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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!

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2015 subaru cherry blossom festival of Greater Philadelphia

April 6 - 12

subarucherryblossom.org

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Festival Sponsors



additional support from

Taro's Origami Studio
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Swarthmore College
Morris Arboretum
Painted Bride Art Center
Philadelphia Convention & Visitors Bureau (PHLCVB)
Villanova University
Consulate-General of Japan in New York



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.



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 for detailed information on getting to Sakura Sunday.

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.



Momoko Harumi, official mascot of the Subaru Cherry Blossom Festival

subaru cherry blossom festival of Greater Philadelphia

April 6 - 12, 2015

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	Sakura Sunday
Japanese Culture Week @Liberty Place, Center City						
Sushi Making Class		Amateur Sushi Making Contest	Film: The Wind Rises	Sushi Making Class	Nodate Tea Ceremony	
				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 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 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
\$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

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
Tue: 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
\$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
\$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 \$30

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 Fairmount Park neighborhood and 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



Nodate Tea Ceremony

Saturday, April 11, 1:00 PM & 2:30 PM
Shofuso Japanese House & Garden
215-878-5097; 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
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/arboratum.

Yokai: The Hour of Meeting Evil Spirits

Thursday, April 16, 7:30-8:00 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

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.