

## Art Collective "WE" Represented by Satoshi Takamatsu

### Announces Key Milestone with Axiom Space

To democratize the "experience of seeing the Earth from space", the art collective WE (Representative: Satoshi Takamatsu) plans to conduct a long-duration stay (30 days) in orbit by a private citizen to take ultra-high resolution photographs and videos together with 360-degree VR videos of the Earth that approach the limits of human visual perception. In January this year, "WE" completed a seat reservation agreement with Houston-based company Axiom Space for a long-duration human spaceflight mission.

"WE" representative Satoshi Takamatsu has completed the initial payment to Axiom Space and will be asking individuals, brands, and foundations around the world to sponsor and fundraise for the mission expenses.

Tejpal Bhatia, Axiom Space Chief Revenue Officer, offered that Axiom Space is looking forward to working with Satoshi Takamatsu on a future mission. He said, "With this agreement as the initial foundation, we will work together to build a comprehensive mission plan that supports an imagery-centered commercial astronaut effort on orbit for the benefit of all."



We have decided to call this mission WE, which is not a space project of a national space agency, but a "space project of us, by us, and for us," and we have also decided to call the community promoting this mission WE.

It is said that many people have an experience called the "overview effect" or "mind shift" when they look at the Earth from space. The experience varies, but it is said that many people intuitively feel the importance of environmental issues and the sustainability of the Earth when they see the fragile Earth protected by a thin atmosphere. People also strongly desire a war-free Earth, given the reality of ongoing wars between nations on the same planet from space.

WE is also an acronym for World Environment and War Ends. Our members are those who share the two messages: we want to protect the global environment, and we want to eliminate war from the earth.

In order to create an overview effect without going to space, it is necessary to reproduce an infinitely realistic "experience of seeing the Earth from space". In other words, we need to capture and display images that challenge the limits of human vision.

To film in space, multiple high-performance cameras will be stacked and operated simultaneously to capture 300 million-pixel still images, 24K video, and 360-video shooting to enable playback of more than 60 PPD (pixels per degree of view) on an HMD (head-mounted display) for VR. In addition, machine learning AI super-resolution is performed in post-processing, and the target output is 600 million pixels for still images and 48K for video.

WE representative Takamatsu, based on his experience in creating the world's first FIFA-authorized public viewing at the National Stadium for the 2002 Korea-Japan World Cup, said: "Valuable content that so many people want to see can only be experienced by a limited number of people. We were convinced that there is great significance in providing an infinitely realistic virtual experience to a large number of people there. This project can be described as a 'public viewing of the experience of seeing the Earth from space'".

Takamatsu also created the world's first commercial shot on the International Space Station in 2001 for the Japanese brand Pocari Sweat, and in 2005, he conducted a two-year campaign for peace with the Nissin Cup Noodle "NO BORDER". In this space project, WE will integrate his experience shooting commercials on the International Space Station, the eight months of cosmonaut training in Star City, Russia, in 2015, and his subsequent experience as a photographer and artist.

Furthermore, WE representative Takamatsu said:

Until now, the only people who have seen the Earth from space have been approximately 600 astronauts from various countries and a small number of space travelers. The miraculous blue planet is floating and slowly rotating in the jet-black space.

Seeing the planet Earth changes people's hearts and minds.

They are awakened as “Earthlings” beyond nationality, ethnicity, culture, and religion. They feel the Earth as if it were a single life form. And witnessing that the earth is protected by a fragile and thin atmosphere. Intuitively understand the earth’s environmental problems. This mental transformation is called The Overview Effect by psychologists.

Millions of photographs of the Earth have been taken, but few are as moving. This is because no mission was ever planned to capture the visual experience of astronauts accurately and reproduce it on Earth. The purpose of photography was not to "reproduce" but to "record".

The world is now in the throes of a new space age. Space utilization is advancing rapidly, in 10 years, 600 civilians may have experienced space. But that would only be 600 astronauts and 600 wealthy individuals. It is wonderful, but will it change the “consciousness of people on Earth”? Will it give children “dreams that light up their eyes”? Suppose private citizens and private companies cooperate to go to space. Shouldn’t we give back to society the dream of “the Earth from space” through technology in areas that governments and space agencies have not focused on?

“WE” want to reproduce the “Earth seen from space” as it is on Earth.

I would like to be the first photographer in space and share that visual experience with all people on Earth. The overwhelming visual experience of viewing a 10-meter photo output size and 100-meter video display size at close range and a VR experience that is indistinguishable from reality is made possible by ultra-high-pixel photography.

We will be able to feel this planet as our home only when we leave the earth and look at it from the outside. War is happening inside the home. Non-renewable environmental destruction is continuing at home. Humanity’s great challenges will be impossible to solve without fostering a global consciousness that transcends national boundaries.

