

**“ANITAMASAI 4th (Anime/Manga Festival in Saitama) ” will start!
~ “Animation & Manga Mecca Summit in Saitama” !
The gathering of Animation stage and the popular works ! ~**

On Sunday, October 9, the Anitamasai Executive Committee will be holding its “Anitamasai 4th (Anime/Manga Festival in Saitama)”. Based on the theme of “Japanese animation and tourism,” this general anime and manga event will consist of concerts, stage shows and sales of merchandise. 32,000 attendees convened at the 3rd Anitamasai held last year.

Like the Anitamasai events preceding it, the 4th Anitamasai will welcome a fabulous roster of special guests, starting with voice actors and actresses, idols and manga creators who have roots in Saitama Prefecture. Moreover, the guest list for this year’s Anitamasai continues to grow! Slated to appear as the MCs for the main stage are Riho Iida and Miyu Kubota (the latter a member of “i☆Ris”), both of whom are voice actresses who hail from Saitama. At the “Anime & Manga Mecca Summit in Saitama,” Kagami Yoshimizu, creator of “Lucky☆Star,” and Kana Ozawa, creator of “Blue Thermal,” will take the stage.

On the other side, “DEPAGUMI.inc”, the idol group who sing the ending song for “Saiki Kusuo no Ψ Nan” (which is animated in July) will show up on Anitamasai, too. And the invitation of other honored guests is on the schedule.

For the event’s Exhibit Zone, in addition to anime that are currently enjoying popularity, settings from anime works based both inside and outside of Saitama Prefecture, local food and the Saitama Prefecture pep squad “Yurutama Ouendan” will gather at Sonic City.

Special plans involving the participation of attendees will also be plentiful, and will be complemented by a “Cosplay Web Photo Contest” as well as a “Cosplay Photography Shoot” for foreigners. At the “Portrait Drawing and Sales Drive by Currently-Active Manga Creators,” attendees can have their portrait personally drawn by popular manga creators of today. Furthermore, at the “Saitama Itasha Festa 04 : Itasha Contest,” attendees will vote for their favorite “itasha” car decked out with images of anime and manga characters, with a winning car to be chosen. In this fashion, the 4th Anitamasai will be a true participatory experience for attendees.

Details on exhibitor organizations, additional special guests and other information will be announced at a later date! Be sure to stay tuned.

1. Main highlights of this event

○ Intent behind holding of Anitamasai

To establish the status of Saitama Prefecture as “a mecca of anime” and facilitate the promotion of tourism and industry inside Saitama through utilizing anime and manga.

○ Long, fabulous special guest list headlined by top voice actors and actresses, idols and manga artists hailing from Saitama!

Anitamasai is known for welcoming a large number of special guests who have roots in Saitama Prefecture. The 4th Anitamasai is already slated to host Riho Iida and Miyu Kubota (the latter a member of “i☆Ris”), both of whom are voice actresses who hail from Saitama, as well as Kagami Yoshimizu, creator of “Lucky☆Star,” and Kana Ozawa, creator of “Blue Thermal.” Furthermore, “DEMPAGUMI.inc,” the popular idol group that makes regular appearances in mass-media, will also be on hand to perform a special live concert. The special guest roster doesn’t stop there!

○ Plenty of participatory events that foreign attendees can enjoy as well!

From the “Cosplay Web Photo Contest” and “Cosplay Photography Shoot” for to the “Portrait Drawing and Sales Drive by Currently-Active Manga Creators” and “Saitama Itasha Festa 04 : Itasha Contest,” the 4th Anitamasai will have no shortage of specially-planned events that foreigners who are visiting Japan can enjoy as well.

2 About “Anitamasai 4th (Anime/Manga Festival in Saitama)”

- (1) Date October 9th (Sun) , 2016 (10 : 00~17 : 00)
 ✕Before the start, there will be an opening ceremony at 9 : 30
 according to plan.
- (2) Location Sonic City
 Big Hall、Small Hall、International Conference Room、Exhibition Hall、
 Town Hall、Event Plaza、Kaneduka Park
 (Sakuragicho 1-7-5, Omiya-ku, Saitama City)
- (3) Contents concerts、stage shows、goods sales etc.

New

① Animation exam

Questions on anime associated with Saitama Prefecture will appear on this exam, which will be administered to attendees to choose an “Anitamasai Animation Exam Champion” among them.

Venue : Main Stage

Price : Free Admission

New

② 1st “Moe” Character Grand Prize

As Gakken’s special project commemorating the 35th anniversary of “Animedia,” a ranking of “moe” characters from across Japan will be conducted through online voting. Which character will seize the crown? A Grand Prix winner will be announced, followed by an award ceremony.

