

HELLO  
AGAIN.  
ただいま〜。

**JAPAN MATSURI 2023**  
**SUN 1 OCT 10AM - 8PM**  
**TRAFALGAR SQUARE**

London's Premier Japanese Festival

Stage Performances All Day

Dance, Song, Cosplay, Traditional Music, Martial Arts And Japanese Food Stalls



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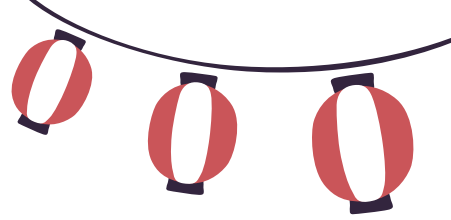


We are Japan Matsuri, a registered charity (Charity Commission Number 1150911) and welcome your donation to promote Japanese culture in the UK. For further information, please contact us at [contact@japanmatsuri.com](mailto:contact@japanmatsuri.com).



Enjoy  
*my*  
Japan





# Message from His Excellency Mr HAYASHI Hajime, Ambassador of Japan to the UK



**H.E. Mr HAYASHI Hajime,  
Ambassador of Japan**

It is my utmost privilege to welcome you to Trafalgar Square for the 13th Japan Matsuri festival. We are delighted and excited to showcase the tradition and diversity of Japan in the heart of London.

This much-loved event is due to take place for the first time in four years after the pandemic. Japan Matsuri consists of a varied programme, which will give you a true sense of Japan. You will have the chance to experience traditional culture and martial arts, as well as contemporary offerings such as music and dance. There is also the chance to taste the culinary delights which Japan has to offer.

A dedicated group of UK-based Japanese and British people with links to Japan are working together as a team to realise an enjoyable and exciting occasion. An undertaking such as this would not have been possible without the hard work, time and dedication given by so many enthusiastic volunteers alongside the considerable generosity of the sponsors. I would like to express my sincere appreciation to Japan Matsuri Ltd – which consists of the Japan Association in the UK, the Japanese Chamber of Commerce and Industry in the UK, the Japan Society and the Nippon Club – for arranging this event, and also to the Greater London Authority and the City of Westminster Council for their kind assistance. I hope you all enjoy this year's Japan Matsuri.

Please immerse yourself in the sights, sounds and flavours that make Japan so unique. Japan Matsuri is waiting for you!

YOUR  
BOLOGNESE  
WILL THANK  
YOU.



**Napolina**

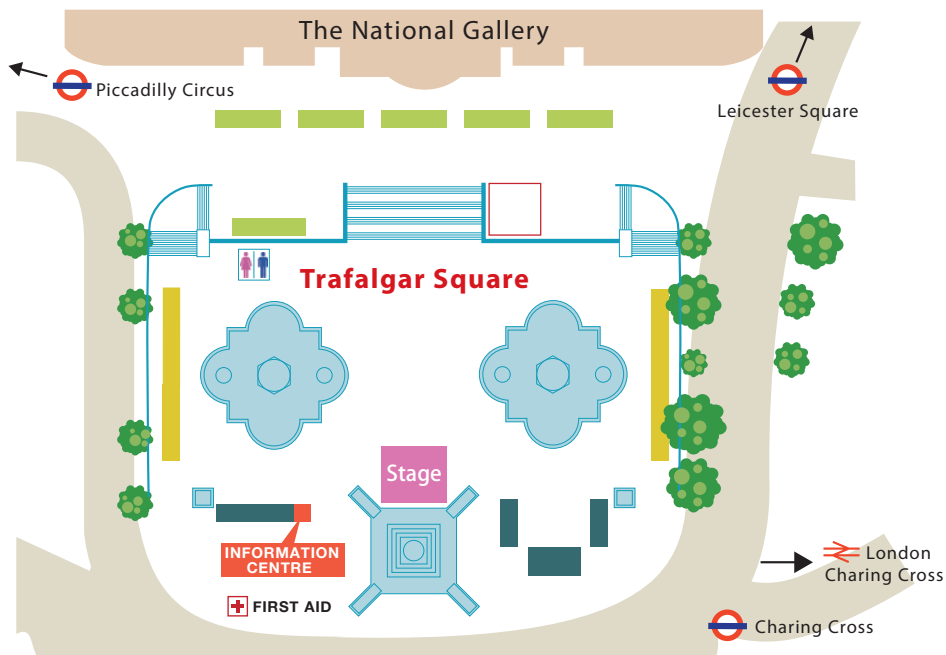
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NOT SO HUMBLE INGREDIENTS

