

For immediate release

An OFF TO MEET-Themed Spring Event **SAKURA FES NIHONBASHI/OFF TO MEET**

Featuring artworks that can only be experienced “here and now” and special menus
Hosted in the Nihonbashi, Yaesu and Kyobashi area from Sunday, March 15–Sunday, April 5, 2020

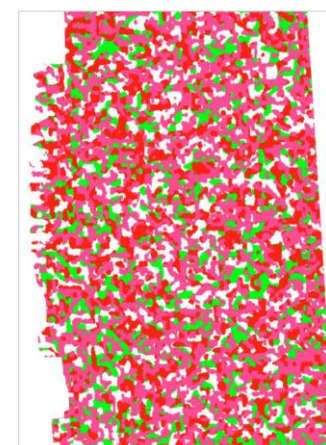
The Nihonbashi Sakura Festival Executive Committee will host SAKURA FES NIHONBASHI/OFF TO MEET in the Nihonbashi, Yaesu and Kyobashi area from Sunday, March 15–Sunday, April 5, 2020.

Naoki Ono, editorial director of Kokoku magazine, has been welcomed as the creative director for this year’s festival, the seventh time the festival has been held. The festival will be held under the theme of **OFF TO MEET** and will roll out a variety of content enabling contact with real value that can only be experienced “here and now.”

Moreover, Offline Nihonbashi will also be held on the weekend of March 28–29, coinciding with SAKURA FES NIHONBASHI/OFF TO MEET. This is a two-day special event where participants are urged to switch off their smartphones and put some distance between themselves and the digital world so they can feel real value throughout their entire bodies. Long-standing and famous establishments based in the foody neighborhood of Nihonbashi will hold a food market featuring special menus provided only on the weekend of the event, while there will be live concerts that can only be seen in the area and a number of various other events including a book market with the prospect of chance encounters.

SAKURA FES NIHONBASHI/OFF TO MEET

Dates : Sunday, March 15–Sunday, April 5, 2020
Inquiries : Nihonbashi Information Center Tel: 03-3242-2334 (10:00–21:00)
Organizer : Nihonbashi Sakura Festival Executive Committee
Members : Nihonbashi Kitazume-Shotengai, Muromachi 1-Chome Neighborhood Association, Muromachi 2-Chome Neighborhood Association, Nihonbashi Muromachi Area Management, Mitsui Fudosan Co., Ltd.

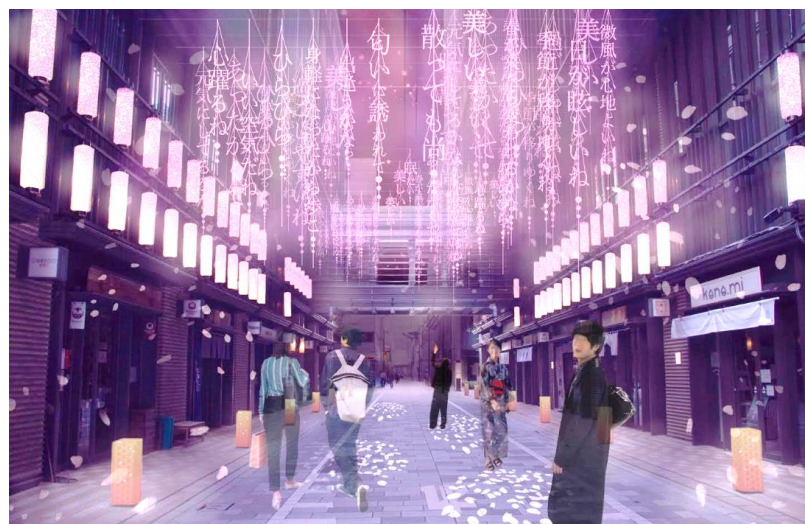


* Key visual (temporary)

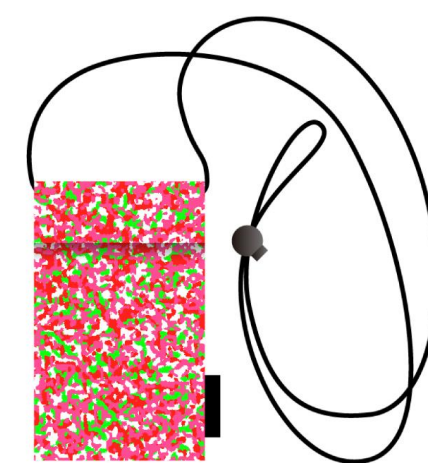
List of SAKURA FES NIHONBASHI/OFF TO MEET Events



Artwork comprised of approx. 100,000 LED lights glittering just for this time alone
The Tree of Light: Tomoshizakura



A spring installation under the theme of words
Nihonbashi Art Street: Kotobanamiki



A sacoché bag that blocks smartphone connections
Offline Sacoché
(Handed out for free at the Offline Nihonbashi venue)



