

1				REAL LIFE PROJECT					
D	e	a	t	h	c	l	o	c	k
Tatsuo Miyajima				Noriyuki Tanaka					
S O P H .			Hajime Tachibana						

"1000 Real Life Project -Deathclock-" is a project which was established on the basis of the "Deathclock", the work of Tatsuo Miyajima, contemporary artist. It aims to ask people to consider the meaning of 'life' and 'death', wishing that the 'life' and 'death' of human beings, i.e. "Dignity of Life" should never be violated by anyone else.

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The "1000 Real Life Project -Deathclock-" does not only ask one thousand users to purchase the art work which is called "Deathclock", but also leads them to contemplate their own 'life' and 'death' via participation in the upcoming art event of this project.

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The "1000 Real Life Project -Deathclock-" is fundamentally based on understanding of the 'Dignity of Life'. All the procedures and methodologies pertaining to this project aims at making something over the so-called stereotyped 'Art World'.

The project kicks off with
 "1000 Real Life Project -Deathclock- / SOPH. Version"
 from May 2003 as a 'Collaboration Art Project'.
 It is the collaborated work of Tatsuo Miyajima, Noriyuki Tanaka, and SOPH.
 Hajime Tachibana also participates in this project.

Project Detail

1000 Real Life Project - Deathclock -

Tatsuo Miyajima + Noriyuki Tanaka + SOPH. + Hajime Tachibana

Contemporary Art + Fashion + Design + Technology

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What is "1000 Real Life Project - Deathclock-" ?

- + The project is not an art as a means to enjoying looking at, but a portable art, which enables one to reconsider about his life.**

"1000 Real Life Project -Deathclock-" will present a new angle of viewpoint and a new linkage. It is not a work of art hanging on the wall, but a work of art asking all purchasers to participate and to carry with so that they can face their own real life at their time. Therefore, it is not a decoration on the wall, but is an art installed in one's own personal computer and being always active in one's own daily life.

- + One and Only. It is the art that you, the purchaser, and Tatsuo Miyajima create on a collaboration basis.**

Participants in this project, i.e. the purchasers of this work of art will initially face with their own 'life' and 'death' and think about the rest of their life time. They are requested in the internet to answer such a question as "Up until what day and month of year do you want to live?"

The various responses registered in the project data base are then customized. The only one work of art in the world will be made through the joint work of both the purchaser and Miyajima in the form of a CD-ROM which is to be sent to the purchaser later.

The participant to this project, i.e. the purchaser of this CD-ROM, will install the CD-ROM into one's own PC. Connecting a Web-camera, the purchaser can timely take a photo of one's own 'self'. After the installation of CD-ROM, the count-down starts up until the time of 'zero=0', meaning the time of 'Death'. Furthermore, after 2004, Miyajima plans to create a new work of art based on those registered 1000 individual information.

- + Not a work of art to be kept as something of monetary value, but an artistic project that purchasers of the art incidentally become participants in this project and will gradually acquire a new perception of oneself.**

The prices of any works of contemporary art are fixed on the balance of demand and supply, i.e. they have certain economic values that are appropriate to be kept as objects for investment.

This "1000 Real Life Project -Deathclock-" raises a doubt toward such vector that any contemporary art contains. It aims to look at one's own life and death think twice about the 'dignity of life' through the "Deathclock". It is the only one work of art in the world tailored by the joint work of both the purchaser and Miyajima. The purchaser of this work of art can participate through the internet in the variety of art programs planned in the future. This "Deathclock" project is something new which has no purpose of reselling. It is a kind of artistic device with which participants can find new perception by oneself and may be able to change one's own mindset.

- + Neither application nor purchasing can be made at any galleries or any art museums. The only way to purchase / participate in this art project can be made through the web-site.**

The "1000 Real Life Project -Deathclock-" aims at changing what works of art should be and also aims at being far apart from the current stereotyped art market. Another purpose of this project is to act under the newly established economical mechanism. The participation in the project and the purchasing (including reservation) of the piece of art of Miyajima will be accepted only through the internet so that the direct communication between the artist, Miyajima, and the purchasers can be made without problems. Both parties can also work in cooperation with each other to produce a unique work of art in the world.

- The official web-site for this project: <http://www.1000reallife.net>

- The official web-site to participate and to purchase a piece of art:

<http://www.art-labo.com>

Both web-sites above will be opened May 5, 2003.

