

PRESS RELEASE

HYPER JAPAN Festival 2016 Returns to Bring the Best of J-Culture to Olympia London



HYPER JAPAN Festival 2015

Britain's largest celebration of Japanese popular culture, [HYPER JAPAN](#), is returning this summer for its tenth edition in London on 15-17 July.

Back by popular demand at Olympia London following a hugely successful Christmas Market in 2015, the summer festival will be offering more of the most vibrant and alternative aspects of J-culture from music to food to anime and gaming.

Tens of thousands of J-culture enthusiasts are expected to convene to enjoy headlining performances from Japanese electro/rap duo [Charisma.com](#) and the singer Azumi Inoue, who frequently sings for Studio Ghibli, the famous anime film studio.

The festival will also feature the crowd favourite [COSTest](#) (a cosplay competition) and an array of interactive crafts-orientated activities at HYPER Creative Studio, where attendees can [create their own "Kokeshi" dolls](#) amongst other classes.

The Land of the Rising Sun's unique tastes and flavours are plentiful once more, as [Sake Experience 2016](#) returns, where people can taste and buy premium sake from breweries from Japan, along with an extensive line-up of street food vendors. J-lovers can binge on alternative confectionary treats from Matcha Kit Kats to Kakigoori to DIY Candy Kits!

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.



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

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