

Seira Uchida

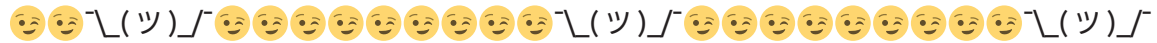
Portfolio

<http://sesseee.se/>

Research project

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

2019-



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 It means these functions has been out of date.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.



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'.

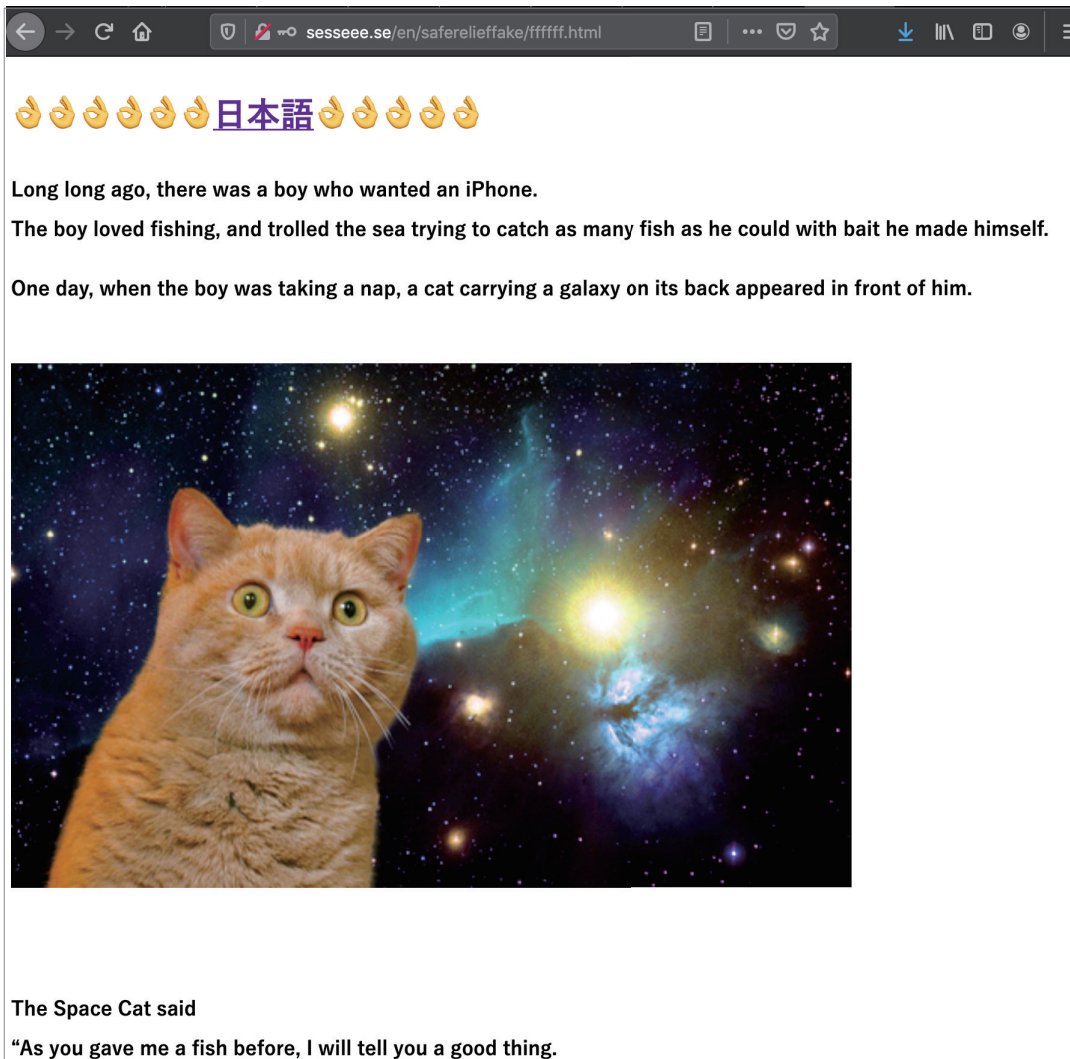
Fakenews makes people mad. It is because it seems like fact for them. If so, is it possible to convert them into relief and safe one by making it more fake-like?