The desire to leave our home planet beautiful for future generations by “seeing the Earth from space” spreads through our hearts. Although we can understand the importance of sustainability by reading books about it, it is difficult to grasp the Earth as a living organism intuitively. It is only by “seeing” that we can feel the Earth and think about its future. This project is also a project to educate people about sustainability through visual experiences.

For now, only a limited number of people will be able to experience the adventure of going into space on a rocket that rises with a roaring sound. However, the visual experience of seeing the Earth from space can be shared.

This project can only be realized by astronauts with a single mission: to capture the visual experience of the Earth from space and reproduce it on Earth.

I am not a NASA astronaut, nor a JAXA astronaut, nor a space tourist who goes to enjoy space for his sole enjoyment, but I am an artist and photographer with a mission to share the space experience with everyone. I want to work off the planet as a "WE Astronaut" who carries out missions to share the space experience with everyone. This will be my greatest contribution to society and my greatest dream. And I believe this mission will overlap with someone else's dream and benefit all of humanity.

### **About WE:**

WE is an art collective established by Satoshi Takamatsu in 2022 for the space mission.

For more information about "WE", visit [www.missionwe.com](http://www.missionwe.com)

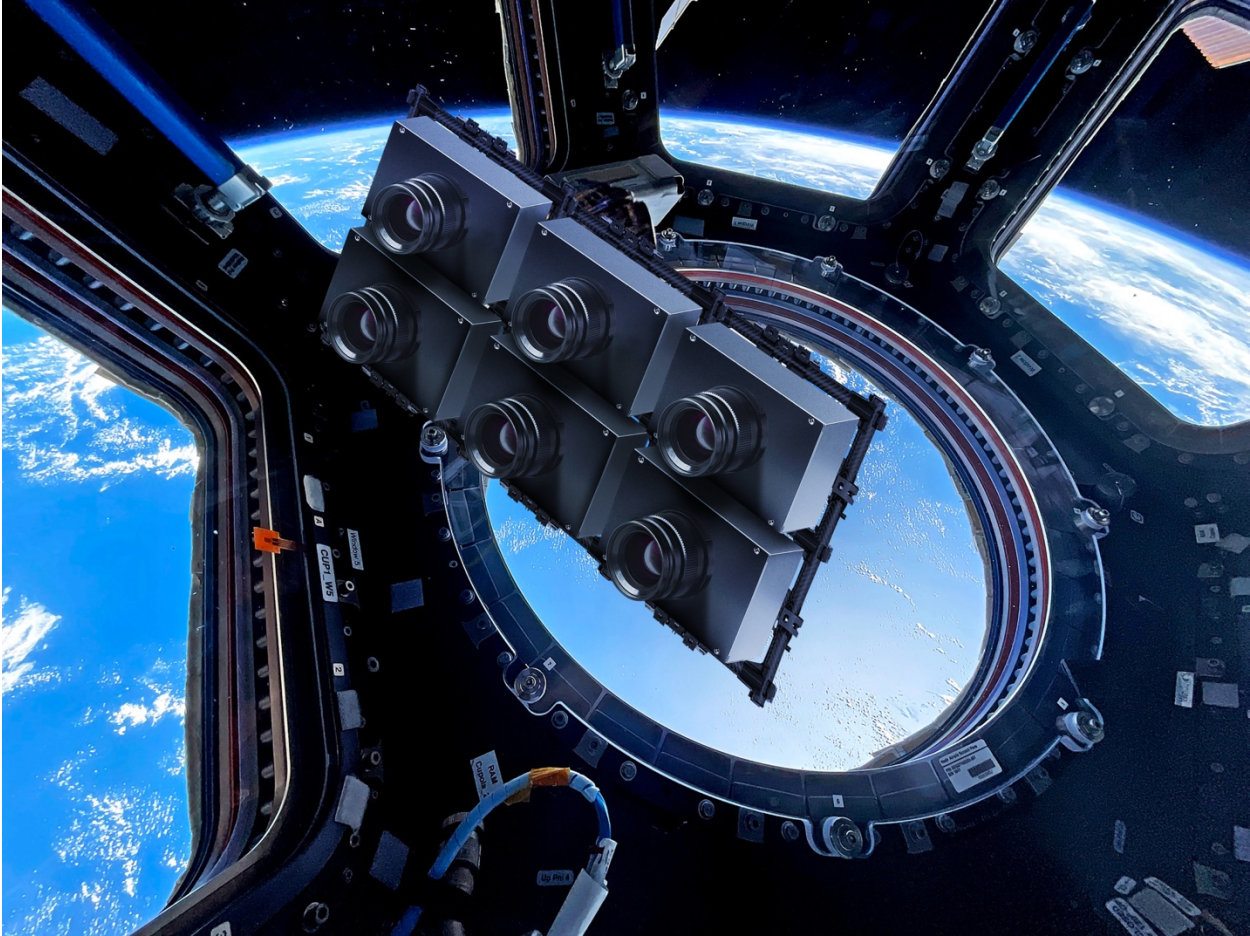
For more information, please contact WE PR team at:

