

'Celebration of Cats' seen by 40,000 people has aligned with new works!

“Neko-break Exhibition Summer, 2016” will be held from July 22 to August 28.

Many first exhibiting artists, such as bipedal standing cat, zero gravity cat! "Omnibus" will also be held in August.

BACON CO., LTD. will hold a joint photo & product sales exhibition, “Neko-break Exhibition Summer, 2016” at a gallery "TODAYS GALLERY STUDIO" (Asakusabashi, Tokyo) from July 22 (Fri) to August 28 (Sun), 2016, where popular cat creators at SNS, etc., gather and show cute cats that make you smile. "Neko-break Exhibition" started in 2015. It was visited by the total of more than 40,000 people, including 3 cities during a Golden Week in 2016.

■ About "Neko-break Exhibition" the celebration of cats creators, which was visited by more than 40,000 people

“Neko-break Exhibition” is a joint photo and product sales exhibition, where popular cat creators gather regardless of professional or amateur. Many of them are popular cats at Twitter and Instagram. The followers of SNS are the total of more than 1 million people. The works will make smile just by looking at them. The handmade goods will heal you just by being carried with you home.

In the gallery "TODAYS GALLERY STUDIO" that we sponsor, 5,000 people in the first round of the summer 2015, and more than 11,000 people in the 2nd round of January 2016 visited this exhibition. During the last Golden Week, it was held in the 3 cities, Sapporo, Kashiwa, and Osaka, at the same time, and was visited the total of more than 40,000 people in the cumulative total from the first time.

Many of the exhibitors are creators who are active mainly in the net. So the exhibition was popular as it was a valuable opportunity to see live works.

■ Many first exhibiting works! Highlights of “Neko-break Exhibition Summer, 2016”

<Exhibitions>

~ First appearance creators and popular creators' new works ~

In this exhibition, as the first exhibition, Pooh-chan of Munchkin to standing on two legs (@ pooh0403), Chikuwa popular on TV (Miki Nakaoka), Wasabi chan attracted attention because of protection cat activity, and Seto-nyan Chisa, which has just released new photo books in July, are joining.

Of course, the existing creators are joining, such as Fu-chan that has sad-looking, Nagomu that cannot drink water and popular in YouTube (matsumotooooo), Aoitori that is popular with snot bubble cat, and so on. They are exhibiting gorgeous new works for this exhibition. The total of more than 350 works are exhibiting.

Original Cat Postcards of snot bubble cats by Aoitori × aico are distributed for free for the first come 3,000 guests as a visitor present.

~Leading authorities of fetishism photo are exhibiting cat photos for the first time!~ ~

A photographer Yuria, who is famous with "Thigh Photo Studio" and out even exhibition "Thigh Photo World Exhibition" are joining for the first time with the photos of its loving cat in private shooting. In addition, an authority of fetishism photo of hips and chest, Ryosuke Handa, is also exhibiting for the first time with works from "Nyan-House," where he took photos of cardboard houses of unique cats.

First time exhibition. You may be able to see new fusion of fetish and cats!?

<Product Sales>

~Venue limited edition collaborated items that you can purchase only here are also available!~

At the product sales, many collaborated items, which are available only at this exhibition, will be sold. ※ Limited Quantity

- "OJAGA DESIGN"

A collaboration of a popular star cat and a leather brand "OJAGA DESIGN" that sticks to all handmade and MADE IN JAPAN. Many items will be released, such as Fu-chan's downhearted key caps, and so on.

- Ura-chan Original Tote Bag

Sagara embroidery craftsmen collaborated "Ura-chan Original Tote Bag" is a must-see.

- The 2nd collaboration of "Neko-self" has been decided!

When you purchase a MOOK "Neko-self" of a magazine Joseijishin (Woman herself), you'll get presents; a clear file that was popular also at the previous exhibition and an original sticker that makes your cat a heading. ※
Quantity Limited

- Nako Mikuji (cat fortune)

"Neko Mikuji" which gained popularity in the past of Cat-break Exhibition collaborates with the popularity of Akari Sacas, the character "Mashimaro." "Nako Mikuji Mashimaro version" will be sold.

