Seira Uchida

Portfolio

http://sesseee.se/

Net art (online bookstore)

Marginal Bookstore

2013-

This is a project that aims to give value to the written notes, lines, yellowing, missing pages, and stains of books that would normally be deemed to have low worth by paradoxically perceiving them as things of personal value, and distributing them as "Marginal books". Using Amazon, one of the giant distributors today, together with the blog service Tumblr, "Marginal books" are being collected, assessed, and sold.

2014   Jury Selection, 18th Japan Media Art Festival
        Selected artist, 1floor 2014 Young Artist and Curator Support Project
2013   Won, 19th Campus Genius Award (Silver)

URL: http://yohaku-shoten.tumblr.com/

The screenshot of the store from tumblr.com side.

Marginal bookstore's 3 Steps

1. Collection
Collect 'Marginal books' by mail, personal delivery, and exploration of Amazon.

2. Evaluation
Evaluate 'Marginal Books' by 'Marginal bookstore's guideliine'.

3. Distribution
Throw 'Marginal books ' into the distribution network using Amazon.co.jp and Tumblr.com.

amazon 's Evaluation guideline

like a new
Minor damage possible

very good
Some limited signs of small scratches.

good
Shows wear from consistent use. It may be marked, have identifying markings on it,

acceptable
 Signs of wear can include aesthetic issues such as scratches, dents, and worn corners. The item may have identif ying markings on it or show other signs of previous use.

Marginal bookstore's Evaluation guideline

collection-very good
Signs of personal fabrication can include aesthetic features such as scratches, dents, and worn corners. The item have personal information such as identifying markings on it or show other signs of read-er's stories.
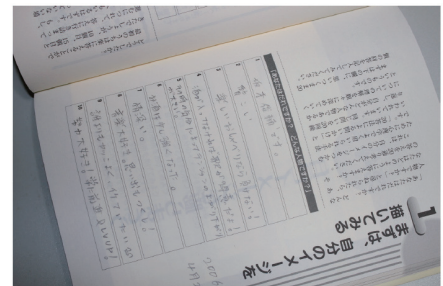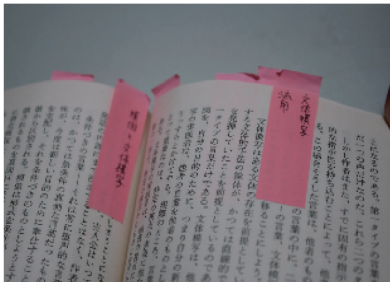
collection-good
Shows personal fabrications from consistent use. It may be marked, have personal infor - mation such as markings on,it

collection-acceptable
Some limited signs of personal stories.

not acceptable
Brand-new items or like a new items.

'Marginal books' which the store evaluates and sells.

The screenshot of the store from Amazon.co.jp side.

Distribution Project, Net art

Shadow Asset Store

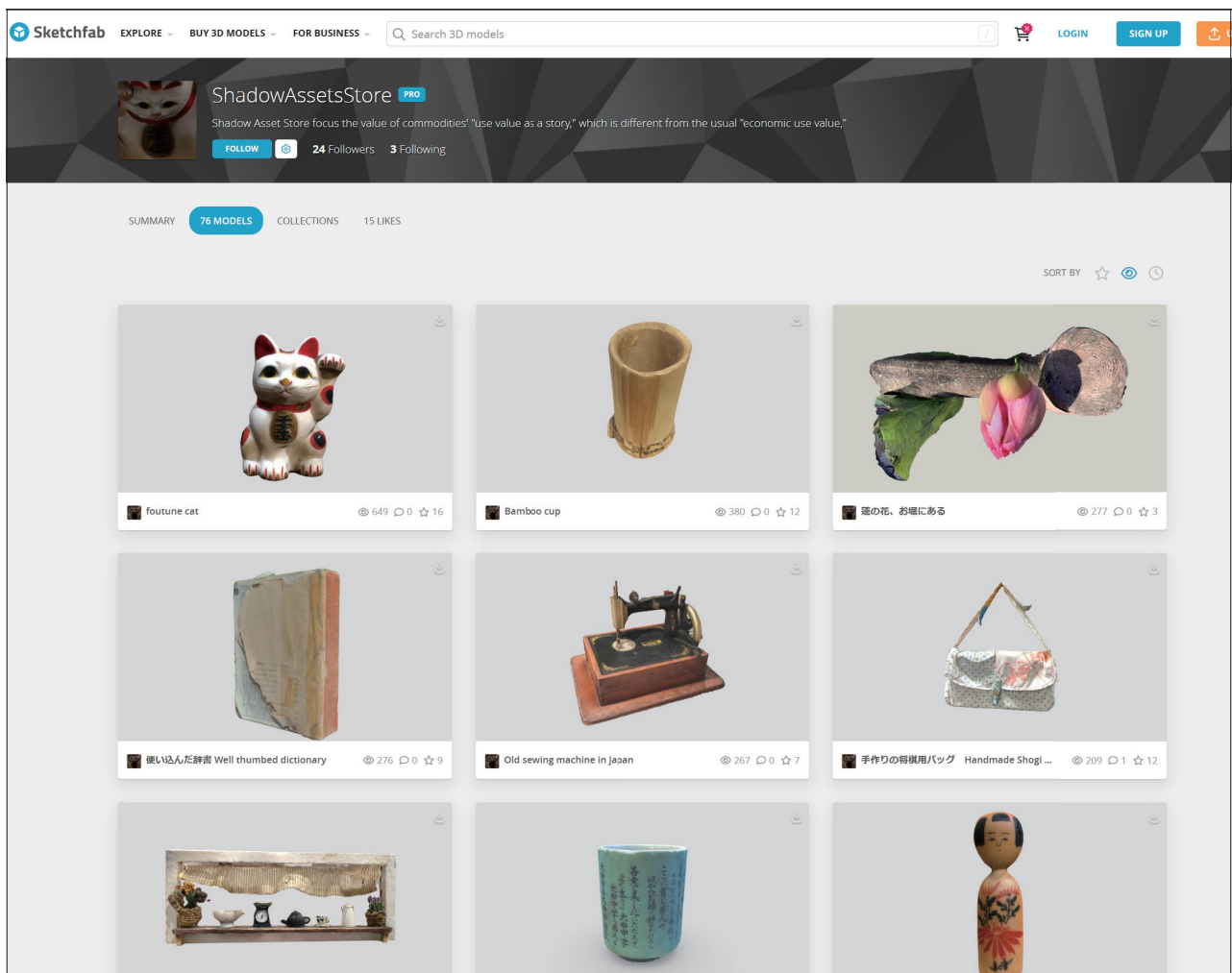mixed media(3D scanned data of long used items, sketchfab, txt)

