

TO The Press and Whom it may concern  
FROM Oku-Noto Triennale Executive Committee  
DATE 2016.2.18

We are pleased to announce that the first “Oku-Noto Triennale” will be held for 50 days from 3 September to 22 October 2017. Oku-Noto Triennale which will take place in Suzu City located at the tip of the Noto Peninsula and is a rural area surrounded by the sea, aims to be an unprecedented festival in which participating artists can rediscover the charm of the place, its patterns of life and its people, while engaging locals and supporters from elsewhere. Prior to the Oku-Noto Triennale, we have started the official project “Oku-Note” that is a participatory project held coinciding with the triennale in order to rediscover charms of Oku-Noto. We will bring you the charms of Suzu Oku-Noto through the pre-events activities such as “Suzu Oku-Noto ‘Warunaiwa’ Photo and Caption Contest” contributed by the local residents and visitors in Suzu City in Oku-Noto, and the issue of Free Newspaper “Oku-Note”.

奥能登国際芸術祭

珠洲

SUZU 2017  
OKU-NOTO TRIENNALE

Oku-Noto Triennale official website  
is officially launched. → <http://oku-noto.jp>

## Oku-Noto Triennale begins in Suzu City, Oku-Noto, Ishikawa Prefecture

### About Oku-Noto Triennale

Name: Oku-Noto Triennale  
Venue: Across Suzu City in Ishikawa Prefecture  
Number of artworks and projects: Approximately 50  
Duration: September 3rd Sun. - October 22nd 2017 Sun.  
Official Website: <http://oku-noto.jp>  
Official Facebook page: <https://www.facebook.com/okunotojp>  
Official Twitter: <https://twitter.com/okunotojp>

Organizer: Oku-Noto Triennale Executive Committee  
Executive Chairman: Izumiya Masuhiro (Mayor of Suzu City)  
Director: Fram Kitagawa (Art Director)  
Creative Director: Katsumi Asaba (Graphic Designer)  
Communication Director: Toshiya Fukuda (Advertising / Web Strategist)  
Official Photographer: Naoki Ishikawa (Photographer)

### For Press and Media inquiries

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## As we launch the triennale

The city of Suzu is located at the tip of the Noto peninsula. This is the point where the warm current (kuroshio) from the south and the cold current (oyashio) from the north meet. That's why it's the natural fisheries. You can see the various plants from east and west and beautiful nature mixed of the sea, villages and mountains. Once upon a time, Suzu was the important port for the maritime trade such as Japanese envoy to Tang Dynasty China, Envoys from Bokkai China, and a Japanese freight vessel named "Kitamae-Bune." Oku-Noto Triennale will be held in the City of Suzu in Autumn 2017. Triennale is the "festival" that artists from home and abroad create artworks and spaces rooted in nature, festivals, foods and lifestyle. The platform stage will

## About Suzu

Suzu City is located at the tip of the Noto Peninsula and surrounded by the sea where the cold current from the north and warm current from the south meet. The city enjoys beautiful natural landscape represented by the outer sea with reefs and the inner sea with sandy beach and gentle waves. Streets are filled with traditional houses with kuro-gawara (black roof tiles) with timber walls, reminding visitors of the origin of Japanese landscape.

Some of the local cultures are distinctive and have been nurtured in the rich environment. Culture of "festival" and "food" represented in "Autumn festival of Oku-Noto Suzu and Yobare" and agricultural rituals "aenokoto" has been passed onto generations. Traditional crafts and industries such as agehama-style salt, Suzu earthenware, Shichirin: metal-made portable stove made of diatom earth have been carefully inherited over generations. Such traditional techniques and agricultural rituals and rich landscape of Noto has been selected as GIAHS (Globally Important Agricultural Heritage) in 2011.

Each village in Suzu City holds "village festival" to pray and celebrate gokokuhojo (bumper crop) in spring, summer and autumn. During 50 days from early September to the end of October in the autumn in particular, there is always a festival

be all over the city of Suzu.

Traditional recipes of local delicacies from the sea and mountains, the festival of Kiriko (giant lanterns), Suzuyaki (unglazed ware) pottery, Agehama-style salt fields and Noto-gawara (noto roof tiles) have accumulated the lifestyle of Suzu. And that will turn out to be another new culture of Suzu with the joint corroboration of artists and its local people penetrating the ring of region, ages and genre.

Let us jointly create an art festival where traditional culture resonates with contemporary art.

Director Fram Kitagawa



every day at different villages across the city. At the festival, people carry more than 100 of "Kiriko" as guiding light of a potable shrine. "Yobare" is a custom which masters of houses serve meals over sake with people carrying Kiriko. "Yobare" is important element of most of the festival across the city and people welcome families and friends with feast. We could say that the origin of "omotenashi" culture in Japan still exists in Suzu-city. This "Oku-Noto Suzu autumn festival and yobare" received the 19th of Furusato Event Grand-Prix by Minister of Internal Affairs and Communications. "Atari Mau Hanto Noto Nekkyo no Kiriko Matsuri" was recognised as Japanese Heritage in 2015.

