

“Cats All Over” in Winter! New exposition of the “neko-break exhibition” which had 200,000 visitors so far with new artworks and new events from January 27th – Unprecedented Collaboration of Special Event of “Cat’s day” on February 22nd & Cat Vacation Expo –

BACON Co., Ltd. Holds “Cat Vacation Expo Winter 2017” (regular festival) which is a collaboration of popular cat creators’ photos & product selling exposition of cute cats that “make you feel unwind only by watching” in TODAYS GALLERY STUDIO (Asakusabashi, Tokyo) from Friday January 27th 2017 to Sunday February 26th 2017. “neko-break exhibition” was first held on August 2015 and it had more than 200,000 visitors so far together with regular festivals on new artwork basis and tour expo or theme expo all over Japan. For the “regular festival” this time, there will be exposition of new artworks and a number of limited collaboration goods sale. Also, there will be a special event on “cat’s day” on February 22nd. As a special present, we will offer “Star Cats’ Supper” postcard to first 5,000 visitors, which is a collaboration with “Cat Vacation Museum”.

■ Highlight of ” neko-break exhibition Winter 2017” <Artworks Exposition – Exposition of new artworks exclusively in this regular festival ->

There are more than 350 artworks scheduled to be exhibited including new artworks of popular creators with more than 1 million followers in SNS in total and other popular artworks.

◎ Topic

1. “Nagomu”(@matsumotoooooo): New artworks called “Kinagomu Karuta”
2. “Wasabichanchi”(@jessiepon): New artworks exhibition with new photo book and also limited goods
3. “Donguri”(@akihimatandon11): First time exposition of Oppiroge artworks in regular festival
4. rojiman(@rojiman): The latest collection with “hat with fallen hair” and also the exhibition of the actual hat
5. Exposition of “Star Cats’ Supper” by Ai Shinomiya which was exhibited in 2016 in “Cat Vacation Museum”. In addition, there will be popular members such as “Fuchan” the star cat with crestfallen face, “Urachan” the white beauty cat, Miruko the agravity cat and the photographer Aoitari who is famous for “snot bubble cat”.

<Goods – The largest collaboration festival in the history of Neko-break exhibition! – >

There will be a lot of limited collaboration goods only available on site. For product selling, there will be a number of collaboration items limited to this festival. It’s perfect for the souvenir of not Tokyo but the Star Cats.

◎ Goods

1. skogmarknad × Star Cats All star Limited Goods
 - Masking Tape Only 150 850 JPY (tax excluded) ※ Limited to 3/person
 - There will be limited goods such as mug, note and pouch
 - Popular “Cat Fortune Slip” will be in Star Cats version in collaboration with skogmarknad
 - Original Shop Bag finish limited to regular festival
2. RUBIA-ARGYI × White Beauty Cat, stuffed “Urachan” 2,700 JPY (tax excluded)
RUBIA-ARGYI, the popular stuffed animal creator famous for warm handmade animals who made the gigantic stuffed “Fuchan” exhibited in Takashimaya Nihonbashi/Takasaki. This time, she collaborated with the white beauty cat

“Urachan” and there will be the 2nd handmade stuffed cats limited sales on site.

3. Popular Character of Sakasu Akari, “Mashimaro” in collaboration with “Fuchan” & rojiman

• Mashimaro × Fuchan Acrylic Key Holder Only 100 price not decided

• Mashimaro × rojiman fallen hair collection Acrylic Key Holder Only 100 price not decided

4. As the 3rd special goods of “Cat itself” (Kobunsha) with plenty of allure of cat, displayed clear file will be given as a gift to those who purchase.

There will be various on site limited goods such as resell of popular clear file, batch or limited goods.

※ All items are limited in number so it will be finished as soon as it's sold out

<Official booklet – Official booklet including non-published/non-exhibited artworks will be sold exclusively->

Original Star Cats painting cover designed by “Hikaru Cho”, the painting artist. It includes not only popular artworks and exhibited artworks but also non-published/non-exhibited artworks.

■ Special event on “Cat’s day”

Special event on “Cat’s day” on February 22nd (nyan,nyan,nyan which means meow in Japanese)

<One time event on Thursday February 22nd >

1. Present of Original goods

“Star Cats Original Sticky (not for sale)” which is the collaboration with skogmarknad will be offered to to the first 50 visitors!

2. Present of portrait in cat

“Hikaru Cho” the painting artist who drew the cover of the booklet will draw visitor’s face in portrait in cat and offer it! Hours :11:00–16:00 there will be a break

■ Expo name: Cat Vacation Expo Winter 2017

Date: Friday January 27th 2017 to Sunday February 26th , 11:00–19:00

Closed: Mondays

Address: TODAYS GALLERY STUDIO

5-27-6 5F Asakusabashi, Taito-ku, Tokyo 〒111-0053

Entrance Fee: 500 JPY/Free for children under 3 year old

Host: BACON Co., Ltd.

URL: <http://tgs.jp.net/neko-break-2017winter.html/>

■ What’s “Neko-break exhibition”, the festival of cat creators with more than 200,000 visitors

“Cat Vacation Expo” is collaborative photo&product selling exposition of popular cat creators regardless of professional/amateur. There are many popular cats on Twitter and Instagram and the total of SNS followers of participating creators exceeds 1 million. Not only exposition of artwork that makes you feel unwind by watching but also full of hand made goods that heal you. TODAYS GALLERY STUDIO has held the regular festival※ twice since August 2015 and also held tour expositions all over Japan. Just in one year, there were more than 200,000 visitors in total. Many of the creators are working on the Internet/SNS so it is appreciated as a chance to see their actual artworks.

※Only those held in TODAYS GALLERY STUDIO in Asakusabashi

■ About 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!