

JAPAN MATSURI 2026

THE UK'S PREMIER JAPANESE FESTIVAL



SUN 4 OCT 10AM - 8PM
TRAFALGAR SQUARE

Stage Performances All Day
Dance, Song, Cosplay, Traditional Music,
Martial Arts and Japanese Food Stalls



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Japan Matsuri.



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We are Japan Matsuri, a registered charity (Charity Commission Number 1150911) and welcome your donation to promote Japanese culture in the UK. For further information, please contact us at contact@japanmatsuri.com.

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Step into a snow-covered fairy tale. Marvel at Shirakawa-go's iconic thatched-roof villages under a blanket of snow, wander historic Kanazawa, and savour world-class winter seafood.

Kyushu — A Warmer Winter Retreat

Escape the deep freeze in southern Japan. Enjoy mild winter temperatures, soothing outdoor hot springs (onsen), historic towns, and scenic natural retreats at a tranquil pace.

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*Taxes and fees may apply. Valid on select fares from Europe to Japan. Subject to domestic flight availability.



Ishikawa © Kanazawa City



Shirakawa-go



It gives me great joy to extend a warm welcome to all visitors attending the Japan Matsuri 2026! At this fantastic festival, now celebrating its 16th anniversary, there is so much Japanese culture to experience. This year we also welcome Mr Hiroyuki Miyagawa as the new Chairman of the Executive Committee. You will enjoy a festival that continues to grow and evolve while honouring its glorious traditions built over the years.

Throughout the day, the stage will feature many diverse performances, with demonstrations of martial arts, traditional music and pop culture. There are also delicious food and drink stalls, cultural attractions, and travel tips on Japan's many fascinating destinations.

Message from

His Excellency Mr Hiroshi SUZUKI, Ambassador of Japan to the UK



This year, Japan's Prime Minister Sanae Takaichi visited the United Kingdom, bringing our two nations closer together in friendship and partnership. I hope that the Japan Matsuri will continue to strengthen that bond in the coming years.

This festival has been made possible by the tremendous voluntary efforts of Japanese residents in the UK and British friends of Japan, and the generous support from the sponsors. I would like to express my deep gratitude to all involved, especially Japan Matsuri Ltd, which consists of the Japan Association in the UK, the Japanese Chamber of Commerce and Industry in the UK, the Japan Society and the Nippon Club. Let me also thank the Greater London Authority and the City of Westminster Council for their kind assistance. We are profoundly grateful to this great city and its people, who have long welcomed and supported our community, our businesses, and our cultural life.

I wish you all a truly enjoyable day at Japan Matsuri 2026!



Photography by Shinobu Iizaki



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FESTIVAL SITE MAP



Answer the questionnaire for a chance to win Japan Matsuri goods!

Thank you for coming to Japan Matsuri 2026!

We appreciate your visit and support and hope you had a great time.

To help us make future Japan Matsuri events even better,

we would love to hear your feedback and impressions.

Please kindly complete the survey by scanning the QR code.

Don't miss out - Japan Matsuri goodies could be yours :)

We appreciate your time and thoughts!





MCs: Simon Wright, Susan Momoko Hingley, Klil Zimbalista, Charles Nishikawa and others

10:00~11:00 *Opening Ceremony*

Wadaiko Performance - Tamashii School of Wadaiko-Dō

The Tamashii Drummers bring to you a dynamic and captivating Wadaiko performance, featuring a variety of different styles, including the colourful and spirited Fukui style from the West Coast of Japan.

Japan Matsuri song IBUKI /

Naomi Suzuki with Chelsea Kodomo no Hiroba & Universal Young Stars

ジャパン祭りソング『息吹』：鈴木ナオミと子供達

We're dancing together once again to the powerful rhythms of the Japan Matsuri Official Song – "IBUKI"!

A song loved at Japanese festivals around the world, "IBUKI" brings everyone together through music, dance, and celebration. This year, Naomi Suzuki, Chelsea Kodomo no Hiroba, and Universal Young Stars will light up the stage once again! Clap your hands, dance with us and sing along. Let's fill Trafalgar Square with smiles, energy, and the spirit of Japan. <https://www.youtube.com/watch?v=-6iFFXga7Dw&t=4s>

<https://lit.link/naomisuzuki> | <https://chelsea-kodomonohiroba.co.uk/>

Opening Ceremony オープニングセレモニー

Japan Matsuri will be officially launched by the Chairman of Japan Matsuri Executive Committee and the Ambassador of Japan to the UK, who will lead a traditional Japanese kagami biraki, or ceremonial opening of a sake barrel, accompanied by the Matsuri distinguished guests.



