

PROGRAM

Check out our big lineup of fun-filled attractions that use advanced technology to blend tradition with innovation!

B HYPER ENNICHIBY NAKED

Digital “Ennichi” festival stalls



B-1 HYPER SHATEKI

Shooting gallery

Aim your hand like a gun at prizes and shout “Bang!” in this novel take on target shooting games. Each hit earns you more points, and you might get to see Battle Cats characters!

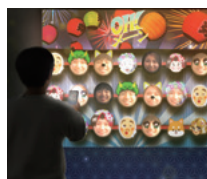


B-2 YO-YO Fishing

Water balloon fishing

Try some virtual fishing with a magical yo-yo in colorful changing Japanese patterns. When you catch a fish, a rap-style refrain of “Yo! Yo!” plays. Yo! Check it out!

Co-created by members of the Shigenori Mochizuki Seminar (Shiho Ito, Yui Tamayama, Natsumi Watanabe & Kaiho Nishimura) at College of Image Arts and Sciences, Ritsumeikan University.



B-3 Oh! Maaaaan!!!

“Omen” festival masks

This wacky photo booth turns your face into cotton candy, lets goldfish nibble on it, and offers other fun instagrammable images. You'll soon be exclaiming “Oh, man!”

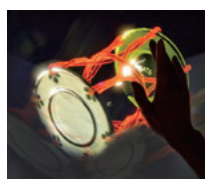
E Lighting Art of Kabuki

Daytime Program only



E-1 Yoshino's Path of Flowers

Breathtaking images of cherry blossom petals flit about with each step you take in this attraction inspired by Mt. Yoshino's famed cherry blossoms.



E-2 The Music of the Scene

The sounds of Kabuki are sublimely expressed by holographic CG art featuring Lady Shizuka walking among cherry blossoms, a famous Kabuki dance scene. Tap the holographic musical instrument and watch what wondrous surprise befalls her.

H AR Kabuki: Ishikawa Goemon

Daytime Program only



Delight in an augmented reality presentation of Minamiza and Kabuki, with images of Kabuki character Ishikawa Goemon (played by Ainosuke Kataoka) appearing on the proscenium arch! This novel display is inspired by a scene from the popular play *The Golden Gate and the Paulownia Crest*.

What's Minamiza?

Minamiza Theatre is one of the earliest of the seven officially licensed Kabuki theatres built in the early Edo period (1615 - 1623) in the Shijo Kawara area in Kyoto, even before Tokyo and Osaka, and continues to present Kabuki across over 400 years of history. Minamiza Theatre was designated as a Registered Tangible Cultural Property in 1996 and was even registered as a Structure of Historical Design in Kyoto shortly after.

After its large-scale reconstruction to make it earthquake proof, Minamiza Theatre reopened in November, 2018. It will stage a wide range of productions throughout the year, from 'traditional Japanese performing arts' to 'the newest live entertainments.'

Important: Please Read

•Rules to keep the festival safe and fun for everyone

No running. / Keep your children in sight at all times. / Children under 6 must be accompanied by someone over 12. / Smoking is prohibited except in the smoking lounge. / If you leave your stroller unattended, take all belongings in it with you. / Pets are not allowed. Service dogs (guide, hearing & mobility assistance dogs) are permitted. / Visitors may be asked to refrain from photography or filming if it poses a safety risk or nuisance to other visitors.

•Prohibited activities and behavior

Transfer or resale of tickets to other visitors. / Displaying or selling of merchandise. / Distribution of flyers or other materials. / Assembly unrelated to the event, making speeches, commercial photography or recording, and photography/filming and broadcasting/streaming that may offend other visitors. / Wearing of clothing, tattoos, etc. deemed harmful to public order or potentially offensive/alarming to other visitors. / Any behavior or activity that is disruptive to the running of the event. / Impersonation of event staff and other deceptive behavior / Entry by criminal organization members and associates.

•Attractions

All attractions are subject to cancellation without prior notice. Tickets are not refunded for such cancellations. / Do not engage in dangerous behavior in the waiting lines. Refrain from cutting in line, allowing others to cut in line, and engaging in any other behavior that may be a nuisance to other visitors. / Every attraction has its own rules and requirements, so take note of them before participating.

•Disclaimer

The Organizer is not liable for any accidents resulting from visitor negligence. / The Organizer reserves the right to deny entry to or eject any visitor who engages in dangerous behavior, becomes a nuisance to other visitors, or refuses to comply with the staff's instructions.

Food & Drink Sales

Food and drinks served by Mirai Matsuri Food Fest, Suntory Drink Booth, and Suntory The Premium Malt's Kamiawa Art are purchased with meal tickets, not cash. Meal tickets can be purchased at the meal ticket booth on site. / The meal tickets are valid only while Kyoto Mirai Matsuri 2019 Hirimatsuri/Yorumatsuri is in session and are nonrefundable. / Severely damaged meal tickets may be refused. / The Organizer is not liable for the loss or theft of meal tickets.

Organizer & producer: SHOCHIKU Co., Ltd.

