

JAPAN  
MEDIA  
ARTS  
FESTIVAL

## 15th Japan Media Arts Festival Announcement of Award Winning-works

The Award Winning-works of the 15th Japan Media Arts Festival have been determined.

This year we received a record number of applications, over 2,700, including more than 900 works from 57 foreign countries and territories. After careful deliberation by the jury, the following awards were given in each of the four divisions (Art, Entertainment, Animation, and Manga): one Grand Prize, four Excellence Awards, and three New Face Awards. In addition, the jury awarded one Special Achievement Award and named dozens of Jury Selection Works.

In the Art division, the minimal film *Que voz feio (plain voices)* simultaneously presents two sisters, a twin in two frames, as they tell their individual stories; the Grand Prize-winning work allows the viewers to experience various levels of "difference," be it between memories, nationalities, or languages. The Grand Prize in the Entertainment division is the ambitious *SPACE BALLOON PROJECT*, which streamed to the Internet a live video feed from a smartphone attached to a specially designed balloon as it rose 30,000 meters into the stratosphere. The Grand Prize in the Animation division goes to the television series *PUELLA MAGI MADOKA MAGICA*, which has had such a profound effect on the Japanese cultural scene. In the Manga division, the Grand Prize goes to *Saturn Apartments*, which depicted in great detail the daily lives of individuals living in a man-made residence in the near future, after the surface of the earth has become uninhabitable after having been designated as a nature reserve. The recipient of the Special Achievement Award is KINOSHITA Sayoko, who has made such a lasting contribution to animation production, promotion and education as the Director of the Hiroshima International Animation Festival.

The exhibition of Award-winning Works is scheduled to be held from Wednesday, February 22, until Sunday, March 4, 2012 at the National Art Center, Tokyo and various satellite venues. An awards ceremony for the recipients is scheduled for Tuesday, February 21 at Tokyo Midtown in Roppongi.



### 15th Japan Media Arts Festival Exhibition of Award-winning Works Event Information

Dates: Wednesday, February 22, until Sunday, March 4, 2012  
 \* Closed on Tuesday, February 28  
 10:00 - 18:00 (20:00 on Fridays)  
 \* Admission is allowed until 30 minutes prior to closing.

Venue: National Art Center, Special Exhibition Gallery 1E (Roppongi, Tokyo)

Admission: Free

Organizer: Japan Media Arts Festival Executive Committee

Enquiries:  
 Japan Media Arts Festival Secretariat Office c/o NHK International Inc.

Tel: 0120-309-100 (toll free within Japan)  
 Special Event Site (for the latest information): <http://megei.jp>  
 Japan Media Arts Plaza: <http://plaza.bunka.go.jp>

For enquiries concerning these events:

Japan Media Arts Festival Secretariat Office c/o NHK International Inc.  
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\*Publicity images are available. Please contact us for more information.

# 15th Japan Media Arts Festival Award-winning Works

## ■ Art Division

Award	Title	Artist name	Country	Category
Grand Prize	plain voices	YAMAMOTO Yoshihiro	Japan	Movie
Excellence Award	particles	MANABE Daito / ISHIBASHI Motoi	Japan	Media Installation
	The Saddest Day of My Youth	Brian ALFRED	USA	Movie
	Tunagaru-TENKI	KATAYAMA Yoshiyuki	Japan	Web
	BLA BLA	Vincent MORISSET	Canada	Web
New Face Award	Monkey Business	Ralph KISTLER / Jan SIEBER	Spain	Interactive Art
	SENSELESS DRAWING BOT	KANNO So / YAMAGUCHI Takahiro	Japan	Interactive Art
	HIMATSUBUSHI	UEKI Hideharu	Japan	Movie

## ■ Entertainment Division

Award	Title	Artist name	Country	Category
Grand Prize	SPACE BALLOON PROJECT	OHYAGI Tsubasa / BABA Kanpei / NOZOE Takeshi / John POWELL	Japan	Web
Excellence Award	berobero	TANAKA Hideyuki	Japan	Movie
	Phase Transition-ish Apparatus	KATSUMOTO Yuichiro	Japan	Toy
	The Museum of Me	TANAKA Koichiro / TANIGAWA Eiji / SAITO Seiichi / SAKAMOTO Masanori / MURAYAMA Ken	Japan	Web
	Song of ANAGURA Missing Researchers & their remaining Devices	INUKAI Hiroshi / SHIBASAKI Ryosuke / IIDA Kazutoshi / ARIYAMA Ichiro / KASAJIMA Kenji / KAMURO Shinya	Japan	Other
New Face Award	Digital Warrior Sanjigen	NAKAMURA Kaito	Japan	Game
	Hietsuki Bushi	Omodaka	Japan	Movie
	Rhythmushi	NARUSE Tsubasa	Japan	Character

