

Announcement for 3331 Arts Chiyoda Exhibition  
**MUNTADAS : ASIAN PROTOCOLS**  
 March 20 (Sun) - April 17(Sun) 2016

January, 2016



Coming to Tokyo: 3331 Arts Chiyoda presents the major exhibition "Muntadas: Asian Protocols". Asian Protocols is a three-part project between Japan, China and South Korea, focusing not only on their similarities and differences but also their conflicts. The first installment of the project was presented at the Total Museum in Seoul in August 2014 while this second part will be held at 3331 Arts Chiyoda in Tokyo. Plans for the third part are in development for an exhibition in Beijing in the near future.

Antoni Muntadas is an internationally renowned artist and one of the early pioneers of conceptual art using various media. His work has been shown throughout Europe and North and South America.

This exhibition is realized through the generous support of the Agency for Cultural Affairs Government of Japan, Acción Cultural Española (AC/E, Spain's Public Agency for Cultural Action) and Embassy of Spain in Tokyo.

**MUNTADAS: ASIAN PROTOCOLS in Japan**

Date: March 20(Sun.) - April 17 (Sun) , 2016. 12 am - 7pm (Open everyday, Last entrance: 18:30)

Venue: 3331 Arts Chiyoda (6-11-14 Sotokanda Chiyoda-ku Tokyo 101-0021, Japan )

\*Opening Reception: March.19th(Sat) 16:00-18:00 Preview 18:00-20:00 Opening Reception [By Invitation only ]

Asian protocols Website: [am.3331.jp](http://am.3331.jp)

Admission Fee ( Passport ) General ¥800, Students / Aged 65 and over ¥700

Passport tickets allow unlimited entry to the named holder. ID required/Free admission for Chiyoda Ward citizens, persons with disabilities and their companions.

※ Extra charge for the round table event at 3331 Arts Chiyoda.

Title: Muntadas: Asian Protocols Artist: Antoni Muntadas

Curator: SEKI Hiroko (Art Producer) Coordinator: Andrea Nacach

Researchers 2015-2016

Japan: IWAMOTO Shoko, TAKAHARA Taichi

Korea: KIM Eunae, KANG Jeehyun

China: Esteban Andueza

Organized by 3331 Arts Chiyoda

Supported by Agency for Cultural Affairs Government of Japan in the fiscal 2015, Acción Cultural Española(AC/E), Embassy of Spain

Sponsored by Yasui Architects & Engineers, Inc.

Equipment: EIZO Corporation

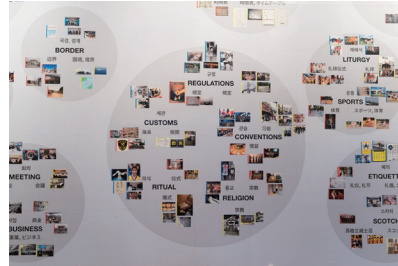
Cooperation: Tokyo Wonder Site/BankART1929

Ministry of Education, Culture, Sports, Science and Technology Fostering Education Project, INTERNATIONAL JOINT PROJECT, Tokyo University of the Arts Global Art Joint Curriculum 2015

■ Works in the exhibition

I. Asian Protocols: Cartographies, 2014 / 2016

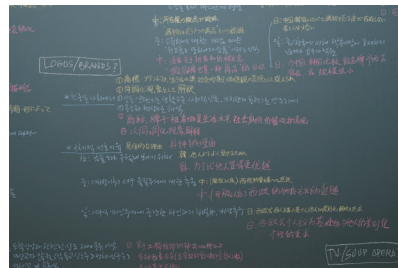
Image research on Japan, China and Korea with 43 key words such as diplomacy, politics, order, meeting, censorship, agreement, religion, sports, etc. Mapping of 400 selected images based on the artist's interpretation and translation of the 43 key words in relation to the three countries.