Teikyo School UK Mikoshi Procession 神輿 帝京学園

Teikyo School UK will bring a lively mikoshi procession to Japan Matsuri 2026. Our students will carry a phoenix topped portable shrine around Trafalgar Square, filling the area with colour, movement, and the joyful calls of "Wasshoi! Wasshoi!". Follow the sound and excitement-when you hear the shouts, the mikoshi is on its way!

<https://teikyo-london-uk.teikyo.jp>

11:00~12:00

The Sōran-bushi Performance ソーラン節（立教英国学院）

Sōran Bushi – A Celebration of Japanese Tradition

Experience the energy and spirit of Japan as students from Rikkyo School in England take the stage at Japan Matsuri 2026 with their performance of Sōran Bushi, a traditional festival dance. Accompanied by the taiko drums and captivating choreography, this display brings Japanese heritage to life. Join us at Trafalgar Square as these young performers build cultural bridges between the UK and Japan through the power of dance.

<https://www.rikkyo.co.uk/>

Radio Taiso with Kibitan ラジオ体操 with キビタン

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, Radio Taiso is practised in schools, parks, companies and festivals. It is a fun and energising way to refresh both body and mind. Join the teachers and graduates from Chelsea Kodomo no Hiroba, together with Kibitan—the Yellow Bird of Happiness from Fukushima! A gentle touch is said to bring good luck and happiness!

<https://chelsea-kodomonohiroba.co.uk/>

Nippon Club Women's Choir The Green Chorus

日本クラブ女性合唱団グリーンコーラス

For forty years, Nippon Club Japanese Women's Choir -The Green Chorus has performed at churches, festivals and concerts all over London introducing Japanese music; As done since the first Japan Matsuri, The Green Chorus will deliver 5 favourite songs. Tune in to enjoy Japanese music in the heart of London.

<https://www.nipponclub.co.uk/html/05.html> | <https://www.facebook.com/GreenChorusLondon/>

The SOAS Min'yō Group SOAS 民謡グループ

Founded by the late Dr David Hughes, The SOAS Min'yō Group is a diverse set of professional and amateur musicians based in the UK, and one of the few groups in the UK teaching and performing traditional music from Japan.

Showcasing Japanese instruments such as the shamisen and shakuhachi, along with opportunities for audience participation, The SMG will perform a variety of min'yō (folk songs) from around Japan.

Find out more about us here: <https://linktr.ee/soasminyo>



Photography by Shinobu Ikazaki



Shimizu Mikoshi Procession – Traditional Festival Culture from Shizuoka, Japan 神輿 清水港會

Shimizu Minato-kai is a traditional Mikoshi organisation from Shimizu, Shizuoka, Japan. Through an authentic Mikoshi procession, we will share the excitement, unity and spiritual meaning of Japanese Matsuri. Together with local students and volunteers, we hope to create a memorable cultural exchange between Japan and the United Kingdom. Instagram ([@shimizu_minatokai](https://www.instagram.com/shimizu_minatokai))

Let's play Kendama! けん玉

Did you know that kendama was originally played by adults as a drinking game? In 1919, Hiroshima craftsman Hamaji Egusa redesigned it by adding the cross-piece with two side cups. Known as the Nichigetsu Ball ("Sun and Moon Ball"), it became the foundation of the modern kendama. Come and discover its fascinating history, enjoy an exciting demonstration, and see how many amazing tricks can be performed with this traditional Japanese toy!

London Okinawa Sanshinkai ロンドン沖縄三線会

The London Okinawa Sanshinkai is a group of Okinawan folk, classical music and traditional dance enthusiasts. Amongst the members are Okinawans, mainland Japanese and several other nationalities. They play and teach Okinawan folk and classical music and traditional dance using traditional instruments.

Website: <https://sanshinkai.uk/> | Instagram: <https://www.instagram.com/londonokinawasanshinkai/>

Facebook: https://www.facebook.com/londonokinawasanshinkai/?locale=en_GB

Ryukyu Kobujutsu Classical Martial Arts 琉球古武術

Ryukyu Kobujutsu originated in the Ryukyu Islands of Okinawa and has a fascinating history spanning hundreds of years. In Japan Matsuri they will demonstrate some of the Ryukyu traditional weapons in Kihon (basics), Kata (form) and Kumite (fighting) and show the unique attributes for each weapon.

