
“Japan Media Arts Distributed Museum” AR exhibition by the National Museum of Japanese History x AR3Bros. with the motifs of “Edo Scenes Folding Screens” and “Edobashi Hirokoji Diorama” commences at Haneda Airport.

The new initiative for visitors to Japan called “Japanese cultural media arts dissemination initiative in airports and other institutions” by the Agency for Cultural Affairs, Government of Japan has been implemented in collaboration with “HANEDA × REKIHAKU Think Japan.” at the exhibition held at the Haneda Airport.

Overview of Exhibition at Haneda Airport

Date & Time : Wednesday, September 11 to Friday, September 27, the first year of Reiwa (2019)
*The artwork experience section will be held between 11:30~18:30 on the dates listed above.

Location : Haneda Airport (Ota-ku, Tokyo) 5F
International Terminal near the Haneda Nihonbashi Bridge

Content : Installation developed by the AR3Bros. with the motifs of “Edo Scenes Folding Screens” and “Edobashi Hirokoji Diorama” that are possessed by the National Museum of Japanese History (located in Sakura-shi, Chiba Prefecture.)
A section where you can experience these works has been installed near the Haneda Nihonbashi Bridge at the 5F International Terminal.

Official website : <https://jmadm.jp/en/>

The Agency for Cultural Affairs is hosting the “Japan Media Arts Distributed Museum” that will be deployed in approximately 10 airports, as part of a new project called the “Japanese cultural media arts dissemination initiative in airports and other institutions.” Following the exhibition at the New Chitose Airport, an AR installation based on the motifs of “Edo Folding Screens” and “Edobashi Hirokoji Diorama” will be presented to the public near the Haneda Nihonbashi Bridge at the 5F Haneda Airport International Terminal from Wednesday, September 11, the first year of Reiwa (2019). The installation is a collaborative exhibition event between Tokyo International Air Terminal Corporation and the National Museum of Japanese History’s “HANEDA × REKIHAKU Think Japan.” Taking “Edo scenes folding screens” and “Edobashi Hirokoji Diorama” owned by the National Museum of Japanese History as its motifs, the installation titled “Find Iemitsu from Folding Screens, and you will experience the Edo period with AR technology” was produced by the development unit AR3Bros. using AR (Augmented Reality) technology. A section where you can experience these works using AR experience devices has been installed near the Haneda Nihonbashi Bridge at the 5F Haneda Airport International Terminal.

The artists and creators featured in this exhibition capture the cultural resources borne out of various local cultures through fresh perspectives in places like airports, which serve as gateways to these regions. By showcasing the works of media arts, we invite visitors to explore the true spirit of these cultures throughout their travels.

*We are currently planning on implementing other projects in the future at Haneda Airport. They will be announced when the

details are confirmed.

*The latest information, including airports where the exhibitions will be held in the future, will be announced as soon as the details are confirmed.

[Haneda Airport Exhibition Summary]

Theme : Edo culture

Motifs : "Edo Scenes Folding Screens" and "Edobashi Hirokoji Diorama"

The "Edo folding screens" owned by the National Museum of Japanese History are comprised of six-panel folding screens which depict the Edo urban areas and suburban landscapes from the early Edo period. As one of the few remaining historical records of the Edo landscapes during its beginning period, the folding screens are sprinkled with a playful spirit depicting the achievements of TOKUGAWA Iemitsu, the third shogun of the Edo Shogunate. The "Edobashi Hirokoji Diorama" is a giant diorama that is also owned by the National Museum of Japanese History, and the three-dimensional exhibition based on historical evidence has a powerful impact that will undoubtedly impress all of those who visit the National Museum of Japanese History.

Artist : AR3Bros.

1st son Tom Kawada

2nd son Shinji Takagi

3rd son Tsukihiko Hirota

A development unit that expands various genres with a Showa era taste (even though we have entered the Reiwa era.)



"Find Iemitsu from Folding Screens, and you will experience the Edo period. " utilizing "Edo Scenes Folding Screens" and "Edobashi Hirokoji Diorama"

Personal Description of "Find Iemitsu from Folding Screens, and you will experience the Edo Period "

Have you ever wanted to grasp all of the history and culture of the country that you are visiting and bring it back home? That must be a universal desire of tourists throughout the world. Having said that, time is limited. Oftentimes, tourists run out of time after visiting key tourist attraction sites. So, we sat down and thought about it. How do curators, who are experts on history, view cultural resources? It would be like a dream if we could develop a mechanism to enable airport passengers to instantaneously understand and bring home scientific evidence that becomes visible after years of experience. This concept formed the framework of this project. For this exhibition, we precisely scanned the "Edobashi Hirokoji Diorama" owned by the National Museum of Japanese History using the latest technologies. We then expanded them into artworks that can be enjoyed using AR technology.

The application that visitors can play is a game with the objective to search for TOKUGAWA Iemitsu who is hidden among the nine images that were cut out from the "Edo folding screens." By completing the game, you can experience a special function that lets you pull out the Edo period altogether.

One of the major challenges of this project was figuring out how to faithfully take the digital data of the giant "Edobashi Hirokoji Diorama" exhibited at the National Museum of Japanese History. We spent a total of 22 days, three days for on-site inspections, five days for shooting and 14 days to produce the 3D model, to develop the portion equivalent to "pulling out the Edo period." This was our attempt to expand the "Haneda Nihonbashi Bridge" located at the 5F Haneda Airport International Terminal as a linking bridge of history. Starting with this installation, we hope to stir up interest in Japan through its history. We hope that you also visit the National Museum of Japanese History, where the valuable original exhibits are displayed.

Artwork experience section

There will also be a section to enjoy the exhibition near the "Haneda Nihonbashi Bridge" at the 5F Haneda Airport International Terminal. "Find Iemitsu from Folding Screens, and you will experience the Edo period." developed by the AR3Bros., is a game that can be played using AR devices. When you hold the AR devices over the "Edo folding scenes screens" installed near the "Haneda Nihonbashi Bridge" at the 5F Haneda Airport International Terminal and find TOKUGAWA Iemitsu hiding within the pictures, a landscape of Edo period pops up on the screen. Please enjoy the latest AR technology.

About the National Museum of Japanese History

The National Museum of Japanese History, which is affectionately known as "Rekihaku," was opened in March 1983. The National Museum of Japanese History, which comprehensively researches and exhibits Japanese history and culture, is a history hall of fame located in a corner of the Sakura Castle Ruins in Sakura-shi, Chiba Prefecture with a total floor area of approximately 35,000 square meters that stands on approximately 130,000 square meters of land.

Exhibits at the museum are centered around Japanese folk world themes spanning from primitive and ancient times to the present, and include historical documents, reconstructed diorama and precise replicas that are supported academically. The exhibits are intended to enable anyone to easily deepen their understanding of Japanese history and culture.

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Haneda Airport Exhibition Details

Date & Time: Wednesday, September 11 to Friday, September 27, the first year of Reiwa (2019)
*The artwork experience section will be held between 11:30~18:30 on the dates listed above.

Location: Haneda Airport 5F International Terminal near the Haneda Nihonbashi Bridge

Artist: AR3Bros.

Supporter: Tokyo International Air Terminal Corporation, National Museum of Japanese History

Organizer: Agency for Cultural Affairs, Government of Japan
"Japanese cultural media arts dissemination initiative in airports and other institutions"
*We are currently planning on implementing other projects in the future at Haneda Airport. They will be announced when the details are confirmed.

Please direct any questions regarding this request to:

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