

## Festival Partners

City of Philadelphia  
Center City District  
Commonwealth of Pennsylvania  
Delaware County Library System  
Haverford College  
Ikebana International  
International School of Shiatsu  
Japan America Society of Washington DC  
Japan Society New York  
Japanese American Citizens League  
Japanese Association of Greater Philadelphia  
Japanese Christian Church of Philadelphia  
Japanese Language School of Philadelphia  
Maido! Japanese Food Market  
Miyabi Koto Shamisen Ensemble  
National Cherry Blossom Festival (Washington, DC)  
Nishikawa Chieko Collection  
Philadelphia Library System  
Philadelphia Museum of Art  
Shobu International  
Shops at Liberty Place  
Shofuso Japanese House and Garden  
SPW Productions  
Sharla Feldscher Public Relations  
Tamagawa University (Japan)  
University of Pennsylvania  
Urasenke Tea School  
West Chester University  
Westtown School

The Japan America Society of Greater Philadelphia gratefully acknowledges all of its supporters.



Subaru of America, Inc. is proud to welcome you to the 2015 Subaru Cherry Blossom Festival of Greater Philadelphia.

Enjoy the many Japanese cultural activities that will be offered during the Festival celebrating its 18th year.

Visit a Subaru dealer near you!

Glanzmann Subaru  
95 Old York Rd  
Jenkintown, PA 19046  
215-885-8282

Rafferty Subaru  
4700 West Chester Pike  
Newtown Square, PA 19073  
610-353-6900

Subaru of Cherry Hill  
1800-1806 Marlton Pike West - Rt 70  
Cherry Hill, NJ 08002  
856-330-1500

Concordville Subaru  
452 Wilmington-West Chester Pike  
Concordville, PA 19331  
610-459-8900

Matt Slap Subaru  
255 E Cleveland Ave  
Newark, DE 19711  
302-453-9900

John Kennedy Subaru  
1201 E. Ridge Pike  
Plymouth Meeting, PA 19462  
610-278-5000

Miller Subaru  
1592 Route 38  
Lumberton, NJ 08048  
609-267-4000

Prestige Subaru  
4271 Black Horse Pike  
Turnersville, NJ 08012  
856-629-9200

Colonial Subaru  
200 W Street Rd  
Feasterville, PA 19053  
215-355-8800

Welsh Subaru of Limerick  
105 W Ridge Pike  
Limerick, PA 19468  
610-489-3122

A&T Subaru  
801 Bethlehem Pike  
Sellersville, PA 18960  
215-257-8022

Roberts Subaru  
19 Park Ln  
Downingtown, PA 19335  
610-269-8200

Reedman-Toll Subaru  
1700 East Lincoln Highway  
Langhorne, PA 19047  
215-757-4961

Fred Beans Subaru  
830 N Easton Rd, Route 611  
Doylestown, PA 18902  
215-340-7959

Delaware Subaru  
1717 Pennsylvania Ave  
Wilmington, DE 19806  
302-656-3100

Winner Subaru  
1387 N Dupont Hwy  
Dover, DE 19901  
302-734-4761



# 2015 subaru cherry blossom festival of Greater Philadelphia 桜

April 6 - 12

[subarucherryblossom.org](http://subarucherryblossom.org)

facebook.com/subarucbf  
@phillysakura #scbf15

## Festival Sponsors



additional support from

Taro's Origami Studio  
AGC Chemicals  
Drexel LeBow  
J.C.C. Fund of the Japanese Chamber of Commerce and Industry of New York  
Swarthmore College  
Morris Arboretum  
Painted Bride Art Center  
Philadelphia Convention & Visitors Bureau (PHLCVB)  
Villanova University  
Consulate-General of Japan in New York



Japan America Society  
of Greater Philadelphia  
フィラデルフィア日米協会

The Subaru Cherry Blossom Festival is an annual collection of events celebrating both the beautiful blossoms and its origins in Japanese culture. The festival has been organized by the **Japan America Society of Greater Philadelphia (JASGP)** since 1998.