2021-

 A project to speculate values and circulation of memories in the post XR era. In this project, I scan various people's memorabilia in 3D and distribute the data along with the text of their memories. Scratches and stains that would reduce the "use value" in physical distribution, become "story value" that can add an atmosphere to various pieces by converting them into 3D data, which many users download and use.

 Since the Corona pandemic, virtual spaces are being used as new everyday spaces. In addition, in narattive theories, items are important elements to develop stories (Witches always use items such as apples, needles and combs to kill princesses...). This theory applies to games as well. The project is an attempt to transform objects and stories that are difficult to distribute in physical form into nodes for making influence to generation of new stories such as VR games in the new everyday spaces.

 Shadow Asset Store uses SketchFab, a platform for publishing, sharing, buying, and selling 3D data. Using the platform, people looking for 3D data for game production, model rooms, and other productions can meet the items by chance. Data is collected through collaboration with my other works, such as "Virtual Mementos Association".

URL: https://sketchfab.com/ShadowAssetStore

Bamboo cup
3D Model

We went to the Namahage Sedo Festival. One of them was my ex-lover. There were a lot of people at the site, and I was standing on a tree root to get a better view. At first, Namahaage came down from a little higher up the mountain to a square with a big bonfire. After the rituals were over, people took pictures with the Namahage and put on masks to become Namahage. We also drank sake from a bamboo container. After that, I went home without much incident.

私達はなまはげ芝灯まつりにむかった。その中には元恋人もいた。会場には沢山の人がいて、私は少しでも見やすい場所を探して、木の根っこに立ってそれをみていた。ナマハゲは最初山の少し上の方から、大きな焚き火のある広場に降りてきた。一連の儀式が終わると、なまはげと写真を撮ったり、お面をかぶりナマハゲになりきったりした。せっかくだからと、竹づつに入った日本酒を飲んだ。その後、どうということもなく帰宅した。

In general, each piece of data contains practical information such as the data size, data format, etc. However, Shadow Asset Store provides information on what memories and feelings the owner of the item had about it instead of practical information.

In addition, all items are downloaded based on their "narrative value," they are useful in creating a story.

For example, this bamboo tube has been downloaded more than 100 times. The fact that it was added to collections such as "China" shows that it is recognized as an item that can easily be used in the creation of Chinese-themed games.

キラッと光るのをもっているかもしれないお稲荷様の写...
3D Model

母親が友達と高山稲荷に行ったときに撮影した写真。もう一回行ってみたいなと言っていたけど、結局行けなかったんじゃないかな。四半世紀以上たってる。母がカミサマ（霊能力者）にみてもらったことがあったの。そうしたら、「あなたのお宅に、キラッと光るものがある」と言われて。この写真、色あせてしまってわかりにくいけど、お稲荷さんが赤い珠のようなものを持っているの。それで、この写真の珠のことかなと言ったら、「その写真に、油揚げをあげなさい」って。母は本当に、この写真を神棚にあげて、毎日、油揚げを供えていた。そうしたら、本当に宝くじがあたって！　別室に通されて説明を聞いたよ。周りには黙っていたんだけど、親戚にポロッと言っちゃったら、色んな人にごちそうすることになっちゃったり、あと、車を買ったら、あっという間になくなっちゃった。今は、神棚からおろして、自分の部屋の片隅の、土人形のお雛様の隣に置いて、お香を炊いてる。自分が生きているかぎりは、置いておきたい。でも、友達が来たときとかは「変な宗教に入ってる？？」って勘違いされると困るから、しまっちゃう、笑

This photo was taken when my mother went to Takayama Inari with her friends.It's been over a quarter of a century. My mother was once seen by a kami-sama (psychic). She said, "There's something shiny in your house." This picture is faded and hard to see, but the Inari-san is holding something like a red bead. When I asked her if she meant the bead in the photo, she told me to give the photo a fried bean curd. My mother really kept this picture on the altar and gave fried tofu to it every day. Then, I really won the lottery!!

