



# Japan Matsuri Presents

An Online Festival for 2020

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## Event Overview

In the light of the Covid-19 pandemic, we are unable to hold Japan Matsuri 2020 on Trafalgar Square as usual, but we are excited to share aspects of Japan with audiences in a new way through the virtual event: Japan Matsuri Presents.

This is a first for us and we are keen to include a wide range of high-quality content, developed in partnership with those who have been involved with us on the London Japan Matsuri journey!

We are looking for a broad range of content that falls in to one of two categories:

1.) Pre-recorded content. (3-15 minutes)

→ High quality videos that can be broadcast as part of our 'mainstage' segments throughout the day

2.) Live events

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→ These events will be longer 'stand alone' events in the programme, up to one hour long. These must include an interactive element, where viewers can ask questions, or get involved somehow.

→ Live events can also include pre-recorded content, that then moves on to a Q&A segment or demonstration

The event will be broader than our regular Matsuri, and of course events suited to online events are different from those suited to the main stage. We are hoping to present a broad programme, and that visitors to the matsuri can choose to take part in what interests them over the course of the weekend.

## Content Guidelines

We need to make sure that all of the content produced by the collaborating artists and performers is recognisably part of Japan Matsuri Presents. Therefore, we ask you to follow these guidelines when making any pre-recorded content.

### I. 720p minimum definition

Videos to be received at at least 720p HD definition.

### II. Landscape video only

No portrait videos. Be especially careful if you are filming using your phone

### III. Lighting / camera position

Make sure you are presented as well as possible by ensuring the lighting is not too strong or too dark, and that the camera is at the appropriate height and angle. No filters, please.

### IV. Audio Quality

Ideally, use an external microphone. Especially for musical performances.

### V. Instructional Videos

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Is the video clear and easy to follow? How long is the video? Will people watch to the end? Please keep these things in mind when creating instructional styled videos (ie *origami*, *ikebana*, *undoukai* or other things people can try from their own homes)

## VI. Japan Matsuri Watermark

We will be adding a Japan Matsuri Presents watermark to all videos that we receive. This will be in the bottom right hand corner of the video. Please make sure you do not put anything you want to be seen in this area as it will become covered by the watermark

## VII. Deadline to receive videos

We need to have received all pre-recorded content **by the end of August. MONDAY AUGUST 31.** We will also have practice sessions for live content in mid September.

## Suggested Events (examples only)

### Ikebana / kokedama / bonsai

These kinds of crafts are very popular, and viewers can follow along at home and try their own

### Cooking demonstrations

How can people in the UK make delicious Japanese food at home, using things they can find in their local supermarket? How do you use dashi? What is mirin? What are your top five miso-based dishes? All of these things could be a good basis for an interesting event

### Performances

Musical, dance, usual favourites from the matsuri. We need to consider how these will be adapted for an online event. In general, performances may be better suited to being pre-recorded and included in the Mainstage Segments. However, if you have a proposal for a live performance please let us know and we will consider this

### Martial Arts

Demos, exercise routines to try (safely) from home, history of the martial art / philosophy would all be welcome here

## Manga

Drawing demos, manga creation tips, speaking about favourite manga with manga artists etc

## Travel

Must-see spots on a journey through Japan

If you think you can contribute content that meets the criteria above, we would love to hear from you! Complete the form below and we will be in touch.



# Japan Matsuri Presents

## Expression of Interest

Submit completed forms to [culture@ld.mofa.go.jp](mailto:culture@ld.mofa.go.jp)

<b>Name of performance</b>	
<b>Type of performance and duration</b>	Type: Duration:
<b>Pre-recorded or live?</b>	Pre-recorded   Live

Description of performance	
<b>Contact details</b>	Full name: Email Address: Telephone Number:

Please return the application form as soon as possible so that we can process it and reply with our decision in plenty of time. The deadline for receiving pre-recorded videos is Monday 31st August. If you have any questions, please contact Callum Forbes at [culture@ld.mofa.go.jp](mailto:culture@ld.mofa.go.jp)

Thank you for your interest in Japan Matsuri Presents!