As part of Princes Group, Napolina is proud to support Japan Matsuri 2023



# Map



- Main Stage
- Food Stalls

- North Terrace
- South Side

- INFORMATION CENTRE
- FIRST AID







# Programme

## Main Stage

### 10:00~10:50 Opening Ceremony

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#### Joji Hirota & The London Taiko Drummers 廣田丈自&ロンドン太鼓

Witness the spectacular return of Joji Hirota & The London Taiko Drummers at Japan Matsuri! Feel the earth-shaking power of huge taiko drums as they showcase intricate rhythms and captivating soundscapes. From traditional beats to global stages, they've wowed audiences, including LIVE EARTH at London's Wembley Stadium with 100 drummers. Take advantage of this remarkable performance celebrating Japanese culture! <https://realworldrecords.com/artists/joji-hirota/>

#### Japan Matsuri song IBUKI / Naomi Suzuki with Miyabi Nursery, Chelsea Kodomo no Hiroba and Ohayashi couple Reiwa & Young Starts ジャパン祭りソング『息吹』：鈴木ナオミと子供達

Get ready, Japan Matsuri is coming back!"Chart-topping singer & regular performer of Japan Matsuri Naomi Suzuki will be performing the much-loved "IBUKI" at this year's Japan Matsuri with children from Miyabi Nursery, Chelsea Kodomo no Hiroba, and O-HAYASHI Couple Reiwa & Young Stars. Since 2016, Japan Matsuri's anthem "IBUKI" has been sung all over the world, spreading joy and cheer to all! Come and dance to "IBUKI" with us!" <https://www.youtube.com/watch?v=-6iFFXga7Dw>  
<https://lit.link/naomisuzuki> <https://chelsea-kodomonohiroba.co.uk/> <https://miyabinursery.com/>

#### Opening Ceremony オープニングセレモニー

The first Japan Matsuri in four years will be officially launched by the Ambassador of Japan, who will lead a traditional Japanese kagami biraki, or ceremonial opening of a sake barrel, accompanied by many distinguished guests.

#### Mikoshi Procession (Provided by Teikyo School United Kingdom) 神輿 (帝京ロンドン学園提供)

Look out for the mikoshi, a portable shrine with a phoenix on top, which will be ceremonially carried around the square. Listen out for the passionate shouts of 'Wasshoi! Wasshoi!' from those carrying the mikoshi – an integral part of the tradition. This year's mikoshi is kindly being provided by Teikyo School United Kingdom.



**10:50~ 11:30**

### **Nippon Club Women's Choir Green Chorus**

#### **日本クラブ女性合唱団グリーンコーラス**

Tune into the musical magic of the Nippon Club Japanese Women's Choir! The Green Chorus has been spreading the joy of Japanese music across London at churches, festivals, and concerts for four decades, and just like every Japan Matsuri, they will be rocking the stage with 5 favorite songs. If you're passionate about singing and having a blast, join the fantastic choir and be part of the fun next time! Let's create unforgettable memories together!

### **Radio Taiso ラジオ体操**

Why not move your body and take part in an exercise routine that has taken on a quintessentially Japanese character? Originally introduced in the 1920s as a way of encouraging improved health, Radio Taiso is now broadcast not just on the radio, but also on television and online. Join the simple exercises that can be done by people of all ages with Noel Thatcher MBE, six-time Paralympian, five-time Paralympic gold medalist, and 2019 Japanese Foreign Minister's commendation for strengthening Japan-UK relations through sport.

### **Kendo demonstration by Wakaba Kendo Club 若葉剣道クラブ**

Enjoy a demonstration of a modern Japanese martial art by the Wakaba Kendo Club. Founded in 1993, Wakaba Kendo Club based in Hoxton, Shoreditch, is the largest children's kendo dojo in London, with about 40 registered students aged between 5-18 years. Further details can be found on the club's website: <https://wakabakendo.org>

**11:30~12:30**

### **Duke Saraie | DUKESWALKING デューク更家**

Get ready to move with Duke Saraie's "Pinshan Energetic Gymnastics"! Enjoy a quick, lively 10-minute session that'll supercharge your walk and boost your health. Dive into upper body twists, foot flexes, and ancient Japanese leg-strengthening techniques that end with a 5-minute joyful walking fiesta!