使い込んだもの、思い出のもの、捨てられないものはありますか？「バーチャル供養講」は、物の物語を大事にし、ケアをする取り組みです。
Do you have items that hard to throw away? VMA archives, evaluates and cares these stories.

バーチャル供養の方法　How to Virtual offer

- 料金についての条件に同意いただければ、管理人にご連絡ください
- ものについての記憶や思い出についてお伺いし、３Ｄスキャンデータの送付、または実際のものを送っていただき、３Ｄスキャンを行います。
- バーチャル供養堂に奉納します

- If you accept the condition for the fee, contact the manager.
- VMA ask you to send 3d scanned data or phygical items, and tell stories about items.
- VMA offer the 3D items and the stories for Virtual Home of Mementos.

料金 Fee

奉納費用は無料です。代わりに、３Ｄデータの流通プラットフォーム「ShadowAssetStore」にて、スキャン後のデータと物語を掲載、ダウンロード可能な状態にすることに同意していただきます。

The fee is FREE! Provided you accept the terms that your stories and scanned data will be distributed "Shadow Asset Store", the platform of distribution 3D data ;)

dimensional work

Virtual bookshelf of marginal bookstore

mixed media（3D scanned data of old books, spine data of old books, QR code, monitor, wood, Raspberry Pi）
72.0× 119.0× 15.0 ㎝

2023

 This work was inspired by the old ritual of creating a grave for a long-used items in Japan. This virtual bookshelf is for books that cannot be sold due to various writings and tears and are about to end their physical life. This generative and virtual bookshelf can store and viewer can 'read' these `marginal books`, which means not the text written by the author, but the body of the paper book, the memories and emotions etched in the body, the interaction between human beings and books, and the activities of books, which the e-book has discarded.
The bookshelf consists of a monitor and a wood frame. Inside the bookshelf, you can see the spines of the books. Each book has a QR code on its spine, from which you can "read" the book.

VOCA2023 Exhibited works, nominated by Yuka Keino, Curator, Aomori Contemporary Art Centre

＊The books inside the bookshelf randomly replaced in certain intervals. Approx. 70 books Approximately 70 books are randomly replaced in the bookshelf. some of the books whose owners are passed away and some of the books still has been stored in their home. Books that in reality would never be next to each other are arranged like a family bookshelf.

迷路ばかりクーピーで解いている本
by ShadowAssetsStore

迷路ばかりクーピーで解いている本

子どもが2、3歳の頃に使っていた本ではないかと思う。姉弟で描いているページもあり、二度と描けないものばかり。しかし、全体にわたってたくさんのシミがあっていろんなページを見た形跡があるにも関わらず、たまに現れる迷路のページだけクーピーで解いており、それ以外は何もしていないページが多い。絵を描くのは好きなはずだったのに、何もしていないページが多いのは、白紙で自由に描く方がよかったということか？それとも、迷路に凝っていた時期だったのかな。

―――

「らくがき絵本」 ブロンズ新社 五味太郎

迷路ばかりクーピーで解いている本 by ShadowAssetsStore on Sketchfab

A web page that can be viewed by scanning the QR code on the spine. The upper part of the page displays 3D data, and the lower part describes the feelings and memories of the book's owner and how the book came to be in their possession.

IIn Japan, there are "mounds" for various objects such as needles, kitchen knives, fans, and glasses are offered. Through the activities of the "Marginal Bookstore," I felt the need to handle these well thumbed old books with memories, as well as feelings, because they are not valued and ignored by capitalist values. The virtual bookshelf also functions as a modern "mound" in that anyone can participate and store books on the shared bookshelf.

The viewer in front of the screen can also read the QR to invite others' private, secondhand books into their own private space, the smartphone. By finding a memorable book they read as a child or read with great enthusiasm and reading the QR, they can empathize with the owner, whom they have never met, or it can become an opportunity to talk with someone next to them.

教授Fと私の物語

教授と私の創作の歴史はこの本からはじまった。
教授と私は大学一年生のときに出会った。教授はクラス担任で私はクラス委員をしていた。教授は当時めずらしかったプロジェクションマッピングに似た手法を用いて作品制作していて、3年生以上の選抜された学生しか受けられない授業を持っていた。3年生になって、私はそのプロジェクトに参加することができた。そのプロジェクトで自分が担当したのが、このmaxというプログラム言語である。
私はもともと音大に行きたかったが経済的な事情と親の反対で断念したこともあり、課題をぜんぶ音絡みにしていた。また、私が推薦入試の熱い思いを書いたことを、教授は覚えていてくれたらしい。プロジェクトに入ったときに、「おまえ、音とかやりたいんだろ？こういうのやってみない？」と、「Maxオデッセイ」を渡された。すでに、maxを担当していた研究室の職員Nさんと一緒に、ふたりでmaxを担当することになった。
研究室には、この「Maxオデッセイ」は2冊あった。Nさんが個人的に買った本と、研究室の予算で買った分である。それから、（私が加入してから）教授の作品は国際コンペで数々の賞を受賞し、私も海外の作品展示の搬入に同行したりした。
のちに、Nさんが、「私は研究室にあるほうをたまに見れれば良いから、これあげるよ」と言われた。受け継いだ。「MSPにおけるオーディオ設定」「MIDI処理」「簡易シンセサイザーのパッチの作成」など、音関係のところにばかり付箋が貼ってあるから当時の自分の興味がよく分かる。天のところで折れ曲がり、千切れそうな付箋あり。