Suzu City is a home of beautiful "Satoyama-Satoumi", bounty food and most of all, wonderful people where the origin of Japanese festival and food culture has been handed down.

## First Announcement of the Participating Artists (as of 15 February 2016)

### Katsumi Asaba (Japan)

Art director, SUZU 2017: Oku-Noto Triennale creative director. Born in 1940 in Yokohama. Worked at Kuwasawa Design School, Sato Keinosuke Typography Research Institute, and Light Publicity Co., Ltd before establishing Katsumi Asaba Design Shitsu in 1975. Since then, he has been creating works that would be recorded in the history of advertising design in Japan as an art director. Major works include "Oishii Seikatsu" (Seibu Department Store), "Yume Kaido" (Suntory Holdings Limited), "Nikutai Hironi Eijya Naika" (Takeda Pharmaceutical Co., Ltd.), and package design of "Nihon Genmaicha" (Kirin Beverage Co., Ltd.). He has a profound knowledge of Dongba symbols, pictographic glyphs handed down for generations in China. Received many awards including Special Prize of Japan Advertising Artists Club, Tokyo TDC Award, Mainichi Design Awards, Japan Advertising Federation Awana Award, Japan Academy Prize, Best Art Award, Medal with Purple Ribbon, Tokyo Art Directors Club grand-prix, The Order of the Rising Sun, Gold Rays with Rosette. Board member of Tokyo TDC, committee member of Tokyo ADC, chairman of JAGDA, representative of Japan for AGI, the 10th manager of Kuwasawa Design School, visiting professor at Tokyo Zokei University and Kyoto Seika University. Hold sixth dan of table tennis.

### EAT & ART TARO (Japan)

After graduating from a cooking school, he worked at a restaurant and then started catering for galleries and art museums. He has run many projects highlighting food such as "ogori café" where you are treated food or drink by a person who placed an order just before you, "island soup" which featured different islands on the Seto Inland Sea, and "retro cooking" where he collected old recipe books from the showa era and reproduced meals based upon such recipe.

### Naoki Ishikawa (Japan)

Born in Tokyo in 1977. Photographer. Completed PhD at Tokyo University of the Arts. With his interest in the fields of anthropology and ethnology, he has been presenting his works as he explores metropolises as well as remote regions. Awards received include Newcomer's Award from the Photographic Society of Japan

and the Kodansha Publication Culture Award for Photography with publications of "NEW DIMENSION" (AKAATA Art Publishing, 2008) and "POLAR" (Little More, 2007), and the Domon Ken Award with "CORONA" (Seidosha, 2010). One of his books, "Saigo no Bokenka (the last adventurer, Shueisha Inc) received the Kaiko Takeshi Non-Fiction Award in 2008. The recent works include "Lhotse" (2013), "Oomolangma" (2014), "Manaslu" (2014), "Makalu" (2014) and "K2" (2015), (all published by SLANT), a series of photographic publications featuring the 8000m Himalaya mountain. The latest publications

### Eko Nuguroho (Indonesia)

Born in Yogyakarta, Indonesia. One of the most acclaimed Indonesian artists. He creates wall paintings and drawings in collaboration with other media such as books, comics and video animations. He also produces artworks under the them of social issues based upon his engagement with student movement in late 1990s. He has run his solo exhibitions and presented artworks at Singapore Tyler Print Institute (Singapore, 2013), Museum of Contemporary Art Kiasma (Helsinki, Finland, 2008), and Artoteek (Den Haag, the Netherland, 2005). He has also participated in Lyon Biennale (France, 2013) and The 55th Venice Art Biennale (Italy, 2013).

### Chiharu Shiota (Japan / Germany)

Born in Osaka in 1972. Resides and works in Berlin. Confronted with the fundamental issue of humans, life and death, she has presented dynamic installations with using various means including sculpture, photography, and moving images as she explore the questions such as "what it means to live" and "What is the existence". Received the Minister of Education, Culture, Sports, Science and Technology's Art Encouragement Prize for New Artists, Japan in 2008 for the solo exhibition, "From In Silence / Art Complex", held at Kanagawa Prefectural Gallery (2007, Japan). She was selected for the artist of the Japan pavilion in the 56th Venice Art Biennale in 2015 (Italy). Other major solo exhibitions were held at Smithsonian Institution Arthur M. Sackler Gallery, Washington, D.C. (2014, USA), The Museum of Art, Kochi (2014, Japan), Marugame Genichiro-Inokuma Museum of Contemporary Art, Kagawa (2012, Japan), The National Museum of Art, and Osaka (2008, Japan). She has also participated in many international art festivals including The 20th Biennale of Sydney (2016, Australia), Busan Biennale (2014, South Korea), Setouchi International Art Festival (2010, Teshima Japan), and Echigo-Tsumari Art Triennale (2009, Japan).

### Koji Nakase (Japan)

1Born in Aomori in 1955. Graduated from graduate school of Tokyo University of the Arts and currently holds professorship at Kanazawa College of Art. Major projects he has produced include Fujino International Art Symposium and Kamikurumaru Art Project. He has presented his artworks at Echigo-Tsumari Art Triennale (Japan), "Land Art & Beeldhouwerken" (the Netherlands), and "Shizen to no taiwa (dialogues with nature) at Aomori Contemporary Art Centre (Japan).