Production assistance: ASOBISYSTEM Co., Ltd. / NAKED Inc. / SEMBA CORPORATION / Micle Inc. / helo Inc. / and more

Special support: Suntory Holdings Limited

Support: eplus Inc. / PONOS Corp. / Japan Tobacco Inc.

Endorsed by: Kyoto Prefectural Government / Kyoto Municipal Government / Kyoto Chamber of Commerce and Industry / Kyoto City Tourism Association / Kyoto Municipal Transportation Bureau / Keihan Electric Railway Co., Ltd.

PR assistance: The Breakthrough Company GO



Digital & Experiential Entertainment Event



KYOTO MIRAI MATSURI 2019

Supported by **SUNTORY**

Hirimatsuri / Yorumatsuri

Daytime Program

Nighttime Program

May 12-25, 2019



SHOCHIKU



Unforgettable Fun, day & night

HIRUMATSURI / YORUMATSURI

Daytime Program

Nighttime Program

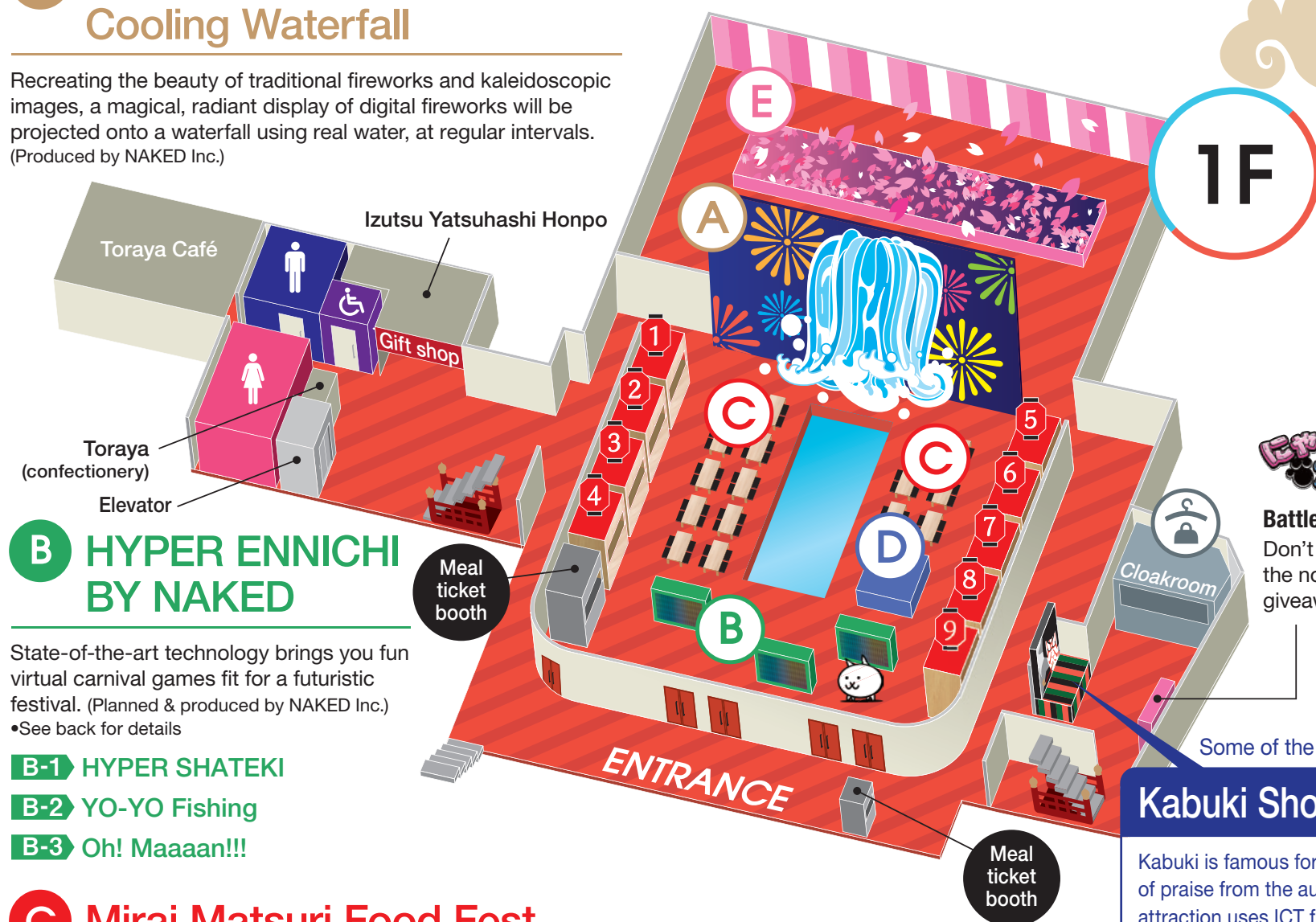


What's the Yorumatsuri?

Yorumatsuri, the nighttime program, dims the house lights and dramatically transforms the theater's traditional Japanese ambience with deejayed music and other evening delights. See a Minamiza never seen before!

A FIREWORKS BY NAKED on Cooling Waterfall

Recreating the beauty of traditional fireworks and kaleidoscopic images, a magical, radiant display of digital fireworks will be projected onto a waterfall using real water, at regular intervals. (Produced by NAKED Inc.)