Watch this exciting demonstration and learn more about the art of Ryukyu Kobujutsu at Japan Matsuri.

www.rkagb.com (UK) | <https://www.ryukyukobujutsuhozonshinkokai.org/> (Japan)

<https://www.youtube.com/watch?v=TH6bojke7T0> (Bo Demonstration)

13:00~14:00

Awaodori by Japan Association in the UK 阿波踊り by 英国日本人会

The Japan Association (JA) was founded in November 1996 with the prime aims of providing support to the Japanese community in the UK and to promote the Anglo-Japanese relationship. Their performance at Japan Matsuri is called the Awa odori, a traditional folk dance done at Tokushima prefecture's most famous festival in August. Members of the Japan Association will perform this dance with traditional Japanese singers and musicians, who play Wadaiko (Japanese drums) and Shamisen (a three-stringed traditional Japanese musical instrument).

As the song for this dance goes '踊る阿呆に、見る阿呆、同じ阿呆なら、踊らな損、損 (The dancers are fools, and the watchers are fools. If both are fools, why not dance?)', we will be delighted for as many people as possible to join us for the dance on the day. <https://www.japanassociation.org.uk/>



Photography by Shinobu Ikazaki



Ready Singer one レディーシンガーワン

Ready Singer One are back at Japan Matsuri with a vibrant set of your favourite songs from Anime and Japanese culture! Prepare to be embraced in a wonderful musical experience, with iconic songs reimagined in eight-part harmony. Ready Singer One are the UK's only film and videogame choir, they perform regularly at events such as The Science Museum Lates and Comic Con. Their bespoke choral arrangements are always a success with many crowds! www.readysingerone.co.uk

Smilewalking Club Fashion Performance Show

スマイルウォーキングクラブ ファッションショー

Smile Walking Club Inc.'s mission is to help build a more inclusive society through entertainment. Guided by our philosophy of Fashion × Beauty × Smile, Japan Matsuri's performance is a celebration of individual style, determination, and the courage to pursue dreams. They are especially delighted to present their headline act, the inclusive idol group IRIS Angel. Enjoy their stage performances, featuring a vibrant mix of colourful fashion and music!

<https://www.smilewalking.or.jp>

14:15~15:00

Bon Odori Let's Dance Tankō Bushi (Japan House)

Experience Tankō Bushi, one of Japan's most beloved Bon dances.

Originating in the coal-mining communities of Tagawa, Fukuoka Prefecture, this lively dance is known for its distinctive movements inspired by the work of miners and is now enjoyed at summer festivals throughout Japan.

Join us and follow along with the dance's simple, rhythmic movements!

Performed by participants from workshops organised by @JapanHouseLondon and the Japan Association in the UK.

<https://www.japanhouselondon.uk/> | <https://www.japanassociation.org.uk/>

Cosplay Celebration コスプレ セレブレーション

Step into the world of Japanese media with our colourful cosplay show on the main stage. This year's show will feature performances from cosplayers portraying characters from anime, manga and games.

Don't know cosplay? Cosplay is a popular pastime where participants express their love for their favourite fictional characters through detailed costumes and performance. It has been a thriving hobby in Japan since the 1980s, and has since spread across the globe.

Radio Taiso with Kibitan ラジオ体操 with キビタン

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, Radio Taiso is practised in schools, parks, companies and festivals. It is a fun and energising way to refresh both body and mind. Join the teachers and graduates from Chelsea Kodomo no Hiroba, together with Kibitan—the Yellow Bird of Happiness from Fukushima! A gentle touch is said to bring good luck and happiness!

<https://chelsea-kodomonohiroba.co.uk/>

15:00~16:25

NAOMI SUZUKI with Press X 鈴木ナオミ with Press X

Japanese singer-songwriter Naomi Suzuki, whose music reached No.2 on the UK J-pop chart, joins forces with Press X, a London-based rock band inspired by video games. Together they perform a vibrant mix of Japanese music, featuring City Pop classics such as "Stay with Me" and "Plastic Love," anime favourites and Naomi's original songs. Don't miss this exciting new collaboration!

