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**HYPER JAPAN 2011**

**HYPER JAPAN 2011  
UK'S BIGGEST J-CULTURE EVENT  
WOWS THE CROWDS AT OLYMPIA TWO**

**Friday 22 – Sunday 24 July 2011  
Olympia Two, London  
[www.hyperjapan.co.uk](http://www.hyperjapan.co.uk)**

HYPER JAPAN 2011 was held over three days at Olympia Two in London, UK, and welcomed more than 25,000 fans of Japanese fashion, culture, food and more. Show Highlights included the following. For more details on any of the events, please contact the HYPER JAPAN Press Office in English or Japanese at [press@hyperjapan.co.uk](mailto:press@hyperjapan.co.uk).

**Kanon Wakeshima Live Performances**

Leading J-Pop artist Kanon Wakeshima took to the stage for a question and answer with fans and two amazing live performances. Produced by visual-kei legend and fashion pioneer MANA, Kanon is an internationally acclaimed creative talent.

**JaruJaru Live on Stage**

JaruJaru are a household name in Japan, and they delighted the UK audience with a pop-up performance on Friday morning.

**EAT-JAPAN Sushi Awards 2011: UK Sushi Roll Championship**

See following page for details on entry and winners. You can also download the full Sushi Awards press release here: <http://www.hyperjapan.co.uk/press.html>

**Nintendo Unleashed**

Super Mario and Mario Kart playable demos, as well as games such as Star Fox 64 3DS and Resident Evil Revelations were available over three days for fans and newbies to try out.

**UK Kawaii Star of the Year**

Our contest to find a UK ambassador for all things cute saw five contestants vying it out to be voted the cutest cutie! Over a thousand people voted online before the

live final on Sunday 24 July, judged by Kanon Wakeshima and two others. The winner, Scarlett Young, will now have a regular column on the HYPER JAPAN website. Find out more here: <http://www.hyperjapan.co.uk/event-2011/highlights/uk-kawaii-star.html>

### **Cosplay Contests & WCS Announcement**

It was announced on 23 July that HYPER JAPAN 2012 will be an official preliminary for the World Cosplay Summit (WCS), held annually in Nagoya Japan, to select the British representatives for this ultimate international cosplay competition.

Cosparade Winners: Best Individual - Anthony Lawrence as Brandon Heat from Gungrave; Best Group - Mina Yau & Tiffany Chan as Miku and Mikuo from Vocaloid: Eager Love Revenge; Best Junior Cosplayer - Saphy as Rin Kagamine from Vocaloid

UK HYPER JAPAN Cosplay Award Winners: Benjamin Hunt & Lettie Shiels as Kaoru and Rei from Neon Genesis: Evangelion

Square Enix Cosplay Battle Winners: Naomi Thorne & Borame Dickens as Wallmarket Cloud and Red XIII from Final Fantasy VII

### **Street & Designer Fashion**

HYPER JAPAN was host to hundreds of fashionistas, male and female alike, in a variety of street and high fashion inspired outfits. From Lolita to kimono, Harajuku make-up to Tokyo-inspired accessories, it was fashion central over all three days. The event also featured two Lolita fashion shows and an Emerging Japanese Designer showcase on the main stage. Check out our street style snaps here:

<http://www.flickr.com/photos/54305880@N03/tags/hyperstyle/>

### **Art & Design**

Japan's cutting-edge art and design was out in force; the 15<sup>th</sup> Japan Media Arts Festival booth played award-winning short films from up-and-coming artists, The Mambonsai by ICN Gallery was a collection of bonsai trees with miniature figures, and ICN x Pixiv was a display of 300 illustrations chosen from online art collective Pixiv. There were also manga seminars and manga workshops.

### **Games & Technology**

In addition to Nintendo Unleashed, HYPER JAPAN hosted a brilliant collection of games from Bandai Namco Games, the ITK team were present to showcase their

amazing multi-digit robot hand, and Sasaki International's automatically opening toilet seats offered a glimpse into Tokyo's futuristic bathrooms.

### **Food & Drink**

The EAT-JAPAN Food Court hosted a brilliant range of traditional, street and brand-new dishes, drinks and desserts for the discerning foodie. Highlights included colourful macarons from On Café, the super popular Manpukutei noodles, On the stage, the popularity of sake demonstrations from Satomi Okubo of Zuma Restaurant and Akashi Sake Brewery showed that sake is becoming a firm favourite in the UK.

