

PRESS RELEASE

Gotenyama Cherry Blossom Festival 2018

“Edo × Art × Technology” at a famous cherry blossom viewing spot.

Participate in experience-oriented events of traditional culture and state-of-the-art technology.

Held over three days from April 6 (Fri) to April 8 (Sun), 2018

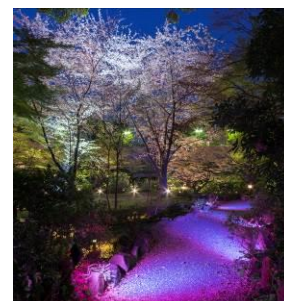
The “**Gotenyama Cherry Blossom Festival 2018**” will be held at “Gotenyama Trust City” (Address: Kita-Shinagawa, Shinagawa-ku) from Friday, April 6 to Sunday, April 8 2018, by Mori Trust Co., Ltd. (Headquarters: Minato-ku, Tokyo, President: Miwako Date) and the Gotenyama Area Management Executive Committee made up of companies, organizations, etc. in the Gotenyama area.

Gotenyama has bred ornate cultures since the Edo period, including formal tea ceremonies, and is where successive shoguns engaged in falconry. It was used by the people of the Edo period as a popular retreat and has long been a famous spot to view cherry blossoms.

This year, we will be holding a new, yet nostalgic, cherry blossom festival with the concept, “Edo × Art × Technology,” where Gotenyama’s Edo spirit will be combined with the latest cutting-edge art and technology.

Cherry Blossom Corridor Light-Up Show

- Through art and technology, we will create Gotenyama as it was during the Edo period for a breathtaking contemporary cherry blossom experience. You can enjoy the colorful cherry blossom trees, as well as Japanese umbrellas and lanterns, and at night witness the magical light display as well as the interactive light display where your voice make the colors change.
- In a space where the past and future coexist, ride in a kago (palanquin) or rickshaw used during the Edo and Meiji periods as you gracefully watch the cherry blossoms, or try the futuristic “mobility” to run through the cherry blossom corridor.



Gotenyama tea party and Edo cherry blossom viewing

- We will be holding contemporary tea parties on the same Gotenyama ground as the shogunate family conducted their ground tea ceremonies in the Edo period. In addition to a traditional tea-serving performance, we will also be conducting the latest tea ceremony class using an application called “iSado.”
- You can try different Japanese sakura sake and champagne while tasting the exquisite dishes of a multi-tiered Terrace Box (reservation required) on the SAKURA Terrace at the Tokyo Marriott Hotel. Alternatively, the Pastry & Bakery GGCo. which is popular for their curry bread offers seasonal treats. There will also be several food trucks and we will be providing photogenic tea parties with themes of Haru (spring), Edo, Wa (Japanese culture) that will certainly have you snapping photos.
- After the tea parties in the daytime, we will be opening the “sakura night bar” so that you enjoy the night view of the cherry blossoms. Here, day and night, you can choose from hot alcoholic beverages reminiscent of the Edo period, including “hot sake,” “sweet sake” and “doburoku (unrefined sake),” paired with some tasty snacks.



Tea party (image)



Sake (image)



SAKURA Terrace Box

*For more information on the Tokyo Marriott Hotel, please refer to their website.

Tokyo Marriott Hotel Website : <https://www.marriott.com/hotels/travel/tyomc-tokyo-marriott-hotel/>

Edo / Art & Technology Collection

- This activity gets you actively involved with the themes Edo and Art & Technology.
- Sony Computer Science Laboratories, Inc. (Sony CSL) will be presenting a comeback exhibition of “Head Light” in the *Ujian* tearoom (designed by Arata Isozaki). The work is scheduled to be exhibited at the world’s largest creative business festival, “South by Southwest” (held in the US in March every year). Under the theme of the research concept “Superception,” which is the expansion of human perception using computer technology, you will be able to experience the perceived world of nonhuman creatures through personal projection mapping.
- We have planned AR experiences with themes of Edo and cherry blossom and projection type cherry blossom experience content using the latest sensor technology presented by Information Services International-Dentsu, Ltd.



Sony CSL
Shunichi Kasahara



Ujian tearoom



“Head Light”



Tokyo Infiorata 2018 (participatory art installation)

“Infiorata” is created by participants setting flower petals on panels to create a work of art. During the festival, we have also arranged a mini live performance from Naoto Matohara (vocal of UNDER GRAPH) of “Tsubasa - road to 2020.Infiorata ver.-”. The song has been specially arranged as the supporting song for Tokyo Infiorata based on the hit song “Tsubasa” by UNDER GRAPH, which recorded 400 thousand CD sales.



©Hare bare shashin

Infiorata (image)



Under Graph
Naoto Matohara

*Gotenyama Trust City is one of the venues for Tokyo Infiorata 2018.
Tokyo Infiorata 2018 Website : <http://www.tokyo-infiorata.com/>

■ Contents of Neighborhood / Regional

Hara Museum of Contemporary Art

During the cherry blossom festival, you can also visit the Hara Museum of Contemporary Art, which can be directly accessed through the east gate (usually closed) of the Gotenyama Gardens. “My Favourites: Toshio Hara Selects from the Permanent Collection” (March 21 to June 3) (Admission fee applies)

Christ Shinagawa Church

Once a month on a Thursday we hold a mini concert starting at 12:30.

■ Over View of Gotenyama Cherry Blossom Festival 2018

- D a t e : April 6. (Fri.) 11:00~20:00
7. (Sat.) 11:00~20:00
8. (Sun.) 11:00~16:00 (*Some activities are held until 8pm.)
- V e n u e : Gotenyama Trust City, Tokyo Marriott Hotel,
Hara Museum of Contemporary Art, etc.
- H o s t e d : Gotenyama Area Management Executive Committee
Mori Trust, Gotenyama Town Council, Tokyo Marriott Hotel,
Sony Computer Science Laboratories, Inc.,
Information Services International-Dentsu, Ltd.,
Shinagawa Joshi Gakuin, Seisen University,
Christ Shinagawa Church,
Sekisui House, Ltd., Hara Museum of Contemporary Art, etc.
- Sponsored : Shinagawa Ward, Shinagawa Tourism Association,
TENNOZ CANALSIDE VTALIZATION ASSOCIATION

Address : 4-7-35, Kita-Shinagawa, Shinagawa-ku, Tokyo

Access : 5 min by free shuttle bus from Shinagawa St.

5 min by walk from Kita-Shinagawa St.

*For details on the free shuttle bus, please visit the official homepage.

Website : <http://www.trustcity-g.com/en/access#bus>



Gotenyama Trust City Official Website : <http://www.trustcity-g.com/en/>

Gotenyama Trust City Official SNS Account :



[@gotenyamaTC](https://www.facebook.com/gotenyamaTC)



[@Gotenyama_trust](https://twitter.com/Gotenyama_trust)



[@gotenyama_trustcity](https://www.instagram.com/gotenyama_trustcity)

*The information in this press release is as of the press announcement date. Information about each activity and other details will be released in order through the Gotenyama Trust City official website and various SNS accounts so please take a look.