

PRESS RELEASE

DIG SHIBUYA 2025: Unveils the First Round of Official & Partner Programs

Shibuya, Tokyo — 23rd December 2024

Shibuya City's co-sponsored tech and art event, "DIG SHIBUYA 2025," announces its inaugural lineup of official programs, featuring Ryuichi Ohira's public art, Pac-Man's "treasure hunt," and a tribute music festival for Ryuichi Sakamoto.

The SHIBUYA CREATIVE TECH COMMITTEE in collaboration with Shibuya City, is proud to present the official programs and official partner programs for "DIG SHIBUYA 2025," scheduled to take place over four days from 8th February to 11th February 2025.



Highlights:

-Official Programs

1. "Pineapple Scramble" by Ryuichi Ohira

Ryuichi Ohira will create a colorful pineapple float—a moving sculpture—using action painting techniques in collaboration with students from Jinnan Elementary School. The exhibit will be displayed for a limited time at Koen-dori, which will be closed to vehicular traffic and transformed into a pedestrian paradise.

- Date: Sunday 9th February 2025, 12:00 PM - 3:00 PM
- Location: Shibuya City Koen-dori

2. Pac-Man™ x Flickplay "Treasure Hunt"

A location-based treasure hunt experience in collaboration with Bandai Namco Entertainment, celebrating Pac-Man™'s 45th anniversary.

3. Shibuya Crossing Night Art

A nighttime art display utilizing 4 screens at the iconic Shibuya Scramble Crossing, featuring both official and open-call program artists

- Dates: 8th Feb to 10th Feb 2025, 12:00 AM - 1:00 AM (Midnight)
- Location: Shibuya Scramble Crossing

4. BYOD² - BRING YOUR OWN DATA & DISPLAY

Curated by NEORT, this exhibition focuses on installing "data" in real space across distances.

-Partner Programs

"RADIO SAKAMOTO Uday -New Context Fes x DIG SHIBUYA-"

A one-night tribute festival evolving and expanding on the "will" of Ryuichi Sakamoto's long-running radio program "RADIO SAKAMOTO."



- Performers: U-zhaan x Tamaki ROY x Chinza DOPENESS, Cornelius, Yoshinori Sunahara, Daito Manabe, DONGROSSO, TOWA TEI, SE SO NEON, Dos Monos, Sasuke Haraguchi, and more
- Date: 10th February 2025, from 6:00 PM
- Venues: Spotify O-EAST / Azumaya / duo MUSIC EXCHANGE
- Charge: 8,800 yen(tax included)
- Organizer: J-WAVE, Co-organizer: SHIBUYA CREATIVE TECH COMMITTEE
Sponsor: Digital Garage, Inc. Production: HOT STUFF PROMOTION

Event Overview

- Official Name: DIG SHIBUYA 2025
- Dates: February 8 (Saturday) to February 11 (Tuesday, National Holiday), 2025
- Location: Shibuya Koen-dori area and other locations
- Admission: Free (some programs may require paid tickets)
- Organizer: SHIBUYA CREATIVE TECH COMMITTEE, Japan Arts Council,
Agency for Cultural Affairs, Government of Japan
- Co-organizer: Shibuya City
- Support: Tokyo Metropolitan Government (for Public Art section), Shibuya City Tourism Association, Future Design Shibuya
- Collaborative Partner: Civic Creative Base Tokyo [CCBT] (CCBT-hosted project)
- Commissioned by: Japan Cultural Expo 2.0 Project for Fiscal Year 2024 (Commissioned Type)

DIG SHIBUYA 2025 aims to showcase the intersection of art and cutting-edge technology, offering visitors unique experiences that blend creativity with innovation in the heart of Shibuya. This event promises to be a celebration of culture, technology, and urban exploration, inviting both locals and visitors to rediscover Shibuya through a new lens.

Connect with Us:

Stay updated on the latest news and announcements leading up to DIG SHIBUYA by following us on instagram: [@digshibuya](https://www.instagram.com/digshibuya)

Don't miss your chance to be a part of this historic event as we embark on a journey to shape the future of Shibuya and beyond. For more information and details, visit digshibuya.com/en/.

- Contact and inquires: SHIBUYA CREATIVE TECH COMMITTEE info@digshibuya.com

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Join us in celebrating the fusion of art and technology at DIG SHIBUYA 2025!