The **JASGP** is an association of individuals, corporations, and organizations dedicated to bringing the peoples of Japan and the United States closer together. Its events and programs are designed to promote exchange and understanding in the business, cultural, social, political and educational spheres.

As a 501(c)(3) non-profit, JASGP is a member supported organization. To become a member, to get involved, or for more information, visit [japanphilly.org](http://japanphilly.org).



Momoka Harumi, official mascot of the Subaru Cherry Blossom Festival



# Sakura Sunday

Sunday, April 12  
10:00 am–5:00 pm  
Horticulture Center  
Fairmount Park  
\$10 / children under 12 free

Join us in Fairmount Park for an action-packed spring celebration of Japanese arts and culture! The centerpiece event of the festival, Sakura Sunday, is a day under the blossoms full of spectacular sights and performances, with plenty of hands-on fun for the whole family.

Visit [subarucherryblossom.org](http://subarucherryblossom.org) for detailed information on getting to Sakura Sunday.



Tamagawa Taiko  
Drum & Dance



Martial Arts



Calligraphy,  
Origami,  
Crafts



Souvenir &  
Art Vendors



Japanese Food



Cherry Tree  
Planting  
Ceremony



Tours of  
Shofuso Japanese  
House and Garden



Prettiest Pet  
in Pink Contest



Harajuku  
Fashion Show



Little Akiba  
Cosplay & Anime



Musical  
Performances



Subaru Sushi  
Samurai of the  
Year Contest

## Parking Information

Vehicles are **not permitted** to park at the Horticulture Center. Remote parking near the Mann Music Center is available for \$10, with complimentary shuttle service to the Horticulture Center. Handicap-accessible shuttles will also be available.

## Round-Trip Shuttle Buses from Center City

Adults \$5 round-trip / children under 12 free.

Shuttle buses will run in continuous loops between 30th Street Station and the Horticulture Center.

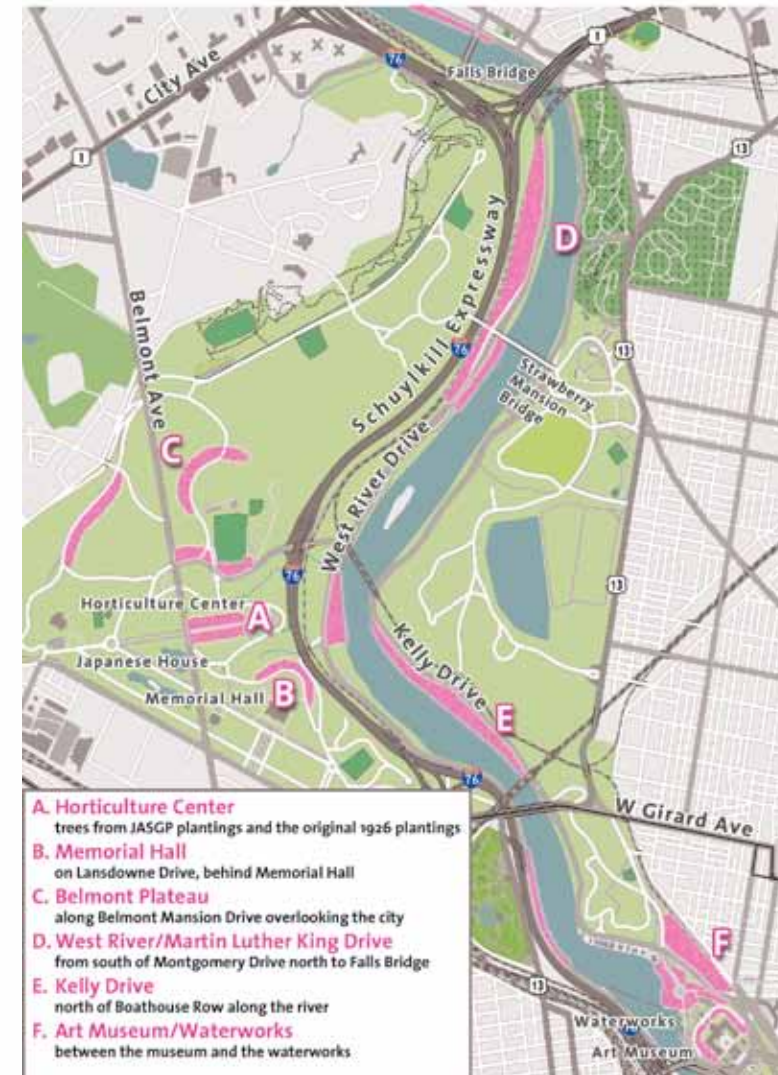
## Go green!

