

Gigantic Face Floated in the Tokyo Sky! “masayume”, a project by Contemporary Art Team 目[mé], finally unveiled, on July 16, 2021!

Organized by the Tokyo Metropolitan Government and Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture) as one of the Tokyo Tokyo FESTIVAL Special 13, “masayume” was produced and curated by 目 [mé]. Gigantic face floating in the Tokyo sky was finally unveiled after being postponed for a year.



Photo : KANEDA Kozo



Photo : KANEDA Kozo

The contemporary art team 目 [mé] has been making a splash with their original and creative works at international art festivals and exhibitions. “masayume” is a project that invites faces from all over the world—regardless of age, gender, or nationality—and floats a selected “face of an existing person” in the sky over Tokyo. The project was conceived out of a dream KOJIN Haruka, the artist of the team, had when she was in junior high school, and it evolved into a spectacle of a gigantic face floating in the familiar sky of Tokyo.

In order to realize the artist's concept of “delivering the work as an independent experience for each person who encounters it,” the date, time, and location of this project were not announced in advance. Encountering the work by chance is one of the important elements that makes the work possible.

“masayume” aims to be a work of art that doesn’t require a crowd to gather in one place to view it, but can be experienced and shared in different places, times, and environments through various channels such as live streaming, social media, and mass media.

The floating face was roughly the size of a six- or seven-storey building. The face’s model and the method of flotation are not disclosed, based on the artist's intention.

Project Outline

Date : July 16, 2021

Floating Location : Yoyogi Park, Tokyo

Description : A project to float a selected "face of an existing person" in the Tokyo sky.

Organized by : Tokyo Metropolitan Government,

Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture)

Produced and curated by : 目 [mé]

Cooperated by : P3 art and environment



"masayume" can be viewed in various formats. Please check the Official WEBSITE and social media accounts.

- Official WEBSITE <https://masayume.mouthplustwo.me/en>
Images are posted on the website.

- social media

Facebook : @masayume.mouthplustwo Instagram : @masayume.me Twitter : @masayume_me

The project's stages are showcased on social media. [#masayume](#)

Artist statement

Amid our current crisis, which has been going on for more than a year, the clear structure to plan and execute something that has previously supported us is collapsing. Even though we are taking steps to navigate this reality, the feeling of being real in our daily lives is as uncertain and unclear as if it were far into the future.

Needless to say, the medical and economic perspectives that we see and hear every day are indispensable, but they are not enough to grasp and accept this reality--we need another perspective, another way of looking at things. In the Copiapó mining accident in Chile (*1), miners trapped deep underground for 69 days gradually found roles such as pastors, doctors, and reporters in the midst of their difficult lives and found a "small society" in the dark and narrow space. **The way we look at things is sometimes directly connected to our survival.**

This current crisis, which has been described as a humanitarian disaster, was undoubtedly brought about by humans, but it is still difficult to accept at times. However, **no matter how difficult the situation, we must try to see and capture it with sensibility.** It is okay to find something out later. Humans, who are already here without being asked, have always found the meaning of this world and its existence "after the fact" through imagination, with a broad perspective. While it's difficult to find meaning now during this crisis, we nevertheless must not stop looking to face these difficulties.

The anonymous face floats in the Tokyo sky unexpectedly.

"masayume" will be carried out suddenly and without prior notice nor a clear reason, just like an image a 14-year-old Japanese girl saw in a dream, momentarily disabling the ordinary. The face of an existing person will be seen by many viewers from various places through social media and media. And the face will be gazing back at us from the sky in the midst of this pandemic. It is as though we are a part of the spectacle.

"masayume" will continue to face difficulties in the future, but, no matter what, we will continue to imagine and share when we find something.

Contemporary Art Team 目 [mé]

1 Copiapó mining accident: A mine collapse accident that occurred in August 2010 at a mine in Chile. Thirty-three workers were trapped, but all were rescued 69 days after the accident.

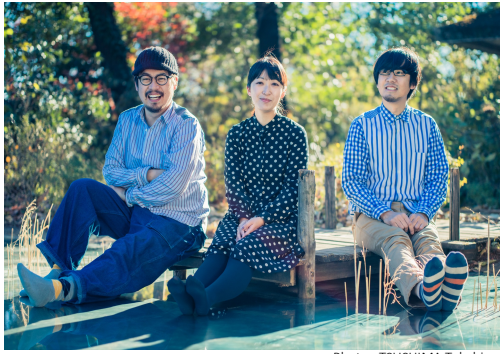


Photo : TSUSHIMA Takahiro

目 [mé]

A Japanese contemporary art collective/team project with three core members, artist KOJIN Haruka(middle), director MINAMIGAWA Kenji(left), and production manager MASUI Hirofumi(right). 目 [mé] works on the realization of artworks that manipulate perceptions of the physical world. Their installations provoke awareness of the inherent unreliability and uncertainty in the world around us. Their prominent work includes solo exhibition *Unreliable Reality - The Where of This World* (Shiseido Gallery, 2014), *Day with a Man's Face Floating in the Sky* (Utsunomiya Museum of Art Outreach Project, 2013-14), *Elemental Detection* (Saitama Triennale 2016), *repetitive objects* (Echigo Tsumari Art Triennale 2018), *Contact* (Roppongi Crossing 2019: Connexions, Mori Art Museum), and solo exhibition *Obviously, no one can make heads nor tails*. (Chiba City Museum of Art, 2019) among others.

