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Digital Garage Hosts THE NEW CONTEXT CONFERENCE TOKYO 2022 Fall
~Under the Theme of "Designing Our New Digital Architecture,"
Consider the New Society in the Digital Architecture~

- **Digital Garage, Inc. and DG Lab**∗1**, an open innovation R&D organization, will host** THE NEW CONTEXT CONFERENCE TOKYO 2022 Fall **(NCC TOKYO 2022 Fall), a conference to discuss "new context" for a digital society, on November 4, 2022.**

- **Lawrence Lessig, Professor at Harvard Law School, is invited as a main guest. Also, Pplpleasr, a leading NFT artist; Ariel Ekblaw, Founder and Director of the MIT Space Exploration Initiative (MIT Media Lab Space Exploration Initiative), and other experts will be invited from various areas to discuss the architecture of future society.**

- **"Presentation/Award Ceremony" of startups participating in "onlab web3," a global incubation program that challenges next-generation businesses in web3, will be held on the same day.**

NCC TOKYO 2022 Fall will be hosted by Kaoru Hayashi and Joi Ito, the co-founders of DG who have been at the forefront of the Internet since its initial stage. The conference will invite many experts from Japan and abroad to discuss and deepen understanding of next-generation technology.

Designing Our
New Digital Architecture
THE NEW CONTEXT CONFERENCE TOKYO 2022 Fall

Date | November 4, 2022 1:00PM - 5:30PM

Around 30 years have passed since the birth of the World Wide Web. Web 1.0 was the era when anyone can "read" information and Web 2.0 was the era when anyone can "write" and transmit information. The evolution of technology has always driven the transformation of the era. With the rise of a new generation of "digital natives" who have grown

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up with the Web and the development of next-generation technologies such as blockchain, new culture and aesthetic of the web3 era is emerging in which anyone can freely build a community and "join."

About 100 years ago, a new movement, Bauhaus*2, was born in Germany. By utilizing modern materials and combining disciplines such as art, design, architecture, and crafts, the foundation was laid for contemporary product design today. In this era of change, new cultures and aesthetics are emerging in the digital society. The concept of "Digital Architecture" is important to create a better movement, as in the days of Bauhaus.

The theme of NCC TOKYO 2022 Fall is "Designing Our New Digital Architecture" and will look at the next-generation technologies emerging worldwide and discuss the future of digital architecture with experts in their respective fields.

Discussion will include how the "New Digital Architecture" should be designed based on the values of the future global society with domestic and international experts who have created the Web world and "Joining" the participants.

We invite Lawrence Lessig, Professor at Harvard Law School, as a main guest. Also, Pplpleasr, a leading NFT artist; Ariel Ekblaw, Founder and Director of the MIT Space Exploration Initiative (MIT Media Lab Space Exploration Initiative), and other experts will be invited from various areas to discuss the architecture of future society.

On the same day as NCC TOKYO 2022 Fall, the "Presentation / Award Ceremony" will be held for the startups participating in "onlab web3," a global incubation program that challenges next-generation businesses in web3.

*1: An open innovation research organization operated by Digital Garage, Inc., Kakaku.com, and KDDI Corporation with the aim of creating new businesses.

*2: A school of plastic arts founded in Germany in 1919 provided comprehensive education in art and architecture, including crafts, photography, and design. It also refers to the art that follows in its footsteps. Bauhaus means "house of architecture" in German.

【Event outline】
Date and time: November 4 (Friday), 2022, 1:00 p.m. to 5:30 p.m.
Form of Event: Online
Organizer: Digital Garage, Inc.
Co-organizer: DG Lab
Participation: Free
Please register through the official NCC TOKYO 2022 Fall website (https://ncc2022fall.peatix.com/).
Host
Kaoru Hayashi (DG Representative Director, President Executive Officer and Group CEO / Kakaku.com, Inc. Executive Chairman)
Joi Ito (DG Board member, and Senior Managing Executive Officer and Chief Architect)

*The information of speakers and programs will be updated on the official website as needed.
*This information is current as of the date of the announcement. Program contents and speaker information are subject to change. Please be forewarned.

■Speakers

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Lawrence Lessig
Roy L. Furman Professor of Law and Leadership

Lawrence Lessig is the Roy L. Furman Professor of Law and Leadership at Harvard Law School, prior to which he founded the Center for Internet and Society at Stanford Law School, and taught at the University of Chicago. Founder of Equal Citizens and a founding board member of Creative Commons, he serves on the Scientific Board of AXA Research Fund and has received numerous awards including a Webby, Free Software Foundation's Freedom Award, Scientific American 50, and Fastcase 50 Awards.

Cited by *The New Yorker* as "the most important thinker on intellectual property in the Internet era," his current work addresses "institutional corruption"—relationships which, while legal, weaken public trust in an institution—especially as that affects democracy. His books include: *They Don't Represent Us* (November 2019), *Fidelity & Constraint: How the Supreme Court Has Read the American Constitution* (May 2019), *America, Compromised* (2018), *Republic, Lost v2* (2015), *Republic, Lost: How Money Corrupts Congress—and a Plan to Stop It* (2011) among many others. He holds undergraduate degrees from the University of Pennsylvania, an MA in philosophy from Cambridge University, and a JD from Yale.