Take SEPTA (Route 38 or 43) or ride your bike. Bicycle parking is free.

## Philadelphia's Sakura

**Sakura** 桜 is the Japanese word for cherry blossom. The first flowering cherry trees in Philadelphia were planted in 1926, a gift from the Japanese government to recognize 150 years of American independence. To honor that gift, the Japan America Society of Greater Philadelphia has planted more than one thousand flowering trees since 1998. Most of them are found along the Schuylkill River (see the map below).

Learn more at [subarucherryblossom.org](http://subarucherryblossom.org).



- A. Horticulture Center**  
trees from JASGP plantings and the original 1926 plantings
- B. Memorial Hall**  
on Lansdowne Drive, behind Memorial Hall
- C. Belmont Plateau**  
along Belmont Mansion Drive overlooking the city
- D. West River/Martin Luther King Drive**  
from south of Montgomery Drive north to Falls Bridge
- E. Kelly Drive**  
north of Boathouse Row along the river
- F. Art Museum/Waterworks**  
between the museum and the waterworks

# subaru cherry blossom festival of Greater Philadelphia

April 6 - 12, 2015

[www.subarucherryblossom.org](http://www.subarucherryblossom.org)

#scbf15

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
6	7	8	9	10	11	12
Dine Out Japan Restaurant Week					Cherry Blossom 10K & 5K	
Japanese Culture Week @Liberty Place, Center City						
Sushi Making Class		Amateur Sushi Making Contest	Film: The Wind Rises	Sushi Making Class	Nodate Tea Ceremony	Sakura Sunday
				Kaiseki Dinner	Sakura Under the Stars	

## Ongoing Events

### Ink and Gold: Art of the Kano

Ongoing throughout the Festival  
Philadelphia Museum of Art

Ink and Gold explores the stunning artistry of the esteemed Kano painters, the most enduring and influential school of painting in Japanese history. The exhibition presents more than 120 works of art spanning the Kano school's long and illustrious history. Featuring large-scale, gold leaf folding screens and sliding doors designed for residences of Japan's ruling elite. Visit [philamuseum.org](http://philamuseum.org) for more information.

### Ikebana Flower Arranging Class

Sundays, March 22 & 29, 1:00–3:00 PM  
Morris Arboretum  
Members \$65; Non-members \$72

Learn the rich symbolism and fundamentals of this graceful traditional Japanese art form and gain a lifetime skill for distinctive floral design as you create a different arrangement each week to take home and enjoy. Bring a box to take home your arrangements.

### Deco Japan

Friday, March 27, 5:00 PM  
Philadelphia Museum of Art

Celebrate the 1920s art deco style of Japan. Learn a new step on the dance floor and take in the sultry sounds of the Kuni Mikami Jazz Quintet. Japanese performing artist and style star Masae Satouchi will be on hand to demonstrate the art of the kimono and other fashions.



### Tamagawa University Taiko Drum and Dance Performances

Saturday, March 28, 4:00 & 8:00 PM  
The Painted Bride Art Center; \$25

Sunday, March 29, 7:00 PM  
Swarthmore College, Lang Concert Hall

Tuesday, March 31, 7:30 PM  
West Chester University; \$10

Wednesday, April 1, 7:00 PM  
Westtown School

The Tamagawa Taiko Drum and Dance group return to Philadelphia for a week of awe-inspiring performances. Ready yourself for thundering drums, intricate dances, beautiful costumes, and a whole lot of fun. Visit [subarucherryblossom.org](http://subarucherryblossom.org) for details on the performances.



