

NEW PEOPLE



J-POP SUMMIT FESTIVAL 2010

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MEDIA ALERT

FOR IMMEDIATE RELEASE

NEW PEOPLE ANNOUNCES PROGRAMMING FOR J-POP SUMMIT FESTIVAL 2010

*Sample The Diverse Sides Of Japanese-Inspired Pop Culture With Art,
Music, Gaming, Anime, Fashion And Film Events At All-Day Celebration
On Saturday, September 18th*

San Francisco, CA, September 7, 2010 – NEW PEOPLE, a dynamic entertainment destination bringing the latest examples of Japanese popular culture to North American shores, has announced a captivating roster of activities and events for the J-Pop Summit Festival, taking place Saturday, September 18th across the whole of San Francisco's Japantown.

The all-day celebration begins at 11:00am with a traditional Kagami-wari (breaking of a celebratory sake barrel) at the NEW PEOPLE's entrance located at 1746 Post Street. A variety of Japanese pop-inspired attractions including fashion shows, theatrical film premieres, live art performances, video game demos, panel discussions, and an outdoor concert featuring musical talents from Japan and the Bay Area are scheduled.

Innovative artists from the Bay Area and Japan will also join in with an array of products for sale in open air displays on both sides of Post Street and a food court highlighting Japanese cuisine will further complement the celebration. More details are available at: www.J-Pop.com.

Complete program details and times for each event are available at:
www.newpeopleworld.com/festival/festival-programs.

ART & PERFORMANCE

"The Red Man" Ken Hamazaki Performance & Exhibition

Osaka-based artist, Ken Hamazaki uses a sense of freedom to twist traditional Japanese ceremonies and ancient techniques to other worlds of imagination and experience. Coming to Summit Fest from Burning Man, Hamazaki will perform 2 breathtaking performances – "Red Tea Ceremony - YOU ARE GOD," and shows the art of *teeth-marking* in "Get Bit: HAGATA-MAN." As these performances demonstrate the pinnacle of Japanese Zen, its delicacies, and form, Hamazaki channels them through his own pop guise and serves up new recipes for titillation.

Mori Chack Is Here

Sit in for an insightful interview panel with ultra-hip Japanese artist and graphic designer Mori Chack, internationally known for his character, *Gloomy Bear*. Be among the first 50 people to get exclusive Gloomy Bear shirt autographed by creator at NEW PEOPLE, The Store.

Graffiti Artist Estria

Witness Bay Area graffiti artist Estria create 4 original canvases – live! Artworks to be auctioned to highest bidders!

Vinyl Village Marketplace

A unique market offering a colorful and inventive collection of designer vinyl toys and other pop culture collectables, directly from the creators themselves!

Artist's Alley by Bazaar Bizarre S.F.

A handmade market created by local artists opens in the adjacent Buchanan Mall and offers a mix of Western and Asian-inspired goods and artwork.

GAMING & ANIME

The SEGA® Experience

Videogame manufacturer SEGA takes over VIZ Cinema for a captivating multimedia event and introduces their latest new titles on the theatre's massive screen and with THX® sound. Come play the latest SEGA games in a way you've never done before!

Anime Lane by Anime On Display

The organizers of Anime on Display (AOD), San Francisco's annual anime convention, assemble a variety of vendors offering unique anime and manga products.

Anime On Display Cos-play Contest

AOD presents the creative flair and charisma of the best anime cos-players in a unique contest.

MUSIC & FILM

Girls Rock Explosion 2010

Once again girl-power takes over the Pagoda Stage at Peace Plaza to rock the Summit Festival. Scheduled performers include, *Hopie Spitshard*, a performer presented by MYX-TV who is breaking the female rapper stereotype, *Excuses For Skipping*, a San Francisco indie rock quartet with soaring melodies, *Jinny Oops!*, an all-girl rock trio from Sakai City, Osaka and finally *DJ Amaya*, who will offer J-Pop diva remixes of popular female artists. Come dance the afternoon away to cool new sounds!

Detroit Metal City Film Premiere At VIZ Cinema

Check out the U.S. theatrical premiere in VIZ Cinema of this irreverently funny heavy metal comedy that takes the zany rock antics inspired by films like *Spinal Tap* to hilarious new extremes in this film directed by Toshio Lee and based on the popular manga comic created by

Kiminori Wakasugi. Kiminori Wakasugi. Catch San Francisco's air guitar champion in a special performance and enjoy a special pre-screening reception party.

Miku Hatsune LIVE!

Catch the first-ever U.S. appearance of Vocaloid virtual pop sensation at VIZ Cinema! Miku Hatsune's digital film concert! This is a dynamic synthesis of technology and human creativity for the 21st Century!

FASHION

BLACK PEACE NOW Fashionista 2010

See a range of edgy new gothic-inspired fashions from BLACK PEACE NOW. The winner takes home a whole head-to-toe outfit and a fashion photo shoot with The Moholy Ground Magazine photographer. Widely known, worn and celebrated in Japan, BPN clothing has appeared in numerous music videos, films and TV dramas.

Harajuku Kawaii Experience 2010

Join fashion label 6%DOKIDOKI and designer Sebastian Matsuda for a fashion show of the latest designs from Tokyo's colorful Harajuku fashion district. Also browse 6%DOKI DOKI's latest designs and products on the fashion floor of the NEW PEOPLE venue.

SOU • SOU Bikers Fashion Show

Come sample new biking-inspired fashions and rugged but stylish "Tabi" style footwear from Kyoto-based SOU • SOU. Also browse a variety of SOU • SOU products on the fashion floor of the NEW PEOPLE venue.

FOOD & SPIRITS

HAAMONII After-Party (21+ only)

Haamonii is a new low calorie Japanese Shochu spirit created from over 400 years of tradition that mixes like vodka but with far less calories and a very smooth, floral-inspired taste. Find the HAMONII crew around the Summit Festival area to get VIP passes.

Gourmet Food Court

Come savor the delicious flavors of Japan. Snacks and desserts too!

About NEW PEOPLE

NEW PEOPLE offers the latest films, art, fashion and retail brands from Japan and is the creative vision of the J-Pop Center Project and VIZ Pictures, a distributor and producer of Japanese live action film. Located at 1746 Post Street, the 20,000 square foot structure features a striking 3-floor transparent glass façade that frames a fun and exotic new environment to engage the imagination into the 21st Century. A dedicated web site is also now available at: www.NewPeopleWorld.com.

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