



Digital Renaissance Next Media Digital Generation

2001.2
Ichiya
Nakamura

2001

MIT
MediaLab

Visiting
Professor

Business
Model
Association
Director

Federation
of Music
Producers
Counselor

CAMP
Executive
Advisor

AQUOS
Museum
Curator



Society for
Art and
Science
Promoter

Eccma
Japan SG
Vice
Chairman

GLOCOM
Fellow

CSK
Advisor

1998

Ministry
of
Posts and
Telecoms

'84-
Telecom's
Policy

'87-
Broad
casting
Policy

'90-
Internet
Multimedia
Policy

'95-
De
regulation
Policy

1984

Shonen
Knife



'89-
Noboribetsu
Post
master

'93-
Paris
Secret
Agent



2000

Top10 News Items

Net
Bubble
Crush

AOL
TM
Merger

AT&T/BT
Telecom
Industry
Reorganization

Next Stage
for IT
Industry

Napster
Controversy

Connection
To
Sharing

Rapid
Growth
of
Korean IT

Establish
ment
of
IT Law

Another
NTT
Reorganization

Developing
Sense of
IT Crisis

10Million
i-mode
Users

Digital
Satellite
Broadcasting

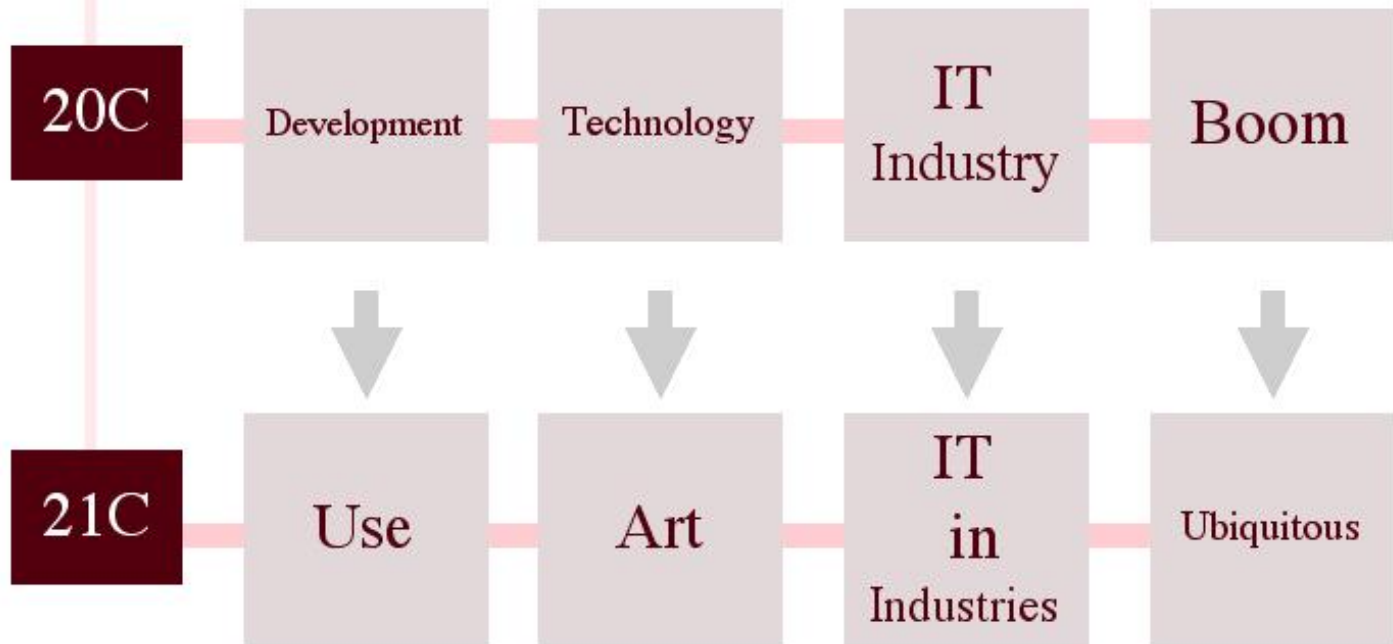
Robot
Business
Launched

Japanese
Original IT
Developments

2000.12
My comment
Nikkei

IT
?

