



MEDI-ARTz ZUSHI 2014

Projection Mapping International Competition

## Call for 1-Min Projection Mapping Competition!

Theme: "WA" (Harmony, Peace, Balance, and Japan)

<Application>

### [Abstract]

In recent years, 3D projection mapping has become popular and has been increasingly demonstrated and showcased around the world. As a growing facet of the field of media arts, it is necessary for creators to make more challenges in order to develop more creative and innovative art works. We consider that it will be more important for creators to establish their own styles and brand values. Creators are asked to explore more global activities and fields in the current competitive market of projection mapping.

The one-minute projection mapping competition began in 2012 as a part of the Media Art Festival (the title is changed for 'MEDI-ARTz ZUSHI') held at Zushi city in Japan. This is the third competition and the fifth mapping show using the same building. We hope that it will be a representative event on mapping. All participants share the same building formats and therefore they are able to compete equally in the same condition. All works are restricted to one minute in length. They will need to demonstrate their "Individuality", "Technique", "Novelty", "Performance" and "Storyline" in this limited amount of time. We set the theme as "WA", which is a Japanese word meaning "harmony", "peace", "balance", and "JAPAN". We would appreciate expressing the theme throughout the mapping art works.

Last year, many creators from Japan, Brazil, Italy, Canada, UK, Indonesia, and France joined the competition. A Japanese creator, FLIGHTGRAF, won the competition. After the competition, he joined our practical mapping event in Kashiwa city as a main creator.

We call for attractive and challenging mapping art works. We are looking forward to seeing new creators and their success through this competition.

8th June, 2014

## MEDI-ARTz ZUSHI 2014 / 1 minute projection mapping competition

### **[Location and Scale]**

Your projection mapping project will be demonstrated on a real existing building.

- Zushi Bunka Plaza (cultural center), Festival Park (4-2-45, Zushi, Kanagawa)
- The size of the building for the projection: 13 (height) x 45 (width) meters.

### **[Format]**

The applicant is required to submit a movie file. The format is:

- Resolution: 3072 x 1024 pixels (We use two or three projectors)
- Frame Rate: 30/fps
- Length of film: 60 – 119 seconds
- Format: QuickTime
- Sound: Required (it should be included in the image data, or should attach AIFF, WAV data which should be the same length as the film)
- Theme: Required some contents of "WA".

### **[Event Date]**

The projection mapping show will be held on:

- September 19th (Press Review, Reception)
- September 20th (Show)
- September 21st (Show and Judge)

We will also show the event online @ USTREAM (October 5th and 6th)

<http://www.ustream.tv/channel/medi-artz-1minpm>

### **[Important Dates]**

Registration: August 1st (Fri)

Submission: August 31st (Mon)

\* Let us know if there is any problems with submitting the files.

### **[Selection]**

We will select the best 10 - 15 projects to show at the Zushi Media Art Festival 2013. The selection is made by our judges before the event.

\* We may not be able to play the film if we find a serious problem such as incompleteness, improper context, copyright violations, and inadequate data. Look at the [Note when you apply] section below.

### **[Registration]**

The applicant is required to register for the competition by sending the following information by September 13.

- Film data (URL to download)
- Title
- Name of creator, team, and profile (200 words maximum)
- A representative captured image: We will use this image on our home page.
- A portrait or team logo.
- Concept of the work and description (200 words maximum)
- Contact Info (email, address, phone number)

## MEDI-ARTz ZUSHI 2014 / 1 minute projection mapping competition

- URL of your home page if you own one
- Please let us know if you have certain requests or need equipment.
- E-mail the information above to [info@projection-mapping.jp](mailto:info@projection-mapping.jp) (PMAJ Head Office)

### [Final Submission]

The applicant is requested to upload their final product online using FTP or Internet data sharing service. Once the upload is completed, let us know the URL or FTP by e-mail.

### [Resources for Projection Mapping]

The resource files for our projection mapping competition are available online.

- 2D format data (Illustrator, AfterEffects) & 3D data (General 3D data, 3D Studio Max)
  - [https://www.dropbox.com/s/8917uy87pke724a/maz\\_1minPM\\_format.zip](https://www.dropbox.com/s/8917uy87pke724a/maz_1minPM_format.zip)
- Image of the location: <https://www.dropbox.com/s/tlhj6nasdru7rf0/images.zip>

### [Notes when you apply]

Your work will not be accepted in the following cases:

1. It is not 'projection mapped' and nothing related to the theme
2. It is not playable
3. It contains an offensive expression such as a strong religious and political message

If you have inevitable reasons and you won't be able to submit the data by the deadline, please contact us with the reason and when you can submit. It is applicant's responsibility to obtain the permission required to use copyrighted materials such as picture, movies, and music. We are not responsible for any trouble regarding copyrights. If we discover or are made aware of an infringement of any rights, this creator will lose his or her rights to join the competition and also the prize will be taken away. We are expecting many people regardless of young and old to visit this event on the day of the show, thus sexual, religious and political messages should be limited.

### [Prizes]

We award the following four prizes in the competition.

- Grand Prize: Plate, supplemental prize, and an invitation of practical mapping event as a main creator
- Semi-Grand Prize: Plate, supplemental prize
- Special-Judges-Prize: Plate, supplemental prize
- Audience Prize: Plate, supplemental prize

### [Judges]

- Mr. Ryuichi Hirai : Mayor of Zushi, JAPAN
- Prof. Masayuki Akamatsu: Professor at Institute of Advanced Media arts and Sciences
- Michiyuki Ishita: Head Director at Projection Mapping Association of Japan
- Others

### [Copyright Issue]

All Copyrights of the works belong to the creators and also MEDI-ARTz ZUSHI, and Projection Mapping Association of Japan hold the rights to use them as an advertisement and report of this event.

### [References]

8th June, 2014

## MEDI-ARTz ZUSHI 2014 / 1 minute projection mapping competition

Some works from past years are available at <http://youtu.be/gT3Mpe5Ldos>

Some works from 2012 are available at [http://youtu.be/QeSKhE\\_eNWw](http://youtu.be/QeSKhE_eNWw)

- Host: MEDI-ARTz ZUSHI Executive Committee
- Plan, Production: MEDI-ARTz ZUSHI Executive Committee, General Foundation of Projection Mapping Association
- Lead Producer: Michiyuki Ishita, Head director @ Projection Mapping Association of Japan (PMAJ).
- MEDI-ARTz ZUSHI (ex. Zushi Media Art Festival) WEB page : <http://www.medi-artz.com>

### **[ Contact info]**

Projection Mapping Association of JAPAN / Head Office: [info@projection-mapping.jp](mailto:info@projection-mapping.jp)