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1000 Real Life Project - Deathclock - SOPH. Version Tatsuo Miyajima + Noriyuki Tanaka + SOPH. + Hajime Tachibana

The "1000 Real Life Project -Deathclock-" SOPH. Version will be the first Project. The total number of distribution will be limited to 200 lots in the world. It is joined by the fashion brand SOPH. produced by Hirofumi Kiyonaga with his fresh and unique style. Hajime Tachibana, who is always on the front line in music and design scenes, also participates in this project as an Art Director of packaging design. With a key word of "Dignity of Life" as a core concept, the first SOPH. Version project presents a new piece of art as well as a new art project trespassing the boundaries of contemporary art, fashion, design and technology, crushing down the various stereotypical concepts. The total art direction for this project is conducted by Noriyuki Tanaka. He is well-known not only as the AD of NIKE and Issey Miyake, but also as the artist who is very active in the field of art and design. TGA Co.,Ltd. is responsible for the total producing for this project.

The outline of "1000 Real Life Project - Deathclock -" SOPH. Version

+ The fashion brand SOPH. has decided to participate in this project, having been sympathized with the project concept.

Hirofumi Kiyonaga represents SOPH. and has established his own brand image by creating "Minimal casual" through a lot of collaborations. He does not merely adapt art into the fashion products but starts a new project within the SOPH. It is a challenge to see what SOPH. can do in response to Tatsuo Miyajima's works.

+ Hajime Tachibana, who is active in the front line as a musician, a designer and an artist, will handle packaging design for this SOPH. Version project.

Tachibana has handled the Web-Design for the project of "www.fecb.net" which was conducted by both SOPH. and NIKE Japan on a collaboration basis in 2001. He has sympathized with the SOPH.'s brand concept and become an Art Director for this SOPH. Version. He is well-known all over the world as a graphic designer, but this time he will challenge the packaging design for contemporary art.

+ Noriyuki Tanaka, who is famous not only as the art director of publicity for NIKE Japan and UNIQLO, but also a very active artist in the field of art, design and advertising. He handles total art direction for this SOPH. Version project.

He handles many projects in the field of design, art, technology, and science. Recently he has made remarkable activities in the field of Advertisement on TV and Publicity world. He is participating in this SOPH. Version project as a chief Art Director.

Project Info

1000 Real Life Project - Deathclock -

Tatsuo Miyajima + Noriyuki Tanaka + SOPH. + Hajime Tachibana
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+ The outline of project participation and art of "1000 Real Life Project -Deathclock-" SOPH. Version

- + With the application for "1000 Real Life Project -Deathclock-" SOPH. Version, the purchaser will automatically become the participant in the "Deathclock"
- + "1000 Real Life Project -Deathclock-" will be made newly by Tatsuo Miyajima.
The purchaser's individual data will be registered and a customized CD-ROM will be installed in the purchaser's own PC.
- + The number of participants/purchasers will be limited to 200 persons in the world.
The work of art will be produced only for people who have reserved in advance. Application and payment shall be made through the internet.
- + The fee for the project participation and purchasing work of art :
¥500,000 (The fee includes a free participation to the various art programs through the internet in the future.)
- + SOPH. will prepare an original product for "1000 Real Life Project -Deathclock-".
The product will be customized on the basis of each participant/purchaser's individual data.
(The further details will be announced later.)
- + Hajime Tachibana will be the Art Director for the SOPH. Version. (who will also handle packaging design)
- + Noriyuki Tanaka will be Chief Art Director. (who will also handle logo-type making and interface design)
- + Total planning and producing will be managed by TGA Co.,Ltd.
- + Reservations will be accepted by May 5, 2003. (Reservation closes up when it reaches to 200 lots.)
- + Press release event will be circulated in late May.
- + The delivery of customized CD-ROM will be made in September 2003.
- + Official Web site: <http://www.1000reallife.net> (to be opened effective May 5, 2003.)

+ For further inquiries:

Any inquiries and the questions regarding this press release, please contact to SOPH.
SOPH. CO.,LTD.
PR Yurika Morita
e-mail: morita@soph.net
TEL:03-3402-1630 FAX:03-3402-7740
K.W. Building 2-9-11 Sendagaya Shibuya-ku, Tokyo JAPAN zip151-0051

Any further aspects and the details concerning the "1000 Real Life Project - Deathclock-" will be announced later.

+ For any inquiries regard to the "1000 Real Life Project - Deathclock" will be accepted at the mail address mentioned below.

<1000 Real Life Project -Deathclock-> Official Info
TGA CO.,Ltd.
e-mail: info@1000reallife.net

Profile & Biography

1000 Real Life Project - Deathclock -

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Attachment 1:

+ Tatsuo Miyajima (Contemporary artist)

Born in Tokyo, Japan in 1957. Graduated from M.A in Fine Arts and Music at Tokyo Art University. He was invited the "43a La Biennale di Venezia: Aperto '88" and attracted international attention. Subsequently, he held group exhibitions and solo exhibitions in 25 countries. In 1999, He was selected for the La Biennale di Venezia as a representative artist of Japan, and an exhibition "Mega Death". One of Miyajima's featuring works, "Digital Counter", in which LED made twinkle. It symbolized the life and death by flickering numbers. Since 1996, he is promoting the "Revive time" Kaki Tree Project. Their activities are encouraging children around the world to experience the "bombed Kaki Tree Jr." and raise it.