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

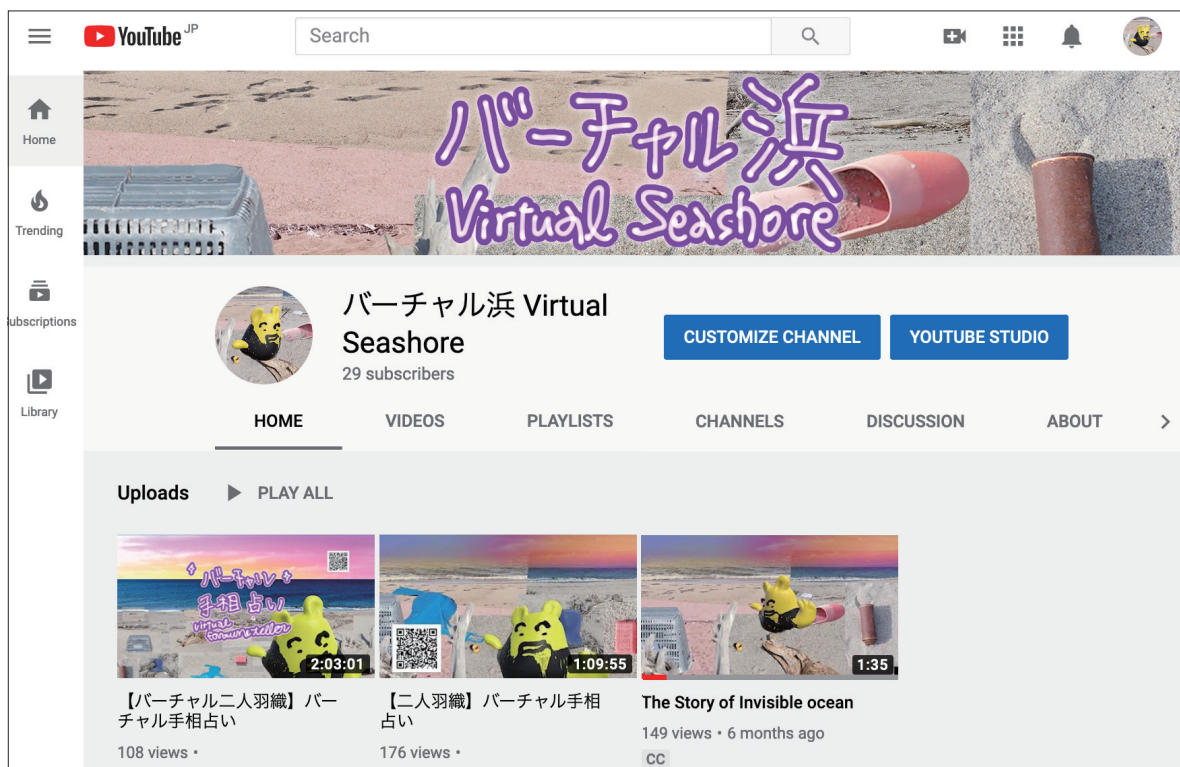
Folktale-like encoding #1: Practice of Virtual YouTuber 'Virtual Seashore'