IT Revolution ?



Finally

Towards
Real
Capitalism

Towards
Real
Democracy

=

MODE
RN

Performance
Efficiency
Evolution

≠



Super-
Modernity

Renaissance

Aesthetics

Where is
Insight into the
Digital Future?



Gutenberg
(Imagination)

Bible

Reformation

German
Language

Modern
State

Characters

Silent
Reading

Internalization

Capitalism

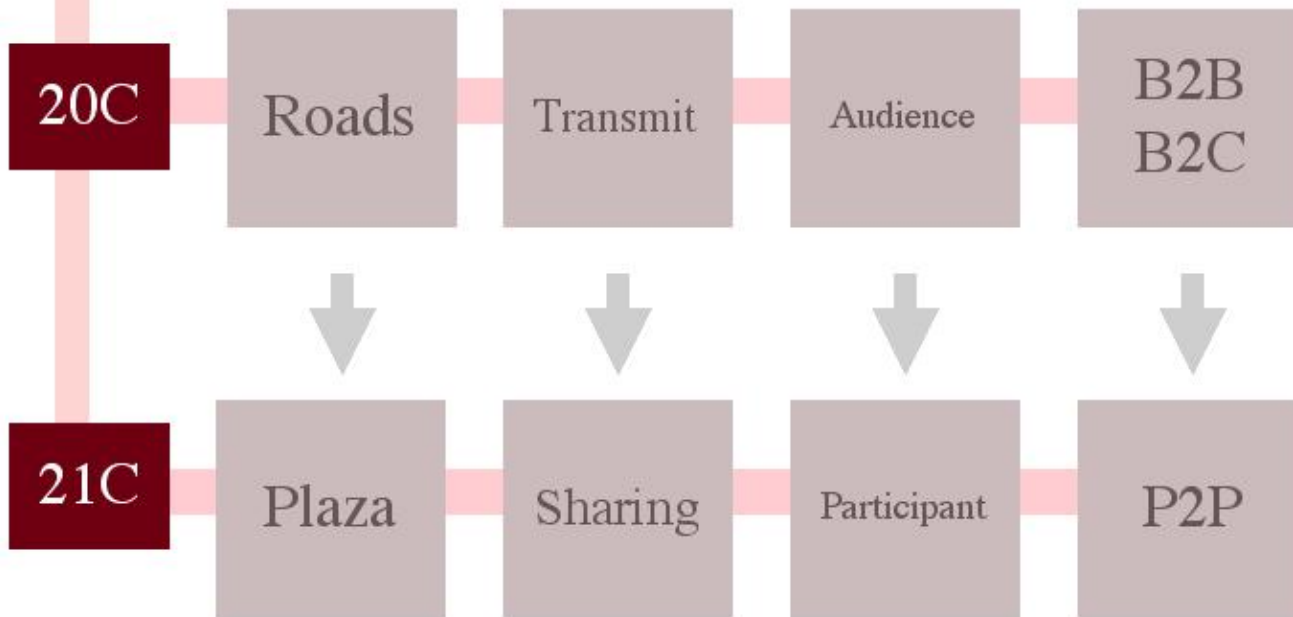
Mr.Hideki Maekawa at TBS



©2000 Napster Inc.



©2000 MaMaMedia Inc.





