

hakuhodo-VRAR and Kennin-ji Hold “MR Museum in Kyoto”, a New Cultural Asset Viewing Experience that Applies Mixed Reality to *The Folding Screen of Fujin and Raijin* (Wind God and Thunder God Screens), a National Treasure

- Open to Public for Limited Period at
Kennin-ji Temple and Kyoto National Museum -

Microsoft Japan Co., Ltd. (head office: Minato-ku, Tokyo; President: Takuya Hirano) has provided technical support for a project for providing new cultural experiences by leveraging mixed reality that is being implemented by Hakuhodo Inc. (head office: Minato-ku, Tokyo; President: Masayuki Mizushima, a certified member of the Microsoft Mixed Reality Partner Program), Hakuhodo Product's Inc. (head office: Koto-ku, Tokyo; President: Akihiko Ebana, a certified member of the Microsoft Mixed Reality Partner Program) and hakuhodo-VRAR, a lab specializing in the latest VR and AR technologies that was established by the two companies.

hakuhodo-VRAR has since July 2017 been pursuing joint research with Kennin-ji, the main temple of the Rinza school of Buddhism, on applying mixed reality (MR) technology to *The Folding Screen of Fujin and Raijin* (Wind God and Thunder God Screens), a National Treasure, to explore new ways of experiencing such cultural assets. “MR Museum in Kyoto”, the first outcome of this research, was recently completed, and will be open to the public for a limited period as a totally novel cultural asset viewing experience.

“MR Museum in Kyoto” allow viewers to enjoy a 10-minute MR experience that combines *The Folding Screen of Fujin and Raijin* with 3D graphics by using Microsoft HoloLens headsets, while standing in front of the masterpiece (a replica). The person who serves as guide for the MR Museum is a Kennin-ji monk with detailed knowledge of the *Folding Screen of Fujin and Raijin*. This is the first Japanese project to involve Microsoft Mixed Reality Capture Studios, a Microsoft studio dedicated to 3D filming for MR. The studio filmed the monk as he explained what exactly Tawaraya Sotatsu, the artist who painted the *Folding Screen of Fujin and Raijin*, sought to convey through the work. Viewers will be immersed in a totally new way of experiencing cultural treasures as they are drawn into a dynamic graphic narrative featuring rainclouds alive with lightning and thunder, a lush Earth below, a vast cosmos, and other motifs. The advanced viewing experience also includes 3D renditions of works on the same *Fujin and Raijin* theme by Ogata Korin, Sakai Hoitsu and other artists of the Rinpa school who were inspired by Tawaraya Sotatsu, enabling viewers to compare the works. Visit the following site to view some demonstration clips and footage on the making of the experience: <https://hakuhodo-vrar.jp/kyoto2018/en>

MR Museum in Kyoto will be open to the public at Kennin-ji Temple and Kyoto National Museum on the following dates.

At Kennin-ji:

Date and time: February 22 (Thursday) – February 24 (Saturday), 2018 10:00 – 16:00

Venue: Kennin-ji Chief Priest's Quarters (Komatsu-cho, Yamatoji-dori, Shijo sagaru, Higashiyama-ku , Kyoto)

<http://kenninji.jp/english/index.html>

At Kyoto National Museum:

Date and time: February 28 (Wednesday) – March 2 (Friday), 2018 11:00 – 17:00 (last day: 11:00 – 13:00)

Venue: Kyoto National Museum (527 Chaya-cho, Higashiyama-ku, Kyoto)

<http://www.kyohaku.go.jp/eng/riyou/access/index.html>

• Public admission will be on a first-come first-served basis on each day. Note also that public admission will be limited in number owing to limitation of viewers to several people for each 15-minute slot. Visit the website below for details:

<https://hakuodo-vrar.jp/kyoto2018/en>

hakuodo-VRAR positions this new technology for experiencing cultural treasures as a worthwhile initiative that will enrich our appreciation of culture, and will work with diverse partners in relevant fields of tourism, education, and culture to promote the creation of new experiences and communication enabled by MR. It also plans to apply this technology to showrooms, trade shows, presentations and other aspects of corporate communication to develop a "spatial experience" business. Microsoft Japan will continue to support Hakuodo's initiatives as a technology partner.

