



増田セバスチャン 1970 年生まれ。演劇・現代美術の世界で活動した後、1995 年にショップ「6%DOKIDOKI」を原宿にオープン。2011 年きゃりーぱみゅぱみゅ「PONPONPON」MV 美術で世界的に注目され、2015 年夏にはコンセプト・美術・演出などをプロデュースした、都内最大級面積のカフェ「KAWAII MONSTER CAFE」が原宿にオープン。2014 年からニューヨークを拠点にアーティストとして活動を開始。現在 2020 年に向けたアートプロジェクト「TIME AFTER TIME CAPSULE」を展開中。

Sebastian Masuda Born in Chiba Prefecture in 1970. Artist. Following his beginnings in the theatre and contemporary art world, he opened his shop, '6%DOKIDOKI', in Harajuku in 1995, with a shop concept of 'Sensational Kawaii'. In 2009, he launched the 'Harajuku "Kawaii" Experience' world tour with the aim of sharing Harajuku's culture with the rest of the world. In 2011, he received international attention as the art director for Kyary Pamyu Pamyu's 'PONPONPON' music video. He held his first solo exhibition, 'Colorful Rebellion -Seventh Nightmare-' in New York in 2014, and the exhibition later toured museums both in and outside Japan. He was named one of Japan's Cultural Envoys by the Japanese government's Agency for Cultural Affairs in 2017.