish the sustainability of SIAF and its Secretariat.

Direction of the next Sapporo International Art Festival

Making the Most of Sapporo's Uniqueness

We will continue to realize a festival that makes the most of Sapporo's unique snowy season. We will also consider utilizing Sapporo's international networks, such as the UNESCO Creative Cities Network.

Creating an art festival that is easy for everyone, mainly locals, to participate in and experience

We will focus not only on what to present but also on how to present. We will offer content that people of all generations can enjoy and consider support tailored to visitors' needs to create a more open festival.

Building sustainable structures

We will launch a team of directors as a new structure to enhance the festival's sustainability. We will also actively collaborate with businesses and local cultural professionals to seek broader budget and human resource possibilities.

Title: Sapporo International Art Festival 2027 (abbreviation: SIAF2027)

Festival Period: Winter (January–February 2027)

The next SIAF will continue to be a winter festival to showcase the most compelling characteristics of Sapporo's winter season. An art festival held in a snow-swept city is rare among many other festivals worldwide. From Sapporo locals to domestic and international visitors, SIAF continues to offer its many participants the opportunity to experience a special art festival unique to Sapporo and its winter season.

Structure of Director

Team of Directors:

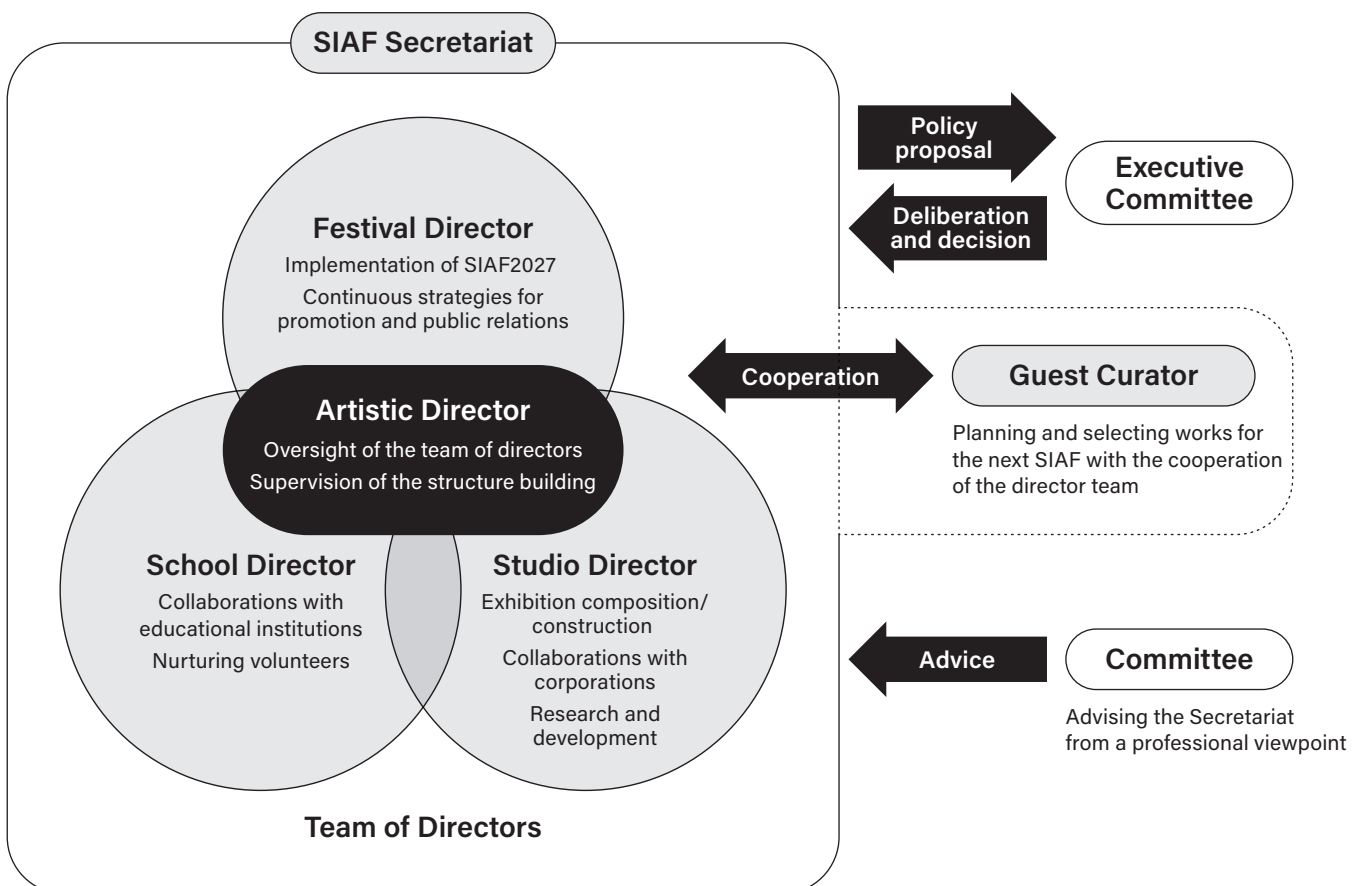
Artistic Director, Festival Director, School Director, Studio Director