"bombed Kaki Tree Jr." is junior seedling from the bombed Kaki Tree when atomic bomb was dropped in Nagasaki.

He has been so far awarded with the following prizes:

- Grand Prix award/ Competition of Geneva University (1993, Switzerland)
- Japan Contemporary Art Advancement Award (1998, Japan)
- Received an honorary doctorate of London Institute (1999, England)

Selected Collections:

- Museum of Contemporary Art (Tokyo, Japan)/Tate Gallery (London, England)
- Museum of Modern Art (San Francisco, U.S.A.)/Museum of Contemporary Art (Sydney, Australia)
- Taipei Fine Arts Museum (Taiwan) etc.

+ Noriyuki Tanaka (Artist/Art Director/Visual Director)

Graduated from M.A in Tokyo Art University of Fine Arts and Music in 1985. Had a good reputation in the field of GRAPHIC, CUBIC ARTS, IMAGE, PERFORMANCE, ENVIRONMENTAL DESIGN, etc. Since late '80s, he has been actively working for projects such as "Exhibitions at home and abroad", "Project", "Lectures", "Collaboration art work with scientists", "Film art of 'The Pillow Book' by Peter Greenerway", "Music Video", "CM", "Director of Performance", "CI", "Advertising", "Product Development", "Art Direction for Culture related Business", "Creative Direction", etc.

He has so far been awarded the following prizes:

- Grand Prix award/JACA Exhibition
- ADC, TCC, ACC, DDA, and TDC awards
- Bronze medal/IPT Toyama
- Asian Pacific Ad award
- Gold medal/CF group
- Silver medal/Printing group

He is also an author of "Tanaka Noriyuki's Work and its Periphery", "The Art of Clear Light", etc.

Profile & Biography

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Attachment 2:

+ Hajime Tachibana (Artist/Musician/Art Director)

1951 Born in Tokyo

1973 While he was in Waseda University, he visited London and attended Camden Art Centre for one year.

1975 Organized Pop Group, "Plastics" and world-toured in the US and in Europe

1980 Made a worldwide release of his first music album from Ireland Record.

1982 Started a solo activity with 'Sax Quartet' as his core work

1984 Started working in the field of record jacket design, stage design. Also worked as a video director

1985 Appeared on the CF of Kawasaki Iron Mfg. And managed music and art direction.

Received the ACC award and the CLIO prize.

1986 Appeared as "a translator" in the 'Last Emperor' directed by Bernardo Bertolucci.

He has been challenging to extend his own genre since then

1990 Established his own company, KK Hajime Design

1991 Received the highest prize from the 35th ADC

2003 His work for Web sites on one's mobile phone "The END" received the "Interactive Design Award" from TDC.

Major solo and group exhibition:

"Typography" (92), "Tachibana Hajime and DEPT" (93), "Application Tour" (95), "Design Century" at the Japan Culture Hall in Paris (97), "TENDJAVa" group showcase of JAVA Programming (02)

Book of paintings and graphic software:

"Typography" (Yobisha,92), "Application Tour" (Korinsha,95), Plug-in Module "Shinyo-Beta" (95)

Music albums:

"Bambi" (91), "Low Powers" (97), "The End" (02)

Official Home Page:

<http://tachibanahajimedesign.com>

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Attachment 3:

SOPH.

SOPH. has established by Hirofumi Kiyonaga, who had business experience in sales, planning and its shop-image coordination for the apparel brand.

Started its business since the A/W collection in 1998 as apparel brand SOPH. It means "sophisticated" and "sophomore". Proposed sophisticated yet casual wears that were designed in the minimal casual style. Its realistic casual design adopted the outdoor taste with the usage of highly qualitative functional fabrics. SOPH. also proposed an imaginary football team of "F.C Real Bristol" as an independent separate line from SOPH. "F.C.Real Bristol" has started the collaboration with NIKE. The big sports brand NIKE supported SOPH.'s style that considered football from the different points of view and approached from the fashion field. Since then, F.C.R.B. became the only brand and its imaginary team developed as its double name brand with NIKE. SOPH. also developed a deep connection with music. It collaborated with many musicians and also proposed innovative ideas positively from the perspective of fashion field.

For the 2001 A/W collection, collaborated with a young British artist, 3D, a member of Massive Attack, a leading group in Bristol music scene. Its collection of 2002 A/W, was inspired by the world's famous contemporary artist, Tatsuo Miyajima, known as the work with the usage of LED.

SOPH's special producing style does not stick to the field of fashion, but shows its multiple development by looking at things objectively. SOPH. and F.C.R.B. are said to be the brands which are categorized in the new field of the casual wear.