<https://dukeswalk.net>

Please note that the schedule may change without notice

**JAPAN MATSURI 2023**



# Programme

## Main Stage

### Hide Takemoto 武本英之

“Out of this world guitar playing”, “Guitar wizard”, “Most talented guitarist, I’ve heard live in 20 years” - He isn’t called ‘Magic Fingers’ without reason. Witness the mesmerizing talent of Hide Takemoto, the guitar virtuoso! Trained classically in Japan and at the renowned Guildhall School of Music in London, Hide embodies tradition, blending classical expertise with captivating fingerstyle artistry. Join us for an unforgettable show and be enchanted by the magic of ‘Magic Fingers’ in action! Check out his new project HIDE N MOJOZ and new album ‘BEAU SKY’ on: <http://www.hideguitar.com>

### Ryukyu Kobujyutsu 琉球古武術

Experience the art of Ryukyu Kobujyutsu with Shihan Julian Mead, a 7th Dan master, who trained in Japan under Grandmaster Motokatsu Inoue. Shihan Julian Mead has been teaching authentic bujutsu worldwide for 37 years and will demonstrate some of the Ryukyu (Okinawan) traditional weapons in Kihon (basics), Kata (form), and Kumite (fighting) and show the unique attributes of each weapon. Don't miss this extraordinary showcase of ancient martial traditions! <https://rkagb.com>

**12:30~13:30**

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### Mikoshi Procession (Provided by Teikyo School United Kingdom)

#### 神輿 (帝京ロンドン学園提供)

Look out for the mikoshi, a portable shrine with a phoenix on top, which will be ceremonially carried around the square. Listen out for the passionate shouts of ‘Wasshoi! Wasshoi!’ from those carrying the mikoshi – an integral part of the tradition. This year’s mikoshi is kindly being provided by Teikyo School United Kingdom.

### Howl & Dragon Quest by LICO

#### ロンドンインターナショナルコンサートオーケストラ

Immerse yourself in the enchanting melodies of the London International Concert Orchestra (LICO)! Formed in 2020 the LICO dedicated musicians come from diverse backgrounds and professions, and bring a uniquely high-level performance. At Japan Matsuri, they will showcase popular pieces from the Tokyo Olympics, Ryuichi Sakamoto, Ghibli’s Howl’s Moving Castle, and Dragon Quest. Visit their website (<https://li-co.org>) for more details. Let the magic of music bring us together!





## Radio Taiso ラジオ体操

Why not move your body and take part in an exercise routine that has taken on a quintessentially Japanese character? Originally introduced in the 1920s as a way of encouraging improved health, Radio Taiso is now broadcast not just on the radio, but also on television and online. Join the simple exercises that can be done by people of all ages with Noel Thatcher MBE, six-time Paralympian, five-time Paralympic gold medalist, and 2019 Japanese Foreign Minister's commendation for strengthening Japan-UK relations through sport.

## 13:30~14:00

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### O-HAYASHI COUPLE REIWA & Young Stars

#### お囃子カップル令和&ヤングスターズ

Witness a heartwarming journey with O-hayashi Couple Reiwa & Young Stars! Originating as a 4-member family group in Boston, Massachusetts, USA, 20 years later, their children have grown up, they now grace the stage for their third performance at the Japan Matsuri. Collaborating with the next-gen Young Stars, they aim to enhance Japan-UK cultural exchange.

### London Aikikai Traditional Aikido ロンドン合気会

Watch the London Aikikai Traditional Aikido's captivating demonstration! Witness dynamic Aikido and weapons techniques with sword vs sword and stick vs stick. London Aikikai Traditional Aikido are one of the oldest Aikido clubs in London. Join the club's classes for adults and children! Learn more at <https://LondonAikikai.com>

## 14:00~15:00

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### The SOAS Min'yō Group SOAS民謡グループ

Embark on a musical journey with The SOAS Min'yō Group at Japan Matsuri! Created by Dr David Hughes, this diverse group of musicians in the UK is dedicated to teaching and performing traditional Japanese music. Enjoy enchanting performances featuring shamisen, shakuhachi, and audience participation, showcasing a delightful array of min'yō (folk songs) from Japan. Find the SOAS Min'yō Group online at <https://soasminyo.wordpress.com/> and @SOAS\_Minyo on Twitter.