@CD-ROM
Great Conductors



@ADAGP
Paris &
Cosmopress Gent



@MOMA

Open
Community

Still waiting for
Explosion
of
Digital
Expression



@1990-2000
The Internet
Movie Database Ltd



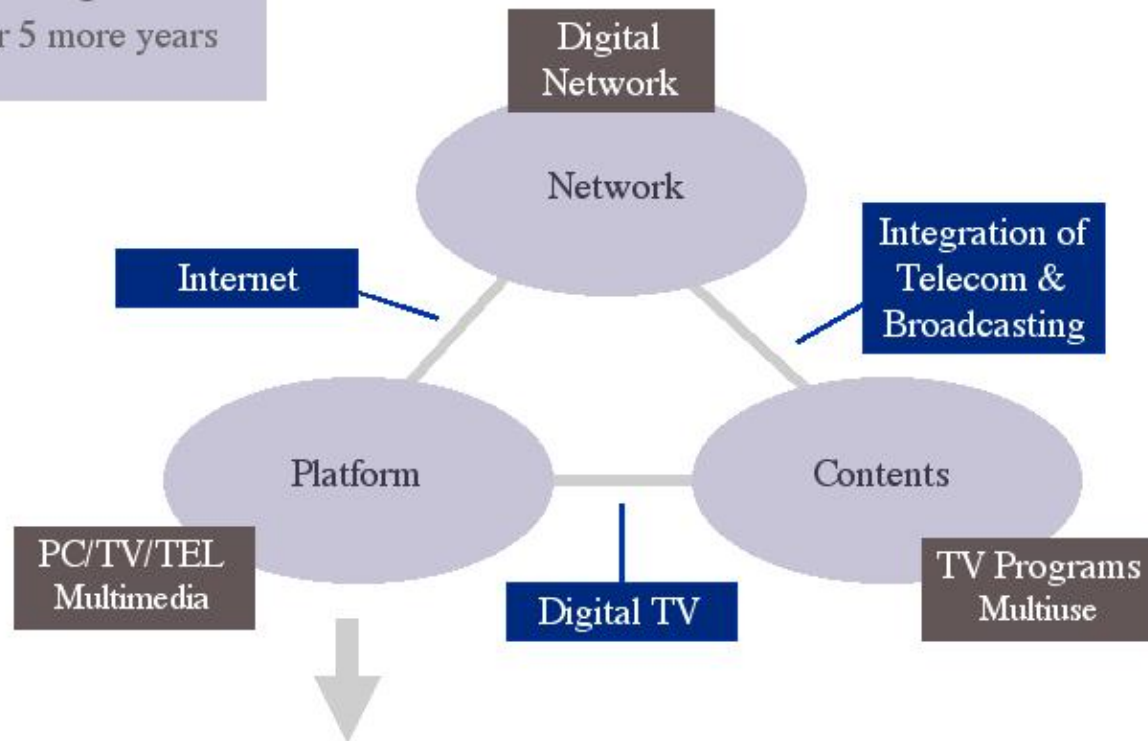
@Yoshiharu
Tsuge



@1996-2000
Amazon.com, Inc

**NEXT
MEDIA
?**

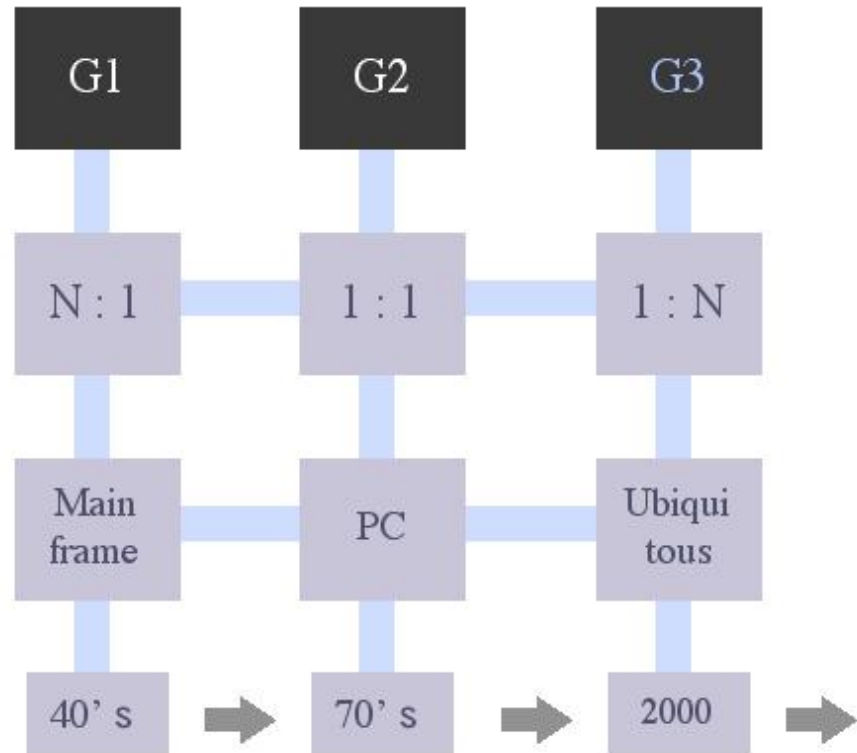
Convergence
will go on
for 5 more years



However....