- [Limited sale] Official catalog of luxury specification with Fu-chan original fan

With the limited quantities official catalog that covers all exhibitors' works comes with Fu-chan original fan as a special appendix. ※ First edition limited

[Exhibition summary]

Exhibition Name: Joint Photo & Product Sales Exhibition of Cats
"Neko-break Exhibition Summer, 2016"

Closed: Mondays

Admission: ¥500 / free admission for 3 years old or younger

[Organized by] Corporation BACON

[U R L] <http://www.tgs.jp.net/neko-break.html>

■ Participating Artists

- Aitori <https://www.facebook.com/aoitori777>

Self-proclaimed amateur & office worker photographer. The masterpiece photo book 'Even cats can make snot bubbles' (Seiseisha Publishing Co. Ltd.) and released in the last year 'Island Cat Pon' (Seiseisha Publishing Co. Ltd.) are both popular. Appears in various media, such as Good Morning (TV Asahi), Asa-Chan (TBS), and providing works in "Cat Day" 2016 calendar (Tatsumi Publishing Co. Ltd.). At this exhibition, with the theme of "happy time of cat," new works will be exhibited. It cuts out happy time of cats, which are like humans, eating meals, sleeping when sleepy, and loving other cats.

- Wasabi-chan chi <http://wasabichanchi.blogspot.jp>※ Asakusabashi venue limited

Since an incident of protecting "Wasabi," which was attacked by crows on a street, started an activity to protect kittens and to find a new family. The blog and Twitter, which tell the truth of such stray cats are attracting many people. This exhibition will be the first photo exhibition. Having the theme of "Currently ~Now and Long Time Ago~," exhibiting cute works of a large family with 6 cats. Many venue limited items are also sold.

- Naoki Makino <http://foo-chan.com>

A photo of "Fu-chan," a cat that he had protected, posted on Twitter in 2013 gained great popularity with more than 80,000 followers. At this exhibition, having the theme of "Fu-chan Transitory of Seasons," exhibiting Fu-chan, which got refreshing haircut for the summer from fluffy version in winter. In addition, key caps collaborated with OJAGA DESIGN, handmaid stuffed toys collaborated with RUBIA-ARGYI (large and small size) will be sold out soon!

- Seto-nyan Chisa (Twitter @ccchisa76)

"Jumping cat?" "Ballerina?" "Fluffy athlete?" With a variety of nicknames, a new star cat, "Miruko," is popular on Twitter. Released a new photo book,

"Zero Gravity Cat Miruko" in July. At this exhibition, mainly with unpublished works, there are many original items are sold, which are available only at the venue.

The other exhibitors than above are Akari Sacas / Utsugi / Yukie Omomo / Nyanko & Miko / RUBIA-ARGYI / Yuka Seki / Miki Nakaoka / Yuria / Mai Yamamoto / matsumotoooooo / SANCHELOVE / Fukushima Asari / mami / emi / JOE / Skog Marknad; all 38 pairs are planned to exhibit.

■ [Scheduled to be held on August] at Nihombashi Takashimaya, "CAT-break Exhibition Omnibus"

Based on the works that were exhibited at the previous "Neko-break Exhibitions" until now, the first large-scale 3D work will also be exhibited. More than 500 works will be exhibited.

Exhibition Name: joint photo and product sales exhibition of cats: "Neko-break Omnibus" in Nihombashi Takashimaya

Dates: August 3, 2016 (Wednesday) to August 17, 2016 (Wed) 10:00 to 19:00 (closing at 19:30)

※ On the last day, until 17:30 (closing at 18:00)

Venue: Nihombashi Takashimaya, 2-4-1, Nihombashi, Chuo-ku, Tokyo, 103-8265

Admission: General 600 yen, university and high school students 400 yen, junior high school students or younger: free

※ More information will be updated at the official page at any time.

■TODAYS GALLERY STUDIO

Opened in July 2014. It deals with many self-producing and planning events in order to originate arts from Asakusabashi. Many representative exhibitions, such as "Fuzzy ☆ Pretty Girls Exhibition," "Accessible Factory Night Views," "Flat Nose Dogs Exhibition" and so on. "Cat Break Exhibition, Winter, 2016" held for a month from January 2016 was visited by more than 10,000! The hottest gallery in Japan now!

The planning are all made by Yuki Asaoka, a media creator.