

NEW PEOPLE SUPERFROG Gallery

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PRESS RELEASE

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MANGA/ANIME ARTIST YOSHITAKA AMANO DONATES THREE ARTWORKS FOR A SPECIAL ART EXHIBIT AND JAPANESE DISASTER BENEFIT AT NEW PEOPLE'S SUPERFROG GALLERY

Yoshitaka Amano: FOR JAPAN Showcases The Artist's Vibrant Style And Presents A Very Special Live Auction Event To Raise Funds For Ongoing Japanese Recovery

San Francisco, CA, June 14, 2011 – NEW PEOPLE, the dynamic San Francisco entertainment destination bringing the latest examples of Japanese popular culture to North American shores, is proud to present **Yoshitaka Amano: FOR JAPAN**, a very special pop art exhibition and auction event to fund ongoing Japanese disaster recovery and reconstruction efforts.

Yoshitaka Amano: FOR JAPAN opens inside NEW PEOPLE's SUPERFROG Gallery on **Saturday, June 18th** and runs through **Saturday July 9th**. A special auction event and closing party is scheduled for Saturday, July 9th – *the final day of the exhibit* – from 7:00pm to 9:00pm. Guests must RSVP [here](#) to attend. Additional details are available at: www.newpeopleworld.com/arts/yoshitaka-amano-for-japan.

Yoshitaka Amano has donated three striking new brush works on canvas to be auctioned for the tsunami and earthquake victims of Japan. Fully 100% of all proceeds will be received by the Northern Japan Earthquake Relief Fund by JCCNC (www.jccnc.org). **Yoshitaka Amano: FOR JAPAN** will further exhibit a range of the acclaimed artist's works that were originally created as a testament to his childhood love for American pop culture, comics, and automobiles. Reinterpreted with his signature manga and anime-influenced graphic style, these breathtaking and vibrant pieces are boldly coated in auto paint and metallic glitter.

Bidding will be open to on-site as well as text bidding beginning at 12:00pm (PST) on Saturday, July 9th. Bid amounts will be updated LIVE on NEW PEOPLE's **TWITTER**

page. The Final Bidding Event is scheduled to be held during the closing party beginning at 7:30pm.

All bidders must pre-register to participate. Bidders may register online [here](#) or also on-site at the SUPERFROG Gallery. Credit Card information will be attained via phone after registration, along with a Bidder Number that will be used for identification during the auction. The bidder with the highest final bid at the auction's closing time will attain the painting after payment is verified. 100% of proceeds will be donated to the Northern Japan Earthquake Relief Fund.

"Japan still faces many challenges as it works to rebuild its infrastructure and house tens of thousands of people displaced by the earthquake and tsunami," says Seiji Horibuchi, President and CEO of NEW PEOPLE, Inc. "Yoshitaka Amano is an internationally acclaimed artist in the anime and pop art world and we're honored to offer the SUPERFROG Gallery as the venue to unveil three of his latest works that will help with such a critical cause. This is a rare opportunity to acquire work by one of the most celebrated pop artists of the last 20 years and one not to be missed!"

Legendary artist Yoshitaka Amano is widely acclaimed for his work in animation and video games. He is also renowned for designing the characters for the hit video game, *Final Fantasy*, as well as for anime films including *Vampire Hunter D*, *Guin Saga*, *Final Fantasy*, and *Front Mission*.

The SUPERFROG Gallery is a bright and spacious 2,000 square foot exhibit space that is located on the 3rd floor of NEW PEOPLE's striking contemporary building in the heart of San Francisco's historic Japantown. SUPERFROG Gallery is a permanent outlet for established as well as emerging artists that draw inspiration from Japanese and Asian pop and modern culture.

NEW PEOPLE opened in 2009 and has become a unique must-see attraction of San Francisco's cultural landscape. The 20,000 square foot contemporary venue features the latest examples of Japanese popular culture expressed through film, art, fashion, and a variety of specialty boutiques and ongoing monthly events. NEW PEOPLE is located at 1746 Post Street in the city's Japantown.

About NEW PEOPLE, Inc.

Based in San Francisco, California, NEW PEOPLE, Inc. (www.newpeopleworld.com) offers the latest films, art, fashion and retail brands from Japan through its unique entertainment destination as well as through licensing and distribution of selective Japanese films. NEW PEOPLE Entertainment (www.newpeopleent.com), a film division of NEW PEOPLE, Inc. strives to offer the most entertaining motion pictures straight from the "Kingdom of Pop" for audiences of all ages, especially the manga and anime generation, in North America. Some titles include DEATH NOTE, GANTZ, KAMIKAZE GIRLS, and THE TASTE OF TEA.

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