## ■ Animation Division

Award	Title	Artist name	Country	Category
Grand Prize	PUELLA MAGI MADOKA MAGICA	SHIMBŌ Akiyuki (Director)	Japan	TV Animation
Excellence Award	Legend of the Millennium Dragon	KAWASAKI Hirotosugu	Japan	Theatrical Animation
	A Letter to Momo	OKIURA Hiroyuki	Japan	Theatrical Animation
	Muybridge's Strings	YAMAMURA Koji	Japan	Short Animation
	Folksongs & Ballads	Mathieu VERNERIE / Pauline DEFACHELLES / Rémy PAUL	France	Short Animation
New Face Award	The Tender March	UEKUSA Wataru	Japan	Short Animation
	Raven Boy	Andrea DEPPERT	Germany	Short Animation
	rain town	ISHIDA Hiroyasu	Japan	Short Animation

## ■ Manga Division

Award	Title	Artist name	Country	Category
Grand Prize	Saturn Apartments	IWAOKA Hisae	Japan	Published in book form, magazine
Excellence Award	Ano-hi kara no Manga (Manga after 3.11)	SHIRIAGARI Kotobuki	Japan	Published in book form, magazine
	Arrugas / el Faro	Paco ROCA (Artist) / ONO Kosei, TAKAGI Nana (Translation)	Spain	Published in book form, magazine
	HIMITSU THE TOP SECRET	SHIMIZU Reiko	Japan	Published in book form, magazine
	Fun Home -A Family Tragicomic-	Alison BECHDEL (Artist) / SHIINA Yukari (Translation)	USA	Published in book form, magazine
New Face Award	THE ADVENTURES OF NAKAYOSHI CREW	NISHIMURA Tsuchika	Japan	Published in book form, magazine
	MAGEMON.	MASAHARA Koichi	Japan	Published in book form, magazine
	Mustard-Chocolate	FUYUKAWA Tomoko	Japan	Web · Mobile


## Special Achievement Award

KINOSHITA Sayoko	Animation artist / Producer
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## Art Division Grand Prize


<Movie>

<p>Title:</p> <p><b>Que voz feio (plain voices)</b></p>	<p><b>[Summary]</b></p> <p>This is a film work which enables the viewer to experience "differences" at various levels, including time, speakers and subtitles. Two women — twin sisters — who are in different places and have a gentle demeanor, speak of an incident that occurred in their early childhood. Through the appearance of the images, voices and subtitles on two screens simultaneously, the viewer gradually notices subtle differences in content in the twin's descriptions of the same incident. If the viewer pays attention to the information obtained from the image on one screen, the information on the other screen is disregarded, so just like their memories, the details become mixed up and ambiguous.</p> <p><b>[Reason for Award]</b></p> <p>From the simple display of dual-screen images emerge the elements of similarity and difference that pervade this work. The film presents close-ups of twin women with identical facial features. Both reflect on how they ended up with "plain voices," discussing a shared childhood memory that differs slightly in the way each tells it. Through these memories of the incident, the gap between them is gradually revealed. The women's softly spoken Portuguese has been translated and accompanies the dual images as subtitles. Trying to follow one means losing the other, and it is impossible to understand both simultaneously. Rather than reflect reality, memory grows more ambiguous with the passage of time. This film incorporates many layers of difference: the admissions of the twins, the spoken word and written text, native language and translation. Are we capable of sharing an understanding of the past? Quietly smoking out both the potential and the impossibility, this work's delicate and intellectual approach is striking.</p>
<p>Artist name:</p> <p><b>YAMAMOTO Yoshihiro</b></p>	
 <p>© YAMAMOTO Yoshihiro</p>	