Asian Protocols: Cartographies  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

2. Dialog: Redefining Asian Protocols, 2015–2016

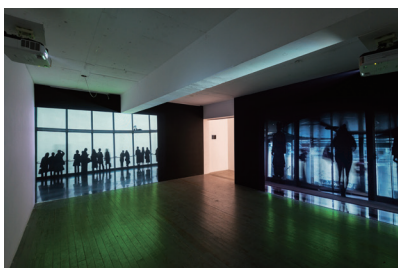
Collaborative researchers from the three countries on 40 topics (artist questions) such as family, marriage, gender, human rights, business, territory, fashion, manga, hip hop and Individualism vs. Group situations. This collaboration with the respective researchers helps to redefine what is meant by Asian Protocols.



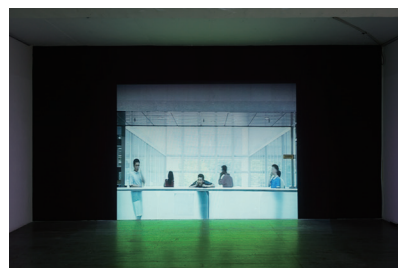
Dialog: Redefining Asian Protocols  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

3. Three Projections, 2004–2013

Begun in 1995, Muntadas' "On Translation" series takes into account not only the literal transcription of one language to another but also the cultural interpretation from one context into another. The work showcases three video projections about private and public spaces on sites of generic architecture.



left 1. On Translation: On View (2004)  
right 2. On Translation: Go Round (2013)



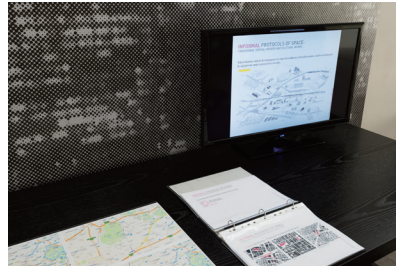
3. On Translation : Listening (2005)

Three Projections  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

■ Works in the exhibition

4. Public / Private Space, 2014

Research and documentation of Public / Private spaces in Tokyo, Beijing and Seoul contributed by architecture research groups. The installation functions as a workstation.



Public/ Private Space  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

5. On Translation: Pills, 2006-2014

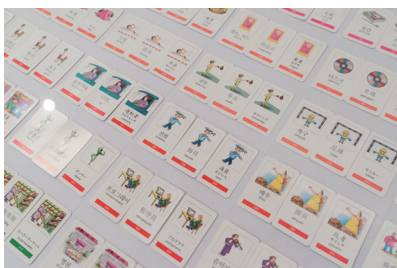
In 2006, Muntadas articulated a series of “adapters” in which he prescribed “effective to adapt ” as medicine to each protocol. As included here: 43 bottles with pills labeled in four languages (Japanese, Chinese, Korean and English) are installed on three shelves.



On Translation : Pills  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

6. Asian Protocols: Fragments, 2014

Muntadas collected numerous examples of objects and images from people who live away from their home country; Different Japanese, Chinese and Korean communities in diverse parts of the world from Sao Paulo, Paris, Moscow, Barcelona and New York. The artist has presented here a collage of images such as word learning cards in three languages, magazines, comics, a map of traditional ceremonies, national sports and military parades. The installation is displayed in glass table cases.



Asian Protocols : Fragments  
Total Art Museum of Contemporary Art, 2014  
Photographer: Lee Sangjae ©Muntadas

7. On Translation: Abroad, 2016 (New project)

Photo collage of three kinds of ethnic towns located outside of their home country. For example, Korean town in Shinokubo, Tokyo / Wangjing, Beijing, China town in Yokohama / Incheon, Seoul and Japanese community area in Beijing and Seoul.

8. Asian Protocols: Textbook, 2016 - (New project in progress )

Comparative images of history textbooks currently used in Junior high school and high schools of the three countries.

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**■ Artist's Notes**

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Private and public protocols organize and define society and our lives. They generate a set of regulations that exercise a sustained influence over our private as well as over our public behavior. Rituals, conventions, rules — protocols cover a variety of procedures and, in one way or another, they attempt to use, define, control or exercise power.

