

Dear Reporters,

January 10, 2019  
Beppu city, Oita Prefecture

**New trial by Beppu City two years after the "Spamusement Park" project.**

**The world's highest hospitality through the fusion of rugby and hot springs**

## **Beppu City "NO SIDE" Project Kicks Off**

**Over 200 citizens play their roles in the world's hottest "War Cry" movie.**

Beppu City, Oita Prefecture, sets its eye on the "Rugby World Cup 2019™ Japan Competition" in September and launches the "NO SIDE" project aiming to offer the world's greatest hospitality event combining rugby and hot springs. Starting January 2019, the world's hottest "War Cry" movie is unveiled by Beppu City to the world. Over 200 citizens take part in the movie "NO SIDE - BEPPU CITY" (URL: <https://youtu.be/7d0alsjC36c>).

### ■The hospitality project unique to Beppu City aiming to fuse rugby and hot springs

Beppu City is scheduled to usher in the national teams of New Zealand, Australia, and Wales national team as an official campground for "Rugby World Cup 2019™ Japan Tournament" set to take place between September 20 and November 2. Many rugby fans are expected to come. The unique concept hatched by Beppu City to extend hospitality is "the fusion of rugby and hot springs".

In November 2016, Beppu city announced the "Yu-enchi (Spamusement Park)" project( <https://youtu.be/UbMmhQYoAsM>) that blended amusement parks and hot springs. The announcement movie became a topic in many countries around the world for its pledge to secure 1 million views, leading the city to the opening of the " Yu-enchi ( Spamusement Park ) " park in July 2017. Building on that experience, the city wished to "develop hospitality for the world's strongest rugby and lager fans with the world's strongest attraction of hot springs." The city will organize various events as a whole in step with the NO SIDE project.



■ **A hospitality movie born from the study of commonality between rugby and hot springs as a learning material.**

"NO SIDE - BEPPU CITY" released today to the whole world is a commonality project movie that literally embodies "the fusion of rugby and hot springs". The film starts with the scene of a young man enjoying the charm of the hot springs. When he picks a pail, however, the scene changes drastically. Clad in one bath towel, he starts running with the pail in one hand. Robust men attempt to attack him to rob the pail, the key item of the movie, one after another. As the bodies run hard onto each other, the young man passes the pail to a buddy who appears behind the group. He also organizes scrums as he runs through the hot springs town onto the goal.

The producer has studied commonality between rugby and hot springs, both warming people in the world, extensively and condensed the essence into the film in an attempt to emphasize the attractiveness of rugby and hot springs to both fans. Various scenes unfold mainly on the pail, serving as explanations of many rules and skills that will help the audience naturally learn each play in the game while following the story.



■ **From active rugby players to city officials and ordinary citizens.**

**The world's hottest "War Cry" played by over 200 citizens.**

At the climax of the movie, Beppu citizens gave big hands to the young man who arrived at the stadium through various difficulties, everyone chanting with a pail in hand. They dance the hospitality dance, each clad in one bath towel only. The dance is the original performing art developed by choreographer "air:man" with the motif taken from "War Cry" (\*) performed by powerful team members before a rugby game. The dance represents the strong desire of Beppu city to show the best hospitality to the world.

\* **War Cry: The voice and dance of battle performed by the whole team members before the game, clapping their hands and stamping their feet to show off their power and boost their motivation.**

Over 200 volunteer citizens, mainly former rugby players, participated in the film production. They included active high school rugby club members and advisers and city office employees, who played rugby before, among many ordinary citizens, who would treat visitors during the event, in a show of unity of the whole city. The movie was shot in late November when the mercury dropped to 5 degrees C. All participants brought their pails from their homes. They played their roles in 15 scenes with only one bath towel. The event became the world's hottest "War Cry", filled with the enthusiasm of Beppu citizens for hospitality.

Beppu City will advance various hospitality initiatives starting with the release of this movie.

**【Movie overview】**

- **Movie title:** "NO SIDE - BEPPU CITY"
- **Release date and time:** January 7, 2019, noon
- **Official URL:** <https://youtu.be/7d0alsJC36c>
- **Producer:** Beppu City, Oita Prefecture
- **Planning & Production:** Invisible Designs Lab + Drill



**【Inquiries】**

PR Officer: Michiru Muraki, Drill Inc.

Phone: +81-3-5428-8771, +81-90-9132-4499

MAIL: [muraki@drill-inc.jp](mailto:muraki@drill-inc.jp)