Please note that the schedule may change without notice



# Programme

## Main Stage

### Awa Odori 阿波踊り

Experience the grandeur of Awa Odori, Japan's largest dance festival, right at Japan Matsuri! Join our dance procession through the square, embodying the festival's spirit of joy! Delight in the traditional folk dance performed by the Japan Association with traditional Japanese singers and musicians playing Wadaiko. As the famous festival song says, '踊る阿呆に、見る阿呆、同じ阿呆なら、踊らな損、損' (The dancers are fools, and the watchers are fools. If both are fools, why not dance?) We invite everyone to dance with us and make unforgettable memories at this year's Matsuri!

<https://japanassociation.org.uk>

### Ainu songs by Ankes アイヌソング byアンケシ

Join us for a captivating performance by Ankes ('twilight' in Ainu language), a duo from the Ainu community in Nibutani in Biratori, Hokkaido, embodying the spirit of Ainu culture. Through enchanting songs and dances, Kimura Rino and Shimmachi Seiya honor their community's heritage. Catch Ankes at Japan Matsuri, a prelude to the Ainu of Biratori exhibition at Japan House London.

**15:00~16:00**

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### London Okinawa Sanshinkai ロンドン沖縄三線会

Don't miss this enchanting performance that celebrates cultural diversity and the beauty of Okinawan heritage! The London Okinawa Sanshinkai, is a collection of enthusiastic people about Okinawan folk, and classical music, and traditional dance. They play and teach Okinawan music and dance using the sanshin (a 3-stringed lute), taiko (stick drums), samba (like a castanet), and sometimes other instruments like the koto and fue (flute). <https://sanshinkai.uk>

### Hiroko Tanaka Nihon Buyo Group with Kimonodego 田中弘子日本舞踊

Experience the elegance of Nihon Buyo, Japanese Dance, refined over four centuries with influences from Kabuki, Noh, and folk dance, blended with European and American trends. Led by the accomplished Hiroko Tanaka, a Wakayagi-ryu dance teacher with 70 years of experience. Don't miss this enchanting showcase, sponsored by KIMONODEGO, featuring the fusion of traditional and Western styles adorned in gorgeous kimonos. Join us and witness the beauty of this ancient art form!



## Yosakoi London – Temuzu よさこいロンドン天夢手

Get ready to enjoy an energetic dance performance from Yosakoi London - Temuzu, an amateur Japanese dance group based in London! Their vibrant community welcomes people of all ages, nationalities and abilities to experience the high-energy modern twist on traditional Japanese folk dance and music. Established in 2016, Yosakoi London – Temuzu has performed at Japan-related events across the UK and overseas in France and Hungary! In 2019, the group was awarded the official Yosakoi Ambassador title by Kochi Prefecture (the home of Yosakoi). Join them in their mission to share the joy of Yosakoi at Japan Matsuri! If you are interested in trying Yosakoi, please contact the group for a free trial session. <https://yosakoilondon.co.uk>

**16:00~17:00**

## Duke Saraie | DUKESWALKING デューク更家

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## Tonikaku Akarui 'Tony' Yasumura (Britain's got Talent)

### とにかく明るい安村さん

Join us for the wild show of Tonikaku Akarui 'Tony' Yasumura! Laugh till you drop as he recreates his "Britain's Got Talent" sensational performances - striking comical poses in nothing but underpants. Witness history in the making with the first Japanese finalist's side-splitting act! <https://www.instagram.com/tonikaku.a.yasumura>

Please note that the schedule may change without notice

**JAPAN MATSURI 2023**



# Programme

## Main Stage

**17:00~18:00**

### Anime Cosplay Catwalk アニメコスプレ キャットウォーク

Get ready for a spectacular catwalk on the main stage, showcasing vibrant costumes inspired by iconic Japanese animation and games! Join award-winning cosplayers, professional costume makers, and global representatives for an unforgettable show! NOT SURE WHAT COSPLAY IS? Cosplay is a creative hobby rooted in Japan's anime and games industry; it involves fans dressing up as beloved characters. Over decades, it grew into a global community with thousands of participants, a thriving craft industry, and exciting international competitions. Join the catwalk to discover more!

