

## Yamaguchi Center for Arts and Media [YCAM] Event

**Marshmallow Laser Feast**  
*In the Eyes of the Animal*

Thursday October 6th, Friday 7th, Sunday 9th and Monday \*Holiday 10th, 2016  
Yamaguchi Center for Arts and Media [YCAM] and Inunaki Waterfall, Yamaguchi

**Experience the World through the Eyes of Animals**  
**- Renowned Virtual Reality Work's Japan Premiere!**

Yamaguchi Center for Arts and Media [YCAM] is pleased to present *In the Eyes of the Animal*, a virtual reality work by London based creative studio Marshmallow Laser Feast. The work gives audiences a taste of the world of the forest through the eyes of animals, such as dragonflies, chironomids, owls and frogs, and their different visual perception. Wearing a special headset, audiences experience a laser scanned 360 degree image of a forest in the Lake District in northwest England from a unique visual perspective.

Marshmallow Laser Feast is known globally for creating works that approach our perception of the world, using rapidly developing virtual reality technology. This work introduces an advanced virtual reality experience by combining virtual space and real space. YCAM is pleased to host the Japan premiere of the work. Special programs including an artist talk and a workshop will be held around the time of the performance, as well.

Enjoy this new perspective on this world by virtually experiencing it with your eyes and ears, and through your skin. We hope you will not miss this opportunity.

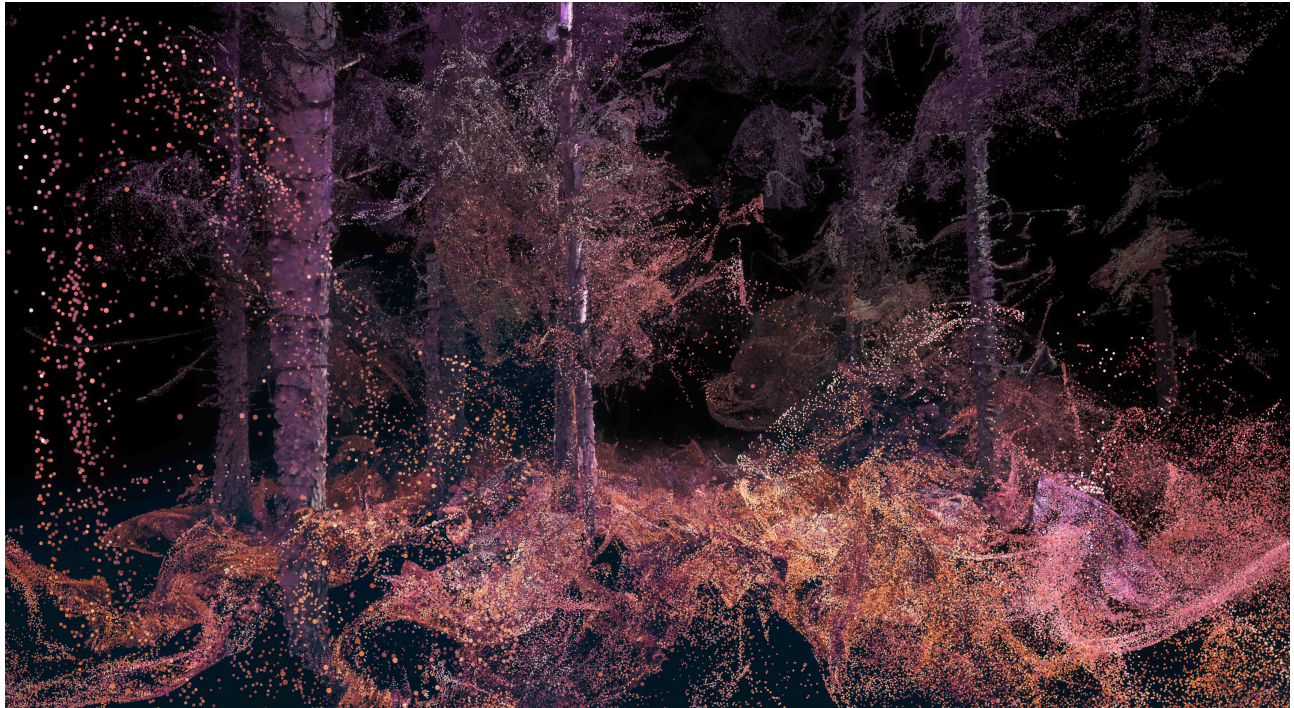


© Marshmallow Laser Feast

In Grizedale Forest in the Lake District, England (2015)

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## Build an Experience beyond Our Expectation – One of the World's Most Watched Creative Studios, Marshmallow Laser Feast



Based on scanned image of Grizedale Forest in England © Marshmallow Laser Feast

In the Eyes of the Animal uses images taken with a laser scanner and CT scan system and a drone that allows you to capture a 360 degree image. Wearing a headset and being immersed in sound and audio-vibration, audiences experience an overwhelming sensation of actually being in Grizedale Forest. At our outdoor tour, audience members experience the work in an actual forest. The smell of plants and soil or the sense of the wind will amplify the sensation. The workshop aims to explore the forest of Yamaguchi where the outdoor tour takes place. With support from YCAM Bio Research, a team exploring the possibilities of biotechnology, participants collect living samples from the forest, observe them with a microscope and conduct DNA analysis in order to realize the richness of the forest. The Artist Talk will share the creative process of In the Eyes of the Animal. Using a laser-scanned image of a forest in Yamaguchi, the artist will demonstrate how they have developed the images for the work. In the Eyes of the Animal is a participatory work involving human perceptions. Offering a virtual reality experience, taking place in virtual as well as in real space, YCAM explores the art of tomorrow in which our perceptions are altered.

