



festival giapponese

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## Event

On the 21st and 22nd of April 2012, the town of Bellinzona is going to host for the first time in Ticino a Japanese festival. The event, named Japan Matsuri, will be a socially and culturally active event about Japan. There will be an exhibition area, a recreational/entertainment area, workshop, open market and, of course, Japanese cuisine stands.

This will all be for a noble cause: in fact the profits will be given to charities helping people affected by the earthquake and tsunami of last March 11th. Also our sponsors will have the opportunity to join our cause, and all their donations will be added to the profits.

*The aim of this project is to organize a social and cultural event for charity to present a 360° view of Japan, showing the different facets of the Japanese culture in an educational and engaging way.*

## Aims

Over the years, the region of Ticino has seen several Japanese famous characters involved in manifestations, but this kind of events considered only certain aspects of the Japanese culture.

The aims of this project, with the scope of organizing a socio-cultural event for charity, are the following:

- to present a 360° view of Japan to the public;
  - to encourage people to support the Japanese population affected by the earthquake and tsunami of March 11th, 2011;
  - to let the audience discover the different sides of Japan, breaking down possible stereotypes;
  - to have fun and learn new things, according to the new style of "edutainment", which combines entertainment, education and interaction with young people in a new and exciting way.
  - to promote the ideas of the associations that cooperate with the project;
  - to propose a new activity in Ticino
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*Even today, hundreds of thousands of people live in temporary housing. The projects of the Cross Red will make every effort to let them have food, water, electricity, medical and psychological care.*

## Charity

March 11th, 2011: maybe you'll forget this date. That day, at 2:45PM in Japan (6:45AM in Switzerland), the life of millions of people changed in a few minutes. An Earthquake of 8.9 degrees (Richter scale) shook the north-eastern region of Honshu, with its epicenter about 370km from Tokyo. A few minutes later, a tsunami with waves more than ten meters high made its way to the coast facing the Pacific Ocean, spreading death and destruction in the region of Sendai, the closest to the epicenter.

The displaced people amount to more than five hundred thousand, of which one hundred thousand is represented by children. The natural disaster also affected the nuclear power plant in Fukushima, with the danger of a nuclear disaster. Although the Japanese population has succeeded to avoid the worst, the radiation level remains high for several miles from the epicenter. According to the information given, the organizing committee of the project decided to donate the profits to charity, to the Japanese Red Cross and Ashiaga, a non-profit organization based in Tokyo that is helping children who have lost their parents or guardians in the disaster or who have a parent or guardian affected by a severe disability resulting from the disaster.

There will be a stand for one or both humanitarian organizations to inform the public about their current projects and collect the highest number of donations possible. Please consider that the project of reconstruction in the single province of Tohoku predicts a budget of over 100 billion USD and ten years of continuous work.

## Type of Event

Exposition focused on the Japan culture exchange aimed to raise funds for charity. The novelty of the event and the charity purpose will have a good impact on the media.

- art;
- handicrafts;
- martial arts;
- kitchen;
- comics;
- workshops;
- videogames;
- etc.

The different aspects of the Japanese culture will be represented by experienced and competent professionals, in order to present the visitors with a wide vision of activities. Educational spaces will be available, where adults and children will live the experience of various activities, such as manga design, kusudama, ikebana, martial arts, introduction to Go rules, etc. During the day different conferences will take place on the stage, to promote a great entertainment.

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Above: a Japanese Red Cross volunteer examines, the damage suffered in Otsuchi in Iwate prefecture.  
(photo: Red Cross, Japan)

*Bellinzona, capital of Ticino, weaves past, present and future thanks to the medieval heritage and modern architectural achievements.*



## Bellinzona

Bellinzona is the administrative capital of the Canton Ticino in Switzerland. The city is famous for its three castles (Castelgrande, Montebello, Sasso Corbaro) that have been UNESCO World Heritage Sites since 2000. The town lies east of the Ticino River, at the foot of the Alps. It stretches along the river valley, surrounded by the Saint-Gotthard Massif. Because of its unique geographical position, Bellinzona was once seen from the south as the “key to the Alps” and from the north as the “key to Italy”. Today, its rich historical heritage, left from the Middle Ages, still lives on behind the austere charm of this Lombard town in the foothills of the Alps.

## Overview

### Type of event

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### Place

Espocentro, Via G. Cattori 3, 6500 Bellinzona

### Period

Saturday 21st and Sunday 22nd April 2012

### Budget

The costs will be covered thanks to the support of our sponsor, using the rent money of the stands and the ticket sales. At the ending of the festival the profit will be donated to charity.

### Participants

The event is open to the public. Tickets will cost CHF 8 for adults and CHF 5 for children up to 14 years.

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Above: the castles and the walls are a historic and integral part of the city of Bellinzona.

### Workshop

- Bonsai
- Shodo
- Ikebana
- Origami
- Make-up and Cosplay cration
- Manga design

### Games

- Yu-Gi-Oh! European 2012 WCQ Regional Qualifier
- Video games

### Stage area

- Martial arts (judo, karate, iaido, ecc.)
- Shodo conference
- Cosplay Contest
- Lesson about the rules of Japanese etiquette
- Lesson about the Japanese cliché: what is right and what is.
- An itinerary to discover Japan

### Projections

- Live House in Japan
- First episode of "Metal Samurai"
- Visual Kei

### Exhibitions

- Japanese paintings, works of Shoko Okumura
- photography exhibition of Japanese faces, photographer : Miki Iwasaki
- Original posters of the Jidaigeki Toei movies (second time in Europe)
- Exhibition of original CELs from some of the most famous Japanese animated cartoons of the '80s and '90s
- Exhibition of kimonos

### Shop Area

- Clothings, Accessories
- Anime, Manga, Cosplay, Games
- Japanese handcraft
- Bonsai
- Study in Japan programmes
- Thè
- Various associations
- etc..

### Japanese dinner – April 21st

Japan Matsuri will offer the chance to savour a Japanese dinner on the evening of Saturday, April 21st. The Japanese chef Mari Yamauchi will take care of the food preparation

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