2019-

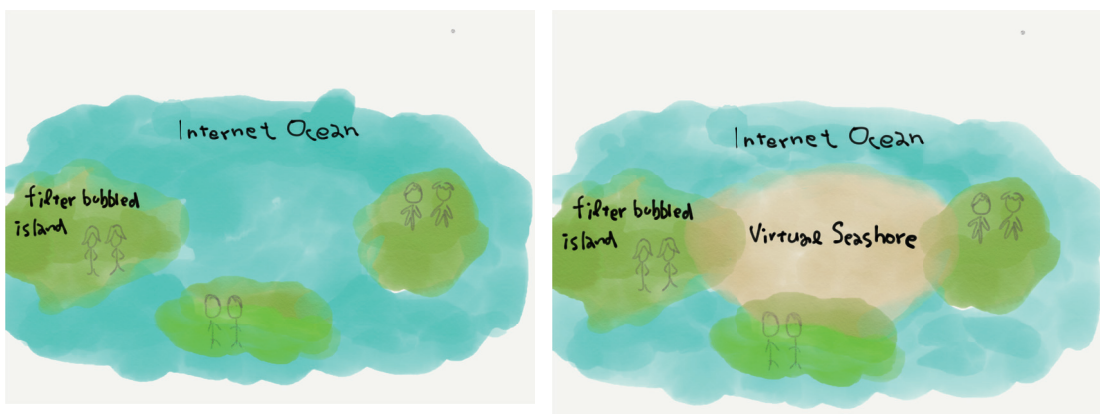
Virtual YouTuber is a VR culture from Japan featuring a YouTuber who is represented by a (usually anime-inspired) digital avatar.

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-mllScXw>



The screenshot of the project page.



Sketches 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
©Shota Uematsu



Installation view of SICF19 Winner's Exhibition
©Shota Uematsu

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 guideline'.

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 identifying 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 reader's stories.

collection-good

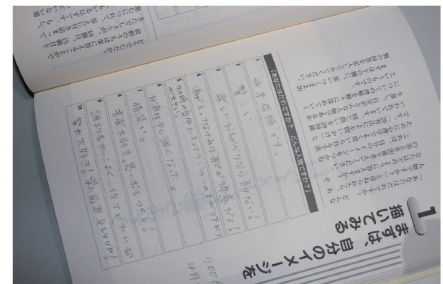
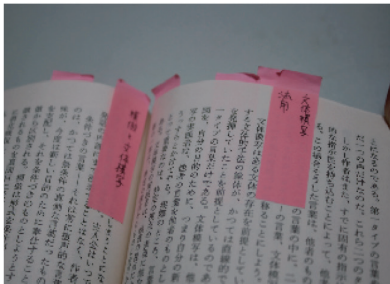
Shows personal fabrications from consistent use. It may be marked, have personal information such as markings on it,

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.

余白書店

評価: ★ 新規出品者 (まだフィードバックはありません。)

[詳しい出品者情報](#)

この出品者のほかの商品を検索: Go

出品者情報

余白書店は、お客様に高水準の商品やサービスを提供するよう、努力を惜しみません。

評価履歴:

評価	30日間	90日間	1年間	全評価
高い	-	-	-	-
普通	-	-	-	-
低い	-	-	-	-
評価数	0	0	0	0

[この表の見方](#)

Amazonマーケットプレイス保証

Amazon.co.jp では、購入者の方が、Amazonマーケットプレイスの出品者から商品を安心して購入していただくために、保証プログラムを用意しています。Amazonマーケットプレイス保証は、購入された商品のコンディションや配送を保証するものです。詳しくはこちら

返品および返金について

返品および返金について詳しくは、[Amazon.co.jp 返品ポリシー](#)をご覧ください。返金について、詳しくは、余白書店に問い合わせてください。

詳細

- 出品者に連絡
- カスタマーサービスへのお問い合わせ
- 発送料金と配送にかかる時間
- プライバシーおよびセキュリティ

余白書店のほかの商品:

画像はありません

[斜陽 \(1948年\)](#)
★★★★★ (98)
¥ 1,750

画像はありません

[Mania 70's—木村カエラ×加瀬亮×前内道彦70's Advertisement](#)
★★★★★ (1)
¥ 817

画像はありません

[Interface \(インターフェース\) 2008年 08月号 \[雑誌\]](#)
★★★★★ (1)
¥ 1,274

画像はありません

[おしえて!! Macromedia FLASH MX \(前コミおしえて!!シリーズ\)](#)
★★★★★ (22)
¥ 3,500

画像はありません

[曲線と曲面の微分幾何 \(1977年\) \(基礎数学選書 \(17\)\)](#)
¥ 4,200

画像はありません

[FLASH ActionScript 辞典 第2版 \(DESKTOP REFERENCE\)](#)
★★★★★ (7)
¥ 3,000

画像はありません

[WIRED \(ワイアード\) VOL.3.10 1997年10月号](#)
¥ 1,696

画像はありません

[はじめてのC言語—理論がつかめる書けるようになる](#)
★★★★★ (1)
¥ 3,900

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

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/>



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".