		Contents				Network	Platform
JPN '99		Book -4.5%	Newspaper -1.2%	Music -6.2%	Video -8.7%	Telecom 13.0%	PC 18.2%
Down		Game -4.9%	Movie -5.5%	TV Ad -2.0%	Radio -2.9%	!	!
US '99		Book 4.3%	Newspaper 6.0%	Music 6.3%	Video -6.8%	Telecom 5.9%	PC -1.5%
Grows up		Game 32.4%	Movie -6.1%	TV Ad 9.8%	Radio 14.2%	('98)	

Finally,
The Third
Generation
of
Computing



Marc Weiser and John Seely Brown, Xerox PARC

Finally,
Computer
shows
Friendship

From
Multimedia
To
Uni-media

Got
Bits
?

Tangible



©2000 NTT Docomo, Inc.



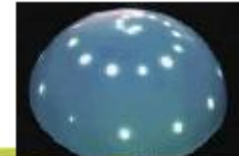
©2000 Matsushita



©2000 Sony Music Inc. (Japan) Inc.

Embed

Hide



BITS
MEET
ATOMS



Connected
Networked

Media will Disappear

Like a motor



©1998 MABUCHI MOTOR CO.



Comme
la radio



Walking
Server

Drink PC

MIThril

Watching Virtual

borglab
MIT Media Lab

Smell of
Digital



Data
Through
hands



Muscle
Sweat
Pulse



Talking
Jacket

Thinking
shoes



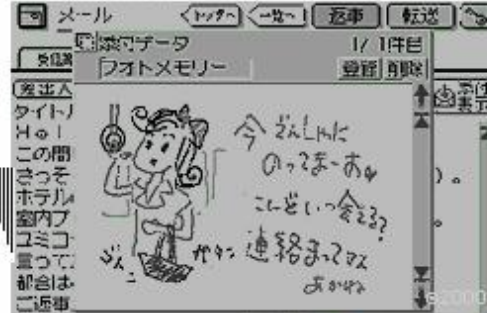
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Use
&
Edit

Nation
Wide
Training

Nation
Wide
Walking
TV stations

©1995,1996 Nintendo/ Creatures/ GAME FREAK/Ino



©2000 Sharp Corp.

