

Maywa Denki Profile / as of March 2003

Yoshimoto Kogyo Co., Ltd.

Maywa Denki is an art unit produced by Nobumichi Tosa. It was named after the company that his father used to run bygone days.

The costume is designed as a typical working uniform of Japanese electric stores, symbolizing small/medium-sized enterprises that had once supported Japan's economy during its high-growth period. Its unique style is indicated by a term he uses: for example, each piece of Maywa Denki's work is called "a product" and a live performance or exhibition is held as "a product demonstration." The products produced so far include "NAKI Series," fish-motif nonsense machines, "Tsukuba Series," original musical instruments, and "Edelweiss Series," flower-motif objet d' art. Although Maywa Denki is known and appreciated as an artist, its promotion strategies are full of variety: exhibition, live stages, performances, producing music, videos, writing, merchandising toys, stationery, and electric devices. As Nobumichi is still looking for a new scheme for a different approach to the public, Maywa Denki now in earnest begins to extend its activities to overseas, holding exhibition in Europe (Paris and London). In 2002, it was the 10th anniversary of Maywa Denki and memorial events, a concert tour "Jamboree" and exhibitions "Romance Engineering," were held in large cities, Japan.

Maywa Denki is organized in 1993 as an art unit of two members (brothers), Masamichi (elder brother) and Nobumichi (younger brother) Tosa. They started their career as an exclusive art unit belonging to Sony Music Entertainment, and later in 1998 transferred its management agency from SME to Yoshimoto Kogyo Co., Ltd. On Masamichi's retirement on March 31, 2001, Nobumichi succeeded as the president.

● **Nobumichi Tosa (President)**

- April 1967, Born in Hyogo Prefecture
- March 1992, The Department of Arts Study, Postgraduate Course, Tsukuba University, Awarded Master's Degree
- May 1993 – Mar. 2001, Vice President of Maywa Denki
- April 2001 – present, President of Maywa Denki (succeeded on Masamichi Tosa's retirement)

● **Awards**

- September 1993, Maywa Denki, Grand prix in "Art Artists Audition II" (sponsored by Sony Music Entertainment)
- October 1995, Uo-no-me/Corn (NAKI-EX), licensed to the registration of a design

- December 1995, Gumbass (MI-02), licensed to a new design for practical use
- December 1996, Na-Cord/Fish Cord (NAKI-DX), licensed to the registration of a design
- 1996, Na-Cord-Fish Cord (NAKI-DX), awarded a Special Prize of Editors in "MONO MAGAZINE Super Goods of The Year"
- June 1997, Glass-Carp (NAKI-KX), licensed to the registration of a design
- 2000, Maywa Denki, awarded Excellence Prize of Interactive category of Digital Arts in "Agency of Cultural Affairs Media Arts Festival III"
- 2000, Maywa Denki, awarded Good Design Award of New Theme Category by Japan Industrial Design Promotion Organization

● Performance & Exhibition

- April-September 1994, a brand-new products exhibition "Next Weekend are Maywa's Days"
- May 1995, "Skins of Arts"
- May 1995, "Fukui International Video Biennial VI"
- July 1995, "Curator's Eyes '95" (on site production & sales of Sava-O/NAKI-SO)
- April 1996, "Tokyo Pop"
- August 1996, "Tsukuba Exhibition" (visitors totaling of 26,000)
- September-December 1997, "NAKI Exhibition" (visitors totaling of 25,000)
- 1999, "Maywa Denki Exhibition" at Shinjuku Odakyu Department Store & Kobe Daimaru Department Store (visitors totaling of 30,000)
- May 2000, "NAKI Exhibition" at agnes b., Aoyama
- August 2000, "EDELWEISS Exhibition" at agnes b., Aoyama
- March 2001, "Maywa Denki Exhibition" at Galerie Du Jour agnes b., in Paris
- May 2001, "Maywa Denki Exhibition" invited for the event "Tokyo Life" at Selfridges in London
- September-December 2002, "Romance Engineering" at Shibuya PARCO and Nagoya PARCO (visitors totaling of 10,000)

