

TOKYO SHINTORA MATSURI

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TOKYO SHINTORA MATSURI to be Shintora-dori Avenue's First Major Event —Tohoku Rokkonsai Parade to combine features of six Tohoku festivals—

Tokyo, July 15, 2016 – The TOKYO SHINTORA MATSURI Executive Committee today announced that it would hold a major festival, the TOKYO SHINTORA MATSURI, along Tokyo's Shintora-dori Avenue on November 19 to 20. As the first major event to be organized on the avenue in Tokyo's newly energized Shimbashi–Toranomom district, the festival will present a variety of cultural attractions from Tokyo and Japan, including characteristic features of six famous festivals from Japan's Tohoku region.

The event will be jointly organized by Tokyo Metropolis, the Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture), and the TOKYO SHINTORA MATSURI Executive Committee.

The TOKYO SHINTORA MATSURI will present numerous programs under the joint themes "Tohoku x Tokyo" and "Tradition x Innovation." In particular, it will celebrate the Tohoku region, which has made great efforts to recover from the Great East Japan Earthquake. On November 20, the Tohoku Rokkonsai Parade (tentative name), organized in cooperation with the Tohoku Rokkonsai Committee, will present distinctive features of festivals held in six cities of Tohoku. The Tohoku x Tokyo Program (tentative name) will showcase exhibitions of traditional art from Tokyo, festival ornaments from Tohoku, information about sightseeing attractions, and representative cuisine from both Tohoku and Tokyo on November 19 and 20. Additionally, the Japanese Culture Forum (tentative name) will present a panel discussion about Japanese gaming, anime and music on November 20.

In addition to Shintora-dori Avenue, events will be held in the Toranomom Hills complex and in nearby Nan'ō Park.

The TOKYO SHINTORA MATSURI will be the first major event to utilize the space created in Tokyo's Shimbashi and Toranomom area with the opening of Shintora-dori Avenue in March 2014 and Toranomom Hills in June 2014.

For more information, please visit www.shintora.tokyo.

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