Naomi Suzuki <https://lit.link/naomisuzuki>

Press X <https://www.instagram.com/pressxband/>



Let's play Kendama! けん玉

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Seth (Moi dix Mois / Redo) Japanese Visual-kei ヴィジュアル系ボーカリスト

Seth is best known as the vocalist of the gothic Visual-kei project "Moi dix Mois". Renowned for his powerful voice and theatrical stage presence, he has been an influential figure in the Japanese Visual-kei music scene for over two decades, captivating audiences in Japan and across the globe.

Beyond Visual-kei, Seth also explores the rich traditions of enka/kayou music under his given stage name, Miyoshi Seiji, and as a member of "Sakura Zensen", the world's only Visual-kei enka unit.

https://www.instagram.com/zsama_seth/ (Seth)

Experience another side of Japanese culture through this special performance by one of Visual-kei's most celebrated vocalists!

British Sumo 相撲

Experience a gripping demonstration of Sumo Wrestling at Japan Matsuri 2026 in the heart of London at Trafalgar Square! Bringing together discipline, motivation, and passion, this incredible showcase highlights Sumo not just as a competition and entertainment, but as a provision for personal wellbeing.

On stage, youth and senior wrestlers from across England, including British Champions will demonstrate a variety of winning techniques. With UK roots dating back to 1985 British Sumo is dedicated to bringing people together across diverse communities. Come learn about their spirit of oneness in the Dohyo and enjoy a martial art that is as traditional as it is modern and fun!

Don't miss out on this special experience to see Sumo in the UK!

www.britishsumo.com, www.englandsumo.com, www.instagram.com/deep.sumo

16:30~18:00

Kenbu – The Spirit of the Samurai 侍剣舞

Kenbu (剣舞), often known as the "Sword Dance", is a traditional Japanese performing art that combines movements with the katana (sword) and sensu (folding fan) with classical poetry to express the spirit and ideals of the samurai.

In this special programme, Auga Magari, Founder and Artistic Director of Samurai Kenbu Theater in Kyoto, presents a selection of performances accompanied by an introduction to the art form. Audiences will experience the expressive possibilities of the katana and sensu, offering a unique insight into the beauty, power, and artistry of this living tradition. <https://www.samurai-kenbu.jp/>

Wadaiko Performance - Tamashii School of Wadaiko-Dō

The Tamashii Drummers bring to you a dynamic and captivating Wadaiko performance, featuring a variety of different styles, including the colourful and spirited Fukui style from the West Coast of Japan.

Tamashii Drummers is a London-based Wadaiko troupe that shares the energy and spirit of Japanese Taiko with audiences around the world. Their performances fuse traditional and contemporary styles.

The group has appeared at prestigious venues such as Westminster Abbey and on Channel 4, celebrating Japanese culture through sound, movement, and emotion.

Learn more at www.tamashii.co.uk or follow them on Facebook: Tamashii School of Wadaiko-Dō.



Yosakoi London Temuzu よさこいロンドン天夢手

Yosakoi London Temuzu is an amateur Yosakoi dance group based in London. Yosakoi is a Japanese dance style that combines elements of traditional Japanese dance and music with a variety of modern-day influences (such as jazz, rock, hip hop, and many more). Yosakoi London Temuzu have performed all over the UK and in Europe, and in 2019, they were awarded the official Yosakoi Ambassador title by Kōchi prefecture, the birthplace of Yosakoi. This title is given to teams from around the world to help promote the art and share the joy of Yosakoi. Yosakoi is a fun, energetic dance and open to anyone. If you're interested in giving it a go, we're always looking for people to join us! <https://www.yosakoilondon.co.uk/> | <https://www.instagram.com/yosakoilondon/>
<https://www.facebook.com/yosakoilondon/>

Nihon Buyo Group UK with Kimonodego 日本舞踊 with Kimono de Go

Nihon Buyo is a Japanese Traditional Dance Performance Group based in London.

In Japan Matsuri their dance performance will present costumes and dances that blend traditional Japanese and Western styles. www.kimonodego.com



18:00~19:00

Radio Taiso ラジオ体操

Get moving with Radio Taiso, a classic Japanese exercise routine! Originally started in the 1920s, radio taiso is practiced in schools, parks, companies, and festivals, it is a fun and energising way to refresh both body and mind. Join us for an easy exercise led by the teachers and graduates from Chelsea Kodomo no Hiroba!

