

Exhibition in Japan and Ars Electronica Home Delivery Session:

Ars Electronica Futurelab and NHK Japan Explore Potential of 8K Resolution

(Linz, 16.03.2021) Since 2018, the Ars Electronica Futurelab has been exploring the innovative potential of ultra-high-resolution 8K images in cooperation with NHK, Japan's largest public broadcaster. The exhibition "Resonant Media – Possibilities of 8K Visualization" in Shibuya, Tokyo, runs until March 31, 2021 and focuses on the new possibilities enabled by this technology. In addition, on March 23, 2021, Ars Electronica Home Delivery invites you to take a virtual journey into the world of 8K. We will share impressions from the exhibition in Japan and a panel discussion will be broadcast from the Ars Electronica Center's Deep Space 8K.

NHK Exhibition in Shibuya, Tokyo

The exhibition "Resonant Media – Possibilities of 8K Visualization," open until March 31, 2021 in Shibuya, Tokyo, provides high-resolution insights into the innovative potential of 8K technology and the progress of research at the interface between art, technology and society. On display will be experiments with new ideas and formats that seek to integrate 8K technology into our increasingly digitalized everyday life.

Ars Electronica Home Delivery: 8K Future Project - NHK meets Ars Electronica Futurelab – Past and Present Research 23.03.2021 / 11:00 CET

With a resolution of 7680 × 4320 pixels, 8K reveals amazing details, enabling us to gain new knowledge and expand our awareness. It also brings emotions and empathy to light in a new way. The Berlin-based artist duo Quadrature (Juliane Götz and Sebastian Neitsch, DE), Data Visualization Specialist Masaki Yamabe (JP), Senior Producer Mika Kanaya (NHK, JP) and Roland Haring, Director at the Ars Electronica Futurelab (AT) will set off live on a virtual journey from Deep Space 8K in Linz to the NHK exhibition in Shibuya, Tokyo. With moderation by Yoko Shimizu, Artist & Researcher at the Ars Electronica Futurelab (AT), the experts will share insights into the exhibition and invite you to reflect on and discuss the possibilities of 8K technology and its innovative potential for the fields of journalism, science and art.

About NHK

NHK, Nippon Hoso Kyokai (Japan Broadcasting Corporation), is Japan's only public broadcaster, financed by viewers' fees. NHK delivers a wide range of impartial, high-quality programming both within Japan and abroad.

About Ars Electronica Futurelab

The Ars Electronica Futurelab was initiated in 1996 as both a studio and a laboratory. Since then, it's been Ars Electronica's artistic-scientific think tank, research and development

With queries, please contact

Christopher Sonnleitner
Tel: +43.732.7272-38
christopher.sonnleitner@ars.electronica.art
ars.electronica.art/press

engine. Here, the team develops innovative, prototypical sketches for the future, which serve as a basis for discussion and as an invitation to participate in a broad discourse on issues relevant to the future. The Ars Electronica Futurelab collaborates with partners all over the world from industry, the creative sector, the arts, academia and education.

About Ars Electronica Home Delivery

"Ars Electronica Home Delivery" is a weekly program that includes guided tours of Ars Electronica exhibitions, excursions to Ars Electronica Labs, visits to the Machine Learning Studio, concerts with real-time visualizations, Deep Space LIVE sessions, workshops with engineers and talks with artists and scientists from around the world, as well as offerings for schools, universities and companies. "Ars Electronica Home Delivery" aims to make artistic and scientific exploration of the future accessible to the widest possible audience.

Ars Electronica Futurelab: <https://ars.electronica.art/futurelab/en/>

NHK: <https://www.nhk.or.jp/>

Resonant Media - Possibilities of 8K Visualization: <https://www.nhk.or.jp/plusx/event/360seiten01/>

Ars Electronica Home Delivery: <https://ars.electronica.art/homedelivery/en/>

Follow us on:      

With queries, please contact

Christopher Sonnleitner
Tel: +43.732.7272-38
christopher.sonnleitner@ars.electronica.art
ars.electronica.art/press