

## PRESS RELEASE

### Countdown to the Tenth HYPER JAPAN Festival 2016!



HYPER JAPAN Festival 2015

The tenth edition of Britain's largest celebration of Japanese popular culture, [HYPER JAPAN](#), comes to London from this Friday 15 July to Sunday 17 July.

The festival will be offering the most vibrant and alternative aspects of J-culture from music and food, to anime, gaming, fashion and sake!

Tens of thousands of J-culture enthusiasts are expected to convene at Olympia London from this Friday, to enjoy performances from Japanese electro/rap duo [Charisma.com](#); Studio Ghibli singer, [Azumi Inoue](#); British internet-sensation and Kawaii trend expert, [Beckii](#); indie pop-punk group [Broken Doll](#); plus many more talented performers!

There will be plenty of activities taking place in the Nintendo booth as well as exciting stage shows to watch and take part in. Meet Jibanyan and step into Springdale, the world of **YO-KAI WATCH®**, and hunt with friends to celebrate the launch weekend of **Monster Hunter Generations™**. Visitors will also have exclusive opportunities to play **DRAGON QUEST VII: Fragments of the Forgotten Past** for the first time in the UK. Pikachu is also set to make an appearance in celebration of the Year of Pokémon only at HYPER JAPAN Festival 2016. For more details on Nintendo's activities click [here](#).

One of Europe's largest public sake-tasting events, [SAKE EXPERIENCE](#) will also be returning. The area within the HYPER JAPAN festival will invite people to come and taste the finest sake brews on offer. The best breweries from all across Japan will be presenting their various premium sake as visitors are invited to purchase their sake of choice and vote for their favourites.

HYPER JAPAN's Managing Director, Kazuhiro Marumo said "I'm looking forward to welcoming London to our milestone, tenth HYPER JAPAN Festival 2016. After growing popularity it's great to see Japanese culture becoming a staple in the capital's event calendar. For our tenth festival we are working harder than ever to ensure the magic of Japan is captured at Olympia and is delivered to our loyal attendees and newcomers."

HYPER JAPAN Festival 2016 will be taking place from Friday 15 July 2016 to Sunday 17 July 2016 at Olympia London.



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**Notes to Editor:**

HYPER JAPAN Festival 2016 is organised by CROSS MEDIA, LTD.

HYPER JAPAN is curated by local Japanese people, and intends to introduce the 'eclectic' Japan to the UK.

HYPER JAPAN Festival 2016 marks the tenth HYPER JAPAN festival held in London.

**Event Information:**

Date: Friday 15 July 2016 to Sunday 17 July 2016

Venue: Olympia Grand  
Hammersmith Road  
London  
W14 8UX

Tickets: Single session passes range from £15 - £17 per session

A full day Saturday ticket is £23

A three day pass is £43

Sake Experience Tickets cost an additional £15

**HYPER JAPAN Press Contact:**

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