Shamisen Pop - A Journey Through Modern Japan with YUZU

三味線ポップ with ゆず

Shamisen Singer YUZU (Yuzu Natsumi) blends the timeless sound of the shamisen with modern pop, anime songs, and original music. Having performed in 29 countries, she brings a vibrant stage filled with powerful vocals and dynamic energy. Experience a unique fusion of Japanese tradition and contemporary culture in an unforgettable live performance. <https://yuzumusic.net/>

Mikoshi Procession 神輿 (帝京ロンドン学園提供)

Look out for the mikoshi, a portable shrine with a phoenix on top, which will be carried around the square. If you hear the shouts of 'Wasshoi! Wasshoi!' you know you are in the right place! (The mikoshi are kindly provided by Teikyo School UK.)

SAKURA CHERRY TREE PROJECT 桜プロジェクト

Enjoy the Koto Music collaborating with Sakura Choir London and Nozomi Fukushima the soprano singer.



Sakura Cherry Tree Project presents songs of Japanese soul, "Sakura Sakura", "Furusato (Hometown)", "The Moon over the Ruined Castle" and "Princess Mononoke Main Theme".

Sakura Cherry Tree Project: <https://japanuksakura.org/>

Sakura Choir London: <https://www.facebook.com/search/top?q=sakura%20choir%20london>

Keiko Kitamura: www.keikokitamura.com | Nozomi Fukushima: <https://lit.link/nozomif>

19:00~20:00

UK Ballet Dancers Summit – The Real Story

Britain's three great ballet companies unite for the first time at the UK's largest Japan Festival. Dancers from The Royal Ballet, Birmingham Royal Ballet and English National Ballet rarely share a stage. This autumn, Japanese dancers from all three appear together in a special interview, sharing their journeys and ties to Japan. Meet the faces of Britain's finest ballet companies, together for once.

Ryoichi Hirano - Principal: Royal Ballet Company

Luca Acri - First Soloist: Royal Ballet Company

Taisuke Nakao - First Soloist: Royal Ballet Company

Daichi Ikarashi - Soloist: Royal Ballet Company

Miki Mizutani - Principal: Birmingham Royal Ballet

Anri Sugiura - First Artist: English National Ballet

Instagram: [@beyond_the_barre_uk](https://www.instagram.com/beyond_the_barre_uk)

Finale

Bon Odori Let's Dance Tankō Bushi (Japan House)

Experience Tankō Bushi, one of Japan's most beloved Bon dances.

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Performed by participants from workshops organised by @JapanHouseLondon and the Japan Association in the UK.
<https://www.japanhouselondon.uk/> | <https://www.japanassociation.org.uk/>

Japan Matsuri song IBUKI /

Naomi Suzuki with Chelsea Kodomo no Hiroba & Universal Young Stars

ジャパン祭りソング『息吹』：鈴木ナオミと子供達

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Let's fill Trafalgar Square with smiles, energy, and the spirit of Japan. <https://www.youtube.com/watch?v=6iFFXga7Dw&t=4s> | <https://lit.link/naomisuzuki>

Joji Hirota & The London Taiko Drummers 廣田丈自 & ザ・ロンドン太鼓ドラマーズ

'Joji Hirota and The London Taiko Drummers was founded in the early 80's'.

The group performed in various prestigious occasions and was the opening act for LIVE EARTH at London Wembley stadium along 100 drummers include Roger Taylor; the UK Business Award Ceremony with the presence of HRH The Prince of Wales, Worldwide Festivals and more. www.jojihirota.com

There's plenty more to enjoy, including interviews with special guests, sumo, Bon Odori, kendama demonstrations, and much more!





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*Source : Intage Inc. Sales analysis carried out from 01/02/2024 to 31/01/2026 in the Gyoza segment available on both fresh shelves and frozen department, all grocery retail chains combined (hypermarkets, supermarkets) in Japan. Serving suggestion

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Bridgeは、英国・オランダを拠点に、日系企業の欧州進出を総合的に支援する**ワンストップソリューション**です。

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The United Kingdom
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<Festival Site Map on Page5>



North Terrace

Ajinomoto Foods Europe

Come and spin the lucky wheel and do a quiz for free and exclusive goodies!

British Airways, Finnair, Iberia, Japan Airlines

Visit our stand to meet British Airways, Finnair, Iberia and Japan Airlines and explore the connections that bring Europe and Japan closer together. Discover our extensive network, seamless connections, greater travel choice, and rewarding loyalty benefits, all with a warm welcome from our team.