Venue : Main Stage

Price : Free Admission

New

③ DEPAGUMI.inc’s live presented by Nippon Cultural Broadcasting Inc.

The idol group who sing the ending song for “Saiki Kusuo no Ψ Nan” (which is animated in July) will come with their special live for Anitamasai.

Venue : Big Hall

Price : to be determined

New

④ Neo Manga Voiceover Live! : “Manga Yaku : Ugetsu Monogatari”

Venue : Exhibition Hall NO.2

Price : Free Admission

Voice actors and actresses will perform voiceovers over story mangas projected onto a screen. Slated to make a very special appearance in person is Kenji Taketomi, creator of “Manga Yaku : Ugetsu Monogatari,” who is also famous for his work “Suzuki Sensei” that has been adapted into both a TV drama series and a film.

New

⑤ Portrait Drawing and Sales Drive by Currently-Active Manga Creators

In this event, attendees can have their portrait drawn by professional manga creators who are currently active.

Venue : Exhibition Hall NO.3

Price : 1,000 yen~

⑥ Anitamasai PR Stage

The main MCs for this stage will be a duo of popular voice actresses who hail from Saitama : Riho Iida, who just left “μ’s” this year to pursue other engagements, and Miyu Kubota of “i☆Ris” fame, who plays Kojika Bessho on the TV anime series “Urawa No Usagi-Chan.” Cute and pleasant personalities with plenty of love for their home prefecture,

these two are sure to make the stage an exciting one!

At Anitamasai, performers at the various venues within as well as numerous voice actors and actresses and artists looking to conduct PR for their own activities will be present. All of them will heat up their respective stages outside the Sonic City facility with their banter and performances!

Venue : Event Plaza Main Stage

Price : Free Admission

⑦“Urawa No Usagi-Chan” Talk Event

This special Anitamasai talk event will be brought to you by Television Saitama.

Venue : Small Hall

Venue : Small Hall

Actors : publish soon

Price : to be determined

⑧Anime & Manga Mecca Summit in Saitama

The main theme at this year’s summit is pure and simple : “people,” or to be more specific, “creators.”

Listen to creators as they hold a partly-casual, partly-heated discourse in their own words on the worlds that having roots in Saitama enabled those creators to bring to life and the charming characters that inhabit those worlds.

Venue : International Conference Room

Theme for 1st Session : “Aiming to Reach Further Heights with ‘Blue Thermal :
The Challenge of Creating a Manga with High Standards”

Actors : chief editor of “gogobunch” Junichi Etani
creator of “Blue Thermal” Kana Ozawa

M C : Hokkaido University Center For Advanced Tourism Studies
Professor Takayoshi Yamamura
Center for Development of Chichibu in Saitama
Deputy Director Kunihiro Shimada

Theme for 2nd Session : “For it has been 10 years since started to be broadcasted,
let’ s talk about “Lucky☆Star” ! ”

Actors : creator of “Lucky☆Star” Kagami Yoshimizu

M C : Hokkaido University Center For Advanced Tourism Studies
Professor Takayoshi Yamamura
Center for Development of Chichibu in Saitama
Deputy Director Kunihiro Shimada

Price : Free Admission

⑨Exhibit Zone

Settings from anime that are currently enjoying popularity and other works will come together in full force in this zone, which will also host tourism PR booths, local food and the presence of the Saitama Prefecture pep squad “Yurutama Ouendan.”

Venue : Exhibition Hall、Event Plaza、Kanedesuka Park

Price : Free Admission

⑩Saitama Itasha Festa 04 : Itasha Contest (Joint Event)

An exhibition of “itasha” cars decked out with images of anime and manga characters and an accompanying contest will be held. See proud itasha owners dazzle Sonic City with their vehicles.

Venue : Kanedsuka Park
Price : Free Admission

⑪Cosplay Changing Room

It is the place for cosplayers to change their clothes and deposit their baggage.
Venue : Rehearsal Room • Practicing Room
Price : 1,000 yen

(4) Price : Free Admission

(Some of the indoor shows(live/talk) are not free.

And some of them need Pre-registration)

(5) Predictable number of visitors : 33,000

(6) Public Homepage <http://anitamasai.jp/>
※updating momentarily.

(7) Public Twitter : @anitamasai

(8) Sponsor : Anitamasai Executive Committee

(Saitama Foundation For Culture And Industry, Saitama Prefecture,
Nippon Cultural Broadcasting, Television Saitama,
FM NACK 5、J:COM SAITAMA、The Saitama Shimbun)

【Info】

Anitamasai Executive Committee

(in Saitama Foundation For Culture And Industry)

Staff : Koshiro Tanaka • Yuki Abe

TEL : 048-647-4034 FAX : 048-647-4159

Mail address : kikaku@sonic-city.or.jp