B HYPER ENNICH BY NAKED

State-of-the-art technology brings you fun virtual carnival games fit for a futuristic festival. (Planned & produced by NAKED Inc.) •See back for details

- B-1 HYPER SHATEKI
- B-2 YO-YO Fishing
- B-3 Oh! Maaaan!!!

C Mirai Matsuri Food Fest

Mouth-watering festival food from popular and time-honored establishments, paired with delectable sake, provides a nice treat to enjoy while taking in the digital fireworks display. •See attachment for details

D Suntory Drink Booth

Refresh yourself with Kyoto-brewed The Premium Malt's Tarunama, highballs, gin & soda, and soft drinks. •The complimentary drink tickets can be used for any menu item (one drink per ticket). •See attachment for details

E Lighting Art of Kabuki

Daytime Program only

Interactive media art is taken to a new dimension by this fusion of innovative technology with the Kabuki classic *Yoshitsune and the Thousand Cherry Trees*. Immerse yourself in a stunning mystical world of light, behind the Cooling Waterfall. (Produced by helo Inc.)

•See back for details

- E-1 Yoshino's Path of Flowers
- E-2 The Music of the Scene

Kabuki Shout-out

Kabuki is famous for the shouts of praise from the audience. This attraction uses ICT from NTT to let you try out your fan voice!

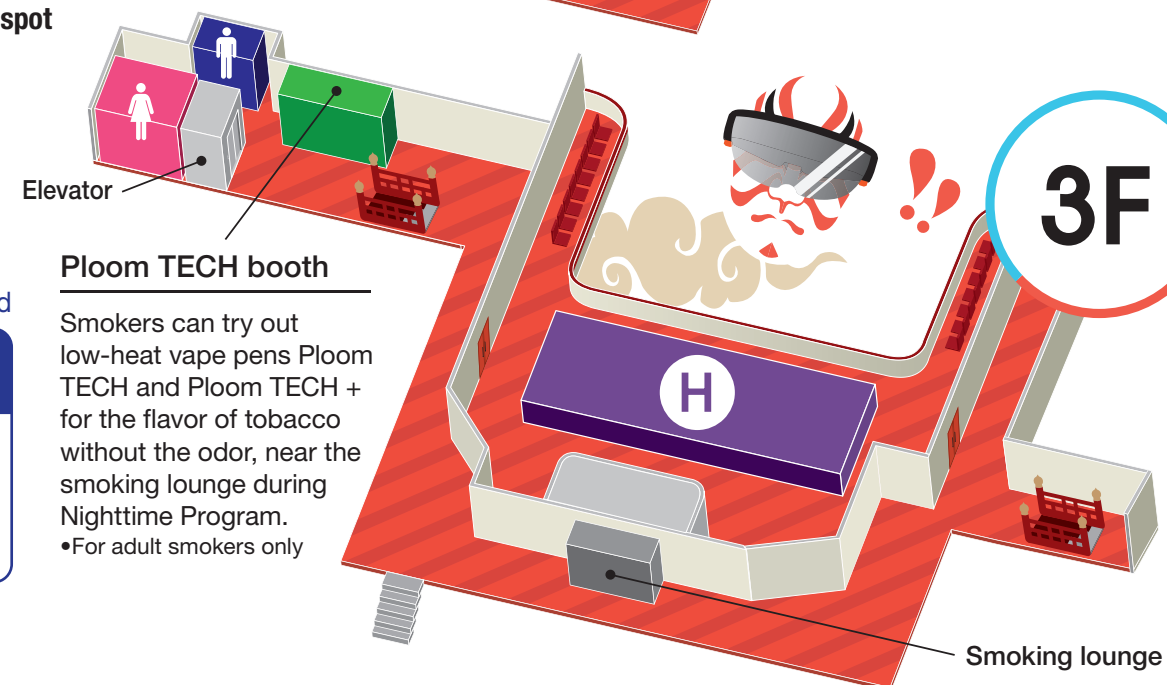
Battle Cats photo spot
Don't miss out on the novelty badge giveaway!



F Suntory The Premium Malt's Kamiawa Art

Enjoy Suntory The Premium Malt's with beer foam art depicting Kabuki stage makeup, exclusive to the Kyoto Mirai Matsuri. •See attachment for details

The second floor seating is perfect for enjoying your refreshments while taking in a bird's-eye view of the action.



Ploom TECH booth

Smokers can try out low-heat vape pens Ploom TECH and Ploom TECH + for the flavor of tobacco without the odor, near the smoking lounge during Nighttime Program. •For adult smokers only

G Kabuki body painting

only Daytime Program on Saturdays & Sundays

Have a traditional Kabuki makeup image painted on your face, hand, or arm. (Makeup assistance by Mitsuyoshi Cosmetic Co. Ltd. 三好)

H AR Kabuki: Ishikawa Goemon

Daytime Program only

Partake of the spectacular augmented reality imagery of a legendary Kabuki character performing among cherry blossoms. (Produced by Micle Inc.) •See back for details