Central Japan Railway Company

Discover the highlights of Central Japan and be inspired to explore the region by rail. Get travel planning advice, discover popular destinations, and learn more about travelling by the Tokaido Shinkansen and local trains.

clevestudio

Artisan bakery offering Japanese-inspired baked goods, including our signature shio pan (Japanese salted butter bread) in a variety of flavours, potato mochi bread and other delicious Japanese-inspired savoury & sweet treats!

JR EAST / Miyagi Prefecture, TOHOKU

Introducing tourism in the Tohoku region of Japan, featuring its scenic landscapes, local cuisine and cultural traditions. Learn about rail travel opportunities across Eastern Japan, the Hokuriku region and beyond, with useful tips for exploring Japan by train.

Fruit Mochi Nanaka

Fruit mochi (Daifuku), a delicious traditional Japanese fruit-filled sweet made with white bean paste, along with mitarashi dango, warabi mochi, and drinks.

Hokkaido Fine Foods

Hokkaido products including regional specialty foods and other unique goods.

Hokkaido Tourism Organization

We will introduce Hokkaido's unique Ainu culture and the breathtaking beauty of its nature through official travel guidebooks, inspiring your next journey to Japan.

InsideJapan

The leading Japan travel specialists offering Small Group Tours and Self-Guided cultural adventures that 'get beneath the surface'

ITO EN

Discover Oi Ocha, our flagship Japanese green tea brand. Enjoy our range of refreshing, unsweetened teas, including green tea, matcha green tea, and yuzu green tea.

Japan Airlines Co., Ltd.

We will showcase our premium Japanese airline experience and regional travel. Discover regional travel with an interactive map, and wear a uniform and have your photo taken!

Japan Association in the UK

Visit our stall for Japanese accessories, pottery, kimono and second-hand goods.

The Japan Foundation, London

Discover information on Japanese language and culture. You can try some fun Japanese language



activities too!

Japan House London

Learn about Japan House's upcoming exhibition Tradition/Rebellion: Coming-of-Age Style in Kitakyushu, Japan. Test your knowledge with our quiz and take a photo that celebrates the unique fashion of the Kitakyushu celebration!

Japan Local Government Centre

Learn about the regions of Japan and discover new places to visit on your next trip! Receive tourism brochures and local novelty goods!

Japan National Tourism Organization

Discover the best of Japan, from iconic sights to hidden gems. Visit our stand for inspiration and practical travel advice.

The Japan Society

Visit us to learn about The Japan Society and do a quiz about Matsuri around Japan! We will also be selling T-Shirts & Tote Bags with our chrysanthemum logo.

Japanese Gallery Kensington

Original ukiyo-e (Japanese woodblock prints), luxury lacquer chopsticks, and anime collector's items such as cels, sketches, and original vintage posters.

London Shakunage-kai

Selling products from Fukushima. All profits will go to charity.

MIKI HOUSE

Discover MIKI HOUSE, one of Japan's best-loved children's brands, particularly renowned for its beautifully crafted footwear. For the occasion, we are delighted to offer a complimentary foot measurement service to help ensure the perfect fit for your little one.

Mizkan Europe

Experience the taste of Japan with Mizkan, Japan's No.1 vinegar brand. Discover Japanese products that bring balance, depth and flavour to everyday meals.

Nakayoshi kai - The Japanese Friendship Group

Enjoy children's books and traditional matsuri games like Super Ball Scooping, Wanage (ring toss) and Yo-yo Scooping. Fun for all ages!

Nintendo

Join Nintendo at Japan Matsuri for free Pikmin-themed fun! Get into the festival spirit with a Pikmin hat, explore the festival grounds with the Pikmin Bloom app and take part in the exclusive in-app "Japan Matsuri Party Walk" event. All participants can collect a special gift at stall, such as a smartphone lanyard, while stocks

last. Keep an eye on Nintendo UK's and Japan Matsuri's social media channels for details on how to participate.

Rikkyo School in England

Step into the world of Rikkyo School in England and meet our students to learn what it's like to study at a Japanese boarding school in the UK. Join our students for fun language challenges and cultural games, such as learning how to use chopsticks.

Tokyo Tourism

Thinking about your next trip to Tokyo? Discover iconic sights, traditional neighbourhoods, hidden gems and exciting new experiences at the Tokyo Tourism stall. Get inspiration for your next adventure, complete our quick survey and have a go at our prize draw!