Muntadas, 2006

Asia is a powerful imaginaire. The result of different civilizations, most of which are founded on that of ancient China, that are known yet not always understood by Western cultures. This imaginaire embraces all kinds of elements and cultural traditions (music, dance, architecture, food, illustrations, and calligraphy), politics and religions. From the eighteenth century to date, this imaginaire has been narrated and 'translated' by fascinated travelers who have helped us shape an idea of remote civilizations through Orientalism and exoticism, despite their romantic interpretations and limitations. I am an outsider aware of these circumstances. I am curious about the similarities and differences between three of Asia's main countries: China, South Korea and Japan. I am no specialist and I don't speak any of the three languages, but I am interested in relating images to codes that may or may not be understood as forming part of the stereotypes, and in reflecting the point of view of the outsider.

Do stereotypes contain certain truths, repetitions and realities?

Asian Protocols is an attempt to deal with images and codes as part of visual experiences, with contrasting approaches: more versus less, near versus far, etc. By sharing stories about the three countries and tracing their different paths of development we get a glimpse of moments of agreement and of disagreement. The history of these countries shows these moments of understanding and conflict. How the cultural producers of the Western world (from painters to architects, from kitchens to gardens) have incorporated this imaginaire is revealed in the cultural products of the last two centuries. I myself am probably a product of these very circumstances, and I would like to learn and share these constructs through Asian Protocols.

Muntadas, 2013

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**■ About the Artist**

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Antoni Muntadas was born in Barcelona in 1942. Since 1971, he has lived in New York. He is one of the early conceptual and media artists. Muntadas has been a visiting professor in many international institutions: Ecole des Beaux Arts in Paris, France, the USP in Sao Paulo, Brazil, and at the School of Architecture at MIT in Cambridge from 1990 to 2014. He now teaches at the IUAV in Venice, Italy.

In his 40 year long career he created and produced many works under the term "Media landscape" (1977), an internet project about cultural censorship called "The File Room" (1994). He also has been working for 20 years on the series "On Translation" (1995-) and the on-going project "Asian Protocols." In his work he addresses social, political and communication issues such as the relationship between public and private space within social frameworks, and investigates channels of information and the ways they may be used to censor or promulgate ideas. His projects have been presented in all media including photography, video, publications, the Internet, installations and urban interventions.

## ■ About the Artist

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His works have been exhibited in international museums: The Museum of Modern Art in N.Y., the Berkeley Art Museum, C.A., the Musée Contemporain de Montreal, the Museo Nacional Centro de Arte Reina Sofía in Madrid, the Museo de Arte Moderno in Buenos Aires, and more. He has presented works at Documenta VI and X, Kassel, the Whitney Biennial of American Art, the 51st Venice Biennial, and those in São Paulo, Lyon, Taipei, Gwangju and Havana.

Since 2011 he has been working on the project Asian Protocols, first presented to the public in 2014 at the Total Museum in Seoul (South Korea), and in progress in Japan and China. In 2015 he was invited by the 72nd Venice Film Festival (part of the Biennale) to show in the public space his new work *Dérive Veneziane*, a video projection dedicated to the city of Venice.

## Exhibitions, Screenings, Lectures, Research and Residency programs in Japan

Video Screening, Image Forum, Tokyo 1991

NTT ICC' 95 "on the Web," Tokyo 1991, Spiral Gallery , Tokyo 1995

"Critical Quest-The Role of the Criticism," Spiral Gallery, Tokyo 1995

Solo show, "Between the Frames: the Forum," Yokohama Portside Gallery 1997

The 1st City Video Installation "akihabara TV," command N/cube, Tokyo 1999

"Connecting World", NTT/ICC, 2008

Lecture: Institute Francais Tokyo 1997/2004, Instituto Cervantes de Tokio 2009, Tokyo Zokei University 2009,

Tokyo Wonder Site 2015, BankART 2015, Tokyo University of Arts 2015

Dialog with Artist, Tadashi Kawamata, Tokyo, 2003, with Sociologist, Shunya Yoshimi, Tokyo 2004

Research: MIT, Tokyo Field Trip 2012

Residency program: BankArt 1929, Feb.-March 2015 , Tokyo Wonder Site July 2015

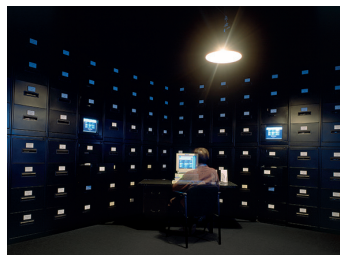
3331 Arts Chiyoda, Feb-March 2016

## ■ Past Projects

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Two Landscapes, 1978-79.