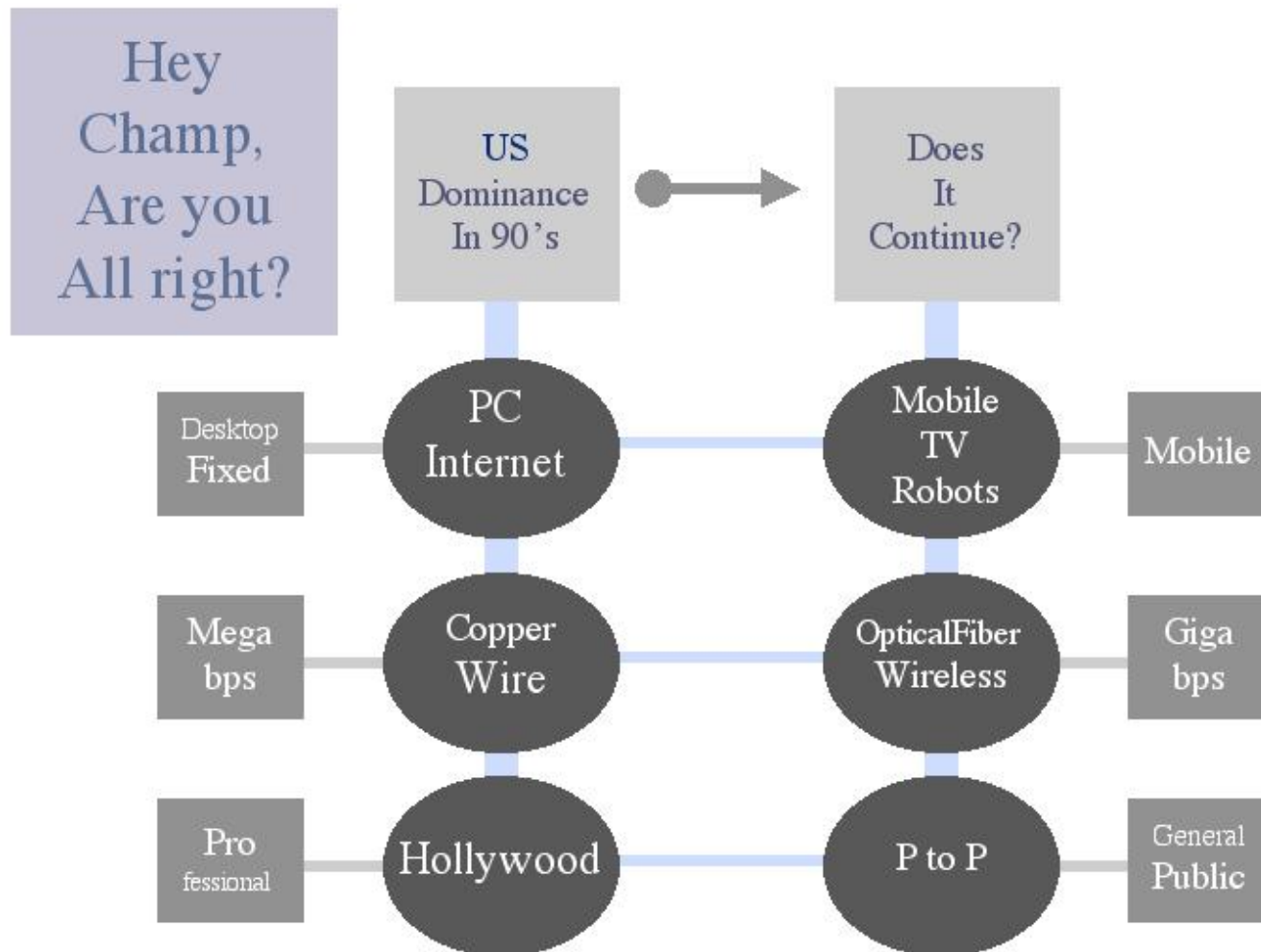


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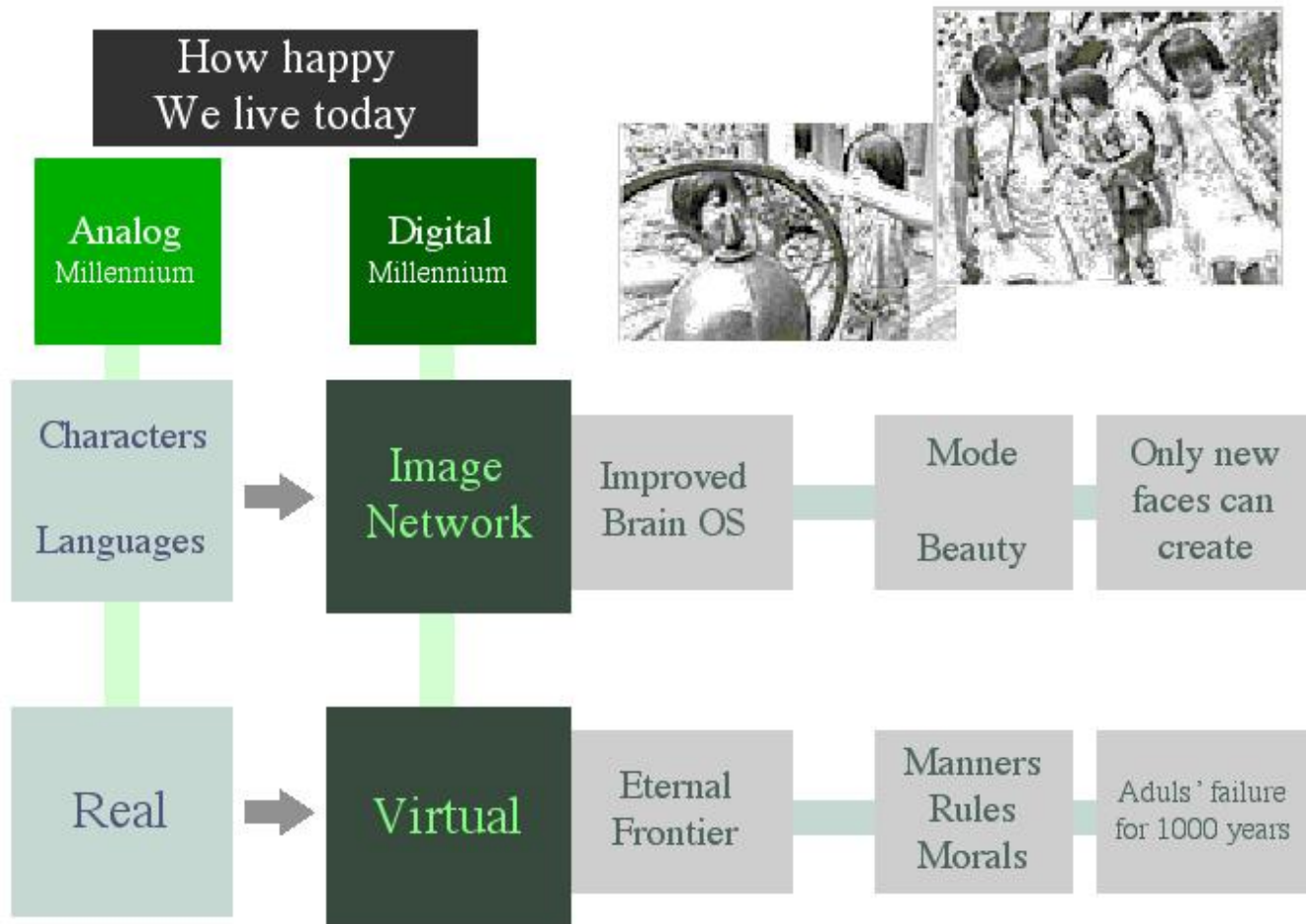


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**Digital
Generation
?**



MIT Okawa Center



Children
Developing
countries



1995
GII-G7
Brussels

1995
JrSummit
Tokyo

1998
JrSummit
Boston

2003
Open



Children

Art

Museum

Park

Children
Future

Workshops

April 8
2001

Kei
Han
Na

ATR
R&D Centers
Universities

Property
300,000sqf

300
Cherry
Trees

CSK
Okawa
Foundation





Create

Show

Share

7 yrs
~
15 yrs
old

Analog
+
Digital

Technology
+
Art

Real
+
Virtual



MIT
MediaLab

National
Geographic
(WashingtonDC)

Papalote
(Mexico)

The Ark
(Dublin)

Round
House
(London)

LEGO
INTEL

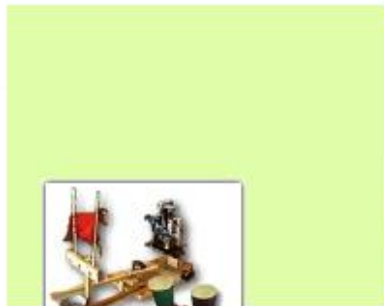
Konan
Women's
University

Keio
University

RoboCup



Children's Art Museum & Park



Cricket



RoboCup



I-balls



Citter
Cam

Toy
Symphony



Junior
Journal



Clay
Animation



Jr. Summit
21

**JOIN
US
ON
April 8
!**

Digital Renaissance



[www.
ichiya.org](http://www.ichiya.org)