● Concert Tours

- November 1994-March 1995, "SWITCHED ON KAPPA" products demonstration
- July-November 1995, "SWITCHED ON KAPPA '95" products demonstration
- January-March 1995, "Commemorative Demonstration of Maywa Denki New Products <Japan Tour>" (in 6 large cities, 8 stages)
- May-June 1998, "Drived-Live: Maywa Denki Japan Tour II" (in 6 large cities, 8 stages)
- 1999, "Maywa Denki Live: Hall in Love '99" (in Tokyo and Osaka, 5 stages)
- May-June 2000, "Maywa Denki Live 2000: For Beautiful Human Live" (in Tokyo, Osaka and Nagoya,

5 stages)

- August 2002, "Maywa Denki Live 2002: Jamboree" (in 4 large cities, 4 stages)

● Discography

< Single CD >

- July 1997, "Edelweiss" (Sony Music Entertainment)
- October 1997, "Ore wa Uchu no Fantasy" (Sony Music Entertainment)

< Mini-Album >

- January 1996, "Teikyo" (Sony Music Entertainment)
- August 1996, "Ochugen" (Sony Music Entertainment)
- August 1997, "Sakigage" (Sony Music Entertainment)
- May 1998, "Michi" (Sony Music Entertainment)
- July 2000, "SAVAO" (Tokuma Japan Communications)
- August 2001, "Savao de Samba!" (Tokuma Japan Communications)
- June 2002, "Chikyu no Present" (Tokuma Japan Communications)

< Video >

- January 1996, "Maywa Denki Gaho1" (Sony Music Entertainment)
- August 1996, "Maywa Denki Gaho2" (Sony Music Entertainment)
- August 1997, "Maywa Denki Gaho3" (Sony Music Entertainment)
- May 1998, "NAKI: 26 nonsense machines" (Sony Music Entertainment)

< Book >

- September 1997, "NAKI Encyclopedia" (NTT Publishing)
- April 1998, "Maywa Denki Company Profile" (Aspect)
- June 2000, "Maywa Denki Short Story" (Shinko Music)
- 2000, "Knock Man" (Yoshimoto Kogyo)
- March 2002, "Na-cord no dekirumade" (NTT Publishing)

Bibliography

"Tsukuba Series" by Maywa Denki / Yoshimoto Kogyo Co., Ltd.

(The following materials are used for the only entry video documentation of Ars Electronica 2003.

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● **TVs**

"Meringue no kimochi" on NTV / 27th Oct. 2001 OA

"Oshare kobo" on NHK / 1st Oct. 2001 OA

"MONDO21 ADRNALIN60#10 Tsukuba no kaze ni fukarete" on Perfect TV! / 4th Sep. 1997 OA

● **Books**

"MATSUSHIMA ORGEL MUSEUM" published by Eight Co., Ltd. / on p.3

"Sound and Recording Magazine" published by Litto Music Co., Ltd. / Feb. 2003

"Connections" by James Burke / published by Macmillan London Ltd. / on p.149 / 1978

Japanese translation rights arranged with Macmillan London Ltd. Through Japan UNI Agency, Inc.

"Garden Cinema Express No. 8" published by Entertainment Co., Ltd. / on p.1 / Aug. 2001

● **Web**

Mr. Moog Photo

<http://emfinstitute.emf.org/exhibits/moogsynth.html>

● **Videos**

"Maywa Denki Gaho2" by Sony Music Entertainment / Aug. 1996

"NAKI: 26 nonsense machines" by Sony Music Entertainment / May 1998

● **Sounds**

< CD >

"COMPUTER MUSIC CURRENTS 13 #8 Study No.2" by Schott Wergo Music Media GmbH / 1997

"TRESORS DE LA MUSIQUE MECANIQUE #5 ORCHESTRION, FRATI" by PIERRE VERANY / 1997

"Groove Construction #8 Techno Loop" by Time + Space