―――

「2061:Maxオデッセイ」 リットーミュージック ノイマンピアノ
教授Fと私の物語 by ShadowAssetsStore on Sketchfab

電話帳みたいなインデックスの本

ひどくつかれていて、家族が病気だったこともあり、お灸の勉強をしようと思って試しに買った本。
すぐに引けるようにインデックスを貼りまくった。「手足のツボ」「むくみ」…など、手書きで見出しをつけ、色も分けた。昔のアドレス帳みたいだと言われたけど、仕事で関連のある仕事をしていたことが関係しているかもしれない。気になるところは肩こりとかだいたい同じだから、よく使うところは覚えてしまい、インデックスを活用したかというとちょっと疑問。インデックスを作っていたときが自分の気持のクライマックスだったかもしれない。

―――

「美容お灸」講談社 せんねん灸お灸ルーム
電話帳みたいなインデックスの本 by ShadowAssetsStore on Sketchfab

ZINE and distribution performance

Marginal Books Collection Vol .1 Outside of Amazon

2020

This is a new series of 'Marginal Bookstore' project.
As the store uses Amazon.co.jp, there are some books that have been barred from sale by distribution Issues. This ZINE features 'Marginal books' that are unable to be sold on Amazon.co.jp. And by selling the book, the Marginal book store will throw barred 'Marginal books ' into the distribution network again.

About 'Marginal Bookstore'

'Marginal Bookstore' evaluates printed books with reader's fabrication,that is, written notes, lines, yellowing, missing pages, and stains of books. Such books would normally be considered to have low worth, however, the store paradoxically perceive these books as things of personal value, and distribute them as "Marginal books". Using Amazon, one of the giant distributors today, together with the blog service Tumblr, "Marginal books" are being collected, assessed, and sold.

You can buy this zine on TRANS BOOKS DOWNLOADs .(https://transbooks.center/en/)
URL: https://transbooks.center/en/downloads/works-11/

No.2

① 浜本純逸・黒川行信「体系　古典文法」 数研出版　1998年

②思い入れの強い本として、ワークショップの参加者が持ってきた個人蔵書。

③読まない本にも、どのお店で買ったか、その時の会話、当時頑張った行為が格納された外部メモリーのように埋め込まれていて、それらを空間的に置いておくことは、大事なことのようである。自分のためのトロフィーとか賞状のようなものだろうか？ 日焼けのグラデーションがきれいな本。日焼けやシミを絵的にみると良い質感のものが多いと思う（余白書店　内田）。

9

VR & the internet

Virtual Home of Mementos

2021

Cooperation: INOUE Yuki
Research cooperation: Kawakura Sainokawara Jizouson, Kohoji Temple, Aomori Nature Hureai Center,
Collaborators who offerd the mementos

Virtual Home of Mementos (VHM) is a virtual memorial hall for commodities that are hard to throw away, as well as a "home" made up of a collective of objects which encourage us to care for our emotions, imagine the lives of others, and think about our mutual existence.
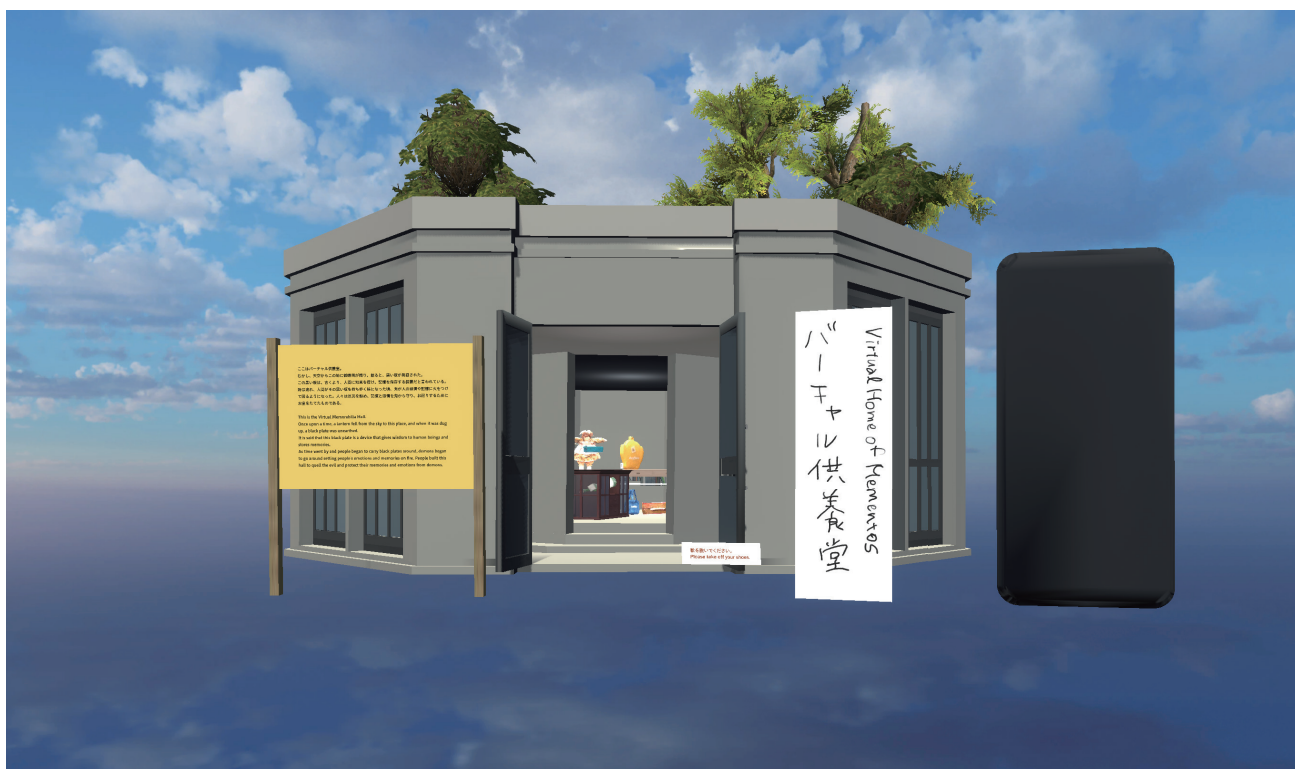
Inside the VHM, various objects collected by 3D scanning are arranged, with the texts of the interviews with the owners narrated by the artist. The gender, race, and nationality of the owners can only be imagined since they are replaced by the objects, but the intense sense of life and vividness of the presence of real people can be seen through them. In addition, the voices narrating the memories sound as if objects, which may have different origins and beliefs, are talking intimately to each other in VHM. The voices are set to speak louder as one approaches each object, so viewers can only move closer and listen quietly here, rather than trolling or flaming opinions that differ from their own.

