

PRESS RELEASE

Shibuya Transforms into Digital Art Hub: DIG SHIBUYA 2025 Unveils Innovative Projects and Collaborations

Shibuya, Tokyo — 2nd December 2024

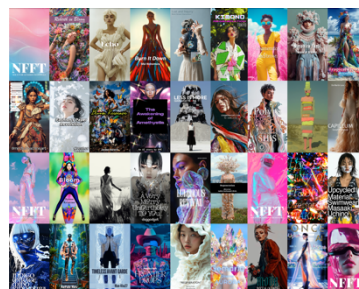
The SHIBUYA CREATIVE TECH COMMITTEE, in collaboration with Shibuya City, is thrilled to announce the collaboration lineup for the upcoming "DIG SHIBUYA 2025" festival, set to take place from 8th February to 11th February 2025. This four-day event will transform Shibuya into a vibrant hub of art and technology, featuring projects from 12 selected groups that span from immersive theater to interactive art installations.



Highlights:

1. 12 Innovative Collaborations:

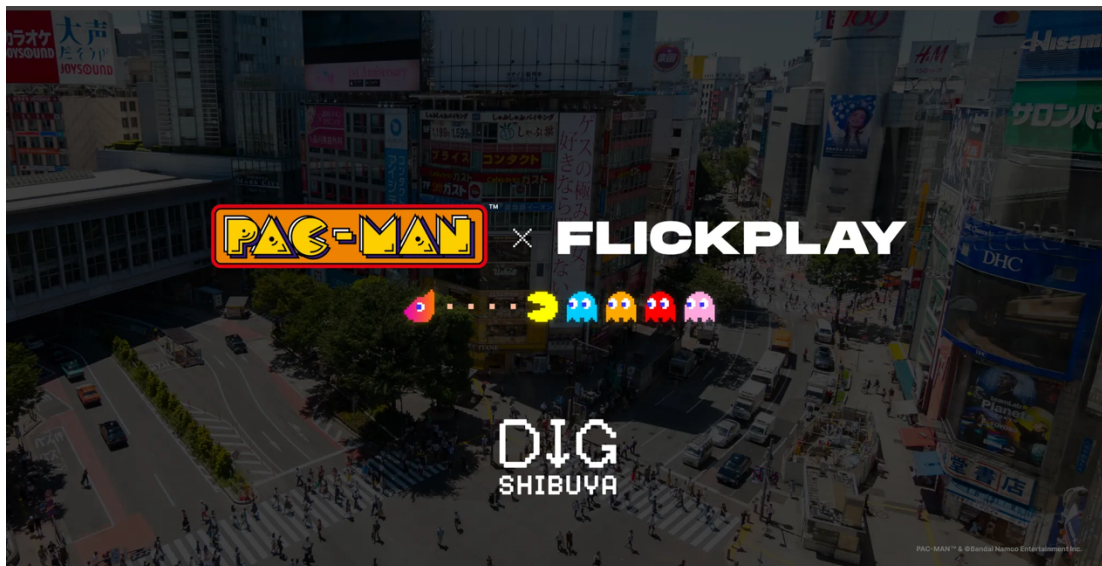
This year marks a significant expansion in participation opportunities for both Japanese and international artists. The projects will be displayed within a 15-minute walking radius from the Shibuya Koen-dori area, creating an immersive experience that blends art with the urban landscape.



2. Scavenger hunt with Flickplay's PAC-MAN™ Activation

Flickplay, a startup with a pioneering Web3 consumer platform from Los Angeles in partnership with Bandai Namco Entertainment Inc. will host a city-wide PAC-MAN™ scavenger hunt during the festival. This location-based activation will engage fans with interactive PAC-MAN™ collectibles available both online and in real-world settings. The activation celebrates PAC-MAN™'s 45th anniversary.

- Free registration (with some charged content)
- Registration: <https://www.about.flickplay.co/pacman-activation>



Event Details:

- **Date and Venue:** 4 days event from 8th February to 11th February 2025
- **Participation:** Free entry for most events, with some programs requiring a fee.
- **Organizers and Supporters:** The event is organized by the SHIBUYA CREATIVE TECH COMMITTEE and supported by the Japan Arts Council and the Agency for Cultural Affairs.

About DIG SHIBUYA:

DIG SHIBUYA is a dynamic event that brings together visionaries, entrepreneurs, and industry leaders to explore the intersection of technology, art, and culture. This immersive experience aims to showcase the cutting-edge innovations shaping the future and redefine Shibuya as a global hub for culture, creativity and innovation.

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/.

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