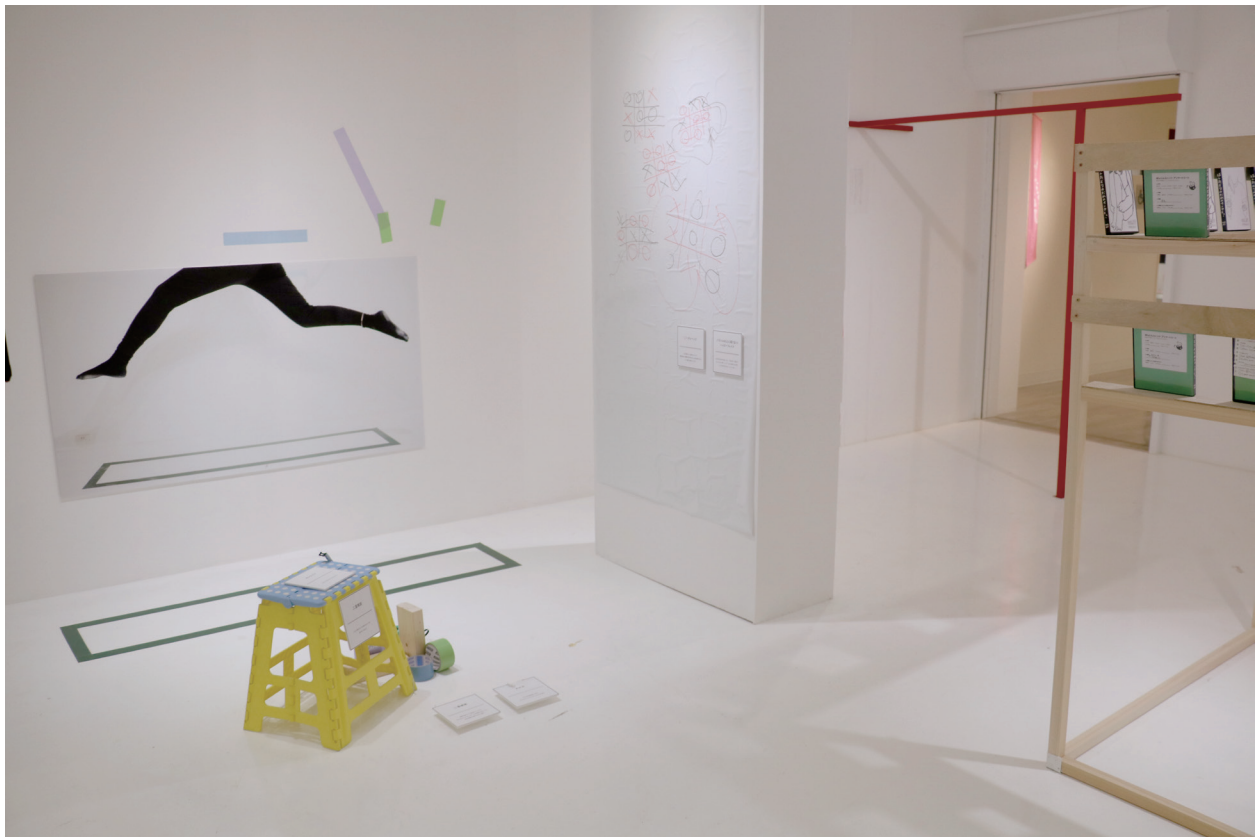
Marriage contains private matters, so the interviewees can't talk about their experiences openly.

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

Bon 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