

Japan day Duesseldorf/North Rhine-Westphalia: Largest Festival of Japanese culture outside Japan expects hundreds of thousands of visitors

DÜSSELDORF
MARKETING & TOURISMUS GMBH

Benrather Straße 9
40213 Düsseldorf
www.duesseldorf-tourismus.de

Celebrating its fifteenth year, the German-Japanese stronghold in Duesseldorf converges on May 21 providing a cultural and interactive experience for more than 600,000 Japan-fans. Duesseldorf is one of the largest Japanese settlements in Europe comprised of 7,000 Japanese citizens. Together with the North Rhine-Westphalia region and the Japanese municipality the celebration provides the city with unique impressions from the land of tradition and modernity – in short: its diversity. Along the promenade on the banks of the Rhine, guests will experience an authentic and diverse range of music, dance, sports and culinary treats as well as numerous tents providing information and services to visitors from home and abroad a real taste of Japan. The traditional and modern Japanese culture, as well as typical sports are presented on three stages. The spectacular Japanese Fireworks over the Rhine will light up the evening serving as the culmination and climax of the Festival.

The varied program on the main stage at the Castle Square in the old town brings visitors closer to "cool" daily life in Japan and its culture. Late into the afternoon, children, young people and adults of the Japanese community present guests and citizens alike of Duesseldorf performances of music and dance. A highlight of the evening program is the regular appearance of the band "Orand" with Takemi Seminer traditional folk singer. In their music, the band also features the Japanese Taiko Drum game and the sound instrument known as tsugaru-shamisen, interpreting traditional and contemporary pieces in their own style. The Japanese Fireworks display featuring the theme "Trees, flowers, animals - the world of nature" will be the crowning moment of the festival taking place at 23:00. Traditionally the fireworks are created and manufactured by a Fireworks artist in Japan, then delivered to Duesseldorf and rebuilt by him directly on the Rhine and ignited.

Additionally, numerous vendors from Duesseldorf, Europe and Japan present themselves in about 70 tents along the banks of the Rhine

Department
Corporate communications

Contact
Roman von der Wiesche

T + 49 211 17 202-863
F + 49 211 17 202 - 12 11
Presse@Duesseldorf-Tourismus.de

promenade from midday until the evening hours. Here traditional clothing, accessories and ceramics can be purchased as well as viewing live Japanese arts: the kimono-fitting, calligraphy or Japanese games. The variety of Japanese cuisine can be sampled and enjoyed in about 20 catering tents. Overall, around 90 tents will line the Rhine promenade.

The Japan day has also become one of the important meeting points of the international manga fan scene. Many of them come in elaborate, colorful costumes and makeup. In more than 25 anime-sales and information booths to pop culture, they expect autograph sessions, character actions, and the manga competition of the Goethe-Institut Duesseldorf.

The Johannes Rau square is the meeting place for fans of Japanese sports. In addition to karate or judo, visitors also gather here to learn about lesser-known Japanese martial arts such as naginata or laido. The fighters of the Samurai group Takeda set up their camp at the adjacent Parliament and convey impressions of the life of this legendary Warrior status. Everything worth knowing about Japan day can be found at the website www.japantag-Duesseldorf-NRW.de/en/.

This site offers a plethora of information including details about economy day Japan, which takes place on May 23 at the Intercontinental Duesseldorf hotel. The theme this year: "Industry 4.0 and digital transformation – Utopia or reality? New business models for Japanese and German companies". The Japan Business Forum is an integral part of the Japan day and provides a platform for the German Japanese Exchange against the backdrop of the strong Japanese corporate site.

Whoever wants to experience "Japan's main city on the Rhine" for a weekend, can find hotel packages and special offers on the Duesseldorf marketing & Tourismus GmbH site featuring attractive options and conditions. Information can be found online at www.Duesseldorf-Tourismus.de/en/accommodation/Hotel-packages/ or by phone at 0049 211-17202-851.