UCC Europe Limited

Enjoy the Perfect Brew with Ueshima Coffee! Experience authentic Japanese coffee roasted with passion. Freshly brewed, rich in flavor — only at our booth!

Vallebona

Artisan products from across Japan, focusing on Gifu Prefecture. Introducing unique foods and crafts by traditional makers

West Square

Bite Mi Buns

Hirata Steam Bao filled with Teriyaki chicken, Miso glazed pork, or Chilli Tofu for a gourmet experience in every Bite. Check us out on Instagram @BiteMiBuns!

Hidden Curry

Try freshly made takoyaki, grilled right in front of you, for an authentic matsuri taste!

IPPUDO

Try real Japanese Hakata Tonkotsu Ramen with a rich pork bone broth, thin straight noodles, and carefully prepared topping

Japan Matsuri Information Centre

Information about Japan Matsuri, lost children, lost property, and first aid (the Information Centre will direct visitors to the onsite medical team). We will also be selling Japan Matsuri T-shirts and tote bags.

K.Minamoto

Discover Wagashi (traditional Japanese confectionery) made in Japan, featuring dorayaki red bean pancakes, mochi, and seasonal treats.



Kōfuku

Come and sample our Japanese-Latin fusion menu. Sushi tacos with toppings such as katsu chicken, tuna & salmon and karaage. Japanese curry rice bowls with katsu, gyoza or karaage.

MOGU ONIGIRI & DANGO

Travel through Japan with your tastebuds! MOGU handcrafts freshly-cooked onigiri with Japanese rice bursting with regional, less-discovered fillings - such as abura miso pork from Okinawa, mentai mayo from Fukuoka, or fragrant perilla ume from Hiroshima. Pair your onigiris with refreshing sparkling yuzu drinks, and traditional sweets like mitarashi dango & warabi mochi.

Mugen

Offering authentic Japanese food such as sushi, chicken katsu curry, beef rice bowl (gyudon), yakisoba, curry bread, traditional sweets, green tea and more!

OnigiriHeads

Watch us make our soul food handcrafted onigiri with Japanese rice!

PEKO PEKO

Since Sept. 2011, we've been serving London's hungry "Peko Peko" customers in markets, events, and pop-ups! Our Matsuri menu: yakisoba, takoyaki, karaage chicken, gyoza, fried ebi, pumpkin korokke & vegan options!

RiceWineShop

Come and enjoy our mini gyudon, Japanese onigiri, crispy karaage, and a selection of traditional Japanese sweets including daifuku and dango!

S&B FOODS INC.

Visit the S&B FOODS stall to discover authentic Japanese Curry and taste our new product, "Umami Topping".

Shoryu Ramen

Celebrate Hakata with our 12 hour tonkotsu ramen, including a vegan option, street food favourite takoyaki, karaage and a selection of Japanese soft drinks.

Suzuya Chelsea

Visit our stall for Japanese soft ice cream and sweets! For those seeking something warmer, we are also serving Takoyaki!

Tsujiri, O-Matcha Ltd

Try Traditional Matcha fused with modern flavours, Matcha Soft Cream and more.

Warabi-Mochi Kamakura

Offering freshly made warabi mochi with the

classic flavours of kinoko, matcha and black sesame, with Kuromitsu syrup. You can also try our Premium matcha Latte and Strawberry Matcha Latte!

Yakult UK Ltd.

Discover Yakult, the fermented milk drink that has been loved in 40 countries and regions for more than 90 years. Take home Yakult products for you and your family, and learn more about Yakult's unique heritage and its role in supporting gut health at our stall.

East Square

AUN

Yakisoba fried noodles, takoyaki, karaage fried chicken, and tempura prawns. Try Osaka-style street food!

Banzai Kitchen LTD

Try our authentic karaage chicken with a 50-year-old family recipe! We also offer gluten free and plant-based bowls, offering inclusive flavours for everyone

Buy & Bite

The UK's first Omurice brand, bringing a menu packed with excitement — katsu curry, gyoza and matcha. It's a true celebration of flavour and fun!

Japan Centre Retail Ltd

Try authentic Japanese street food and comfort classics - karaage, takoyaki, onigiri, and temaki sushi

KOINOBORI Ltd

Try our freshly cooked okonomiyaki, cooked to order on a griddle in front of customers!