### Kodue Hibino (Japan)

Born in Shizuoka. Graduated from the Design department of Tokyo University of the Arts. She has presented her works as costume artist through advertising, theatre plays, dance performances, ballets, films and TVs. Received many awards including New face award and Shiseido award of the Mainichi Fashion Grand Prix. She changed artist name from Kodue Naito to Kodue Hibino in 1997. She is in charge of costumes for "Nihongo De Asobo" (NHK Education TV). Other major projects engaged as a costume designer include "Cocoon Kabuki Sannin Kichisa", "Noda-version Togitatsu no Utare", Noda's theatre plays such as "Egg", "MIWA", and Noda-produce touring opera "The Marriage of Figaro". Currently running a dance performance "LIVE BONE" in collaboration with Kajji Moriyama and Kohske Kawase. She also runs monthly workshop called "chiisana ikimono kenkyusho" at Shibuya LOFT&. Produced costume for the theatre play "Gekirin" by Hideki Noda at Tokyo Metropolitan Theatre in 2016.

### Takafumi Fukasawa (Japan)

Born in Yamagata in 1984. Artist. He has been producing projects which he produces site-specific alternative systems and implement. Major projects include "Echigo-Tsumari Homestay Museum" (Echigo-Tsumari Art Triennale 2015), "Tokuino Bank Sapporo" (Sapporo International Art Festival 2014), and "Tokuino Bank Yamaguchi" (YCAM 10th Anniversary, 2013), "Tokuino Bank" (Toride Art Project, 2011).

### Jianhua Liu (China)

1Born in Ji'an, Jiangxi Province, China in 1962. Started his career in porcelain industry in the porcelain capital, Jingdezhen and studied at Fine Art of Sculpture at the Jingdezhen Ceramics Institute, the largest porcelain university in the east. After graduating in 1989, he has been using porcelain as a primary media and produced artworks reflecting unstable economy and social changes of China despite its long history. He is one of China's best known contemporary artist and participated in Moscow Biennale of Contemporary Art (2007), Biennale of Sydney (2010), GWANGJU BIENNALE (2012, South Korea), as well as presented at art museums and galleries across the world. In Japan he has participated in "Elegance of Silence: Contemporary art From East Asia" (Mori Art Museum, 2005) and Echigo-Tsumari Art Triennale 2015 and Towada Art Centre has his artwork as permanent collection.

## About the official project "Oku-Note"

The official project of the Oku-Noto Triennale "Oku-note" is a participatory project held coinciding with the triennale in order to rediscover charms of Oku-Noto. The project welcomes contributions from local residents, visitors, and those who have engaged with Suzu City in Oku-Noto and eventually select that best 100 charms which will be communicated both within and outside of Japan.

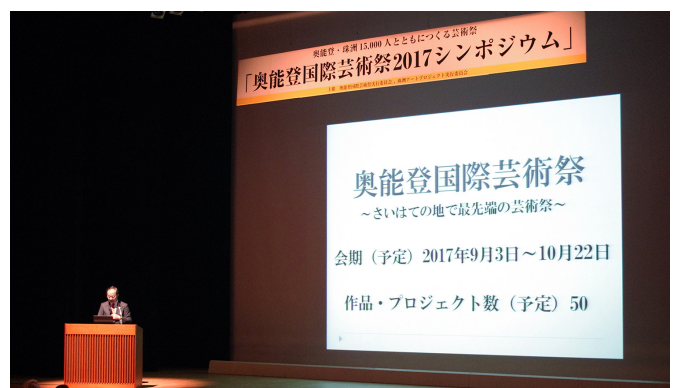
### [Suzu Oku-Noto "Warunaiwa" Photo and Caption Contest]

"Warunaiwa" is a typical word in Oku-Noto region. People humbly and literally say "not bad" instead of saying "good". The project welcomes the photos with comments that describe "not bad(warunaiwa)" such as scenery, people, foods, souvenirs or experiences. It has been started from 14 February 2016. Further information is mentioned at the website. <http://oku-noto.jp/oku-note/warunaiwa>

### "Oku-Note" Free Newspaper/Website

The free magazine called "Oku-Note" which will introduce deeply the charms of Suzu City in Oku-Noto. "Oku-Note" has been published from this April. We will show and introduce the information such as cultures, climate, people and the pictures that we gathered through the project "Suzu Oku-Noto 'Warunaiwa' Photo and Caption Contest". The contents of "Oku-Note" can be seen on the website as well at <http://oku-noto.jp/oku-note>

## Oku-Noto Triennale 2017 symposium report



"The symposium of Oku-Noto Triennale 2017: the Triennale of Suzu City in Oku-Noto created by the 15,000 habitants" was held at La Porte Suzu on Sunday 14 February. Director Fram Kitagawa, photographer Naoki Ishikawa who takes photos in Suzu and some other artists made presentations. Also the discussion with citizens on the subject of art, foods and folk was held.