

SETOUCHI ★
ART
& INDUSTRY
瀬戸内産業芸術祭

Setouchi Art and Industry 2026

Beyond the art islands, discover
the industries shaping Setouchi.

OCTOBER 3–31, 2026

OKAYAMA + EHIME, JAPAN

7 industrial venues · 2 prefectures · 1 distributed museum



Inside the industries shaping Setouchi

"Art ... has no other object than to brush aside the utilitarian symbols ... in order to bring us face to face with reality itself."

HENRI BERGSON · LAUGHTER (1900)

Setouchi Art and Industry puts this idea into practice. Art becomes a tool for understanding and appreciating the ingenuity, labor and knowledge embedded in industries we may otherwise take for granted.

RARE ACCESS TO WORKING INDUSTRIAL SITES

Visitors gain rare access to working sites—from industries that have supported life in Setouchi for generations to emerging companies shaping the region's future.

Not just art placed in industry. Art that helps us understand it.

WORKING REALITY → ARTISTIC REINTERPRETATION



OONO DEVELOPMENT · RESOURCE RECOVERY



TOMBOW · SCHOOL UNIFORMS



KOJIMA JEANS STREET · DENIM CRAFT



Seven partners span Setouchi's industrial story

Heritage crafts, large-scale manufacturing, circular systems and next-generation energy become the subject and setting for site-responsive work.

RESOURCE RECOVERY

OONO DEVELOPMENT CO., LTD.

DENIM CRAFT

KOJIMA JEANS STREET

MARINE-ENGINE COMPONENTS

MIKUNI INDUSTRY CO., LTD.

SCHOOL UNIFORMS

TOMBOW CO., LTD.

SALT MAKING

NAIKAI SALT INDUSTRIES CO., LTD.

RESOURCE CIRCULATION

FUJI CLEAN

BATTERY ENERGY STORAGE

POWERX, INC.

7 INDUSTRIAL VENUES

Okayama City · Tamano · Kurashiki · Toon

CREATIVE LEADERSHIP



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Kazuyo Sejima

Pritzker Prize-winning architect
Exhibition supervisor



Yuko Hasegawa

International curator
Exhibition supervisor

Participating creators include fellow Pritzker laureate Ryue Nishizawa, Motoi Yamamoto, MANTLE, SYMBOLPLUS and Atmospheric Solutions × Maki Software, among others.

A new reason to travel deeper into Setouchi

The Seto Inland Sea is internationally known for art destinations including Naoshima and Teshima. SAI extends that journey into the working landscapes of coastal Japan.

Four venues are in Tamano. From Uno Port, Naoshima is about 20 minutes away by ferry.

Naoshima was named one of Condé Nast Traveler's Best Places to Go in Asia for 2026.



Press access, interviews and image assets are available on request. Advance booking is required for all industrial venues.



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