



**NOW  
JAPAN**

**X10**  
**10TH ANNIVERSARY  
CELEBRATION**

**JAPAN  
IS HERE!**

Become a part of the biggest and most extraordinary  
Japanese cultural festival in the Baltic States!

When: September 15-16, 2018  
Where: Vilnius, Lithuania



# WHAT IS NOWJAPAN?

Biggest Japanese cultural festival in Baltic States. Held annually from 2009 in Vilnius, Lithuania, festival presents Japanese culture as it is today: fusion of deep traditions and contemporary cutting-edge creativity.

Held annually from 2009, every year it attracts more than **8000** visitors



The Commendation to the festival “nowJapan” from Embassy of Japan, Lithuania, 2013

The international contest of costumed characters

## COSPLAY



Japanese animation screenings, workshops, stars and shops

## ANIME



## GEEK

Science entertainment, comics and animation culture

Comic's and illustration culture, artists

## MANGA



## eGAMES

Presentation of computer games culture & sports, retro games

## GADGETS

Technical entertainments, Robotics, new tech inventions



Traditional and contemporary Japanese culture, workshops

## JAPAN

**+75**  
ARTISTS

**MEDIA**  
**6.800.000**  
REACH

**350**  
GUESTS  
FROM ABROAD

**8000+**  
VISITORS

**2 DAY**  
EVENT

# COSPLAY - HIGHLIGHT OF THE FESTIVAL

Cosplay (Costume Play) – is a cross-craft performance art where participants (cosplayers) impersonate characters from movies, games, animation and other media. Annually, nearly 400 different cosplayers get on the stage with costumes, making it a great feast for the eyes of visitors. Winner is granted with the entitlement to represent Lithuania in Eurocosplay – the International Cosplay contest in Europe.



We would like to thank you very much for the excellent arrangements.



**Nobuki Sugihara**  
son of Chiune Sugihara, 2014

We really enjoyed Lithuania, and Lithuania became closer to us.



**Natsuko Hashiguchi**  
songwriter and singer, 2014

I want to tell about Lithuania to Japanese people.



**Hideaki Hamada**  
photographer, 2012



## GRAND STAGE

Dedicated for Cosplay show, performing arts, Fashion shows.



## CINEMA HALL

Best Anime viewings, presentations from authors.

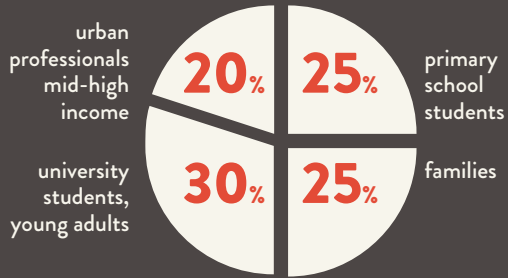


## FAMILY ZONE

Full of entertainment and educating activities for young ones and their parents.



# AUDIENCE



Fluent in technical innovations, e-commerce

30% are studying or have a degree in creative industries field

Fluent english

Travels 2-3 times a year

55% are fans of Asian culture

# WORKSHOPS

Interactive workshops, signings and creativity.



# EXPO ZONE

Full of exhibition booths, sales booths and food stall



# HIGHLIGHTS OF THE FESTIVAL 2018



## MAUL COSPLAY

German cosplayer ,  
who focuses on gaming promotion



## KENICHI TANAKA

Graphic/motion designer



## DUDUS ARRRT

Cosplayer, specializing in beards  
and prop making



## EGU-SPLOSION

Street-dance  
stand-up comedy

# LET'S WORK TOGETHER!



Japanese cultural festival nowJapan is a beacon of Japanese culture in the Baltic States. Aim of the festival is to promote Japanese culture in all forms to Lithuanian society, encourage cultural, social and diplomatic collaboration between two countries, thus building a long-lasting cultural bridge. The first Japan-Baltic Design Week will surely be impactful event for the Baltic creative community and cultural sector. It is a foothold for Japanese Design in the Baltics.

Great part of a successful festival is in the hands of our loyal partners and sponsors. Hence we invite You and Your company to join this initiative and discuss possible scenarios of working together.

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## ABOUT US

Public organization “Kultūrinės ir organizacinės idėjos” - Cultural and Organizational Ideas - is a non-profit, aiming at building creative and cultural bridges. Members of organization are united with passion for innovative forms of intercultural dialogue, professional attitude and diligence. Our team is always up for innovative and creative projects, making a creative mark in society. Our work principles are quality, innovation and creativity.

In 2009 our team started Japanese cultural festival nowJapan. It is now the biggest event of a kind in the Baltic States, annually enjoyed by more than 6 thousand people.

2015 marks the birth of Japan-Baltic Design Week “Made in Japan” - a series of events fostering collaboration of Baltic States and Eastern Asia in creative industry field.

Our partners include:

EMBASSY  
OF JAPAN



Our sponsors include:

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Inspire the Next

SUBARU



kikkoman





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