

Kanazawa Tsukimi Koro 2023 "Connect Kanazawa 2"

Catching my own moon rabbit NFT art created in conjunction with projection mapping

"Connect Kanazawa 2" is a digital experience that connects the real and virtual worlds, projecting projection mapping synchronized with live piano performances at the event venue. At the same time, the same piano performance and projection mapping are provided in the virtual environment. At the real venue, when participants view the event venue through a smartphone web app, a rabbit appears on the smartphone, and when the rabbit is tapped to catch it, different rabbit images are generated depending on the background of the projection mapping and its timing, and these images can be made into NFTs.

Fujitsu issued NFTs linked to AR images generated at the venue for participants who experienced the web app at this event.

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Signs and Discoveries

- 1. Casual art events create opportunities to touch the latest digital technologies and NFTs.**
- 2. The NFT rabbit generated from the "AR rabbit" you took and the "projection pattern" of that moment. It remains on the blockchain as proof of your experience.**
- 3. What if you could benefit from Web3 and NFTs without knowing it, in a way that's fun even without specialized knowledge? Let's think about business from art.**

FINDING

User-participated NFT art / Fusion of real and virtual

Understanding the latest technology through art /

Future participation proof · Travel commemorative entertainment Tourism · Travel Town planning

Seeds of Signs 1.

Casual art events create opportunities to touch the latest digital technologies and NFTs.



The "Kanazawa Tsukimi Koro 2023" held at the Shiinoki Guesthouse.

People were naturally drawn to the projection mapping projected on the wall and gathered.

After watching the projection mapping for a while, it seems that the image of the projection mapping changes according to the tone of the piano playing at the venue. Furthermore, it seems that AR experience is also possible.

When I read the QR code with my smartphone and opened the web browser, the AR rabbit was immediately displayed on the camera.

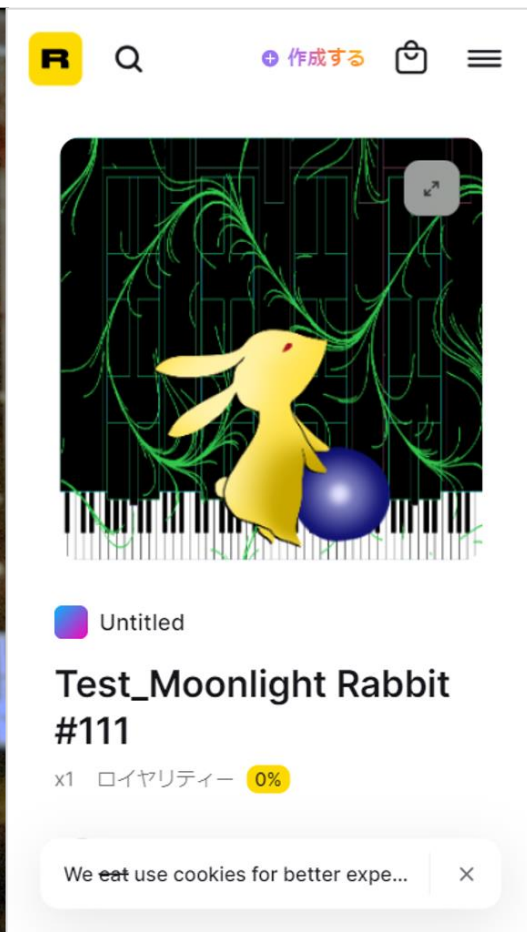
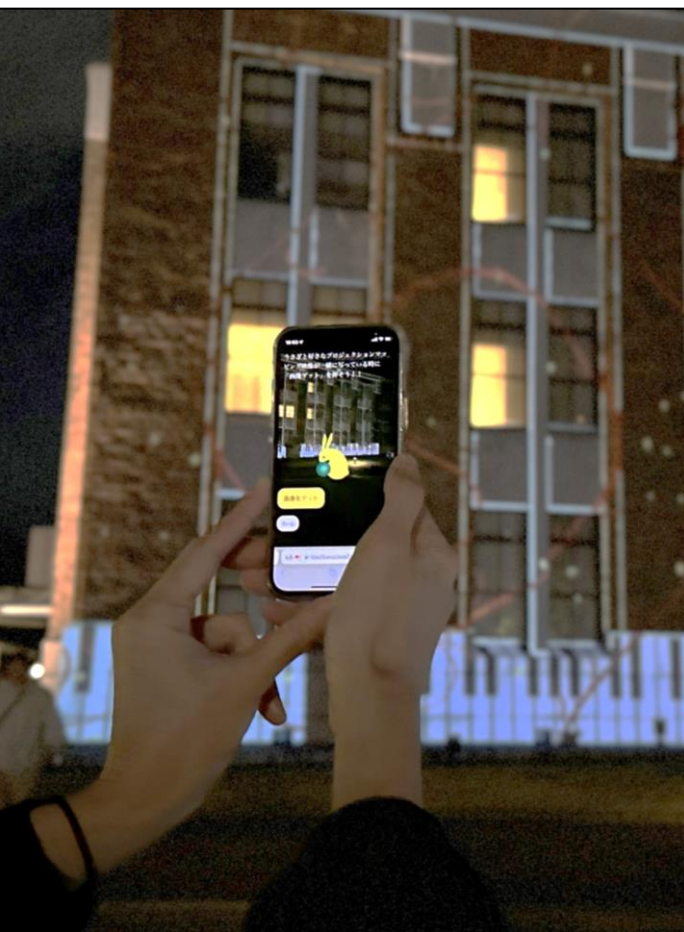
When I pressed the "Catch the Rabbit" button, an NFT image of "My Own Moon Rabbit" was generated based on the projection mapping image at that moment.

