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## NEWS RELEASE

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# Digital Garage to Host THE NEW CONTEXT CONFERENCE 2021 TOKYO on the Theme of “‘Earthshot’ Whole Earth 2021 @Tokyo” ~Half Century Since Whole Earth Catalog: Shaping the Future with Technology~

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Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) and DG Lab, an open innovation R&D organization, will host [THE NEW CONTEXT CONFERENCE 2021 TOKYO](#) on August 11, 2021. The conference is aimed at those interested in cutting-edge internet technology and the businesses that emerge from it. This will be the twenty-first conference since the first one held in 2005.

This is a hybrid event with talks by speakers that are livestreamed to online audiences. The theme of the conference for this year is “‘Earthshot’ Whole Earth 2021 @Tokyo ~Half Century Since Whole Earth Catalog: Shaping the Future with Technology~.” The “Whole Earth Catalog” is a legendary publication that significantly impacted the hippie culture 50 years ago, also became a philosophical foundation for the IT Revolution. It is well known that Steve Jobs referred to the phrase “Stay Hungry. Stay Foolish.” from the back cover of the catalog’s final issue during a commencement speech at Stanford University.

This year, DG declares “Earthshot” with Stewart Brand, a founder of the “Whole Earth Catalog.” In the era of ESG, humanity’s pendulum is now switching from centrifugal force toward the moon to centripetal force toward the irreplaceable earth to cause a “great reset.” The earth as seen from space has no borders, and we are all part of an ecosystem. The main guest at the conference will be Stewart Brand. Speakers will discuss how culture and technology impacted the IT Revolution from the viewpoint of methods addressed in this catalog for living in the global environment with limited resources.

Speakers will also discuss initiatives to create a sustainable society from many different angles, looking at global-scale, major changes related to societies, technology, and the environment, together with researchers and entrepreneurs working to solve social problems.



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**Hosts:** Kaoru Hayashi (DG Group CEO and Co-Founder) Joi Ito (DG Board of Directors Member and Co-Founder)

**Speakers:** Stewart Brand (Founder/Editor, the “Whole Earth Catalog” / President, The Long Now Foundation), Jun Murai (Distinguished Professor, Keio University), Kono Taro (Minister in charge of Administrative Reform), Hirai Takuya (Minister for Digital Transformation), Miwa Komatsu (Contemporary artist), Mitsuhiro Takemura (Founder, Takemura-Juku), Nick Philip (Artist), Ryan Phelan (Co-founder & Executive Director, Revive & Restore), Koizumi Shinjiro (Minister in charge of Climate Change, Minister of the Environment), Ken Hasebe (Mayor of Shibuya), Teruhide Sato (Founder and CEO, BEENEXT), Joi Ito (DG Board of Directors Member and Co-Founder)

\* The list of speakers will be updated as necessary. Please visit the official website (<https://ncc.garage.co.jp/en/>) for the latest information.

### **[Event outline]**

Date and time : August 11 (Wednesday), 2021, 9:30 a.m. to 6:00 p.m.  
Organizer : Digital Garage, Inc.  
Co-organizer : DG Lab  
Participation : 5,000 yen (Tax included)

Official website : <https://ncc.garage.co.jp/en/>  
Ticket Purchase : Visit the ticket purchasing page on the website above.

\* Media representatives who wish to participate should send email to the address below.

Email: [dg-cc@garage.co.jp](mailto:dg-cc@garage.co.jp)

**[DG Lab]** <https://www.dglab.com/en/>

An open innovation R&D organization jointly operated by DG, Kakaku.com, Inc., and KDDI CORPORATION. Daiwa Securities Group Inc. and Resona Bank, Limited. are sponsoring partners.