The Sapporo International Executive Committee has been experimenting and searching for the most suitable organizational structure with a different director(s) through each edition of the festival. For SIAF2027, we will launch a brand new structure for the sustainable development of the festival and the Secretariat that manages it.

SIAF is a triennial festival, but one of our unique characteristics is that we have constant projects and programs throughout the year. We organized these elements into three frameworks: Festival, School, and Studio, and we appointed practitioners who have been involved in SIAF for a long time as directors for each division. In addition, we appointed OGAWA Hideaki, who acted as the director for the previous edition of SIAF, to be an advisor in building this structure.

For SIAF2027, we will reconstruct the roles of the director, with each of the four directors taking up a different mission to design the new structure and implement an attractive festival.

Organizational Structure



Artistic Director OGAWA Hideaki

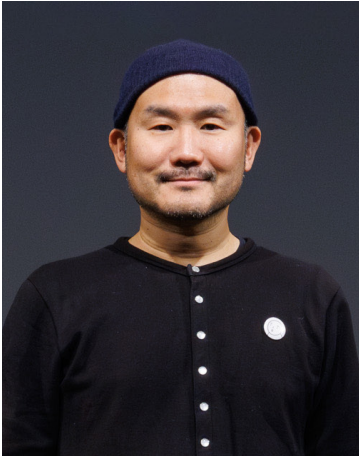


Photo by KUSUMI Erika

Bio

OGAWA is the Artistic Director and Managing Director of Ars Electronica Futurelab, a cultural institution located in Linz. He was the director for SIAF2024.

Primary Responsibilities

- Overseeing the new structure of the director team
- Supervising the structure for the continuation of SIAF
- Proposing the vision and creative strategies for future SIAFs
- Presenting and supervising the planning policy for the theme and concept of SIAF2027
- Presenting and supervising the planning policy for international expansion, supporting the implementation of corporate partnerships, and advising on public relations strategies

Reasons for Appointment

As the SIAF2024 Director, OGAWA has not only contributed to making the festival more familiar to locals and enhancing the festival's presence but also laid the foundation for the organizational structure based on the Festival, School, and Studio frameworks. Furthermore, his extensive experience in international, wide-ranging networking and collaborations with corporations and government agencies will enhance the internationality and future sustainability of the festival while simultaneously maintaining and expanding the festival's scale.

Festival Director HOSOKAWA Asami



Bio

After working for a television station as an exhibition producer and manager, HOSOKAWA started her career as a festival organizer, focusing on planning and exhibition work. She has been engaged with the Sapporo International Art Festival since SIAF2014. In SIAF2024, she was the curator for the exhibition at the Future Theater (Higashi 1-chome Theater).

Primary Responsibilities

- Presenting and supervising the basic policy for SIAF2027
- Presenting and supervising the planning policy for promoting art and culture centered on SIAF
- Supervising the planning policy for the public relations strategies

Reasons for Appointment

HOSOKAWA has accumulated a wealth of knowledge in the art field and built a network through planning and organizing large-scale art exhibitions and engaging in the Japan Media Arts Festival Secretariat. She has been involved with SIAF as a manager since SIAF2014, and since SIAF2017, she has been responsible for the overall management of the festival. In SIAF2024, she demonstrated outstanding practical and planning skills by leading the planning and management of the exhibition at the main venue. With these achievements, she can plan the projects and be responsible for quality control based on the basic policy of SIAF.