The naïve emotions trapped by the sharing=monitoring society and the filter bubble are revealed to society again as the nodes of a network of human, narrative, and material objects. Viewers can participate by donating everyday items or scanned data to Uchida, the artist and caretaker.

You can visit VHM here, 24H open, for free:) >>
https://gallery.styly.cc/scene/69edd5a0-7d81-4aff-bf5d-30b0fa178308

*Finalist of 'NEWVIEW AWARD 2021'

papercraft & instagram
'Norishiro sama'
2021

Design of papercraft and layout: SEKI Manami , Production cooperation: tadahi, HAGIWARA Shunya

This is a paper craft in which the story of a memorable item that cannot be thrown away is written out on a paste area.
The only memorable item is duplicated and passed on to different people's homes. The paper craft can be made while reading the memory, but because you have to glue story area, when the craft is finished, the written text becomes invisible, and the story is stored in the memory of the maker. The completed paper crafts are then uploaded to the photo-based SNS, instagram, along with scenes of various people's homes.
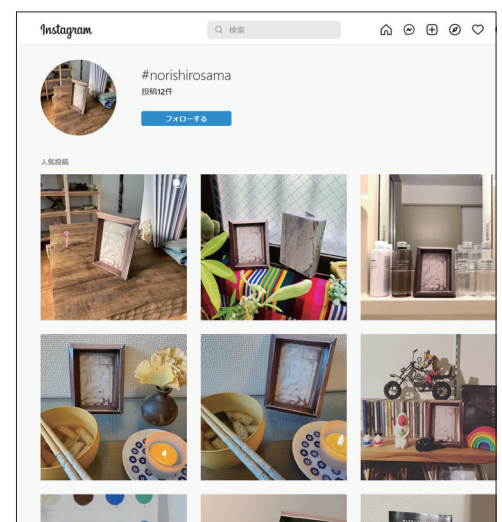
To create this project, we interviewed people living in Aomori Prefecture about their memories of items that they could not throw away. The items were then scanned in 3D using a method called "photogrammetry," which combines a large number of photographs into a three-dimensional image. Although the paper craft itself is only a surface copy, it looks real on Instagram, perhaps because it was created using photographs.

instagram URL: https://www.instagram.com/explore/tags/norishirosama/

photo: OYAMADA Kuniya
photo courtesy: Aomori Contemporary Art Centre, Aomori Public University

Virtual Mementos Association

2021

Aomori Contemporary Art Center

The installation is a collaboration with VHM and the local tangible space. And the VHM has been altered to mimic the tangible exhibition space.

The first thing that catches the eye at the venue is a large white stage. A video in the foreground shows a low-polygon video of the building in which the viewer is standing, as if it were a scene from a video game. In the video, the viewer is told that this is "VHM".
 After that, visitors go up on the stage and put on the head-mounted display, and find "VHM," a VR space in which giant everyday items appear like Jizo statues on an otherwise blank stage, and voices from various directions are heard recounting memories related to these items.
 Here, the act of wearing the head-mounted display functions as a "Ritual to see others on the other side of the filter bubble," and the viewer's body is thrown into the story from which it had been separated by the monitor when the video was viewed. Even after the HMD is removed, the viewer feels the afterimage of the object that should have been there a moment ago. Is the story thus intervening in the tangible space and human consciousness real or fictional?
In this way, nodes are created in the exhibition that transcend the boundaries between fiction and reality, the physical and the virtual.

