

13th February 2012 / FOR IMMEDIATE RELEASE



HYPER JAPAN 2012 Spring

Friday 24 – Sunday 26 February 2012
Brompton Hall, Earls Court, London
www.hyperjapan.co.uk

HYPER JAPAN is the UK's biggest celebration of Japanese culture, cuisine and cool. It brings together diverse exhibitors, stores, performers and fans to bring contemporary and traditional Japan to the heart of London.

HYPER JAPAN was first held at The Old Truman Brewery in October 2010, attracting 13,000 visitors over three days. The next event, HYPER JAPAN 2011, was held in July 2011 in the larger venue of Olympia 2, and both exhibitor and visitor numbers doubled, the latter reaching 25,000.

HYPER JAPAN allows visitors to experience diverse elements of Japan's culture in a single venue: modern and street culture, cosplay (dressing up as characters from anime and manga), games, J-pop, J-comedy, technology and fashion. In 2012, HYPER JAPAN is expanding in size again, and features highlights such as: live performances from singer and actress Natsuko Aso, the UK preliminaries for the European Cosplay Gathering and World Cosplay Summit, a film showcase from Third Window Films with Japanese director Miki Satoshi and actress Fuse Eri, street fashion shows, live streaming to Japan via Niconico Douga, a live performance by YouTube sensation Beckii Cruel, and a live judo demonstration by Olympic Gold Medallist Maki Tsukuda (Athens 2004, 78kg+ women's judo). More information on event content here: www.hyperjapan.co.uk/2012-spring

HYPER JAPAN will also host Eat-Japan@HYPER JAPAN, a dedicated food and drink area where you can try, taste and discover the flavours, textures and diversity of Japanese cuisine. The event will be hosting three main Eat-Japan events: the Eat-Japan Sushi Awards: UK Sushi Roll Championship (featuring 5 unique sushi rolls from 5 leading chefs), the Eat-Japan Sake Awards: Top Brewery Taste-Off (seven sake samples served with pairing snacks), and the

Taste Discovery Zone (a series of free demonstrations of Japanese food and drink).

Further details here:

Sushi Awards: <http://recipes.eat-japan.com/sushi-awards>

Sake Awards: <http://recipes.eat-japan.com/sake-awards>

Taste Discovery Zone: <http://recipes.eat-japan.com/hyperjapan2012/taste-discovery-zone>

HYPER JAPAN is a unique event that offers something for both the dedicated Japanophile and those not so familiar with Japanese or Asian culture. It's fun, colourful, diverse, and a great way to discover new and interesting trends in fashion, food and much more.

OPENING TIMES

Friday 24 February (15:00-21:00)

Saturday 25 February (09:30-20:00)

Sunday 26 February (09:30-17:00)

TICKET PRICES

Friday Ticket: 6GBP advance / 7GBP on the door

Saturday/Sunday General Entry Ticket: 12GBP advance / 14 on the door

Kids aged up to and including ten years old go FREE

*Separate tickets required for Sushi Awards & Sake Awards

Available from: www.hyperjapan.co.uk/tickets

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