I can't believe I can experience AR and NFT just by dropping by!

There must have been many people who experienced NFT for the first time at this venue.

Seeds of Signs 2.

The NFT rabbit generated from the "AR rabbit" you took and the "projection pattern" of that moment. It remains on the blockchain as proof of your experience.



The NFT rabbit image created by the unique image that can only be seen at the event venue and your own action becomes a commemoration that you were definitely there.

Until now, memories of travel could be preserved in various forms, such as photos, GPS tracks, V-logs, etc.

However, in today's world where new data is generated every day, there are times when you feel that your travel memories are buried in a huge amount of data.

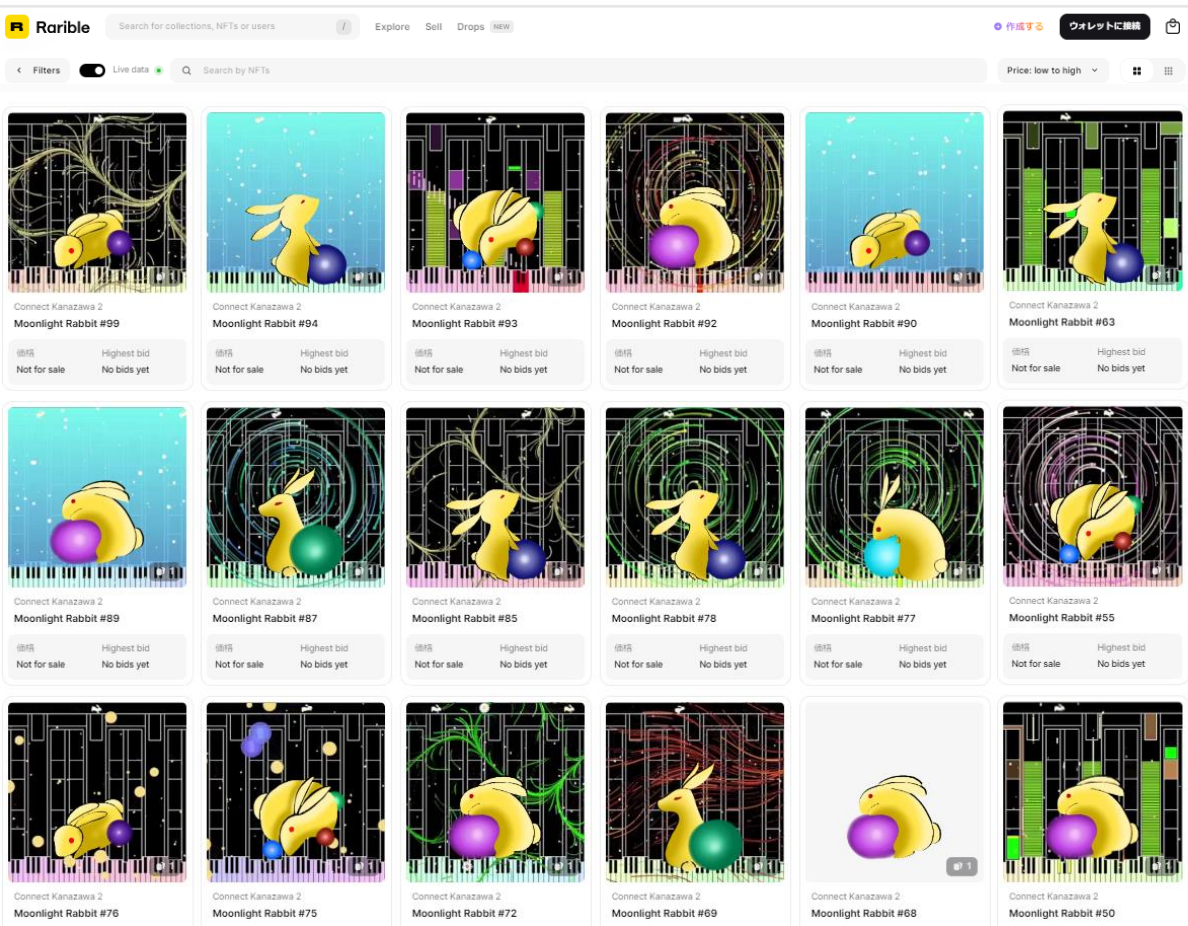
The NFT image generated at Kanazawa Tsukimi Koro is special in that the NFT art created by your own experience remains as a unique existence.

In the future, we may seek "future commemorations" that are engraved on the blockchain as travel memories.

While expectations are growing, it can also be inferred that NFT is still an unknown existence for many people, and its value is not fully conveyed.

Seeds of Signs 3.

What if you could benefit from Web3 and NFTs without knowing it, in a way that's fun even without specialized knowledge? Let's think about business from art.



In this event, we realized an experience where users who do not have a blockchain wallet, which requires specialized and complex procedures, can easily get NFTs.

In the future, it would be interesting if we could increase the value of the event and NFTs, and receive the benefits unique to Web 3, by exchanging and buying and selling the NFTs among the event participants.

Even if it is an experimental art event now, a service that becomes a new norm in our lives may be born from here.

If there is a chance next year, I want to go catch the "moon rabbit" again, and it seems interesting to have an event to release the "moon rabbit" I already have.

It's an art event that makes me look forward to the future!

Future sketch

The "NFT rabbit" that has jumped out of the venue runs around various places and inside the metaverse!

- How to continuously increase the feelings of participants by utilizing the characteristics unique to NFT? -

