

NEW PEOPLE SUPERFROG Gallery

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PRESS RELEASE

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NEW PEOPLE CELEBRATES THE 43rd ANNUAL NORTHERN CALIFORNIA CHERRY BLOSSOM FESTIVAL WITH *FLOWER AND MAN* AN EXILERATING EXHIBIT BLENDING ART AND NATURE

*Sample Ikebana – Japanese Traditional Flower Arrangement – At A
Special 3-Day Exhibit Featuring Master Kihachiro Nishiura*

San Francisco, CA, April 15, 2010 – NEW PEOPLE, a dynamic entertainment destination bringing the latest examples of Japanese popular culture to North American shores, helps celebrate the 43rd Annual Northern California Cherry Blossom Festival with *Flower and Man: Spiritual Dialogue*, a demonstration of contemporary Japanese *Ikebana*, or the delicate art of flower arrangement, taking place Saturday, April 17th through Monday, April 19th, from 11:00am – 6:00pm.

Flower and Man will take place in the SUPERFROG Gallery, located on the venue's 3rd floor, and features Master Kihachiro Nishiura's contemporary Ikebana display and live performance series. He will demonstrate Ikebana with a modern concept, a "spiritual dialogue between Flower and Man," during a special opening reception, and also at 4:00pm on both Saturday and Sunday. Don't miss the opportunity to witness the flowers "come to life" as the Master composes a breathing piece of art.

A reception party for Master Nishiura is planned for 6:00pm on Saturday, April 17th where he will provide some keen personal insights into his Ikebana style following a live demonstration. Visitors may also sample refreshments and enjoy traditional Koto music by musician Yasuko Matsuhashi.

The Northern California Cherry Blossom Festival is one of the state's most prominent celebrations of Asian culture. Each year, over 150,000 people attend this dazzling display showcasing the color and grace of the Japanese culture and the diversity of the Japanese American Community. More details on events are available at: <http://nccbf.org>

Kihachiro Nishiura is a descendant of Nishiura Enji, the founder of the Nishiura-yaki school of ceramics, which was highly acclaimed both in Japan and abroad during the Meiji era (1868-1912) for its outstanding technique and artistry. Steeped in traditional Japanese culture from his early childhood, Kihachiro expresses the world of Japanese culture and arts in his own unique style based upon the ancient philosophy of *eki*, central to which is the inevitability of change. His

“Nishiura Style” exhibitions of incense, floral arrangements, calligraphy, and other art forms have been enthusiastically received in Japan and the United States.

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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