

Tokamachi to showcase its snow culture as tourism asset Feb. 27-28, 2017



Japanese-style inn Setoguchi

Tokamachi City, one of the heaviest snowfall areas in Japan, will conduct a press tour for foreign correspondents stationed in the Tokyo area on **Feb. 27-28** to showcase its unique snow culture, local cuisine and artwork in snow-covered fields, as part of its effort to spread charms of the central Japan city in Niigata Prefecture.

Echigo-Tsumari region was once called “inaccessible corner on the island” because of its heavy snowfall in winter.

Participants of the press tour will see winter exhibitions of snow tools and contemporary art utilizing snow, experience making the Kamakura snow dome, trek on the snow art trail wearing snowshoes, and tour around artwork in a snow-covered field, among other things.



Artwork by Maaria Wirkkala

Artists who will exhibit their artworks along the snow art trail include Maaria Wirkkala of Finland.



Kamakura snow dome

Participants can also enjoy delicious local cuisine around the hearth and refreshments in the Kamakura snow dome.

Other artworks to be covered in the tour include the House of Birds by Jaume Plensa of Spain in an outdoor field.

Travel expenses including one-night stay at a Japanese-style inn in Niigata Prefecture will be paid by the organizer of the tour.

Please fill out and send back the application form by **Feb. 17 (Fri)** by e-mail or fax.

*Schedule is subject to change

2/27(Mon)	
08:52	Leave Tokyo Station (Joetsu Shinkansen)
10:23	Arrive at Echigo Yuzawa Station (riding the bus)
	Visit Tokamachi City Museum Visit Echigo-Tsumari Satoyama Museum of Contemporary Art Kinare for the winter exhibition, or elsewhere Lunch Check into Setoguchi in the Kiyotsukyo hot spring resort Build Kamakura snow dome, walk in the snow, etc. Bathe in hot spring Dinner (sit around the hearth) Have refreshments in Kamakura snow dome
2/28(Tue)	
	Breakfast
8:30~	Leave Setoguchi Visit House of Birds (art object by Jaume Plensa of Spain) Visit Matsudai Nohbutai cultural facility (winter exhibitions, experience wearing snowshoes) Lunch Visit Ponshukan Sake Shop
15:48	Leave Echigo-Yuzawa Station
17:00	Arrive at Tokyo Station

Application Form

Foreign Correspondents Press Tour in Tokamachi City (Feb. 27 & 28)

Please return this form by Feb. 17 (Fri)

Tokamachi City

Fax: 025-757-2285

Email: t-kanko@city.tokamachi.lg.jp

*Application can be closed before deadline once the number of applicants exceeds the number of spots.

Name: Family name _____ Given name _____

Sex: M F

Country: _____

Title: _____

Affiliation: _____

Media type (Please check):

Newspaper

News Agency

Magazine

TV

Radio

Online

Address: _____

Tel: _____

Mobile: _____

E-mail: _____

Number of persons: [] Reporter [] Camera [] TV Crew

Do you need English interpretation? Yes No

*Please write your special request in the space below if you have one.

Contact: Yuta Nozaki

Tokamachi City Tourist Information Center

Tel: 025-757-2637 (Japanese only) Fax: 025-757-2285

Email: t-kanko@city.tokamachi.lg.jp