

## PRESS RELEASE

### HYPER JAPAN Announces London Christmas Market 2015 Dates



(L-R) Sake cocktails, Sushi Awards 2014 nominees, Lady Baby, gift example from Christmas Market 2014

HYPER JAPAN, the one-stop-shop for J-culture, has announced this year's Christmas Market will take place on November 27-29 at London's Tobacco Dock.

Establishing themselves as an alternative destination in London's Christmas roster, HYPER JAPAN is inviting budding Japanophiles to experience traditional and popular Japanese culture through food, drink, music, art, and much more.

The amalgamation of activities, performances and exhibitors on offer at HYPER JAPAN will include the [Sushi Awards 2015](#), the first ever [Sake Cocktail Awards 2015](#), the European debut of Kawaii-core music group [Lady Baby](#), and Shironuri artist and fashion icon [MINORI](#) from Japan.

Additionally, the Christmas market welcomes back crowd favourites ranging from cosplay, anime & manga to traditional martial arts to Kawaii fashion. Interactive demonstrations and workshops will include Ramen cooking by Ippudo in the first-ever [HYPER Creative Studio](#).

HYPER JAPAN's Managing Director, Kazuhiro Marumo said "I am proud and passionate about my Japanese heritage, and look forward to sharing it with the UK at HYPER JAPAN in a fun, interactive, and accessible setting. This time, the fair is to have a greater focus on food and gifting in the build-up to Christmas which differs from our regular HYPER JAPAN Festival in the summer."

HYPER JAPAN started in 2010, and this will mark the 9th event in London. HYPER JAPAN festival 2015, the most recent festival, finished successfully in July with tens of thousands of participants.

HYPER JAPAN Christmas Market 2015 will be taking place from Friday 27 November 2015 to Sunday 29 November 2015 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.

## Event Information

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

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

**Tickets:** £13-16 per day/session

£39 three day pass

<http://hyperjapan.co.uk/tickets/>

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



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