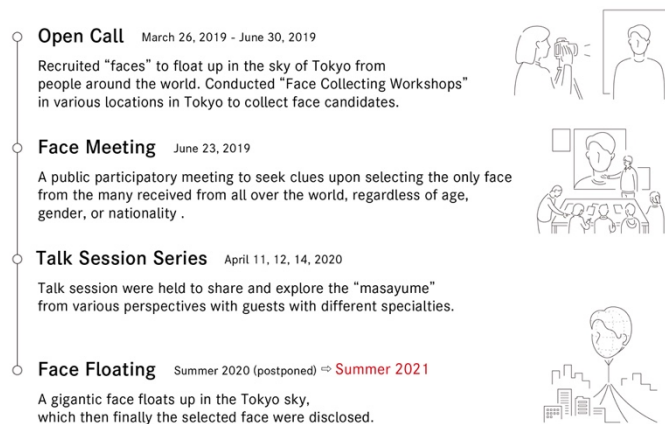
目 [mé] was the recipient of the Takashimaya Cultural Foundation's 28th (2017) Takashimaya Art Award, and VOCA 2019 Award. New artworks are presented in 2021 at solo exhibition *Just a world* (SCAI THE BATHHOUSE) etc.

目 [mé] Official WEBSITE <http://mouthplustwo.me/en>

About "masayume"

"masayume" is a project that invites submissions of faces from all over the world, regardless of age, gender, or nationality, and floats the chosen "face of an existing person" in the sky over Tokyo. From March to June 2019, there were more than 1,000 faces gathered through the project's website and the 15 workshops at 12 different places in Tokyo, and excitement in the project grew. Following initiatives such as the "Face Meeting" (held in late June 2019), a public meeting to explore the selection process, the face floating was scheduled for the summer of 2020, but was postponed due to the COVID-19 global pandemic. Preparations for the project included various people sharing its concept, such as "the meaning of Tokyo as the backdrop" and "what it means to see the artworks."

Official WEBSITE <https://masayume.mouthplustwo.me/en>



Open call (Mar. 26, 2019 – June 30, 2019)

Open call was held to recruit "faces" to float up in the sky of Tokyo from people of all ages, genders, and countries/regions. Not only by using the internet, also a Face Collecting Workshop was conducted with the members of 目 [mé], where people in public were asked and collected photographs of their faces. The face recruiting was not limited to Tokyo, but expanded to other parts of Japan and abroad, with more than 1,000 people applying—far more than expected.

Open call Report <https://masayume.mouthplustwo.me/en/articles/report-opencall.html>

"Face Meeting"(June 23, 2019 (Sun))

Having received faces from all over the world among the young, old, men and women, a Face Meeting was held to seek clues upon selecting the only face from the many through exchanging opinions and ideas from diverse participants. The meeting was live-streamed on YouTube, Facebook, and Instagram, where the numbers of viewers summed up to a total of 3400. There were also many comments that came in from the people who viewed the meeting online.

"Face Meeting" Report <https://masayume.mouthplustwo.me/en/articles/report-facemeeting.html>

Talk Session Series (April 11, 12, 14 2020)

The "Talk Session Series," consisting of three sessions, was held online as a related program of the "masayume" project. With the aim of exploring "masayume", this series started in the spring of 2019 from various perspectives. Guests with different specialties spoke with the members of the contemporary art team 目 [mé] under the three themes of "city and people," "seeing," and "landscape of Tokyo."

Talk session series Report <https://masayume.mouthplustwo.me/en/articles/report-talksession.html>

About Tokyo Tokyo FESTIVAL

Tokyo Tokyo FESTIVAL is an initiative that unfolds a variety of cultural programs in the run-up to the Olympic and Paralympic Games held in Tokyo, promoting its appeal as a city of arts and culture.

Official WEBSITE <https://tokyotokyofestival.jp/en/>

About Tokyo Tokyo FESTIVAL Special 13

The Tokyo Metropolitan Government and Arts Council Tokyo sought a wide range of creative and innovative ideas from the public for projects that would become the core of the cultural programs for the Tokyo Tokyo FESTIVAL. From a total of 2,436 project proposals submitted from within Japan and overseas, 13 were selected for implementation. The 13 projects are collectively named “Tokyo Tokyo FESTIVAL Special 13”, and are being implemented in sequence.

Official WEBSITE <https://ttf-koubo.jp/en/>

[For Interview Requests and Inquiries on this Press Information]

masayume PR Office

Mail: masayume@xpd-inc.co.jp

TEL: 090-3683-9213 (Weekdays 10 a.m.-6 p.m)

PR Office for Tokyo Tokyo FESTIVAL Special 13

Mail: ttf-solaris@solarispace.com

TEL: NAKAYAMA Junko 090-3503-4356 / KONNO Rika 070-6478-7121

[For Inquiries on this Project]

masayume office

E-MAIL : masayume@mouthplustwo.me

TEL : AKASHI Kaoru 070-1568-9864