### Radio Taiso ラジオ体操

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### Naomi Suzuki 鈴木ナオミ

Brace yourself for an unforgettable performance by Naomi Suzuki, a leading Japanese singer in the UK as she performs two famous theme songs, Homura and Gurenge, from the mega-hit Japanese anime "Kimetsu No Yaiba" and her new single "Find Someone Better" which recently hit number #2 in the UK JPOP charts! <https://lit.link/naomisuzuki>

**18:00~18:50**

### Sakura Cherry Tree Project Presents "Sakura beauty with Koto and Shakuhachi" 桜ビューティー 琴と尺八

Step into a world of beauty and tradition! Join the Sakura Cherry Tree Project at Japan Matsuri for an enchanting performance inspired by cherry blossoms. The project has planted over 7,000 trees across the UK as a symbol of the friendship between Japan and the UK and as a legacy for future generations. At Japan Matsuri the Koto player Keiko Kitamura, together with her students, and special guest, Justin Senryu Williams on shakuhachi will perform the catchy melody of 'Sakura Sakura'.  
Dancer: Misa Koide, Director: Yasuna Higuma, Producer: Naomi Suzuki



## TONY YASUMURA & NAOMI SUZUKI JAPAN MATSURI SONG

とにかく明るい安村さん&鈴木ナオミ&子供達 ジャパン祭りソング『IBUKI』

Hold onto your hats (or pants!) as comedic sensation Tony Yasumura returns to the UK for Japan Matsuri 2023! After finding his claim to fame on this year's Britain's Got Talent, Tony has been yearning to come back to perform more of his cheeky antics for the people of London. We are also excited to see him perform Japan Matsuri's song 'IBUKI' this year with our regular performer Naomi Suzuki, Japanese Kids and other performers. We hope to see you all dancing with us on Japan Matsuri!

<https://www.youtube.com/watch?v=-6iFFXga7Dw>

## 18:50~END

### Joji Hirota & The London Taiko Drummers 廣田丈自&ロンドン太鼓

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Please note that the schedule may change without notice

**JAPAN MATSURI 2023**



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Japan desk 担当者:

藤田 友美 (Tomomi FUJITA) : [tomomi@briddge.com](mailto:tomomi@briddge.com)

バート ブリンクマン (Bart BRINKMAN) : [bart@briddge.com](mailto:bart@briddge.com)



**Amsterdam**  
Coen Building  
Kabelweg 37  
1014 BA Amsterdam  
+31 (0) 85 0187471  
[info@briddge.com](mailto:info@briddge.com)

**Rotterdam**  
CIC Rotterdam  
Stationsplein 45  
3013 AK Rotterdam

**The Hague**  
WTC Business Center  
Pr. Margrietplantsoen 33  
2595 AM The Hague

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 **MITSUBISHI  
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*Changes for the Better*



**JAPAN MATSURI 2023**  
SUN 1 OCT 10AM - 8PM  
TRAFALGAR SQUARE



# Stalls

## West side (Food)

- **Bite Mi**  
Bao Buns and Noodles: Hoisin Duck, Teriyaki Chicken, Chilli Tofu
- **Japan Centre Group**  
**Ichiba:** Mochi Donuts, Melon Pan, Mochi Ice Cream, Kakigori, Drinks incl. Melon Soda  
**Japan Centre:** Takoyaki, Karaage, Yakitori, Drinks incl. Green Tea and Soda  
**Shoryu:** Matsuri Tonkotsu Ramen, PiriPiri Tonkotsu Ramen, White Natural Ramen, Soft Drinks  
**Yokocho:** Karaage Curry, Pumpkin Croquette Curry, Soft Drinks
- **Mugen**  
Sushi, Katsu Curry, Oden, Takoyaki, Gyoza, Yaki Udon, Karaage
- **Tokyo Kitchen**  
Chicken, pumpkin or tofu Katsu Curry, Karaage Chicken Donburi/ Tempura Bowl, Gyoza, Takoyaki, Edamame Spring Rolls, Wakame Salad, Bubble Tea, Ice Cream Mochi
- **Yoshino**  
Ice Cream, Matcha Latte



## East side (Food)

- **AUN**  
Yakisoba Fried Noodles, Takoyaki, Karaage Fried Chicken, Ebi Fry (fried prawns)
- **Kumamoto Kenjinkai**  
Rice balls, Onigirazu, Takoyaki, Inari, Matcha Brownies, Matcha/Yuzu Canelé, Mochi
- **Mizkan**  
Visit the stall to sample delicacies made with Mizkan hero brands (Zenb, Osu, Sarson's), and at the same time stock up on store cupboard items such as vinegars, sauces and crackers
- **Okan**  
Okonomiyaki, Okonomiyaki with Noodles/Kimchi, water, soft drinks
- **Peko Peko**  
A variety of Yakisoba Sets, Karaage, Takoyaki, Gyoza, Pumpkin Korokke, Ramune, Water
- **Tazaki Foods**  
Takoyaki
- **YS International**  
Various Grilled Onigiri rice balls incl. Salmon and Chicken, Pre-packed Onigiri

