

Japan is here  
to fascinate the world  
with its depth.

## What's Art Mix Japan AMJ?

Enjoy an entire array of Japanese culture,  
a "Japanese Celebration"

Among the countries around the world, Japan has a unique and attractive culture that exists in various parts of the country and they gather here in Niigata. A big festival where various Japanese cultural contents are deployed for 23 days at 18 different venues around Niigata City. Performing arts such as the Kabuki and Buyo (dance), Japanese music including Taiko and Shamisen, food, Sake, architecture, paintings, and even animation.... 27 stage performances and 20 related events will involve you in an emotional swirl!

### POINT

**1** You can enjoy a wide variety of cultural contents gathered from all over Japan and an entire array of Japanese culture altogether.

### POINT

**2** The artists who gather in Niigata are known to be the best in their respective fields and you can taste authentic Japanese culture through them.

### POINT

**3** In addition, 2017 is the 5th anniversary of AMJ. 27 popular stage performances in the past four years have been gathered together.



### Testimonials



"I was totally lost with words. I saw it for the first time in my life yet I won't forget it for the rest of my life!"  
(Woman in her 30s)

"I love Japan and today, I love Japan even more!"  
(Woman in her 40s)

"I have never seen it in my life before, yet it was a wonderful performance!"  
(Man in his 50s)

It is a dreamlike event where Japanese culture gathered. For those who have never been touched by Japanese culture, it is much like a culture shock.  
(From a certain web media)

Has there ever been a traditional Japanese art that is so familiar and fashionable?  
(From a certain newspaper company)

There has never been so much opportunity to be immersed in the Japanese culture. One would be glad to know about the splendor of Japan through this opportunity.  
(From a certain magazine company)



# This cultural experience will grab your heart and won't let go.

## Introduction of Major Stage Performances



**DRUM TAO**

Wadaiko (Japanese drum)



**Hiromitsu Agatsuma and Jin Oki**

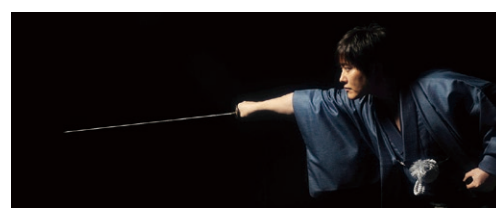
Tsugaru Shamisen x Flamenco guitar



**Seventh-generation Head Mistress Ichiyama and the Furumachi Geigi (geisha)**  
Nihon Buyo (Japanese dance)



**Taiju Fujiyama**  
Tezuma (Japanese magic)



**Isao Machii**

Iai (Japanese Katana sword)

and others with a total of 27 stage performances.

Besides stage performances, there are plenty of other various cultural contents.



### Kimono Experience

[ Transform into the Kimono ]



### Traditional Japanese buildings

Architectural tour of Niigata which flourished as the best port town in Japan

### Japanese Sake tasting

[ Niigata's Sake Breweries x AMJ ]



### Food Culture

Niigata is one of the most prestigious cities in Japan where you can enjoy the inevitable Japanese food



### Japanese Painting

Gojusantsugi Tokaido Exhibition

Others are calligraphy, tea ceremony, animation...