

FOR IMMEDIATE RELEASE

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## **Dentsu to Host Three Seminars at the Cannes Lions International Festival of Creativity**

*–Brian Eno to appear as a special guest at the Dentsu Lab Tokyo seminar–*

Dentsu Inc. (Tokyo: 4324; ISIN: JP3551520004; President & CEO: Tadashi Ishii; Head Office: Tokyo; Capital: 74,609.81 million yen) announced today that it will host the following three seminars at the Cannes Lions International Festival of Creativity 2016 which will be held in Cannes, France from June 18–25.

### **1. Dentsu Lab Tokyo <sup>\*1</sup> Seminar**

Date & Time: Sunday, June 19, 16:45–17:30 CEST

Theme: Creativity Through Machine Intelligence: A conversation with Brian Eno <sup>\*2</sup>

Outline: Dentsu Lab Tokyo has implemented a project to explore whether machine intelligence (MI) can acquire the creativity that is innate to human beings. The result is a unique generative film to accompany the title track from Eno's most recent album "The Ship." Prior to the international public premiere of this work, members of Dentsu Lab Tokyo join Eno in an exclusive conversation revealing some of the challenges and behind-the-scene stories associated with this project.

### **2. Dentsu Seminar**

Date & Time: Monday, June 20, 14:00–14:45 CEST

Note: This seminar has been selected as one of the Lions Live seminars to be streamed live on YouTube.

Theme: Thinking Design

Outline: Design is increasingly becoming a critical competence in business. The influence of design is not limited to the design product, but also extends to the process and thinking of design, as "design thinking" is adopted in considering all aspects of business. When we examine the way designers around the world approach design, we find that the fundamental beliefs and thinking behind design varies tremendously. Dentsu's Yoshihiro Yagi, winner of 28 Design Lions, will take the audience on a global tour of thinking in design.

### 3. Dentsu Ventures<sup>\*3</sup> Innovation Seminar

Date & Time: Wednesday, June 22, 10:45–11:15 CEST

Theme: Redefining Creativity, Reinventing Agency Business

Outline: In today's multi-party relationships where the startup, client and agency collaborate to create various types of innovation, is it possible for an agency to generate innovation of itself? Dentsu Ventures' Kotaro Sasamoto will redefine creativity and share cases to show how an agency can leverage its skills to evolve its business.

#### \*1 Dentsu Lab Tokyo

Dentsu Lab Tokyo, which was established on October 1, 2015, is where solutions are found through creativity. A team that "thinks through creation" will bring new forms of creation through technology by combining research, ideation and development. Using technology as a starting point, it is engaged in the development of new forms of expression, an approach that is completely different from that used by advertising agencies to date. The keyword is "open innovation." While collaborating with affiliated artists and technologists both within Dentsu and outside the Lab, the team is working on creations and solutions in fields that transcend the advertising domain.

#### \*2 Brian Eno

Eno is a musician, composer, producer, visual artist, writer, contemporary thinker and political activist. His visionary recording and production work covers a broad range of styles. His visual experiments with light and video continue to parallel his musical career with numerous exhibitions and installations throughout the world. Other diverse activity includes creating the six-second start-up music for the Windows 95 operating system and a number of very successful generative apps including Bloom, Trope and Scape. A new album, The Ship, was released in April 2016 and is his first solo record since 2012's Grammy-nominated LUX.

#### \*3 Dentsu Ventures

Dentsu Ventures was established in April 2015 with the objectives of investing in ambitious start-up companies that will create an as yet unseen future and furthering open innovation across the Dentsu Group through collaboration with investees. In addition to funding, Dentsu Ventures will support businesses and entrepreneurs by providing problem-solving solutions and resources that are unique to the Group.

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