



February 21, 2025
Tokyo Marathon Foundation

Tokyo Marathon 2025 Art Project Implementation Details Decided!

We will be collaborating with Tokyo University of the Arts and other specialists in the art world

Last year, we held a Drawing Runner Exhibition, displaying croquis by students (artists) of the Tokyo University of the Arts that depicted the runners as they started the race and the atmosphere of the venue during the Tokyo Marathon 2024. Starting with this initiative, we launched the Tokyo Marathon Foundation Art Project, which explores the possibilities of art and sports.

For this year's race, we are planning new projects such as making support goods from waste and recycled materials, as well as art production by Tokyo University of the Arts student runners. We are working towards the realization of a community well-being society. Through the combination of Art x Sports, as well as involving various people, things and events, we will appeal to young people and create opportunities for children to become interested in sports and more. And by collaborating with experts in the varied fields of art, creation and technology, together we will gaze at a new generation as we develop together dynamically. Be sure to stay tuned.

Art Project Implementation Details

① Drawing Runner Exhibition —Art x Speed: Imagination against the clock!— others

With a time limit of just 30 minutes, the Tokyo University of Arts students will draw croquis of the runners as they set off from in front of the Tokyo Metropolitan Government Building, and their work will be part of an exhibit. The art students will strive to capture the physical and mental dynamism of the early moments as the runners begin their 42.195 km race using only their concentration and imagination.

This Drawing Runner Exhibition was conceived as a way to create an opportunity to combine art and sports during a conversation between our foundation's Chairman Hayano and Tokyo University of the Arts President Katsuhiko Hibino as part of the official program for the Tokyo Marathon 2024.

We are excited to see how the atmosphere of the race and the runners can be expressed through art, and what new artworks will emerge from drawing with a sports-like sensibility within the limited time frame.

Exhibition venue

Sunday, March 2 (Afternoon): Tokyo International Forum, 5th floor



② Running Artist — Art x Experience / Experience and Imagination

Tokyo University of the Arts students take on the challenge of 42.195km! As runners go through the streets of the Tokyo metropolis, the students will attempt to express through art the experiences and memories of those on this extraordinary journey of running the Tokyo Marathon, as well as their pain and inner conflict in completing a full marathon.

③ TOKYO MARATHON CREATIVE CAMP — Let's cheer the Tokyo Marathon together by bringing along goods we all made together —

We will hold workshops for parents and children where they can work with artists to create original, sustainable cheering goods using waste and recycled materials. We are looking forward to seeing what kind of cheering goods everyone will come up with using their imagination.

- Date and time: Saturday, March 1 (1) 10:30 a.m.–11:30 a.m. (2) 1:00 p.m.–2:00 p.m. (3) 2:45 p.m.–3:45 p.m.
- Workshop: Tokyo Big Sight Conference Tower, 1st floor, Reception Hall
- Goods to make: Support maracas made from plastic bottles and course tape / Cheering board made by everyone

Comment from program instructor, Shuto Sakai

Let's make cheering goods using waste materials and garbage generated from the Tokyo Marathon! If you change your perspective on the trash and materials that you normally throw away, many new possibilities will emerge. I hope that this workshop will help people develop this perspective.

Artist Profile

Shuto Sakai (SHUTO SAKAI DESIGN / CEKAI)

Product designer / creative director Belongs to the creative team CEKAI.

With product design at its core, Sakai create designs in a wide range of areas including toys, packaging, interiors, and spaces. His own toy brand,

NEONTOYS, uses 3D printers and other tools to release toy goods using a variety of approaches.



④ Tokyo Marathon footage will be shown before the start of the Tokyo Metropolitan Government Building projection mapping "TOKYO Night & Light"

The Tokyo Metropolitan Government Building No. 1 is the starting point of the Tokyo Marathon, and for 30 seconds before the start of the nightly projection mapping event "TOKYO Night & Light," a video of the Tokyo Marathon will be screened with Chariots of Fire (by Vangelis) as background music. On the evenings of Marathon Week, let's get excited for the race by watching the video at the starting point in front of the Tokyo Metropolitan Government Building in Shinjuku.

~Tokyo Metropolitan Government Building Projection Mapping
"TOKYO Night & Light"~
Sunday, February 23–Sunday, March 1: 30 seconds before the main
feature

"TOKYO Night & Light" screening schedule

February

P.M.: 6:00 / 6:30 / 7:00 / 7:30 / 8:00 / 8:30 / 9:00 / 9:30

March

P.M.: 6:30 / 7:00 / 7:30 / 8:00 / 8:30 / 9:00 / 9:30

The video will be shown before the start of the main event.

Please see the Tokyo Metropolitan Government website for details of the main event.

<https://tokyoprojectionmappingproject.jp/en/event/20240225/>



⑤ **Traditional Japanese calligraphy will be used on the car accompanying the race**

The signature on the race's official car, will be written in traditional Japanese calligraphy.

Calligrapher and artist Yuuna Okanishi will be adding excitement to the race with her powerful work.

Comment from Yuuna Okanishi

"I hope that the words I wrote will give some strength to the runners, so I wrote them with all my heart. I also feel great joy in being able to share calligraphy, a traditional Japanese art, with people all over the world. Wishing you a day filled with excitement!"

Chirographer / Artist Yuuna Okanishi

Started chirography at the age of seven and studied with Shunko Tochigi.

Became licentiate while going to high school. Studied ink painting with Gyokusei Sekizawa.

As a chirographer, she ushers and infuses spirit into characters and express eidetic image and rhythm.

She has won many awards inside and outside Japan.



ART PROJECT

The Art Project is a Tokyo Marathon Foundation project that explores the possibilities of art and sports. Involving a wide variety of people, things, and events from various angles, and collaborating with specialists in the varied fields of art, creation, and technology, together we will gaze at a new generation as we develop together dynamically.