Pplpleasr
Digital Artist

Pplpleasr is a multidisciplinary artist with a focus on web 3.0, NFTs, crypto, DAOs, and philanthropy. Her work has inspired the formation of the prolific investment group PleasrDAO, helped define the aesthetic of the decentralized finance movement, graced the cover of Fortune Magazine, the cover of Vogue, as well as collaborations with Steve Aoki and Sotheby's. She is in Forbes 30 Under 30 this year and ranks in the top 5 of Fortune's NFTy50, a list of the most influential figures in the NFT space and has donated more than $1.5 million to charity with her NFT sales.

Ariel Ekblaw
Founding CEO of Aurelia Institute and Director of MIT Space Exploration Initiative

Dr. Ariel Ekblaw directs the MIT Space Exploration Initiative, a team of 50+ students, faculty and staff building and flying advanced technology for space exploration; she is also the founding CEO of Aurelia Institute, a hybrid space architecture research institute and venture incubation studio. Through this connected ecosystem, she strives to bring humanity's space exploration future to life.

She graduated with a B.S. in Physics, Mathematics and Philosophy from Yale University and designed a novel space architecture habitat for her MIT PhD in autonomously self-assembling space structures. Her research work and the labs she leads build towards future habitats and space stations in orbit around the Earth, Moon, and Mars. She is the author/editor of Into the Anthropocosmos: A Whole Space Catalog from the MIT Space Exploration Initiative (MIT Press 2021). She serves on the NASA Lunar Surface Innovation Consortium (LSIC) Executive Committee, guiding and shaping the coming decade of burgeoning activity on the moon. She has had

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the rare honor and pleasure of working directly on space hardware that now operates on the surface of Mars and is leading MIT's return to the moon. Her work has been featured in WIRED (March 2020 cover story), MIT Technology Review, Harvard Business Review, the Wall Street Journal, the BBC, CNN, NPR, PRI's Science Friday, IEEE and AIAA proceedings, and more.

Kim Polese
Executive Chairman, CrowdSmart

Kim Polese is the Executive Chairman and co-founder of CrowdSmart, an AI-powered cloud service that radically improves organizational decision-making using scalable collective intelligence on demand.

She co-founded IoT pioneer Marimba, and as CEO and Chairman led the company to profitability, an IPO and a successful acquisition. Today, Marimba is one of the world's leading IoT platforms, delivering three billion endpoint updates annually to a wide range of consumer devices, appliances and vehicles.

She was the founding product manager of Java and led its launch at Sun Microsystems. Earlier, she was an applications engineer at Stanford spinout IntelliCorp, the first AI company to go public, where she helped Fortune 100 companies implement expert systems.

She received her bachelor's degree in Biophysics from the University of California at Berkeley, completed post-baccalaureate study in Computer Science at the University of Washington and was awarded an honorary doctorate in Business and Economics from California State University.

She is a faculty instructor at the University of California at Berkeley, serves on the board of the Long Term Stock Exchange and advises numerous early-stage companies. An Aspen Institute Fellow, she is the recipient of numerous awards and honors including Forbes "Most Influential Women in Silicon Valley," Information Week's "Top Technology Executives" and Time Magazine's "25 Most Influential Americans."

Ken Hasebe
Mayor of Shibuya

Ken Hasebe was born in Tokyo in 1972. After he worked at Hakuhodo, he established his own NPO called green bird, which aimed at solving the problem of garbage. He has conducted a number of promotional activities related to littering, starting from Harajuku/Omotesando area and it has spread to more than 60 places in Japan.
He was first selected in Shibuya-ku congressist election in 2003, and served his role for 12 years. In 2015, he was elected as Mayor of Shibuya and now serves his second term.

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Sputniko!
Artist / Associate Professor, Tokyo University of the Arts Department of Design

Sputniko! is a British-Japanese artist and speculative designer based in Tokyo. She creates film and multimedia installation works which explore the social and ethical implications of emerging technologies, especially in the themes of gender and sexuality. She has recently exhibited her works in exhibitions such as the Cooper Hewitt Design Triennial (2019), "Broken Nature" at the Milan International Design Triennial (2019) and Setouchi Art Triennial, where she created a permanent art pavilion at the Benesse Art Site in Teshima. Sheis currently an Associate Professor of Design at the Tokyo University of Arts. From 2013 to 2017, she worked as an Assistant Professor at the MIT Media Lab, where she founded and directed the Design Fiction group. Other than teaching, she became a TED Fellow and gave a talk at TED2019, and was also selected as one of Young Global Leaders (YGL) by the World Economic Forum in 2017. To date, She has had her pieces included in the permanent collections of museums such as the Victoria & Albert Museum and the 21st Century Museum of Contemporary Art, Kanazawa.

Mayumi Hara
CEO at FRAME00, Inc. & Dev Null AG

Mayumi is a serial entrepreneur with 10 years of experience developing businesses and brands in a variety of industries, and has launched a new business and IPO at a manufacturer and founded a social marketing startup in 2011. She founded FRAME00, Inc. in 2015 in response to the economic undervaluation of traditional artisans working with national treasures. Also, she developed the "DEV Protocol," which supports creators' sustainability through blockchain.