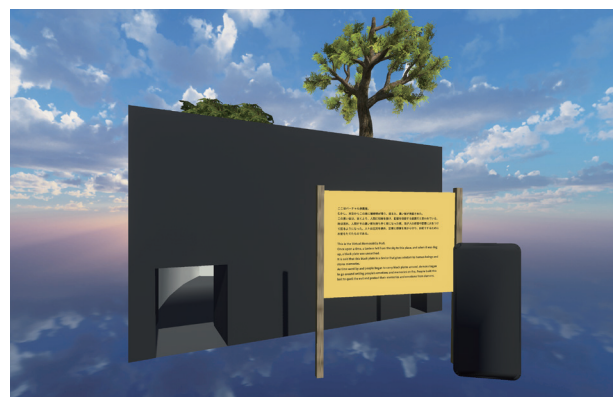**Exhibition Catalogue(pdf file):** https://sesseee.se/files/VMA_Uchida_fix.pdf

photo: OYAMADA Kuniya
photo courtesy: Aomori Contemporary Art Centre, Aomori Public University

VR , tour at bottom of mt. Fuji
Virtual Offering Tour
2022

This tour piece was created in collaboration with the descendants of prayer warriors who lived on Mt. Fuji.
Mt. Fuji was once a mountain of faith but now enjoyed as a leisure activity. I focused on the story of faith and created a virtual mountain named 'puri puri mountain' and the story to connect it to the contemporary world. In the tour, I linked the cave known as the womb of Mt Fuji and the cave of puripuri mountain and insert memories of paticipant through 'offering'.

puri puri mountain
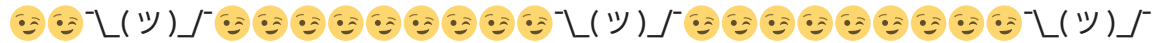https://gallery.styly.cc/scene/5515d667-f396-4a00-bc1a-1987dee73403

story of puri puri mountain
https://sesseee.se/files/PuriPuriStory.pdf

Research project

Folktale-like encoding:
Making joke indicator in the post-internet era.

2019-

😉😉¯_(ツ)_/¯😉😉😉😉😉😉😉😉😉¯_(ツ)_/¯😉😉😉😉😉😉😉😉😉¯_(ツ)_/¯

This is a series of projects which aim to make effective 'Joke indicators' in the post-internet era by applying the function of folktales to the modern lifestyle and technological environment.

Whenever you talk on the internet, it is always important to show "joke indicators". Even in the dawn of the Internet era, this suggestion had been stated as one of net etiquette in 1983, on Usenet:

> 8. Avoid sarcasm and facetious remarks.
> Without the voice inflection and body language of personal communication these are easily misinterpreted. A sideways smile, :-), has become widely accepted on the net as an indication that "I'm only kidding". If you submit a satiric item without this symbol, no matter how obvious the satire is to you, do not be surprised if people take it seriously.

In 2005, Nathan Poe stated following in his axiom titled Poe's law.

> "Without a winking smiley or other blatant display of humor, it is utterly impossible to parody a Creationist in such a way that someone won't mistake for the genuine article."

These two sentences suggest the importance of showing signs which apparently say 'It is JOKE'. But according an article written by Emma Grey Ellis from WIRED, these etiquettes such as ;-), 😉 or ¯_(ツ)_/¯ has begun to be forgotten. It means these functions has been out of date.

Back to the no internet era, there was creative usage of "sign of joke". Old-tales start and finish with set phrase like "Long long ago...". According to the studies by folktale researcher Toshio Ozawa, these set phrases worked as "sign of joke". They made possible to insert fiction into real timeline using this technique. And enabled to express emotion or tell stories without arguing whether it is fact or fake.

Through the project, I research techniques and structures of folktales as ways sharing emotions through fictions. And by applying them to the modern lifestyle and technological environment, I seek to create a modern-day folktale-like expression.

😉😉¯_(ツ)_/¯😉😉😉😉😉😉😉😉😉😉¯_(ツ)_/¯😉😉😉😉😉😉😉

Research project & writing performance

Folktale-like encoding #3:
Convert fakenews into safe news

2020-

Research

The 'Internet meme' is a type of meme that is spread via the Internet, often through social media platforms. It contains many animals such as cats, dogs, frogs and so on. I research these animals and their stories, then write short stories that feature internet meme animals.