Dying the Nihonbashi neighborhood in cherry blossom pink
Sakura Light Up



Limited menus based on cherry blossoms
Sakura Menu Walk

SAKURA FES NIHONBASHI/OFF TO MEET

Dates	: Sunday, March 15–Sunday, April 5, 2020
Inquiries	: Nihonbashi Information Center Tel: 03-3242-2334 (10:00–21:00)
Website	: SAKURA FES NIHONBASHI/OFF TO MEET Official Website (scheduled to open on February 27) Japanese : https://nihonbashi-sakurafes.art/ English : https://nihonbashi-sakurafes.art/en/
Organizer	: Nihonbashi Sakura Festival Executive Committee
Members	: Nihonbashi Kitazume-Shotengai, Muromachi 1-Chome Neighborhood Association, Muromachi 2-Chome Neighborhood Association, Nihonbashi Muromachi Area Management, Mitsui Fudosan Co., Ltd.
Supporters	: Chuo City and the Chuo City Tourism Association
Special sponsorship	: Mitsui Fudosan Co., Ltd.
Sponsors	: OVOL Nihonbashi Building, COREDO Nihonbashi, COREDO Muromachi 1-3, COREDO Muromachi Terrace, Tokyo Station City Management Council, TOKYU LAND CORPORATION, Tokyo Tatemono Co., Ltd., NIPPON TOCHI-TATEMONO Co., Ltd., Nihombashi Takashimaya S.C. Main Store, Nihombashi Mitsukoshi Main Store, Nihonbashi Mitsui Tower, YUITO, YUITO ANNEX (Nomura Real Estate Development Co., Ltd.), Hamadasyuzou, Mandarin Oriental, Tokyo, MITSUBISHI ESTATE CO., LTD., others
Cooperation	: the Nihonbashi Renaissance Project team, Meikyo “Nihonbashi” Preservation Society, Nihombashi Restaurant Association, Nihombashi-miyoshikai, Nippachi-kai, Ningyocho Shopping Street, the Amazake Yokocho Store Association, Higashinihonbashi Yagenbori Store Association, others (planned)

SAKURA FES NIHONBASHI/OFF TO MEET Director



Creative Director Naoki Ono
(Editorial director, Kokoku magazine; representative, HAKUHODO monom)

Joined Hakuhodo, Inc. in 2008. Following stints as a space designer and copywriter, established the monom creative team specializing in product development. Outside of Hakuhodo, he supervises YOY, a design studio that designs furniture, lighting and interiors. He has received numerous awards including the Excellence Award at the Japan Media Arts Festival, Good Design Best 100 in the Good Design Awards and Japan Space Design Association’s Gold Prize. He has worked as a part-time lecturer at Musashino Art University since 2015.



Art Director: Naonori Yago
(Art director, graphic designer)

Born in Shizuoka Prefecture in 1986. Worked on advertisements for Laforet HARAJUKU and an invitation note for its private party and more. Orchestrated the brand design for JAL LCC ZIPAIR Tokyo Inc., producing its logo, symbols, aircraft livery design and uniform direction. Provided visual book design for ROPPONGI HILLS FASHION. Produced CD jackets for artists including Akiko Yano, THE YELLOW MONKEY, RADWIMPS, Masaki Suda and Chara. Designed books for photographers including Mikiya Takimoto, Kishin Shinoyama and Yoshiyuki Okuyama. Scheduled to hold Basara, his first large-scale solo exhibition, at LAFORET MUSEUM in February 2020.



Venue composition: Yusuke Oono
Representative and architect, DOMINO ARCHITECTS

Born in Germany in 1983. Representative and architect at DOMINO ARCHITECTS. Completed a Master of Architecture at the University of Tokyo. Started his own business in 2016 after working at carrilho da graca arquitectos in Lisbon and noiz architects in Tokyo and Taipei. Active in various types of design from architecture to apps. Has worked concurrently as an adjunct professor at the Tokyo University of the Arts since 2011.

List of Festival Events

List of SAKURA FES NIHONBASHI/OFF TO MEET Events

Other various events are also planned. (Latest information will be released on February 27.)

Event name	Dates	Venue
Standing content		
1. The Tree of Light: Tomoshizakura	Monday, March 16–Tuesday, March 31	COREDO Muromachi Terrace (roofed plaza)
2. Nihonbashi Art Street: Kotobanamiki	Monday, March 16–Tuesday, March 31	Naka-dori Street
3. Sakura Menu Walk	Sunday, March 15–Sunday, April 5	Stores in the Nihonbashi area
4. Sakura Light Up	Sunday, March 15–Sunday, April 5	Edo Sakura-dori Street, COREDO Muromachi1～3, Tokyo Station Yaesu Exit, GRANROOF, Tokyo Tatemono Nihonbashi Building, Nihonbashi Mitsui Tower, Nihonbashi Mitsukoshi Main Store, Mitsui Main Building, YUITO, others
5. Nihonbashi Art Gate	Sunday, March 15–Sunday, April 5	Mitsukoshimae Station, Chuo-dori Avenue underpass
March 28–29 Weekend Limited Content: SAKURA FES NIHONBASHI Special Event Offline Nihonbashi		
6. Offline Sacoche	Saturday, March 28–Sunday, March 29	Area around Fukutoku Shrine
7. Offline Book Market	Saturday, March 28–Sunday, March 29	Fukutoku Garden
8. Sakura Food Market	Saturday, March 28–Sunday, March 29	Area around Fukutoku Shrine

Overview of Events

1. The Tree of Light: Tomoshizakura



Dates : Monday, March 16–Tuesday, March 31
Venue : COREDO Muromachi Terrace (roofed plaza)
Overview: Cherry blossom-themed artwork comprised of approx. 100,000 LED lights glittering only for “here and now.”