### Tea Ceremony Lessons

Saturdays in April, 9:00–1:00 AM  
Shofuso Japanese House & Garden  
215-878-5097; [japanesehouse.org](http://japanesehouse.org)  
\$100

Learn the art of Japanese tea ceremony! Register online for the month and come each Saturday.

### Dine Out Japan

Sunday, April 5–Friday, April 10  
Various locations  
Lunch \$20 / Dinner \$35



Visit one of Philadelphia's fabulous Japanese eateries during our restaurant week for special 3 course menus. For a full list of participating restaurants and more details visit [subarucherryblossom.org](http://subarucherryblossom.org)

### Japanese Culture Week at Liberty Place

Monday, April 6–Friday, April 10, 12:00–1:00 PM  
Liberty Place Rotunda, 16th & Chestnut, Philadelphia

Mon: Calligraphy  
Tues: Origami  
Wed: Kimono Dressing  
Thurs: Kamishibai Story-telling  
Fri: Shogi & Go



Stop by the Liberty Place Rotunda to learn more about Japanese culture at our daily demonstration. You can learn to make origami, write kanji and even wear a kimono.

### Sushi Making Classes

Monday, April 6 & Friday, April 10, 6:30–8:30 PM  
Tokio Headhouse  
122-144 Lombard Street, Philadelphia  
215-922-1223, 215-815-8266; [headhousephilly.com](http://headhousephilly.com)  
\$50/class

Learn Japan's favorite culinary art form with Philadelphia's Queen of Sushi, Madame Saito. Whether you plan to compete in the Amateur Sushi Competition or just craft delicacies at home, these classes are the first step on the road to maki mastery. For more information or to sign up, contact Madame Saito.

### Amateur Sushi Making Contest

Wednesday, April 8, 6:30 PM  
Tokio Headhouse  
122-144 Lombard Street, Philadelphia  
215-922-1223, 215-815-8266; [headhousephilly.com](http://headhousephilly.com)  
\$25 (Register in advance)

Here is your chance to play with your food, and be rewarded for it. If you think you have what it takes to make Philadelphia's best original sushi creation, sign up today. Impress the judges and you can win a prize from Philadelphia sushi royalty. If you'd rather watch, you can enjoy tastings of hors d'oeuvres, sake, wine, and craft beer. Hosted by Madame Saito, Philadelphia's Queen of Sushi.

### Film: The Wind Rises

Thursday, April 9, 6:30 PM  
University of Pennsylvania  
Claudia Cohen Hall, Room 402  
3620 Walnut Street, Philadelphia

Acclaimed Director Hayao Miyazaki's final film, The Wind Rises is based loosely on the life of Jiro Horikoshi. Young Horikoshi is in love with flight, but cursed with poor eyesight, making his dream of becoming a pilot impossible. Undeterred, he pursues a career designing aircraft, but finds his love challenged as his creations find new purpose in World War II.



### A Sense of Place: Modern Japanese Prints

April 10–June 21  
Arthur Ross Gallery at the University of Pennsylvania  
215-898-2083

The subject of "famous places" was one of the most influential topics in the development of landscape imagery in Japan and was initially linked to courtly poetry practices that named and praised significant sites. This exhibition brings together twentieth-century prints on this theme, with works selected from the holdings of the Philadelphia Museum of Art, the University of Pennsylvania Library, and private collections.

### Kaiseki Dinner

Friday, April 10, 7:00 PM  
Margaret Kuo's Wayne  
175 E Lancaster Ave, Wayne, PA  
610-688-7200  
\$65



Enjoy a fabulous traditional kaiseki dinner in the Akari Room of Margaret Kuo's Wayne. This traditional fare includes more than 5 courses of deliciousness. With a tea ceremony demonstration and cuisine explanation from Dr. Masako Hamada of Villanova University, this dinner will satisfy both your appetite and your curiosity.