## Entertainment Division Grand Prize


<Web>

<p>Title:</p> <p><b>SPACE BALLOON PROJECT</b></p>	<p><b>[Summary]</b></p> <p>In this project, based on the theme "connecting this planet's feelings," a Galaxy SII smartphone was attached to a special balloon that enabled it to fly 30,000m into the stratosphere above the state of Nevada in the USA. Scenes from the flight, which lasted about 90 minutes, were broadcast on USTREAM via satellite communications. In addition, "messages you want to deliver to space," which had been solicited via Twitter, were displayed on the Galaxy SII during the flight, and were transmitted across the globe in real time, along with the views from space. Amidst the harsh communications environment, there were many tweets supporting the Japanese and American staff who had done their utmost to ensure the success of the project, and the total audience topped 380,000 people.</p> <p><b>[Reason for Award]</b></p> <p>This project combines the sharing of a simultaneous audiovisual experience using the Internet with an experience for oneself alone using social media. Although it compiles these experiences into an immense advertising project on the subject of smartphones, it has a certain handmade quality to it, as one can see the faces of the creators. In a variety of senses, this project symbolized "2011." Looking back, most of the works that made the greatest impression this year took the form of "events," whether they used video or appeared as apps. Changes in the media environment have made people seek "that." This work is the one that has most accurately and efficiently met these demands from such people. The attention-to-detail that can be seen in such matters as the selection of musicians and the vision of the staff has helped to create a pleasant work.</p>
<p>Artist name:</p> <p><b>OHYAGI Tsubasa / BABA Kanpei / NOZOE Takeshi / John POWELL</b></p>	
 <p>© SAMSUNG TELECOMMUNICATIONS JAPAN</p>	



## Animation Division Grand Prize

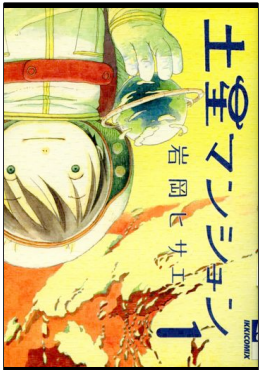
<TV Animation>

<p>Title:</p> <p><b>PUELLA MAGI MADOKA MAGICA</b></p>	<p><b>[Summary]</b></p> <p>One day, Madoka Kaname, an ordinary junior high school student, has a strange dream. When she goes to school the following day, the girl she saw in her dream, Homura, has transferred to her school. Homura speaks some profoundly meaningful words to Madoka, who is perplexed. After school that day, Madoka strays into a "witch's barrier," and is rescued from a terrible predicament by a magical girl called Mami. She eventually learns the truth about the beings called "magical girls." What choice will Madoka make, now that she has discovered the truth amidst the complex tapestry of time and human relationships?</p> <p><b>[Reason for Award]</b></p> <p>The winner of the Grand Prize for a television series for the second year in a row. This year the work drew particular praise as an original work for anime, rather than being based on an existing manga or novel. The series continued to be an ambitious one, skillfully setting critical traps that shook the very foundations of the genre, leaving viewers unsure about the premises upon which this otherwise common theme of the "magical girl" is based. The seemingly adorable familiar Kyubey offers to grant a girl a wish if she will enter into a "contract" to become a magical girl and fight witches. Both the terror that lurks within "desire" and the emotional reaction to "miracles" that overcomes that fear.....these are two sides of one coin, both born of the human heart. Putting the particular "media characteristics" of a television series — in which one must wait a full week to learn what happens next.....to their best use, the series maximized the tension within the viewers' minds even as they enjoyed the show's beautiful images. The script is overflowing with the revolutionary energy that always strives to change things. With the hope that this series will become the necessary catalyst to change the world we live in, we award it the Grand Prize.</p>
<p>Artist name:</p> <p><b>SHIMBŌ Akiyuki (Director)</b></p>	
 <p>© Magica Quartet / Aniplex · Madoka Partners · MBS</p>	



## Manga Division Grand Prize

<Published in book form, magazine>

<p>Title:</p> <p><b>Saturn Apartments</b></p>	<p><b>[Summary]</b></p> <p>This is set in a time when the whole of the Earth has been designated as a nature reserve and it is not permitted to descend to the Earth's surface, so humans live in buildings high up in the sky, at a level of 35,000 meters. The hero, Mitsu, has been born and brought up in this gigantic ring system, which is divided into upper, middle and lower levels. Just as Mitsu graduates from junior high school, he takes the same job as his late father, "ring system window cleaner." It is a meticulously-depicted story of Mitsu's growth as he gains in confidence and pride in his work through encounters with his workplace mentor, his neighbors, and his clients.</p> <p><b>[Reason for Award]</b></p> <p>This work brilliantly constructs in freehand the sort of extraterrestrial colony that humanity may soon be crowding into. Particularly memorable, for example, is the scene in which shirts made of a rubbery material are laid out all over to prevent people from slipping and falling from elevated roads built from scaffolding-like pipes. Those who live in this contradiction-riddled class society are not there by choice, yet remain attached to a place they have built themselves. The process by which the new resolve of a boy who grew up there develops through his ties to those around him makes for a moving tale.</p>
<p>Artist name:</p> <p><b>IWAOKA Hisae</b></p>	
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