2. Nihonbashi Art Street: Kotobanamiki

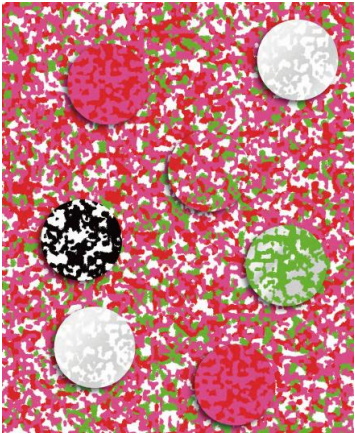


Dates : Monday, March 16–Tuesday, March 31
Venue : Naka-dori Street
Overview: Installation artwork under the theme of the weeping cherry blossoms blooming in Nihonbashi. Words drifting through the breeze and music incorporating the voices filling the Nihonbashi neighborhood ensure conversations between people in the neighborhood are blossoming.

3. Sakura Menu Walk



Dates : Sunday, March 15–Sunday, April 5
Venue : Stores in the Nihonbashi area
Overview: Approx. 120 participating stores will provide cherry blossom-themed menus for dishes that can only be eaten at around this time. Those who order one of the special menu dishes will receive an original SAKURA FES NIHONBASHI/OFF TO MEET novelty gift.



Visitors dining on a cherry blossom menu item will receive an original novelty gift available in a different color for each area in which dishes are served. (While stocks last)

4. Sakura Light Up



Dates : Sunday, March 15–Sunday, April 5
Venues : Edo Sakura-dori Street, various facilities along Chuo-dori Avenue
Overview: The main facilities in the neighborhood will be illuminated in a bath of pink light resembling cherry blossoms. The avenue of cherry trees along Edo Sakura-dori Street will also be lit up, creating a dreamy landscape for a limited period of time.

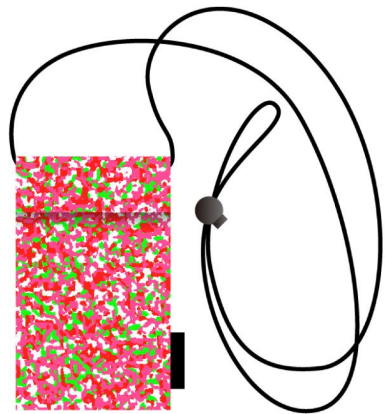
5. Nihonbashi Art Gate

Dates : Sunday, March 15–Sunday, April 5
Venues : Mitsukoshimae Station, Chuo-dori Avenue underpass
Overview: Works by eight young artists (planned) under the theme of OFF TO MEET: The Japan You Can’t Encounter Even After Searching Through a Smartphone Will Be on Display.

Schedule : Saturday, March 28–Sunday, March 29

Details : OFF TO MEET special events to be enjoyed for the limited time of one weekend. Events include a food market providing dishes that can only be experienced “here and now,” a book market with the prospect of chance encounters and events where the entire body can sense real value in a way not possible through mobile phones.

6. Offline Sacoche



Venue : Distributed in the vicinity of Fukutoku Shrine

Overview: Distribute 10,000 sacoche bags capable of blocking smartphone connections free of charge. This is an original item expressing the OFF TO MEET concept by switching off smartphones and enabling people to get a taste of “here and now.”

7. Offline Book Market

NO IMAGE

Venues : (Fine weather) Fukutoku Garden, (poor weather) Edo Sakura-dori Street pedestrian underpass

Overview: A book market proposing new ways to encounter books. Discerning book professionals from throughout Japan, including eslite spectrum Nihonbashi, which opened its first Japanese store in September 2019, will get together at this event and propose new ways to encounter books.

8. Sakura Food Market



Venue : Area around Fukutoku Shrine

Overview: Long-standing and famous stores based in the foody neighborhood of Nihonbashi will provide street stall food of the finest quality from menus prepared under the theme of Can Only be Eaten Here Today.

Other various events are also planned. (Latest information will be released on February 27.)

Scenes from last year (Nihonbashi Sakura Festival 2019)

▼ The Tree of Light: Tomoshizakura

* See below for video footage.

<https://vimeo.com/326743495/d0a69d7845>



▼Naka-dori Avenue



▼Sakura Menu Walk



▼Street stall event