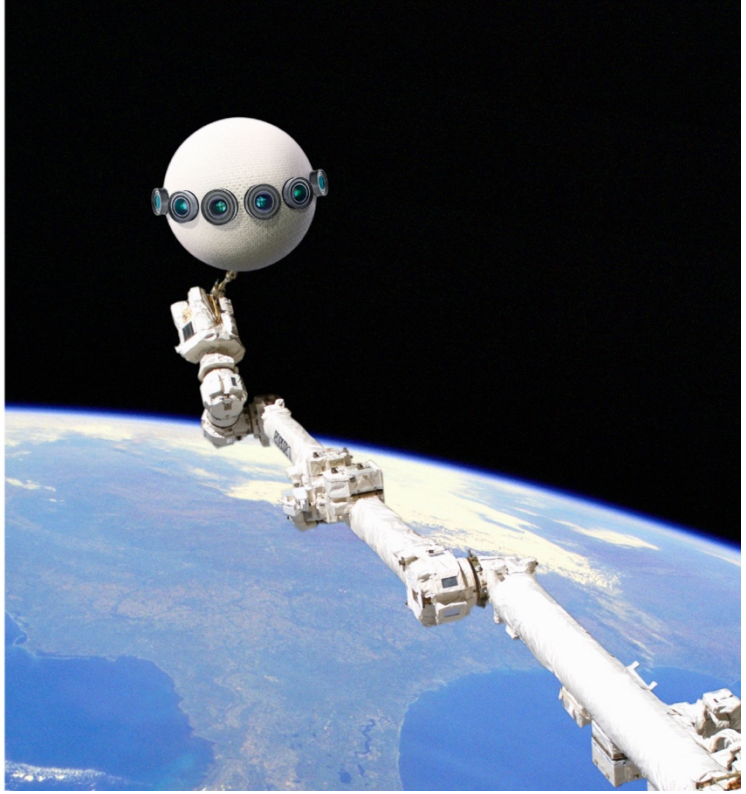
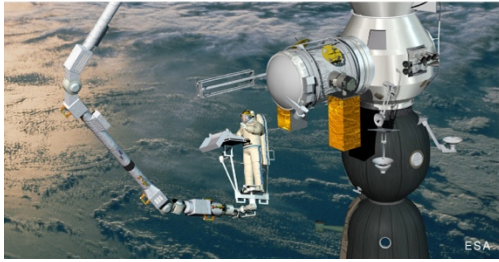
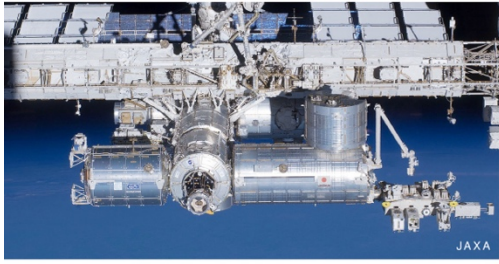
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### **About Satoshi Takamatsu:**

Born in 1963, artist and photographer. After graduating from the School of Science and Engineering at the University of Tsukuba, Takamatsu joined Dentsu, the largest advertising agency in Japan. In 2005, he founded GROUD, a creative agency, and became CEO and Chief Creative Officer. Takamatsu has won many international advertising awards, including Gold Lions at the Cannes Advertising Festival. In 2002, he organized public viewings of the World Cup at the Tokyo National Stadium, the first of its kind to be officially endorsed by FIFA. He was also the first in the world to organize the filming of a TV commercial on the International Space Station for a Japanese beverage brand in 2001. Other commercials filmed in space include "No Borders", with an anti-war theme, and "Freedom", with themes of planetary sustainability and opposition to a future-controlled society, both for the Cup Noodles brand. Although they were product advertisements, these works conveyed strong social messages. Takamatsu announced his retirement from the advertising industry in 2015. He then spent eight months in Star City, Russia, undergoing astronaut training. He is currently a representative of Space Films and works as a photographer and artist. In 2014, Takamatsu presented his works at the exhibition "Mission [SPACE x ART] - Beyond Cosmologies" at the Museum of Contemporary Art Tokyo. In 2020, he organized his personal exhibition "Failure." In 2022, he founded an art collective, WE, for the space project.













Cosmonaut Training in Star City in 2020



Solo Exhibition in 2020









