

## Application Guidebook to “JamJam Exhibition” 2025, ver. 2

This application guidebook will be revised to make the exhibition better. When revised, it will be published on our website.

JamJam Exhibition 2025 – Oh Expression, Go beyond myself!

A field to get people together through genuine impulse for “making something”. Age, nationality, and career don’t matter. We aim to make an exhibition where various forms of expression meet and correspond one another to generate new values and cultures. Toride has more than 200 artists as well as a number of people for whom making something is a part of his/her life though not professional. The process to organize this improvisational and experimental exhibition will produce unexpected meetings of art works with a person, as well as a person with another person, going beyond “myself.” Why don’t we make an art-based network together through your expression, expanding the network to a flexibly ever-changing body?

What is JamJam? Jam made from fruits, Jam session in music, and traffic Jam.

Key words of this exhibition:

Jam-like Scenes such as carry-in of entries open to the public, where a variety of art works and people get together and mingle.

Jam-like Spirits which enjoy improvisational, accidental, and experimental performance.

That’s why it is called JamJam exhibition 2025.

Organizers: Tokyo University of the Arts, Atre Co., Ltd, East Japan Railway Company, Toride City

Co-organizer: Arts-Based Communication Platform for Co-creation to Build a Convivial Society

Co-organizer/Management: NPO Toride Art Project Office

### 1. General Outline of the Exhibition

#### 1) Exhibition period

July 19 (Sat) to July 28 (Mon) 10:00 to 19:00

- On 19<sup>th</sup> (Sat), a part of installing scene will be open to the public.

Carry-in date: July 17(Thurs), 18(Fri), 19(Sat)

Pick-up date: July 29(Thurs), 30(Wed)

- Concerning carry-in/pick-up, please refer to “4. Concerning carry-in/pick-up.”

## 2) Exhibition site

Toride Art Gallery (Taiken Vi-jutsu-Va(VIVA)\*, 4<sup>th</sup> floor of Atre Toride)/  
Citizen’s Garally at Toride Station (in the underground access way linking  
the east and west sides of the station)/ VIVA

\*There is no official English name. It means “Art experience space.”

- The layout of each exhibition area is decided by the management office following a consultation with VIVA staff and installers (setting-up specialists) with consideration for feasibility.

## 3) Entry fee: Free

## 2. Applicant Eligibility

- Who has empathy for the concept of this exhibition
- Age, nationality, career do not matter.
- Any genre of art work is acceptable.
- Who lives in, or commutes to a school or a workplace
- Who has an active base in Toride
- Who loves Toride
- Who wants to have a connection with a community of Toride
- Who can contact by e-mail (a substitute person is OK)

## Concept of the exhibition

The exhibition where we can enjoy unexpected random chances and accidental encounters which are generated by crossing all sorts of expressions beyond age, nationality and career.

The exhibition to be a place of communication connecting not only creators but also creators and viewers, through activities by art communicators of VIVA “Toriver.” (Toriver is a name of art communicator active in VIVA.)

The exhibition aiming to form a community through the art with VIVA as a hub.

### 3. Application

Application period: May 1<sup>st</sup> (Sat) to 18:00 of June 13 (Fri)

Please apply by either way of the following 1 or 2.

- 1) Using an application form shown on the website of VIVA
- 2) Fill in an application form (with a proposal, if necessary\*) and submit the form to the project room of VIVA.

\* Art work falling under 5-3) is required to submit a proposal. In the case no proposal is submitted but the management office regards it as necessary, you may be requested to submit one.

- An application form is available at the VIVA project room or Department of Culture and Fine Arts, Toride City Hall. Please feel free to contact VIVA.

### 4. Carry-in and pick-up

The carry-in needs the attendance of the submitter. The attendance only of a substitute is not permitted. The submitter of elementary age or younger needs the attendance of a person who can understand staff's explanation how to setup.

- 1) Carry-in and setup

Date: July 17 (Thurs), 18 (Fri), and 19 (Sat), 2025

Time: 10:30 to 12:00

14:00 to 20:00 (The closing time may be prolonged, if necessary)

- On 19 (Sat), we aim to close at 15:00.

Setup for this exhibition is carried out by installers (setting-up specialists). Setup is a communal time to create an exhibition space not by an individual exhibitor

but by installers and all exhibitors of each area together. This making process is an important factor of the exhibition, so that the setup scene will be open to the public.

- The layout of each exhibition area is decided by the management office following a consultation with VIVA staff and installers (setting-up specialists) with consideration for feasibility.
- Carry-in and setup is carried out for three days.
- The exhibitor is required to bring in the work within the time frame designated beforehand.
- Transportation of the work should be carried out by the exhibitor. No assistance of transportation by the staff is prepared.
- Packing material should be brought back by yourself at the time of carry-in and bring it again at the time of pick-up.