### ■ Marshmallow Laser Feast

## MARSHMALLOW LASER FEAST



A London based creative studio that explores technology to make work, which reinterprets the idea of human perception. Their expertise has earned them a reputation for creating the seemingly impossible - for producing installations that push boundaries, redefine expectations and excite audiences worldwide. Their work is responsive and spans kinetic sculpture, film, live performance and virtual reality, and has been highly acclaimed both in art and commercial fields. Their recent work includes The Invisible made Visible for a Volkswagen commercial, Titanium Trials for a Castrol commercial and Invisible for U2's stage art.



## Related Events

### Artist Talk

#### Storytelling in 360° and the making of In the Eyes of the Animal: A talk with Marshmallow Laser Feast

The talk will share the creative process of In the Eyes of the Animal. Using a laser-scanned image of a forest in Yamaguchi, the artist will demonstrate how they have developed the image for the work. He will also talk about previous works that explore virtual reality technology in order to reinterpret the idea of human perception.

Date: Sunday October 9th 18:00 – 20:00

Speaker: Ersin Han Ersin (creative director)

Venue: Yamaguchi Center for Arts and Media [YCAM] Foyer

Admission: Free \*Reservation required.

In English with Japanese interpretation.

#### Reservation

Please send an email with \*Event Title \*Your Name and \*Number of participants to reserve@yacm.jp



Guest Speaker: Ersin Han Ersin (Marshmallow Laser Feast Creative Director)

### 360 degree Music Video Experience

#### Squarepusher Stor Eiglass

Wearing a 360 degree virtual reality headset while watching a music video by Squarepusher, participants are immersed in their music world. This work is co-produced by Marshmallow Laser Feast, Blue Zoo animation studio and illustrator Rob Pybus.

Dates: Saturday September 10th – Monday \*Holiday October 10th 11:00 - 17:00

\*Closed on September 13th, 20th, 27th and October 4th

Venue: Yamaguchi Center for Arts and Media [YCAM]

Admission: Free

\*Participants must be older than 13 years old.

\*Each participant will wear one headset to experience the work.



## Outline

## Marshmallow Laser Feast *In the Eyes of the Animal*

Thursday October 6th, Friday 7th, Sunday 9th and Monday \*Holiday 10th, 2016

Yamaguchi Center for Arts and Media [YCAM] and Inunaki Waterfall, Yamaguchi

### Outdoor Tour

\*Reservation required

In the Eyes of the Animal + YCAM Bio Research Workshop "DNA of the Forest"

Dates: Sunday October 9th and Monday \*Holiday, October 10th

I. 9:30 - 14:30 II. 11:45 - 16:15 III. 13:30 - 18:00

\*All tours offer the same content.

Venue: Inunaki Waterfall, Yamaguchi

Lecturers: Hiroshi Tanaka (Ph.D. Laboratory of Zoology, Yamaguchi prefectural Yamaguchi Museum), Takayuki Ito, kazutoshi Tusda, Fumie Takahara and Young-Ja Park (all from YCAM)

\*Participants must be older than 13 years old.

\*To participate, please refer to <Reservation>.

### In the Eyes of the Animal @ YCAM

In the Eyes of the Animal + YCAM Bio Research Workshop "DNA of the Forest"

Dates: Thursday October 6th and Friday October 7th 11:00 -18:00

Venue: Yamaguchi Center for Arts and Media [YCAM]

\*Participants must be older than 13 years old.

Admission: Free

Duration: approx. 9 min.

\*Each participant will wear one headset to experience the work

### *In the Eyes of the Animal*

Concept by: Marshmallow Laser Feast

Direction: Barnaby Steel & Robin McNicholas

Executive Producer: Eleanor Whitley

Creative Direction: Ersin Han Ersin

Visual Artist: Natan Sinigaglia

Sound Design: Antoine Bertin, SounDoesnTravel

Production Designer: Marc Winkhofer

Interaction Designer: Abraham Manzanares

Assistant Producer: Annatruus Bakker

Tour Producer: Ben Larthe

Tour Technical Coordinator: Cristina Tarquini

Commissioned by Abandon Normal Devices and Forestry Commission England's Forest Art Works. Produced by Abandon Normal Devices and Marshmallow Laser Feast. Supported using public funding by Arts Council England and Forestry Commission England.

Presented by Yamaguchi City Foundation for Cultural Promotion

In association with Yamaguchi City, Yamaguchi City Board of Education, British Council

Supported by the Agency for Cultural Affairs, Government of Japan in the fiscal 2016

In Corporation with Niho Community Association, Tohoku University International Research Institute of Disaster Science, Yamaguchi University

Technical Support by YCAM Inter Lab

Organized by Yamaguchi Center for Arts and Media [YCAM]

## Reservation

Reservations start on August 6

### [Outdoor Tour + Workshop]

Adults 2500yen

"any" Members, 25 and younger and Special Discount 2000yen

\*Admission includes snack and insurance

\*Up to 16 people per tour

\*Special Discount: senior (above 65) and person with disability + his / her caretaker

### To make a reservation:

Please send us an email (reserve@ycam.jp) or FAX (083-901-2216) with the items below.

- Date and Time preference
- Address
- Name
- Male or Female
- Year and Date of Birth
- Phone#
- Email

### Notes

\*The content of the tours may change in the case of rain.

\*We will be walking through the woods during the tour. Please come with clothes and shoes that are suitable for hiking.

\*We recommend wearing long sleeves, long pants and hats. Please bring water or drinks and be sure to stay hydrated.