

PRESS RELEASE

DIG SHIBUYA 2025: Announcing the Full Detailed Programs including drone show, installation art, and etc.

Shibuya, Tokyo — 4th February 2025

Shibuya City's co-sponsored tech and art festival, "DIG SHIBUYA 2025," announces its full lineup, featuring Drone Show, "Hello! Mr. Pink" Installation, and Interactive Experiences.

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



Highlights:

-Official Programs

1. Opening Event and Meet-Up

Kickstarting the festivities, the opening event will bring together cutting-edge digital art displayed on the iconic Scramble Crossing screens alongside live music by special DJ SAKURA TSURUTA and VJ MANAMI SAKAMOTO. Attendees will have the chance to network with artists, creators, entrepreneurs, and engineers.

- **Date & Time:** 8th February 2025, 3:00 PM – 8:00 PM
- **Venue:** DRAGON GATE Shibuya PARCO DG Building 18F Conference hall
- **Admission:** 3,000 JPY(tax included)
- **Tickets:** [Get Tickets Here](#)

2. Official Program: “Pineapple Scramble” by Ryuichi Ohira – update

Addition to the exhibit of a moving sculpture by Ryuichi Ohira at Shibuya Park Avenue, which will be closed to vehicular traffic and transformed into a pedestrian paradise for 3 hours, a special music live event and Participatory art experiences for the whole family to enjoy will be held.

Traffic-Restricted Live Performance

- **Date & Time:** 9th February 2025, 12:15 PM – 3:00 PM
- **Performers:** TAMAKI ROY (Live), DJ Emerald (DJ), Wataru Sakuraba (DJ), N-sawa (DJ)
- **Location:** Shibuya Park Avenue
- **Admission:** Free

Pineapple Petanque Competition

- **Date & Time:** 9th February 2025, at 12:30 PM and 2:30 PM (Check-in time)
- **Meeting Point:** Special Tent near Udagawa Crossing, Shibuya Ko-en Dori
- **Entry Fee:** Free
- **Special Prize:** A unique gift from Ryuichi Ohira for the winner!

3. Partner Program: DIG SHIBUYA DG Drone Show

Witness Japan’s largest drone show lighting up the Shibuya skyline with spectacular aerial art. Combining drones and live performances, this nighttime extravaganza offers a unique fusion of technology and creativity.

- **Date:** One evening during the event period (specifics to be announced for crowd control).
- **Admission:** Free

4. Partner Program: “Hello! Mr. Pink” by Philippe Katerine

Philippe Katerine’s Mr. Pink makes its debut in Japan. This humorous and heartwarming art object will appear in Shibuya, celebrating simplicity and daily life through the lens of "Miniyonism" (Cutism).

- **Exhibition Period:** 8TH February – 2ND March 2025
- **Venue:** CROSSING VIEW & ROOFTOP LOUNGE MAG8
- **Admission:** 1,800 JPY (includes one drink, or you can see from bottom of Shibuya Scramble Crossing for Free)

5. Partner Program: NEWVIEW FEST 2024

An exhibition of over 50 XR artists, including finalists from the global XR award NEWVIEW AWARDS 2024. Featuring live performances, interactive XR content, and insightful talks, this program showcases the cutting edge of XR culture.

- **Date:** 7th February – 11th February 2025
- **Venue:** Shibuya PARCO (B1F GALLERY X, etc), Shibuya Sakura Stage (404 Not Found)
- **Admission:** Free

6. Partner Program: Interactive Installation “Echo”

Experience “Echo,” an interactive installation by Montreal-based studio mirari, collaborating with TOPPAN DIGITAL SANDBOX® team.

- **Date:** 8th February – 18th February 2025
- **Venue:** MIYASHITA PARK, 4F
- **Admission:** Free

Event Overview

- **Event Name:** DIG SHIBUYA 2025
- **Dates:** 8th February (Saturday) to 11th February (Tuesday, National Holiday), 2025
- **Location:** Shibuya Park Avenue 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
- **Official Partner:** Blackmagic Design, Digital Garage, Flickplay, JAPAN AIRLINES, J-WAVE (81.3FM), PARCO, Tokyu, TOKYU LAND
- **Partner:** Mitsui Fudosan, Airbnb, Audio-Technica, Google for Startups, ©CyberAgent Legit, DeNA, Flitto Japan, Gehl Architects, Infinct, KDDI, Kracie, NEWVIEW (STYLY / PARCO / LOFTWORK), Peatix Japan, TOPPAN Digital, Tower Records Japan, Yomiko Advertising, Zora, X Vision
- **Cooperation With:** Finnish Institute in Japan, Government office of Quebec in Tokyo, Shibuya Ekimae Area Management, SHIBUYA KITAYA PARK, Shibuya Scramble Square, Shibuya Shimbun
- **Media Partner :** CINRA, NiEW, ENGAWA(Tokyo Weekender)
- **Supported by :** Tokyo Metropolitan Government (for Public Art project), Shibuya City Tourism Association, Future Design Shibuya
- **Collaborative Partner:** Civic Creative Base Tokyo [CCBT] (CCBT event)
- **Grant:** Japan Cultural Expo 2.0 Project
- **Special Cooperation:** Shibuya Park Street Council, Shibuya Park Street Shopping District Promotion Association, Shibuya Center Shopping District Promotion Association, Shibuya Dogenzaka Shopping District Promotion Association, Shibuya Hyakkendana Shopping Association

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!