### **EAT-JAPAN Sushi Awards 2011: UK Sushi Roll Championship**

Up-and-coming female sushi chef, **Asuka Kobayashi of Matsuri St. James's**, won the first ever Eat-Japan SUSHI AWARDS 2011: UK Sushi Roll Championship, sponsored by Kikkoman and Tsuno Foods. Her creation, **Precious Memories**, received an overwhelming number of votes from the 1800 members of the public who tasted each entry before voting for their favourite. The idea of the winning sushi came from Asuka's own precious memories. The use of red wine, for example, was influenced by her home prefecture, Nagano, famous for grapes and red wines. The sushi roll was made up using salmon marinated in KIKKOMAN Soy Sauce and red wine, two coloured halves of sushi rice (Sushi vinegared rice and red wine vinegared rice), mascarpone, sun-dried tomato puree, capers, dill, basil, rocket, chives and Nori seaweed. It was accompanied by KIKKOMAN Soy Sauce and red wine foam, as well as a sushi ginger and sesame crispy cracker.

Other entrants:

Dharmadsa Kodituwakku, Head Chef, CHISO: Seafood Garden Roll

Silla Bjerrum, Executive Chef, FENG SUSHI: Summer on a Plate

Thomas Nam, Head Chef, MOSHI MOSHI: Water Please!

Tomokazu Matsuya, Head Sushi Chef, SO Restaurant: Creamy Roll

To find out more, click here: <http://www.eat-japan.com/sushi-awards-2011/index.html>

## **Genki Giving**

HYPHER JAPAN and its sponsors are dedicated to supporting the peoples, regions and industries affected by the Tohoku Pacific earthquake of 11 March 2011. One third of all sponsorship funding will be donated to the [Japan Society Earthquake Relief Fund](#). In addition, 10% of net ticket revenue will be donated directly to the Relief Fund. As part of this charity initiative, a dedicated charity show area was set up, featuring performances by groups and associations including martial arts, kimono enthusiasts and tea ceremony.

The event also hosted Yet I still DARE to HOPE is a photo exhibition that tells stories of hope amid the carnage that followed the earthquake and tsunami that hit Japan's northern coastline on 11 March 2011. It focuses on the experiences of ordinary people from the town of Shichigahama, in Miyagi prefecture, bringing home the human impact of the disaster (Find out more at:

<http://www.daretohope.org.uk/index.html>)

Contact Mary Moreton on [press@hyperjapan.co.uk](mailto:press@hyperjapan.co.uk) for further details, images or enquiries. A selection of watermark-free images can be downloaded from

<http://www.hyperjapan.co.uk/press.html>

**HYPHER JAPAN Facts and Figures follows on the next page.**

## **HYPER JAPAN 2011 OVERVIEW**

### **Facts and Figures**

Visitor numbers: 25,035 over three days (approx. 95% non-Japanese)

Friday 22 July            4643

Saturday 23 July        9833

Sunday 24 July         10559

### **Entry Price**

One Day ticket £15.00 on the door, £6.00-£12.00 in advance

### **Exhibitor Numbers**

92 (52 booth exhibitors, 42 table exhibitors) showcasing manga, anime, character goods, games, music, film, technology, toys, fashion, kimono, accessories, health and beauty products, food, drink, tourism, sushi classes, snacks, etc.

### **Stage Events (selection)**

Kanon Wakeshima Live Performances (Friday-Sunday)

Sake Seminar with Satomi Okubo of Zuma Restaurant (Friday)

HYPER JAPAN UK Cosplay Award (Saturday)

Square Enix Cosplay Battle (Sunday)

UK Kawaii Star of the Year (Sunday)

### **Event sponsors:**

Alitalia, ANA, Bandai Namco Games, eTours, Genki, Japan Centre, JEM Group, JP-Books, Kikkoman, Konami, Lancaster London, Lyca Mobile, Nintendo, Nissin (U.K.), Overseas Courier Service, OnBoard Karaoke, ORBIX, Panasonic, Square Enix Products, Third Window Films, TOKYOPOP, Tsuno Foods, YO! Sushi, Yutaka

### **Event supporters:**

The Association of Japanese Animations, Embassy of Japan in the UK, Japan External Trade Organization, Japan Foundation, Japan National Tourism Organization, Visual Industry Promotion Organization.

\*\*\* Ends \*\*\*