## North Terrace

- **Central Japan Railway Company**  
Tourism in Japan, including sights and transport in the Central Japan Railway area
- **East Japan Railway Company**  
Tourism in Japan, including sights and transport in the East Japan Railway area. East Japan Railway stationery and other merchandise.
- **Japan Airlines**  
Introduction of Japan Airlines products and Japan as a tourist destination. Have your photo taken wearing the JAL uniform, try calligraphy, play the origami airplane game and test yourself with the JAL Quiz.

## North Terrace

- **Japan Association in the UK**  
Second hand Japanese accessories and tableware, kimono
- **Japan Experience**  
Get your next trip to Japan off to a smooth start with tourist information, Japan SIM cards and a Suica Pass
- **Japan Foundation**  
Leaflets, Japanese language information and games
- **Japan House London**  
Find out about the cultural home of Japan in the UK, now in its 5th anniversary year, and try your hand at origami
- **Japan Local Government Centre**  
Learn about the regions of Japan and discover new places to visit on your next trip!
- **Japan National Tourism Organisation**  
A chance to ask questions and start planning where to go on your next visit to Japan.
- **Japan Society**  
The home for anyone interested in sharing a love of Japan. Find out about its activities and pit yourself against other visitors in the origami speed challenge!
- **JETRO**  
Introducing the new Japan Amazon Store. Find out what it is and what's available there!

## South side

### West

- **Fukushima Prefectural Association**  
Beefsteak plants, Fruit, Kitakata Ramen, Peach Jelly, Fukushima Cakes, Bean-jam Jelly, Folk Craft from Fukushima
- **Minamoto Kitchoan**  
Japanese sweets, including: Tsuya, Matcha Senbei, Matcha Mochi, Hakuto Mochi, Kasutera (Castella), Fukuwatashi Senbei, Oribenishiki, Usagi-san, Mame Daifuku, Kuri Daifuku
- **Yakult**  
Yakult fermented milk in Original, Balance and Plus versions. A chance to sample the products, or purchase to take home.

## South side

### East

- **Clearspring**  
In its 30th anniversary year, this organic Japanese fine food brand is bringing free packs of its award-winning Organic Japanese Silken Tofu for visitors to Japan Matsuri!
- **Doki Ltd**  
Ceramic Tableware including bowls, plates, and cups, Chopsticks, Gift items
- **Ezen Designs**  
Japanese greetings cards, Art prints, Frames, Bookmarks, Woodblock Prints
- **Hokkaido Fine Foods**  
Products and promotion of Hokkaido. Gurarana soft drink, Rice snacks and other foodstuffs, Rattan Accessories, Eco bags
- **Kumamoto Kenjinkai**  
Specialities from Kumamoto: prepackaged ingredients and snacks, including noodles, salt flavoured candy and rice crackers, sugar candy, green tea, fans and t-shirts
- **JAN Fine Art**  
Japanese antique and modern matcha tea ware, including tea bowls, bizen-ware mizusashi (water pots), flower baskets, iron kama, hanging scrolls
- **Japan Craft**  
Kimono and yukata, Ukiyoe Japanese prints, Daruma doll, Lucky cats, Kokeshi dolls, Candy and snacks, Japanese Sodas
- **Japanese Gallery**  
Original Japanese woodblock prints, Cel-ga, Japanese one-stroke dragon paintings, Anime posters and booklets
- **Saraie Kikaku**  
Introducing Duke's Walk – the walking exercise regime developed by Duke Saraie. Sales of walking bars.
- **Tamakurya**  
Furoshiki wrapping cloths, Kimono hairbands, Origami Earrings

「保険は技術、技術は  
知識と経験から生まれる！」  
をモットーに三十七年。  
これからも誠実に  
日本人社会の皆さまの為  
に  
お役に立ちたいと  
願っております。



**JEIB**

Japan England Insurance  
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[jeib.co.uk](http://jeib.co.uk)





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London Branch

- ◆ **Industry Digital Transformation** Division
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## Mitsubishi Corporation International (Europe) Plc

- ◆ **Mineral Resources** Division





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