Performance

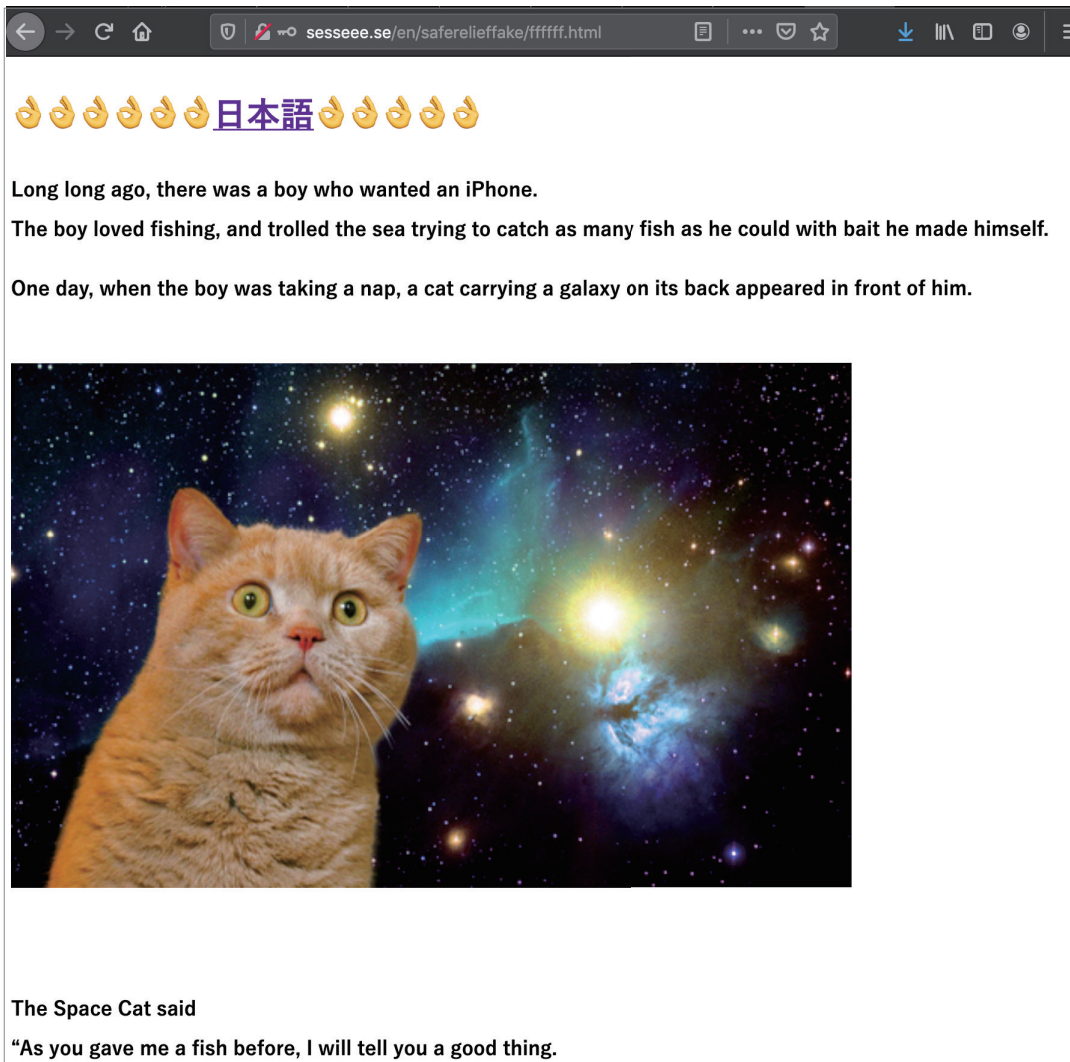Based on the research, I do a performance named 'safe, relief fake news'.
Fakenews makes people mad. It is because it seems like fact for them. If so, is it possible to convert them into relief and safe one by making it more fake-like?
With that in mind, I would like to perform writing performances as an experiment to create safe and secure fake news.

URL: http://sesseee.se/en/saferelieffake/ffffff.html

#ffffff is a color code which indicates 'white' for web browsers.
The story's motif is White Power movements

👌👌👌👌👌日本語👌👌👌👌👌

Long long ago, there was a boy who wanted an iPhone.

The boy loved fishing, and trolled the sea trying to catch as many fish as he could with bait he made himself.

One day, when the boy was taking a nap, a cat carrying a galaxy on its back appeared in front of him.

The Space Cat said

"As you gave me a fish before, I will tell you a good thing.

Research project

Folktale-like encoding #2:
Making method of 'Babiniku Oji-san'

2020-

'Babiniku Oji-san（バ美肉おじさん）' is a kind of style that is seen with online entertainers or virtual idols. In this style, an adult male wears a female avatar. 'Babiniku' means 'virtual girl incarnation', and 'Oji-san' means adult male. I made the hypothesis that the style is used as a 'joke indicator', and try to confirm the hypothesis by VR media practice with actors and a playwright.

URL: https://drive.google.com/drive/folders/1HMYQaqLT7gChwzEeqiFj-EI7giSWqNvJ?usp=sharing

*Because the project is in progress, I uploaded some archive of practice (All conversation is in Japanese).
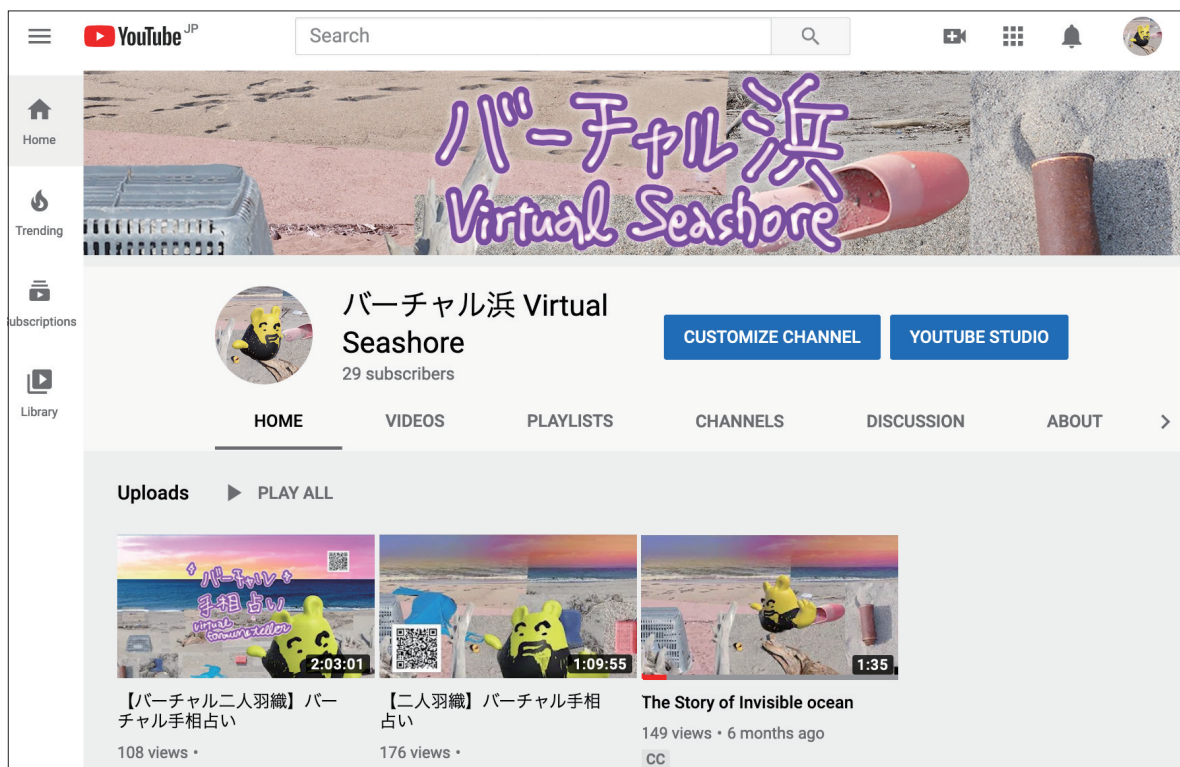
Research project