School Director URUSHI Takahiro



Bio

URUSHI, Representative Director of AIS Planning, has played an active role in connecting art and society through an artist-in-school program in Hokkaido. He has been engaged with the Sapporo International Art Festival since SIAF2014. He was a Sapporo International Art Festival Secretariat manager responsible for SIAF School in SIAF2024.

Primary Responsibilities

- Presenting and supervising the planning policy for making SIAF more familiar to locals
- Presenting and supervising the planning policy for collaborations with educational institutions
- Presenting and supervising the planning policy for lifelong learning programs for art and culture

Reasons for Appointment

URUSHI has been engaged in SIAF since the inaugural SIAF2014 as a secretariat manager. In SIAF2024, he was responsible for SIAF School, significantly contributing to the promotion of citizen participation and outreach with the elementary and junior high schools in Sapporo through his long years of experience in collaborations with schools and building a volunteer program. The SIAF School projects have been continuing under his leadership. With his experiences, he is capable of promoting art and culture in Sapporo and further expanding the SIAF School projects.

Studio Director MARUTA Tomoaki



Bio

MARUTA, representative of Tomoaki Maruta Architects, has been an architect for the Sapporo International Art Festival since SIAF2017, responsible for making blueprints for each venue, managing exhibition sites, and supporting the artists for creation. He also has been engaged as an architect with the Aichi Triennale in 2016, 2019, 2022, and 2025.

Primary Responsibilities

- Supervising the composition/construction of exhibitions and event venues as well as any related technical operations (including nurturing local talent).
- Presenting and supervising the policy for collaborations with corporations.

Reasons for Appointment

MARUTA has been engaged with SIAF as an architect since SIAF2017. Also, as an architect for the Aichi Triennale from 2016 to 2025, he has accumulated much experience through international exhibitions, making him well-versed in environmental operations related to exhibitions. With his expertise in designing venues and technical operations for art festivals and related events, the primary responsibilities of the Studio Director, and his network of local creative talent and corporations, he is capable of overseeing the venue design, nurturing local talent through SIAF, and deepening collaborations with external groups and organizations.

Messages from the Team of Directors

Continuing from the previous edition, I am honored to take this director role for SIAF2027. I would like to further deepen the concepts for future festivals I presented at SIAF2024: Engine for Creativity, Cultural Infrastructure, and Citizen Participation for the Future. I would also like to contribute to transforming Sapporo, a Media Arts City of the UNESCO Creative Cities Network, into a sustainable, future-oriented creative city.

OGAWA Hideaki, Artistic Director

We have deepened our awareness of the uniqueness of Sapporo and its arts and culture with each rendition of SIAF. For the next edition, we would like to seek a more future-oriented development while reflecting on our past achievements and regrets under a new structure. Keeping in mind to make SIAF a cultural platform, I am determined to realize an original art festival unique to Sapporo with my imagination for every SIAF participant.

HOSOKAWA Asami, Festival Director

SIAF School was started with the idea of "SIAF is a school of the future." I would like to expand this learning platform, where we foresee and envision the future of society, with collaborations with educational institutions as the core engine. I hope to bring new actions and build diverse communities by making SIAF School a gateway for festival participants and a structure to build constant relationships with broad generations and fields.

URUSHI Takahiro, School Director

In preparation for SIAF2027, SIAF will establish the "studio" that will play a key role in technical aspects to realize the philosophy and vision of the festival. In the "studio," we will reconsider the art festivals from the technicians' point of view, reflect on the history of this land and the activities of people who live here, and learn together and share our knowledge. With these endeavors, I aim to make it an experimental platform where new possibilities can sprout.

MARUTA Tomoaki, Studio Director

The theme and concept of SIAF2027 and the guest curator who plans and supervises the exhibitions will be announced this summer.

We hope everybody will continue to look forward to the next SIAF.

Contact for Inquiries

Sapporo International Art Festival Executive Committee
TEL: +81(0)11-211-2314 E-mail: press@siaf.jp
<https://siaf.jp/en>