

PRESS RELEASE: 17 July, 2025

Japan to Host First ‘SEEU 2025 – European Photography Month in Tokyo’ This Fall – Exploring Europe's Shifting Present Through Photography

Curated by Kim Boske and Mutsuko Ota with “Reframing Realities” as the theme



KOI NIPPON / KOI is delighted to announce the first edition of SEEU 2025 – European Photography Month in Tokyo, taking place in public spaces across Tokyo from 23 October to 23 November 2025, with the support of the Arts Council Tokyo, Tokyo Metropolitan Foundation for History and Culture and the European Union. More than 200 works by approximately 10 photographers will be presented to Japanese audiences.



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■About 'SEEU 2025 – European Photography Month in Tokyo'

This photography festival, launching in Tokyo in October 2025, marks the first European Photo Month in Japan. It will showcase works reflecting contemporary Europe, exhibited throughout public spaces in Tokyo for one month each year. The festival will bring European photographic talent into the cityscape of Tokyo and will foster new professional and creative opportunities for both European and Japanese artists.

■This Year's Theme, 'Reframing Realities'

'Reframing Realities' explores the shifting viewpoints that define and redraw contemporary Europe. From vibrant European communities to fluid identities in a hyper-mediated digital age, the theme examines how realities—objective, personal, ecological, aesthetic—are continuously constructed, erased and reimagined. As Europe navigates armed conflict, migration flows and the pressures of the Anthropocene, photographers respond with images that blur the line between documentation and invention. In an era of self-curation, unrecognisable retouching, synthetic beauty and vanishing biodiversity, this year's theme asks: where do the edges lie—and who has the power to redraw them?

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■Sergej Grigorjev, Festival Producer



Sergej Grigorjev is a creative producer working across visual storytelling, technology and public event formats. He is the founder and head of KOI - a studio dedicated to arttech and cultural production.

His work ranges from the biggest Japanese cultural festival in Lithuania, virtual reality productions to exhibitions and large-scale public installations.

Sergej has developed and produced over 30 independent cultural projects, including the interactive digital book story 'Noble Rogues', photography exhibition 'Human Baltic' (Aoyama Spiral, 2024) and the annual platform 'Creative Lithuania in Tokyo.'

[Message]

European photography remains widely unknown in Japan—especially when it comes to its contemporary voices. SEEU is a response to that distance, bringing the diversity of Europe's photographic language into Tokyo's cityscape. Most of the exhibitions will be in public spaces, designed for unplanned encounters rather than formal visits.

At the same time, Japan's photographic scene is curious about new openings towards Europe. We see this as a chance to build a conversation between the two—one that's informal, creative and long overdue.

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■ Kim Boske, Festival Curator



Kim Boske is an Amsterdam-based artist and curator interested in the quiet complexity of how we perceive and construct the world around us, often through visual explorations of time and nature.

Since 2023, she has been responsible for initiating and coordinating the residency programme of FUTURES, the European platform for photography.

As a visual artist, Boske has exhibited at institutions including the Brooklyn Museum (New York), Atelier Néerlandais (Paris), Foam Fotografiemuseum (Amsterdam), Nederlands Fotomuseum (Rotterdam), Internationale Stiftung Mozarteum – Mozart Wohnhaus (Austria) and the Centre Photographique Rouen, in collaboration with the Botanical Gardens of Rouen (France).

[Message]

My interest in contributing to SEEU comes from a belief in slow, attentive practices — artistic approaches that allow space for ambiguity, reflection and multiplicity. In both my curatorial work and artistic practice, I am drawn to processes that unfold gradually, revealing complexity over time rather than all at once. The act of seeing becomes layered, shaped by time, memory and movement.

In a time where narratives are increasingly fragmented, edited or mediated, SEEU offers a moment to pause and reconsider how we relate to the world and to each other through photography as both language and landscape. Rather than offering fixed statements, it opens a field for exploration, where visual narratives can question, connect and reframe what we think we know.

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■Mutsuko Ota, Festival Curator



Mutsuko Ota is a curator and editor with a focus on photography. She worked in the Public Relations Department at Suntory and then at the editorial department of *Marie Claire*. She went on to cover art, photography, literature, travel and lifestyle at magazines such as *Esquire* and *GQ*.

Later, as a freelance editor, she was involved in editing magazines and books, managing art projects and producing museum catalogues.

In 2012, she founded the art photography magazine *IMA*. As Editorial Director, she has led various initiatives centred around art photography, including publishing photo books under the “IMA Photobooks” label, directing exhibitions for the Asama International Photo Festival and serving as a judge for photography awards.

[Message]

Contemporary photographic expression goes beyond mere visual records or images; it questions how we perceive and articulate our social realities, past histories and personal identities. The inquiries European photographers grapple with aren't confined to a distant world; they intersect with our own.

SEEU is an endeavour to re-examine diverse photographic works from Europe within the distinct cultural and urban landscape of Japan. It's an encounter with an unfamiliar gaze, released into the city and woven into our daily lives. While these may be fragments of a distant world, they will simultaneously offer new perspectives to our own vision.

Through this festival, we hope to demonstrate how geographical distance can be lightly transcended by imagination. We sincerely anticipate that this encounter will serve as a starting point for understanding and exchange between different cultures.

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■Open Call for Photographers (Deadline: 20 July, 2025)



SEEEU 2025 – European Photography Month in Tokyo will select a number of participating photographers through an open call. Selected artists will receive comprehensive support, including the exhibition of their work as well as assistance with travel and accommodation. Additionally, each exhibited Photo Series will be eligible for an award. The Award will be presented during the Opening Ceremony. It will be decided by festival curators and partners.

[Timeline]

Closure of Open Call: 20 July, 2025 (23:59) CET

Announcement of selected photographers: **Early August 2025**

Exhibitions map released: September 2025



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■Call for Sponsors and Partners!

SEEU 2025 – European Photography Month in Tokyo is currently seeking sponsors and partners from companies, organisations and individuals interested in supporting and collaborating with the festival. Please contact us at the address below for more information.

[Sponsors and partnerships Inquiries]

Sophie Lekens

Sponsors and partnerships, SEEU 2025 – European Photography Month in Tokyo

Email: sophie@koi.lt

■Festival Overview

Dates: Thursday 23 October to Sunday 23 November, 2025

Exhibition Venue: Public spaces in Tokyo

Admission: Free

Organiser: KOI NIPPON / KOI [Kultūrinės ir organizacinės idėjos]

Supported by: Arts Council Tokyo, Tokyo Metropolitan Foundation for History and Culture, European Union

Media Partners: IMA, The Darkroom Rumour, L'Oeil de la Photographie, Lula Japan

Official website: <https://www.seeu.jp/>

Official social media accounts :

X: https://x.com/seeu_jp

Instagram: https://www.instagram.com/seeu_jp/

Facebook: <https://www.facebook.com/seeu.jp/>

[Press Inquiries]

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