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## PRESS RELEASE

### HYPER JAPAN Christmas Market 2015 Opens Today



*The previous summer event - HYPER JAPAN Festival 2015*

Embargoed 27/11/2015 – 00:01: One of London's favourite alternative Christmas markets, [HYPER JAPAN Christmas Market 2015](#), will be reappearing at Tobacco Dock, opening its doors at midday today to the delight of J-culture enthusiasts nationwide.

For those who haven't been to HYPER JAPAN before, expect an array of eclectic activities, performances and food experiences from Origami gift-wrapping to the European debut of Lady Baby to Eat-Japan's Sushi Awards 2015 to London's first Sake Cocktail Awards. There's even a Japanese Arabiki Hot Dog Eating Challenge!

England's biggest J-culture event follows a rise in the popularity of Japanese culture in the west, with what will be their ninth edition in London and their third Christmas market.

If the prospect of cosplay parades, Ramen workshops and traditional Ukiyo-e art isn't enough to get you excited, the ongoing theme of 'the alternative' continues as the Christmas market will host the unique Japanese retail powerhouses AEON and TOKYU HANDS for the first time in the UK, promising exclusive and quirky gifts for Christmas shoppers.

Kazuhiro Marumo, Managing Director of CROSS MEDIA, LTD. and HYPER JAPAN expressed his excitement by saying: "I'm delighted to be bringing HYPER JAPAN to London again as an alternative Christmas Market destination. We look forward to offering Japanese gifts, food and a slice of culture and celebrating the festive season."

HYPER JAPAN Christmas Market 2015 is opening today until Sunday 29 November at Tobacco Dock, London.



**Notes to Editor:**

HYPER JAPAN Christmas Market 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 Christmas Market will be held at Tobacco Dock, London for the first time.

HYPER JAPAN Christmas Market 2015 - Event Information

**Date:** 27-29th November 2015

**Venue:** [Tobacco Dock](#), London

**Tickets:** £13-16 per day/session  
£21 dual ticket for two sessions on 28<sup>th</sup> November  
£39 three day pass  
<http://hyperjapan.co.uk/tickets/>

Web: [www.hyperjapan.co.uk](http://www.hyperjapan.co.uk)



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