

22 March 2018

**A First for
Airports!**

Airport Presentations of Japanese Culture Certified under the "Beyond 2020" Program

– Narita Airport Helps Transmit Japanese Culture to the World –

To provide visitors to Japan with experiences of authentic Japanese culture and inspire them to visit again, Narita Airport offers cultural performances or demonstrations in the passenger terminals every day of the year, as well as typically Japanese special events and decorations.

A Japanese-style welcome is also provided at the recently opened Visitor Service Center on the arrival floor of Terminal 1, a one-stop information and service resource designed to help foreign visitors make their stays most enjoyable. There is also the Narita Airport Transit and Stay Program, which serves transit passengers and others who want to stay in and explore the region around the airport.

The passenger experience at Narita Airport has been further enhanced by implementing universal design, renovating the restrooms, and introducing the Info touch interactive digital signage system to help visitors navigate the terminals.

The performances and demonstrations are the first airport initiative to be recognized under the government's Beyond 2020 program, an initiative to spread Japanese culture and support an inclusive and international society.

As the number of visitors to Japan continues to rise in connection with the 2020 Tokyo Olympic and Paralympic Games, there is a growing need to present the cultural and scenic attractions of Japan in ways that are accessible to the people of the world.

As the main gateway to Japan, Narita Airport is helping to transmit traditional culture to the ever-increasing number visitors to Japan, and is proud to present cultural content that has qualified for certification under the Beyond 2020 Program.



Beyond 2020



In anticipation of the era after the Tokyo Olympic and Paralympic Games, the Beyond 2020 Program compiles unique cultural traditions from localities throughout Japan to create a legacy for future generations. Activities certified with the Beyond 2020 logomark are recognizable everywhere as meeting high standards for traditional content and skilled presentation.

Japanese Hospitality – April Program of Events -

We are once again hosting more events that highlight the unique aspects of Japan to enable travelers from overseas to experience our culture and encourage them to visit us again. In April, these will include opportunities for Make an Original Herbarium, Boys' Festival Doll Display. Please refer to the attachment for more details.

Make an Original Herbarium

NEW !

For the first time at Narita Airport, demonstrations will be held on how to make an original herbarium in a bottle with springtime in Japan as the theme. Take home a botanical specimen in a bottle herbarium where it will survive for a long time, as a souvenir to remind of Japan.

*Herbarium in a bottle: A plant is soaked in silicon oil, etc. and placed in a decorative glass bottle.



<image>

Boys' Festival Doll Display

Festive dolls will be put on display for the Boy's Day festival on 5 May.

The dolls are displayed during the festival to celebrate the birth of boys and pray for their healthy growth. The armor and helmet symbolize the hope that boys will be protected from harm.



<image>

Traditional Japanese Culture Experience Corner

Held every day!

Airport users will be able to experience Japanese culture and take souvenir photographs in this popular corner of the passenger terminal.

April will feature opportunities to try on a samurai armor as well as ninja outfits for children, experience Ukiyo-e printing, dress in kimono, try calligraphy, and make Japanese paper dolls and kites. Events are held every day in the departure area after the security check and passport control.



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Traditional Japanese Culture –April 2018 Schedule

Event	Terminal	Venues	Map Code	Dates and Details
Make an Original Herbarium	Terminal 1	Narita Airport Stage, SKYRIUM, 3rd Floor, south end waiting area, before the departure security check	A	13 April 1:00 p.m. to 5:00 p.m.,
	Terminal 2	Near the Tourist Information Center 1st Floor, Central Section, before the departure security check	B	14 to 15 April 1:00 p.m. to 5:00 p.m.
Boys' Festival Doll Display	Terminal 1	In Front of Glass Tower, 4th Floor, North Wing, in the public area, before the departure security check	C	19 April to 7 May
	Terminal 2	Adjacent to the information counter, At the 3rd Floor, south end waiting area, before the departure security check	D	
Japanese Cultural Experience Corner	Terminal 1	Event area on the 3rd Floor in the departure area after the security check and passport control in Satellite 5	E	<ul style="list-style-type: none"> ■ Try on samurai armor and ninja costumes for children 1 to 9 April 2:00 p.m. to 6:00 p.m. ■ Ukiyo-e printing 10 to 20 April 2:00 p.m. to 6:00 p.m. ■ Kimono dress-up 21 to 27 April 2:00 p.m. to 6:00 p.m. ■ Try on samurai armor and ninja costumes for children 28 to 30 April 2:00 p.m. to 6:00 p.m.
	Terminal 2	NARITA SKY LOUNGE WA event area in the departure area after the security check and passport control	F	<ul style="list-style-type: none"> ■ Ukiyo-e printing 1 to 7 April 2:00 p.m. to 6:00 p.m. ■ Kimono dress-up 8 to 14 April 2:00 p.m. to 6:00 p.m. ■ Try on samurai armor as well as ninja costumes for children. 15 to 23 April 2:00 p.m. to 6:00 p.m. ■ Calligraphy, Japanese paper doll and kite making 24 to 25 April 1:30 p.m. to 4:00 p.m. ■ Ukiyo-e printing 26 to 30 April 2:00 p.m. to 6:00 p.m.

Venues

Terminal 1



Terminal 2