The File Room  
Chicago Cultural Center, Chicago (United States) 1994 ©Muntadas



Between The Frames: The Forum, 1983 -1993  
List Visual Arts Center, Massachusetts Institute of technology,  
Cambridge. 1995 photographer : Charles Mayer ©Muntadas



On Translation: La mesa de negociación, 1998  
2003, Museum am Ostwall Dortmund, Germany "On Translation:  
Das Museum" Photographer: Sascha Dressler ©Muntadas

**■ Exhibition-Related Program**


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[Round table 1]

**Public / Private Space - Identity, everyday life and the right to the city in the East-Asian Metropolis**


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Date: March 4(fri.) 19:00-21:30 \*Japanese/ English simultaneous interpretation available

Venue: Embassy of Spain

Moderator: Jorge Almazan ( Architect ,Senior Assistant Professor of Keio University )

Speaker Japan: JINNAI Hidenobu ( Architectural Historian, Professor of Hosei University)

Speaker Korea: KIM Sung Hong ( Professor of architecture and urbanism of University of Seoul, Curator of Korean Pavilion, Architecture Exhibition, 2016 Venice Biennale)

Speaker China: CHEN Yu (Architect and Urban Historian, Assistant Professor of National University of Singapore)

[Round table 2]

**Censorship**


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Date: March 20(Sun.) 16:00-19:00 \*Japanese/ English consecutive interpretation available

Venue: 3331 Arts Chiyoda

Moderator: OZAKI Tetsuya (Chief Editor "Real Tokyo" and "Real Kyoto", Editor/Author "One hundred Years of Idiocy")

Speaker: KATAOKA Mami (Chief curator of Mori Art Museum )

OKAMOTO Yuka (Editor, Culture producer, Activist, Kaze Kobo organizer "Hyogen no Fujiyu Ten" [Exhibition of Un-freedom of Expression] committee co-representative)

FURUMAI Yoshiko Freelance writer, Author "18 Voices from China"

[Round table 3]

**Construction of Fear**


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Date: March 26(Sat.) 13:00-16:00 \*Japanese/ English consecutive interpretation available

Venue: 3331 Arts Chiyoda

Moderator: SASAKI Toshinao (Critic, Journalist, Author ""The layering world", "To the Era of Gentle Realism")

Speaker: ASO Seiichiro (Journalist, NPO AsiaCommons Organizer, Author "The Beijing art village", "How do the Chinese really think about the Japanese?")

**Press Registration**
Please email your name, organization and the date of round table you wish to attend to [pr@3331.jp](mailto:pr@3331.jp)
**■ Related information on the first part of the exhibition**


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Muntadas: Asian Protocols in South Korea

Artist: Antoni Muntadas

Organizer / Venue: Total Museum of Contemporary Art, Seoul

August 25 - October 19, 2014

Co-curators: SHIN - Bosseule Nathalie, HANS D. Chirist &amp; Iris Dressler

Coordinators: Andrea Nacach

Researchers 2013 - 2014:

Korea : CHO In-souk , KANG Jeehyun , LEE Joo Yun , SHIM Hanbyul ,

Space Research Group (OH Sunghoon , PARK Hoontae , SHIM Hanbyul ),

China : CHEN Huirong, Christina Sanahuja, WEI Song, CHEN Yehua, Remix Studio,

Japan : HORIUCHI Haruka

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 < Press release contact details >
OKADA (3331 Arts Chiyoda) Tel.+ 81 3 6803 2441 e-mail: [pr@3331.jp](mailto:pr@3331.jp)SEKI (Hiroko Seki Art Office) e-mail: [hiroko@jsttjp.com](mailto:hiroko@jsttjp.com)

# MUNTADAS : ASIAN PROTOCOLS Press Conference and Round Table I

## RSVP Form

Please respond by Feb. 26th (Fri) by email or fax.