## 2) Pick-up

Pick-up can be done by a substitute. Your work is not able to be kept at or shipped by VIVA at the time of pick-up. For shipping, the post office or Seven-Eleven convenience store on the 1<sup>st</sup> floor of Atre Toride is available.

Date: July 29 (Tues), 30 (Wed)

Time: 11:00 to 12:00

14:00 to 19:00 (Closing time may be changed, if necessary)

### Common notes for carry-in/pick-up

- Follow the instructions of the management office and strictly observe the designated date and time.
- For carry-in/pick-up, only “carry-in entrance” on the 1<sup>st</sup> floor is available. No gateways for customers can be used.
- If you come by car, please use toll parking lots nearby, because we have no our own parking lots.
- On-street parking is strictly banned, because it causes a nuisance to the neighbors.
- Several carts are available and you can bring in your own cart.

- As the staff elevator in the backyard is used for carry-in/pick-up route, your work should strictly fit the size of the elevator. Please refer to the followings.

<Elevator sizes>

- Elevator 1: H2080 x W1500 x D2080mm (load capacity 1350kg)
- Elevator 2: H2080 x W1500 x D1600mm (load capacity 1000kg)
- The width of both of the doors is 1100mm.

The floor load of the exhibition site is 300kg/1m<sup>2</sup>.

\*\*\* The details concerning carry-in such as the date, the allocated area, and the route will be noticed after the application procedure is completed.

## 5. Art work

- 1) Genre: No limit
- 2) Size of your work: Although basically there is no limitation for the work size, please carefully read the article “4. About carry-in/pick-up.”
- 3) About a proposal: when your work falls under one of the forms as below, it is necessary to submit a proposal in addition to an application form. The paper size for the proposal is A4 with no limitation of format.  
Please note that contents of a proposal depend on every particular item as described below.

- Video production

- A video production is shown using monitors and projectors set in VIVA. As the number of those devices is limited, screening time of each video work will be separately allocated. In your proposal, information to be noted such as running time and sound volume should be specified.

- If you bring in your monitor, please describe “reason for bringing,” “operation manual,” and “details of power source,” in your proposal.

- After examining your proposal, the management office may contact you to discuss your plan.

- Performance

- Details such as contents, the length of time, and necessary equipment should be specified in your proposal.

- After examining your proposal, the management office needs to have a

meeting with you.

- The following work
  - A large-scale work including installation work
  - Producing any sound
  - Using water or liquid
  - Emitting any odor
  - Details such as contents, the length of time, and necessary equipment should be specified in your proposal.
  - After examining your proposal, the management office may contact you to discuss your plan.
- If you need electric power
  - Heating element such as an incandescent lightbulb is not allowed to use.
  - Details such as contents, the length of time, and necessary equipment should be specified in your proposal.
  - After examining your proposal, the management office may contact you to discuss your plan.

4) The following work is not allowed to exhibit.

- Emitting megavolume, heat, or fire
- Using volatile liquid or spray cans
- Using lumbers, plants, living creatures, soil, etc. which are not fumigated or emit bad odor.

※ Be sure to follow the instructions by installers and management staff, in order to prevent accidents during carry-in/pick-up or setting up.

6. Other matters that require attention

※ Handling and protection of your work including packing should be done by yourself, in order to prevent any damage on your work during setup operation or others.

※ In the case of changes during the exhibition period such as displacement, carry-in/pick-up or any other alteration, be sure to consult with the

management office.

- ※ No exhibit is insured. Organizers have no responsibility for damages of exhibits by accidents, thefts, and other natural disasters.
- ※ Photographing except video recording is permitted, but consideration is needed so as not to photograph individual viewers.
- ※ Please note that the management office will take photographs and videos for a public-relation purpose, and media will carry out news-gathering activities on site. If you would not like to be photographed, please notify it to the management office. We will post “no photograph” sign around your work.
- ※ Copyright: when you draw some expressions from established art works, be sure to clear copyright issues by yourself. In case the third party claims infringement of rights, you should handle it by yourself. The organizers have no responsibility for those claims.
- ※ The layout of each exhibition area is decided by the management office following a consultation with VIVA staff and installers (setting-up specialists) with consideration for feasibility.
- ※ Lighting: Lights in the exhibition site are set and arranged by the management office. Please note that turning-off lights of the entire site is not permitted.

## 7. Contact

JamJam exhibition management office: VIVA

4<sup>th</sup> floor of Atré Toride, 2-5 Chuochō Toride city, Ibaraki prefecture

Opening hours: 10:00-19:00; closed on Wednesdays, the 1<sup>st</sup> Sunday of every month, and subject to Atré’s day-off.

Phone: 0297-85-5558

e-mail: [viva-info@toride-ap.gr.jp](mailto:viva-info@toride-ap.gr.jp) ※ e-mail subject shall be “about JamJam2025(with your name).”