Matchado

MATCHADO is a London-based Japanese matcha cafe, bringing authentic, premium Japanese matcha to the UK. We serve a wide range of matcha and hojicha drinks and Japanese-inspired sweets, made with carefully selected teas and ingredients from Japan.

Oishi Don

Enjoy chicken teriyaki and try lesser-known Japanese street food Menchi Katsu. Also offering Japan's famous soft drink Ramune

SHOKUDŌ

Experience the magic of everyday Japanese home-style meals including oyako don (chicken or tofu and egg rice bowl) and tamagoyaki sando (rolled egg omelette sandwich).



Southeast Corner

AYAKO

Handcrafted accessories made from washi paper and Japanese fabrics, also original Japan-inspired illustrations.

AWAIDO Ltd

Offering premium Japanese tea, ceremonial grade matcha, and traditional teaware sourced directly from Japan.

Clearspring

Where organic, plant-based food meets authentic flavour and sustainability. Get free organic snacks here, such as Japanese Brown Rice Crackers, Seaveg Crispies and Tamari Roasted almonds

Doki Ltd

Ceramic tableware including bowls, plates, and cups, chopsticks, chopstick holders, spoons and gift items

Ezen Designs

Greetings cards, art prints, original woodblock prints, and more! Japanese traditional designs as well as the ever-popular Ezen Frog!

HanaMizuki London

HanaMizuki, based in London, creates accessories using Tsumami Zaiku—a traditional Japanese Edo-period craft of folding silk squares into floral designs. Discover elegant hairpieces, earrings, bag charms and brooches blending heritage with modern beauty.

Kokoro Creation – SE6_4

Discover unique handmade Japanese kanji pieces including necklaces, keyrings, coasters, lucky cats, and more! Each one features a handwritten kanji symbol representing love, happiness, dreams, and other meaningful concepts.

Krom Kendama

Kendama is a traditional Japanese skill toy with more than 100 years of history. Today it is enjoyed by people of all ages around the world through competitions, performances, workshops, and community events. Please come and try our free Kendama workshops! No Kendama needed! Play life!

NOLTY

Discover NOLTY, a Japanese notebook and planner brand by JMAM, known for its high-quality paper, functional layouts and thoughtful design. At our stall, you'll find NOLTY JAPAN

notebooks featuring distinctive Japanese-inspired cover illustrations, alongside the playful NOLTY × COBATO-PAN collection with charming bakery-themed designs.

no.michi.london

Discover the traditional Japanese art of flower arranging, Ikebana, with Ikebana tools and display. Also discover my handmade ceramics, jewellery and greeting cards

Noriko Nagaoka Ceramic

Discover handmade ceramic tableware inspired by nature, made in north London.

Obsidian & Flame

Handmade homeware, pottery and decor directly sourced from kilns and artists in Japan. Every piece on the stall has a story we can tell you in person!

Remy's Crafts

Delicate and unique handmade jewellery, bags, key chains, hair accessories, and more, all made from beautiful fabrics from Japan. Come discover and enjoy my adorable and authentic Japanese crafts!

Siamurai Apparel

Discover handmade Japanese-inspired streetwear with our unique garments such as noragi, samurai pants, skirts, and wearable art.

Sonoeha

Contemporary artworks and handcrafted goods inspired by traditional Japanese culture and aesthetics. Blending Japanese ink techniques with acrylics and oils, our collection features expressive figurative art, original prints, apparel, and handmade products.

Tamakurya

Fusing Japanese traditions, practices and creativity centred around the ancient Art of Furoshiki. We offer Furoshiki by one of the oldest makers in Kyoto and upcycled hair accessories made from vintage kimono silks

Tomomi Yamamoto

Vintage Japanese kimono fabrics reworked into handmade modern handbags and accessories, giving these textiles a new life





RIKKYO

SCHOOL IN ENGLAND
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立教英国学院は、ウェストサセックス州の広大なキャンパスにある、日本の教育を基盤としたボーディングスクールです。

「イギリスで生活しながら日本のカリキュラムで学ぶ」という特色ある教育環境の中で、10歳から18歳までの約200名の生徒が学んでいます。

このたび英国在住のご家庭向けに、平日は寮生活、週末はご自宅で過ごせる**週末帰宅型 (Weekly Boarding)**を開始しました。ご家族との時間を大切にしながら、充実した学校生活を送ることができます。



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