

To concerned media representative

PRESS RELEASE

June 20, 2011

Akihabara Omotenashi Project (AOP)

A navigation aid project for general information on the Akihabara area

ATPA (Akihabara Tourism Promotion Association) to collaborate with “Moekami!” at Japan Expo in France

AOP’S official characters will appear on the stage of “Bonjour, Omotenashi!”

Nonprofit Organization

Akihabara Tourism Promotion Association (ATPA)

Atsushi Takarada, Chairman

Tomio Izumi, Secretary General

Non-profit Organization Akihabara Tourism Promotion Association (ATPA) will collaborate with Manga Artists Network, Inc (Mangaka Gakkai), a member company of ATPA in “12th Japan- Expo 2011” held in Paris, France during June 30 – July 3, 2011. Mangaka Gakkai will participate in the exhibition and ATPA will support Mangaka Gakkai by utilizing its official characters created for Akihabara Omotenashi Project (AOP), a navigation aid project for general information on the Akihabara area

Mangaka Gakkai has presented performances of “Moekami!”, a new style of performance combining Kamishibai (Japanese traditional picture-story performance) with a taste of “Moe” (a rarefied pseudo-love for certain fictional characters). Young voice-actresses dressed in Gothic-Lolita and other cosplay clothes perform “Moekami! (Moe Kamishibai)”, just like an animation dubbing. “Moekami!” offers information on Japanese pop culture on their own way and is encouraging as many foreign people as possible to visit Japan. Having sympathized with the idea and concept of “Moekami!”, ATPA entitled Mangaka Gakkai to use AOP’s official characters in their performances in France, which is titled “Bonjour, Omotenashi !”

Exhibition name	12th JAPAN EXPO 2011
Exhibition site	Paris-Nord Villepinte Exhibition Center
Duration	June 30 (Thu.)—July 3 (Sun.) , 2011 (4 days)
Hours	9:00 – 19:00
Locations of performances	Mangaka Gakkai booth(Exhibitor’s name: IFB Corporation) Culture Stage (Expected) CoFesta Stage (Expected) Japan Tourism Agency booth (Expected)

As a part of AOP, ATPA has been developing the promotion of “Akihabara Omotenashi Logo” and the project’s official characters. “Akihabara Omotenashi Logo” is to act as a sign certifying that the stores, products and services provided are safe and secure. The official characters are to work as publicity agent for the project. “Moekami!” is the first case to officially use these characters, which means they are released in France ahead of Japan. Also, a French-subtitled promotion video of the characters created by ATPA and C.A.C.E. (a student circle in Digital Hollywood University) will be released for the exhibition to encourage the visitors to come to Japan.

Further, in August, the same “Moekami!” program as the one performed by Mangaka Gakkai in France is scheduled to make its “triumphant” debut in Akihabara.

Akihabara Omotenashi Project (AOP) <http://akiba-brand.com>

In 2010 fiscal year, ATPA was selected as one of the project-implementers of “Japan Brand contents fostering plan”, which is supported by The Small and Medium Enterprise Agency (SMEA). Since then ATPA has been working on AOP, a new project to build a strong local brand unique to Akihabara. AOP aims to enhance the brand power of the city and to support the local industrial promotion. AOP allows local vendors to participate in the project in a cross-sectional manner. Not only towards Akihabara fans across the nation, but also towards foreign tourists who are targeted as new buyers, the participating electronics stores, pop-culture shops, and academic institutions are extending a variety of “Omotenashi (hospitalities)” by promoting both duty-free products and Japanese pop-culture attractiveness.

「Akihabara Omotenashi Logo」 ※ 1

「Akihabara Omotenashi Project 」 Official Characters (Produced by Production I.G.) ※ 2

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What is "Moekami!"?

"Moekami!" is the name of events featuring "Moekamishibai" performance. A group consists of five, young, Japanese professional voice-actresses, dressed in Gothic-Lolita costumes or high-school uniforms, performs Kamishibai, Japanese traditional picture-story performance, just like an animation dubbing.

(For the details, please refer to the attached documents)

In 2010 Japan-Expo at Tezuka Productions booth, a pair of Kamishibai performers performed the program "Astro Boy 3D Kamishibai", "Leo The Lion King of Jungle", and "Marvelous Melmo ". We were interviewed by many reporters of local media and gained popularity among the visitors. In 2011 Japan-Expo, we have achieved further upgrade and will send five "Moekami!" performers who have gained great popularity among the audiences of our independent performances in Akihabara. They are going to promote Japan-Nippon in the exhibition site. In January 18, 2011, through the TV program NHK WORLD, "Moekami!" members and Kamichibai performance by Shibuya Gagekidan Theatrical Company (a company affiliated to Mangaka Gakkai) were introduced in 120 countries worldwide.

To concerned media representative

We do hope we can seek media attention for this event. Your coverage would be highly appreciated.

For any inquiries, please contact below.

Inquiries regarding this press release and AOP Official Characters

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