

An invitation to Japanese traditional performing arts!

# Japanese Cultural Showcase

~MORI NO NIGIWAI~



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## What is 'MORI NO NIGIWAI'?

It is a regularly held event by us, JTB, gathering variety of original showcases of Japanese indigenous performing arts from various regions of Japan. This event was first found with a concept of 'Finding and boosting local festivals and performing arts that were buried within the region. These arts were gathered them together and showcased at one venue offering tourists the hidden Japanese traditional culture'. After several years, with cooperation with local governments and tourism related organization, this event has grown larger, changing its purpose from touristic attraction to supporting and protecting traditional performing arts and its culture by giving training and opportunities to younger generations, which is more likely endeavor of the regional revitalization. With evolvement of its purpose and contents, the festival is held every year at various places in Japan, and this year the festival will be held in Tokyo for the first time in 20 years. Please enjoy this golden opportunity to indulge in Japanese culture at the capital city of Japan!

**Date:** 7<sup>th</sup> October 2017

**Time:** Morning show / from 11:00

Afternoon show / from 14:00

**Venue:** Tokyo Big Sight

\*Approx. 30 minutes drive from Tokyo Station

\*Entrance ticket will be arranged through us



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**JTB Global Lounge Ginza**

rrg\_global@met.jtb.jp or +81-3-6731-7671