**Kennin-ji Temple**

Kennin-ji is Kyoto's oldest Zen temple, and is the main temple of the Kennin-ji branch of the Rinzai school. It was founded in 1202 by the monk Eisai on land gifted by Minamoto no Yoriie, the second shogun in the Kamakura period. 1202 was the second year of the Kennin era in the Kamakura Period, and the temple takes its name from that era. Its mountain name is Tozan. The various buildings were built in imitation of Mt. Baizhang in China. For its first years the temple combined Zen, Tendai, and Shingon practices, but it became a purely Zen institution under the eleventh abbot, Lanxi Daolong. It continues to this day, 800 years later, to serve as a Zen dojo that provides spiritual succor to followers from near and far.

The Folding Screen of Fujin and Raijin (Wind God and Thunder God Screens) by Tawaraya Sotatsu

Ink and color on gold-foiled paper

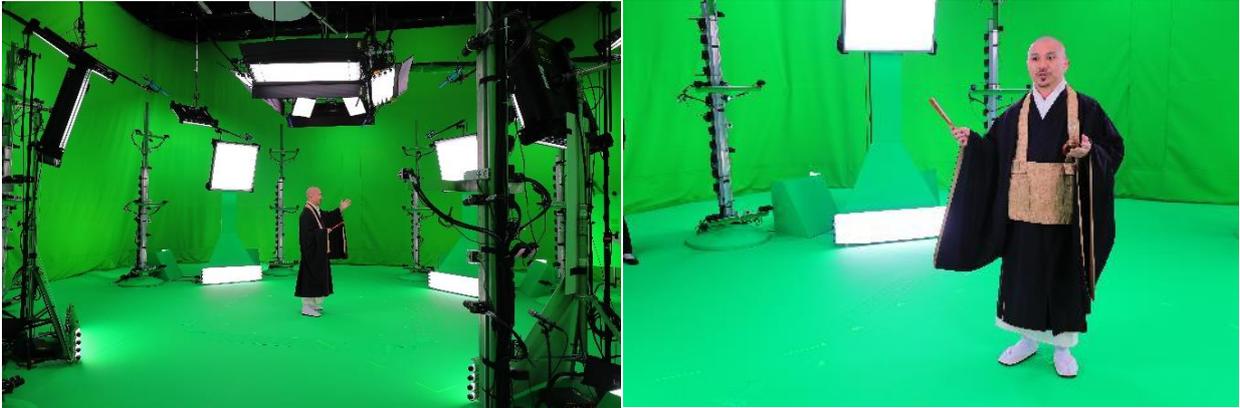
Dimensions: 169.8 x 154.5 cm (each) Edo Period (17th Century) Kennin-ji Temple collection



“MR Museum in Kyoto” viewing experience (image only)



Filming at Microsoft Mixed Reality Capture Studios



- For further details on Microsoft Mixed Reality Capture Studios, see: <https://www.microsoft.com/en-us/mixed-reality/capture-studios>

hakuodo-VRAR

This is a specialist factory created by Hakuodo and Hakuodo Product's to leverage the latest VR and AR technologies as new tools in client promotion and marketing. hakuodo-VRAR is a team of seasoned experts from both companies that combines Hakuodo's outstanding creative and strategic planning capabilities with Hakuodo Product's unique strengths in digital technology, video/editing technology, 3D computer graphics, and event production. Leveraging these resources and infrastructure, hakuodo-VRAR serves as an all-round one-stop provider of information promotion and dissemination that makes the most of the possibilities offered by VR/AR and MR. Its "spatial experience" business constitutes the core of these activities. "Spatial experience" is a generic term for the factory's capabilities in providing totally novel digital experiences that take conventional visual communication to a whole new experiential level.