**Date: March 4th, Fri.**

■ 18:00-18:40

**MUNTADAS : ASIAN PROTOCOLS Press Conference**

[Speakers] Antoni · Muntadas (Artist)

Hiroko Seki (Art Producer)

■ 19:00-21:30

**Japan · China · Korea Round Table** \*Japanese/ English simultaneous interpretation available

“Public / Private Space - Identity, everyday life and the right to the city in the East-Asian Metropolis”

Speaker : JINNAI Hidenobu ( Architectural Historian, Professor of Hosei University)

Speaker : KIM Sung Hong ( Professor of architecture and urbanism of University of Seoul)

Speaker : CHAN Yu (Assistant Professor, National University of Singapore)

■ 21:30-22:30

**Reception**

**Venue: Embassy of Spain in Tokyo Auditorium**

1-3-29 Roppongi Minato-ku, Tokyo TEL: 03-3505-8765

(Access) Roppongi 1chome station Nanboku line Exit 3, 6 min on foot

Company / Organization	
Name	※ Please notify when accompanying additional guests
Attendance	Mar 4th (Fri) Press Conference 18:00 - 18:40 <input type="checkbox"/> will attend <input type="checkbox"/> will not attend Mar 4th (Fri) Round Table 19:00 - 21:30 <input type="checkbox"/> will attend <input type="checkbox"/> will not attend Mar 4th (Fri) Reception 21:30 - 22:00 <input type="checkbox"/> will attend <input type="checkbox"/> will not attend
TEL	
E-MAIL	@

**TEL:03-6803-2441**

**FAX:03-6803-2442**

**E-MAIL:pr@3331.jp**

[Contact] 3331 Arts Chiyoda | アーツ千代田 3331

6-11-14 Sotokanda Chiyoda-ku Tokyo 101-0021, Japan

TEL: 03-6803-2441 (代) FAX: 03-6803-2442 E-MAIL: pr@3331.jp

URL: <http://www.3331.jp>

[am.3331.jp](http://am.3331.jp) ※ Website currently under preparation



# MUNTADAS : ASIAN PROTOCOLS

## Opening Reception

# RSVP Form

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Please respond by Mar. 14th (Mon) by email or fax.

**Date: March 19th, Sat.**

■ 16:00-18:00    **Preview (Gallery talk by the Artist 16:30 –)**

■ 18:00-20:00    **Opening Reception**

**Venue: 3331 Arts Chiyoda** 6-11-14 Sotokanda Chiyoda-ku Tokyo 101-0021, Japan

- 1 min. from Tokyo Metro Ginza Line Suehirocho station (Exit 4)
- 3 min. from Tokyo Metro Chiyoda Line Yushima station (Exit 6)
- 6 min. from Toei Oedo Line Ueno-Okachimachi station (Exit A1)
- 7 min. from JR Okachimachi station (Southern Exit)
- 8 min. from JR Akihabara station (Electric City Exit)

Company / Organization	
Name	※ Please notify when accompanying additional guests
Attendance	Mar 19th, Sat.    Preview            16:00 - 20:00 <input type="checkbox"/> will attend <input type="checkbox"/> will not attend Opening Reception    18:00 - 20:00 <input type="checkbox"/> will attend <input type="checkbox"/> will not attend
TEL	
E-MAIL	@

**TEL: 03-6803-2441**

**FAX: 03-6803-2442**

**E-MAIL: pr@3331.jp**

[Contact] 3331 Arts Chiyoda | アーツ千代田 3331

6-11-14 Sotokanda Chiyoda-ku Tokyo 101-0021, Japan

TEL: 03-6803-2441 (代)    FAX: 03-6803-2442    E-MAIL: pr@3331.jp

URL: <http://www.3331.jp>

[am.3331.jp](http://am.3331.jp) ※ Website currently under preparation

