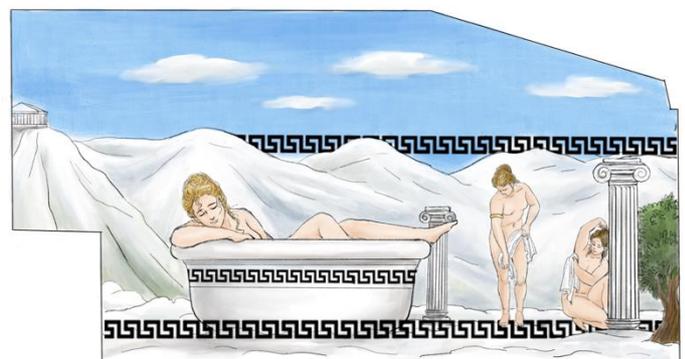
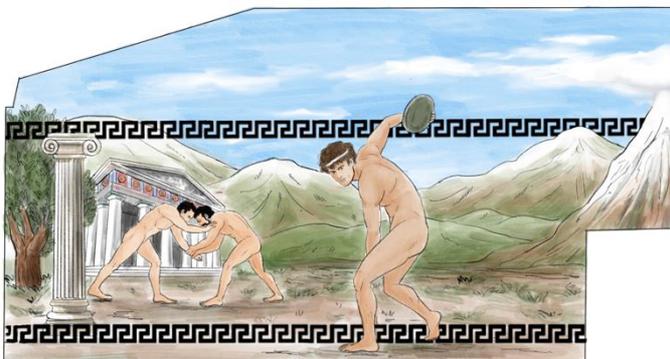




2021 in Tokyo is the year to make sento HOT !
**Announcement of the opening of
Tokyo Tokyo FESTIVAL Special 13
TOKYO SENTO Festival 2020**



Tokyo (July 16, 2021) – The TOKYO SENTO Festival 2020 Executive Committee is pleased to announce that “TOKYO SENTO Festival 2020” is now held from May 26, 2021 as one of the “Tokyo Tokyo FESTIVAL Special 13” events, organized by the Tokyo Metropolitan Government and Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture). This is a major art project held at about 500 public bath houses in Tokyo.
At TOKYO SENTO Festival 2020, you can enjoy limited time paintings by artists from various genres such as manga and contemporary art. You can also get limited edition items by visiting public baths and getting stamps. (This event will end when all the prizes are gone.)
This event was originally scheduled to be held in 2020, but due to the COVID-19, it has been postponed for one year.



Original painting for Hachiman-yu by Mari Yamazaki

【TOKYO SENTO Festival 2020 Event Information】

Period: May 26, 2021 (Wed) - September 5, 2021 (Sun)

Location: About 500 public bath houses in Tokyo

Official Website: <https://tokyosentofestival.jp>

※The events are subject to change.

[Programs]

1. Sento Art Project

Japanese artists will come together and make four *sentos* their stage, showing off their genres of comics (manga), children's programs, Art Brut, and contemporary art.

Each artist will create their artwork with the theme of Tokyo 2021. The four *sentos* which will be the stage for each artist will show the artwork from May 26, 2021. Please check the website for future updates and notifications!

The artists and event locations:

- (1) "Mi-i-tsuketa! Bath"
Artist: Ichio Otsuka
Location: Benten-yu (JR Kichijoji station)
Free admission day: August 7, 2021 (Sat) 11:00–14:00
- (2) "Ancient Balaneion Bath"
Artist: Mari Yamazaki
Location: Hachiman-yu (Odakyu Yoyogi-Hachiman station)
Free admission day: July 9, 2021 (Fri) 13:00–19:00
- (3) "Art Yurut"(Art Brut)
Artists: Takeru Aoki and Kiyomi Hoshi
Location: Hagi-no-yu (JR Uguisudani station)
Free admission day: August 17, 2021 (Tue) 11:00 – 15:00
- (4) "Yuransen"
Artist: Daijiro Ohara
Location: Konparu-yu (JR Shimbashi station)
Free admission day: August 1, 2021 (Sun) 11:00-15:00

※For (1), (2), and (4), the paintings will be supervised by the *sento* painter Mizuki Tanaka. The works are temporary pieces that will be removed after the event.

2. Noren Art

Noren is a short curtain that hang in front of *sentos* and other shops to let customers know that they are open for business. *Noren* especially designed by Mari Yamazaki, one of the participating artists, will decorate the front of approximately 500 *sentos* during the festival period, so be sure to check them out!



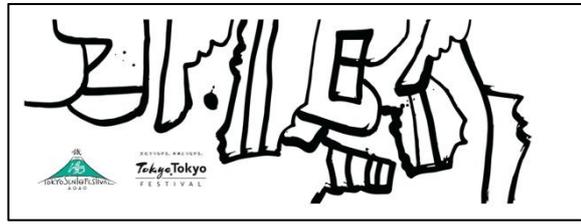
3. Stamp Rally (Sento Hopping with collection of a series of stamps)

Are you ready for a stamp rally? Get the necessary amount of stamps at any of the 500 *sentos* during the event period and you will receive a wonderful TOKYO SENTO Festival 2020 *tenugui*!

Tenugui is a thin cotton towel that can be very handy, even at the *sento*! (The event ends when all prizes have been distributed.)



Yamazaki original design



Art Brut original design

About TOKYO SENTO Festival 2020 Executive Committee

The TOKYO SENTO Festival 2020 Executive Committee consists of members from the Tokyo Association of Public Baths, who love sento and have a passion to make Japanese unique bathing culture popular all over the world.

COVID-19 Infection Prevention Measures

Public bath houses in Tokyo continue to operate under thorough hygiene management from the viewpoint of public health. For more information, please refer to the following website.

<https://www.1010.or.jp/mag-topic-210423-2/>

About Tokyo Tokyo FESTIVAL

Tokyo Tokyo FESTIVAL is an initiative that will see a variety of cultural programs unfold in the run-up to the Olympic and Paralympic Games held in Tokyo, promoting its appeal as a city of arts and culture.

About Tokyo Tokyo FESTIVAL Special 13

The Tokyo Metropolitan Government and Arts Council Tokyo sought a wide range of creative and innovative ideas from the public for projects that would become the core of the cultural programs for the Tokyo Tokyo FESTIVAL. From a total of 2,436 project proposals submitted from within Japan and overseas, 13 were selected for implementation. The 13 projects will be collectively named "Tokyo Tokyo FESTIVAL Special 13" and are being implemented in sequence.

Official Website: <https://ttf-koubo.jp/en/>

Organizers: Tokyo Metropolitan Government
Arts Council Tokyo (Tokyo Metropolitan Foundation for History and Culture)



TOKYO
METROPOLITAN
GOVERNMENT



ARTS COUNCIL TOKYO

Project Management: TOKYO SENTO Festival 2020 Executive Committee

Supporting Company: COW BRAND SOAP KYOSHINSHA CO., LTD., Meiji Co., Ltd.,
Asahi Breweries, Ltd., BEAMS Co., Ltd.



meiji

Asahi



BEAMS
JAPAN

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