Folktale-like encoding #1:
Practice of Virtual YouTuber 'Virtual Seashore'
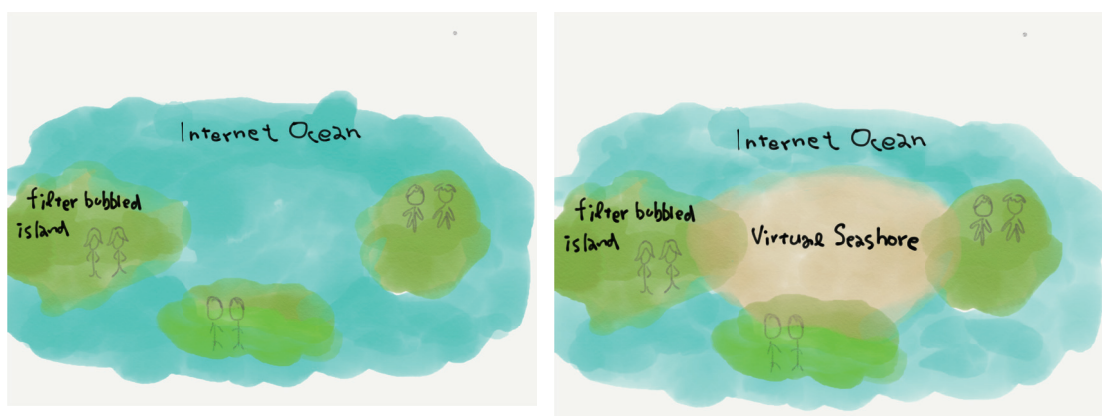
2019-

Virtual YouTuber is a VR culture from Japan featuring a YouTuber who is represented by a (usually anime-inspired) digital avatar.
I perform as a Virtual YouTuber called 'Mustard Cat', who has yellow skin, and tell a fictional story based on my everyday life and do a fortune-telling by collaborating with another artist.
Through the project, I try to touch people who live in opposite shore of filter bubbles.

URL: https://www.youtube.com/channel/UCFwKmoyZL3AlBeq-mIlScXw

The screenshot of the project page.

Sketeches for the project.

mixedmedia
Virtual Mayoiga
2019

The folktale 'Mayoiga' is a Japanese folktale about a phantom house of fortune. People who find the Mayoiga can bring out one item from the house. I make a contemporary Mayoiga story through used commodities, and tell stories in virtual Youtuber style.

*Selected as Supported Plan, Project to Support Emerging Media Arts Creators 2018

Installation view of SICF19 Winner's Exhibition
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Installation view of SICF19 Winner's Exhibition
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collaboration project

What is marriage?

2013-

This is a collaboration project with designer Hiroka Shimizu as a member of Bon-Jin(凡人) Unit.

In Japanese,Bon(凡)" means ordinary, and jin(人) means people. We make dances and exercises for ordinary people. Our main project is titled "What is marriage?" Since 2013, Bon-jin Unit has interviewed approx. 60 people about images of marriage, and asked them to express their images by gestures. Based on these interviews, Bon-jin made Bon-Dance and Bon-exercise.

In Japan, people are threatened by pressure to get married in order to maintain images of "the correct family". For example, common-law couples or unwed mothers get less support from the government than people who get married. And when they get married, they can't choose to have different surnames, so most women change their surname to their husband's, and the husband is often called "Master".

Marriage contains private matters, so the interviewees can't talk about their experiences openly.

So we convert these experiences into body expressions, and enable them to share.

Imaginary marriage Exercises and Dance movie
URL: https://bit.ly/3ekJDIq

Installation view of the exhibition at Gallery BIYONG Point, Akita, Japan

Installation view of the exhibition at Gallery BIYONG Point, Akita, Japan

Installation view of the exhibition at FRISE gallery, Hamburg, Germany

Gestures of marriage from interview clips.
folding arms, equal, fight,
hold, happy, fear