



MATSURI GENT – JAPAN FESTIVAL – 2ND EDITION

CONCEPT PLAN

2019

MATSURI GENT – Japan Festival- Executive Committee

1. Practical Information

Date: April 27th 2019 (Saturday)

Time: 12:00 ~ 17:00

Place: City Hall Ghent (Belgium)

Visitor amount: Approx. 4000 ~ 6000 people

Facebook Page:

<https://www.facebook.com/MatsuriGentJapanFestival/>

Email: maturigent@gmail.com



2. Concept

The Matsuri Gent – Japan Festival – started as an initiative by two Japanese exchange students in 2017 at the University of Ghent.

They had realized that for many Belgian students, travelling to Japan to experience authentic Japanese culture is often too expensive. Therefore, they came up with this wonderful project to bring Japanese culture to Belgium by organizing a traditional “Matsuri” in the city centre of Ghent.

The project soon gained popularity amongst the students and even caught the attention of other organisations such as INARI VZW, a non-profit organization working on Japanese culture promotion.

The first Matsuri Gent – Japan Festival – was organized in April 2018 and gathered a total of approximately 4000 visitors in total. Throughout the day, the public got to enjoy various aspects of Japanese culture including a Taiko performance, Calligraphy workshop and even a Wanko Soba Eating contest. Of course, there were also several food stalls offering traditional festival food such as Takoyaki and Yakitori.

Following this success, we have decided to organize a **second edition** of the festival in 2019 in the hope to introduce the Japanese culture to an even broader audience.

At this stage, we have already booked cultural activities and food as well as merchandise stalls for the 2nd edition of the festival. Last year's edition was a great success, see also the After Report of Matsuri Gent – Japan Festival – 2018, but we strive to improve upon last year's edition.

Lastly, we are proud to announce the Japanese ambassador Hajime Hayashi and the mayor of Ghent, Mathias De Clercq, will give this year's welcome notes and open the Matsuri.



Thank you very much for the support!