### Cherry Blossom 10K & 5K

Saturday, April 11, Registration opens 6:30 AM  
Horticulture Center, Fairmount Park  
10K: JASGP member \$25/non-member \$30/on-site \$35  
5K: JASGP member \$20/non-member \$25/on-site \$20

Celebrate the return of spring with a run (or walk) beneath the cherry blossoms. This year we've added a 10K for those who've trained through the winter. Our course winds its way through the historic Centennial District so participants can enjoy great views while passing Memorial Hall and Shofuso Japanese House and Garden as well as the beautiful blossoms. Register online at [subarucherryblossom.org/10k](http://subarucherryblossom.org/10k)



### Nodate Tea Ceremony

Saturday, April 11, 1:00 PM & 2:30 PM  
Shofuso Japanese House & Garden  
215-878-5097; [japanesehouse.org](http://japanesehouse.org)  
Members \$30/non-members \$35

Enjoy traditional Japanese tea ceremony on Shofuso's veranda under the weeping cherry. Drink a bowl of matcha (green tea) and taste a seasonal sweet. Space is limited and reservations are required.

### Sakura Under the Stars

Saturday, April 11, 6:00–8:00 PM  
Union Trust  
717 Chestnut Street, Philadelphia  
267-348-0250; [subarucherryblossom.org/stars](http://subarucherryblossom.org/stars)  
JASGP members \$100/non-members \$120

Join the brightest stars of the Subaru Cherry Blossom Festival for an evening of enchantment. Celebrate the sakura season in style with drinks, sushi, and Japanese inspired cuisine in your best cocktail attire.



### Sakura Sunday

Sunday, April 12, 10:00 AM–5:00 PM  
Horticulture Center, Fairmount Park  
Montgomery Drive & Belmont Avenue (I-76 Exit 341), Philadelphia  
Adults \$10/Children 12 & under free

Sakura Sunday, the centerpiece event of the Subaru Cherry Blossom Festival, is a celebration of all things Japanese. Featuring live music and dance performances, martial arts, demonstrations, arts & crafts, karaoke, and much, much more, Sakura Sunday brings contemporary and modern Japan to Philadelphia.

Sakura Sunday is held at Fairmount Park's Horticulture Center, home to hundreds of blooming cherry trees—including two from 1926! Bring the family, bring the neighbors, and bring your pets and enjoy a beautiful day of arts and culture beneath the blossoms!



### Japanese Cherry Blossom Festival at Morris Arboretum

Saturdays, April 11 & 18, 10:00 AM–3:00 PM  
Morris Arboretum of the University of Pennsylvania  
100 East Northwestern Avenue, Philadelphia

The Morris Arboretum will be hosting a number of Japanese activities. On Saturday the 11th, experience bonsai displays and demonstrations, taiko performances, and origami workshops for kids. On the 18th, participate in a kimono dressing demonstration and a traditional Japanese tea demonstration. For more information, visit [www.upenn.edu/arboretum](http://www.upenn.edu/arboretum).

### Yokai: The Hour of Meeting Evil Spirits

Thursday, April 16, 7:00–8:00 PM  
Camden County Library M. Allan Vogelson Regional Branch  
203 Laurel Road, Voorhees, NJ  
(856) 772-1636

The Camden County Library will be hosting local artist/author Matthew Meyer as he shares some traditional Japanese ghost stories, discusses Japanese folklore and culture, and promotes his most recent book, "The Hour of Meeting Evil Spirits," an illustrated guide to Yokai. Art prints as well as signed copies of both books will be on hand for purchase. Seating is limited, please call to register in advance!

### Sakura Matsuri at the Scott Arboretum

Saturday, April 18, 4:30–6:00 PM  
Scott Arboretum of Swarthmore College  
610-328-8025; [scottarboretum.org](http://scottarboretum.org)

Join director Claire Sawyers, who lived in Japan for six years, to marvel at the beautiful cherries and learn about their importance to Japanese culture. A sushi box, sake, and other refreshments will be enjoyed in the Cherry Border. Limited to 30 people.