

Press Release

Hello Kitty Land Tokyo launches the first ever “cute” KABUKI Theater in March 2018

Hello Kitty Land Tokyo will launch a new programme of its Märchen Theater, a unique blend of traditional Japanese Kabuki Theater, the concepts of “Wa” (traditional Japanese culture) and “KAWAI” (Japanese “cute” culture). The new production, “KABUKI×Sanrio Puroland”, has been created in collaboration with the leading kabuki promotor Shochiku and will premiere on 10th March, 2018 with the full-scale musical “KAWAI KABUKI - Momotaro by the Hello Kitty Troupe”.

Tokyo, Thursday 15th February, 2018 --- With view to the ever-rising number of foreign visitors, Sanrio Puroland (<http://en.puroland.jp/>), also known as Hello Kitty Land Tokyo, has decided to join hands with Shochiku, a leading kabuki Theater promoter, to create an entirely new show aimed at a broader audience. It will bring together world-renowned kabuki theater and Japan’s well-loved Sanrio characters such as Hello Kitty.



Special website URL: https://en.puroland.jp/special/kawaiikabuki_lang/index_en.html

In the year of 2000 the Puroland Märchen Theater started to collaborate with world-renowned director Amon Miyamoto with the aim of producing full-scale musicals following the success cooperation the Puroland Märchen Theater starts to team up in 2006 with the staff of the Takarazuka Revue, which has been staging performances overseas since 1938.

This new KAWAI KABUKI performance is based on the popular Japanese folktale “Momotaro” (‘The Peach Boy’). In this magical story Momotaro, a boy born from a peach, goes on a journey to destroy evil demons accompanied only by a dog, a monkey and a pheasant. As added feature the new show, the first of its kind, will include acrobatics performances coupled with a powerful video display.

“Sanrio’s philosophy is about “Nakayoku” which means getting on well and making friends around the world”, states Ms. Aya Komaki, Director of Sanrio Entertainment Co. Ltd., the Puroland operator. Puroland’s visitors can meet the characters in person and experience the spirit of ‘Nakayoku’ through engaging shows and parades. We would love Hello Kitty fans from around the world to enjoy this unique and original musical, which blends for the first time, the traditional Japanese art of Kabuki Theater with the ‘KAWAI’ (cute) nature of the characters.”



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Notes to the editors:

About Shochiku

Shochiku Co. Ltd. is an entertainment corporation that includes theater, motion pictures and real estate divisions amongst others. Since its inception in 1895, the company has been dedicated to bringing traditional Japanese culture closer to the world by offering rich and diverse content across generations that meets the needs of the times. Shochiku continues to create quality content through its existing productions as well as using its assets and know-how to develop new types of entertainment.

More information about Shochiku is available at <https://www.shochiku.com/>.

About Sanrio Entertainment / Sanrio Puroland

Sanrio Puroland, operated by Sanrio Entertainment Co. Ltd, is also known as 'Hello Kitty Land', a theme park to meet and experience its much-loved Sanrio characters including Hello Kitty which enjoys worldwide popularity. Considered the "Mecca of Sanrio characters", the park draws great numbers of fans from around the world.

Located in the outer districts of Tokyo, Sanrio Puroland is an indoor theme park, visitors can enjoy regardless of the weather. Sanrio Puroland also runs an outdoor theme park, Harmonyland, located in Oita Prefecture in Kyushu.

More information about Sanrio Puroland is available at <http://en.puroland.jp/>.

Images:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/02/SET_KAWAIKABUKI_1-1.jpg

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/02/SET_KAWAIKABUKI_2.jpg

News Release:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/02/SET_KAWAIKABUKI_ENG.pdf

Fact Book:

http://bluemoonmarketing.jp/wp/wp-content/uploads/2018/02/EN_SET_Factbook_2018.2.pdf

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Please contact us via Email at (SET@bluemoonmarketing.jp). (English or Japanese)

We also accept requests and adjustments for coverage throughout the year.

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