

“Reinterpreting the Traditional Japanese Craft of Art Mounting” show leveraged Web3 and AI allowing attendees to create their own digital art pieces

Hosted by Proof of Japan (POJ) with SMBC Nikko Securities’ support

Built by Rove World on NEAR Protocol

[Proof of Japan Inc.](#) (POJ) is a joint venture between Hatapro Inc., a leading AI robotics startup, and SMBC Nikko Securities Inc., one of the largest securities companies in Japan, that was formed to explore the role of exponential technology to advance and share the value of Japanese culture with global people. POJ has taken a particular interest in AI and Web3 technology (specifically NFTs) and how both can be leveraged to solve challenges facing the traditional industry, which formed a base for popular Japanese craftsmanship and IPs.

After various workshops and events with experts of culture and crafts exploring the possibilities of creating at the intersection of NFTs, AI, and traditional culture, POJ has partnered with Masahiro Inoue (井上雅博) of Inoue Kogado for an event on 11th October. The event, called “Reinterpreting the Traditional Japanese Craft of Art Mounting,” created an experience that combined the art of this Hyougu master with customizable generative AI. All attendees had a chance to try their hand at creating a digital art piece in the style of Inoue.

Masahiro Inoue is the third generation Hyougu master (traditional art mounting craftsman) of Inoue Kogado, a company specializing in renewing and restoring hanging scrolls, folding screens and other artworks. Inoue Kogado also creates traditional interior elements such as sliding doors, shoji screens and wall papering for shrines, temples and sukiya (tea-ceremony house) buildings throughout Japan. Inoue aims to create a new style of Japanese decoration by searching for the best way to match modern architectural style, through the theme of 'Traditional Elements of Hyougu x ART'. Inoue expresses this style as "Space mounting".

Under the guidance of the art of Masahiro Inoue, each participant used generative AI to create and explore a new interpretation of traditional Japanese Hyougu. But what makes this experience even more unique is that each participant's AI generated artwork will be distributed as non-fungible tokens (NFTs) direct to everyone's mobile phone following the event. NFTs allow the artwork to be stored immutably on the blockchain for all of history and uniquely and verifiably owned by each participant.

The Web3 activation of this experience was made possible by Rove, a platform that enables brands and artists to better engage their communities utilizing blockchain technology. With their release of the Rove World app, one of the first Web3 consumer mobile apps approved by the App Store, communities can track engagement, distribute (or "airdrop") NFTs seamlessly without any of the traditional friction of crypto applications, and reward the most loyal community members with perks, special access, and loyalty reward points redeemed for other products and experiences within the Rove ecosystem.

Rove is powered by the Near blockchain to make this seamless integration of Web3 technology in traditional “IRL” settings possible. Utilizing the Near blockchain, Rove not only handles the distribution of NFTs through a mobile app, but also the ticketing. With blockchain-enabled technology for ticketing, restrictions can be set on scalpers and “bots” to ensure that value is not being extracted away from the artist. Furthermore, through “Proof of Attendance,” all attendees can be tracked and rewarded on an ongoing basis for their participation and engagement.

The “Reinterpreting the Traditional Japanese Craft of Art Mounting” event was a memorable experience merging both the physical and digital worlds as well as the intersection of exponential technology and traditional art culture. POJ continues to pioneer new community-led initiatives to explore these new frontiers. The event also marked Rove’s expansion into Asia, as they continue to utilize the Near blockchain to empower artists and fans around the world with the power of Web3 technology.

Proof of Japan

[Proof of Japan. Inc \(POJ\)](#) was established in April 2023, jointly invested by Hatapro Inc. and SMBC Nikko securities Inc., a leading AI robotics startup and one of the largest securities companies in Japan.

POJ intends to build up an ecosystem to benefit global people by sharing the value derived from the growth of Japanese culture and art in the next decades. POJ organizes select youth engaged in Japanese culture and art and creates communities to provide private premium experiences in both digital and physical space. POJ utilizes NFTs and AI to make all the experiences exclusive and unique and to visualize the value of communities.

Rove

[Rove](#) has built a platform for brands, artists, and entertainers to better engage their audiences utilizing Web3 technology.

Founded in 2021 with a focus on bridging the physical and digital worlds, Rove introduced the Rove World mobile app (live for both the [Apple](#) and [Google Play](#) stores). With an emphasis on gamifying the “IRL” experience and pioneering "Attend To Earn," blockchain-based ticketing and on-chain loyalty rewards. Artists and brands are able to sell NFT tickets to events, track "Proof of Attendance", and reward their most loyal fans and community members through features that include "token gating" events, airdropping NFTs to the wallets that attended, offering VIP access and special perks, and distributing loyalty reward points for engagement, redeemable for products and experiences within the Rove ecosystem.

All of these features are available in a seamless, intuitive mobile app where all the friction of traditional crypto apps has been removed.