

January 23, 2025

**Keio Plaza Hotel Hosts “24th Hinamatsuri Doll Festival Celebration”,
5,000 Beautiful Hanging Art Ornaments Displayed
From February 1 (Saturday) to March 27 (Thursday), 2025**



Hanging Ornaments and a Tiered Display of Mataro Dolls

TOKYO - Keio Plaza Hotel Tokyo (KPH), one of Japan’s most prestigious international hotels located in Shinjuku, Tokyo, will host an art exhibition entitled the “Hinamatsuri Doll Festival Celebration” from February 1 (Saturday) to March 27 (Thursday), 2025. This highly popular exhibition has become a regularly held tradition of the early spring season, and this year’s exhibition marks the 24th year that it will be held. As part of this exhibition, displays of some 5,000 beautifully hand-crafted individual hanging art ornaments will be exhibited on the main lobby on the 3rd floor and restaurant corridors on the 2nd and 7th floors. Also, a variety of other related events including displays of beautiful “Yuzen dyed Furisode (long sleeved) Kimonos”, porcelain made from the traditional manufacturing techniques of the “Imari Nabeshima Yaki” style of earthenware, and traditional Japanese music performances will also be held. Our Hotel will also serve a variety of delicious seasonal spring menu items specially prepared for the enjoyment of all of our guests.

<https://www.keioplaza.com/offers/hina2025.html>

■ Hinamatsuri Doll Festival Celebration Overview

We have prepared various programs for our Hinamatsuri Doll Festival Celebration based on the themes of “Sight”, “Sound”, “Taste”, and “Touch” to convey the cultural relevance and importance of this cultural tradition.

“Hinamatsuri Doll Festival Celebration at the hotel: Enjoy Festive Cuisine on Arita Ware with Stunning Doll Display”

Dates: February 1 (Saturday) to March 27 (Thursday), 2025

Venue: The Keio Plaza Hotel Tokyo (2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo, Japan)

Access: The Keio Plaza Hotel Tokyo is about a 5 minute walk from the West Exit of the Shinjuku Station, and the Tokyo Metro Subway lines of Shinjuku Station, and about a 3 minute walk from the B1 exit of the Tochomae Station of the Toei Oedo Subway Line.

1. “Sight”: Hanging Ornaments Made from Vintage Silk Fabric and a Tiered Display of Mataro dolls

A magnificent 3 meter tall, 5 meter wide and 2 meter deep exhibit will be created from several thousand colorful hand-stitched antique silk cloth hanging art ornaments reflecting the hopes for the health and well-being of all children. The tradition of hanging art ornaments is said to have started during the Edo Period (1603-1867) and ornaments of various shapes are used to reflect the hopes and wishes of people for children, including flowers representing “prettiness”, crawling infants representing “health and physical strength to stand and walk strongly”, sparrows representing “children being blessed with ample food and health”, and monkeys representing “the ability to avoid calamities and bad luck”.



Flowers



Crawling children



Sparrows



Monkeys

The hanging art ornaments have been meticulously hand-stitched from beautiful antique silk cloth kimonos by the quilt artist Mitsuyo Matsuo and some 40 members of Himawari Group.

Traditional “Mataro Ningyo” wooden dolls created by craftspeople certified by the Kamigamo Shrine in Kyoto as the only craftspeople qualified to make authentic “Mataro Ningyo” will be displayed at the center of the hanging art ornament exhibit. “Mataro Ningyo” dolls are known for their highly complicated manufacturing techniques that use grooves carved into the dolls’ bodies to insert and secure the cloth ends of costumes that they are adorned with.

Venues: Main Lobby on the 3rd Floor and Restaurant Corridors on the 2nd and 7th Floors

Collaborating Partners: Mataro-doll, Mitsuyo Matsuo and Himawari Group Artists (40 members total)



Hanging Art Ornaments and Mataro Doll Image

2. “Sight”: Special Exhibition

(1) “Tokyo Tegaki Yuzenzome” (Tokyo Hand-Drawn Yuzen Dyeing)

Our “Hinamatsuri Doll Festival Celebration” will feature “Furisode” long sleeved kimonos and other beautiful cultural art items that highlight the hand-drawn dyeing techniques of the “Tokyo Tegaki Yuzenzome” that have been practiced from the Edo Period (1603-1867). Many of the craftspeople practicing traditional dyeing techniques still maintain workshops in the Shinjuku Ward of Tokyo along the Kanda River because of their need for water in their dyeing techniques in the past.

The “Tokyo Tegaki Yuzenzome” style of Yuzen dyeing is characterized by its



Tokyo Tegaki Yuzen Zome Furisode Kimono

handling of the entire dyeing process from conception to finishing, and its use of more conservative colors and decorative designs. Our exhibition will display various dyed items that reflect the patterns associated with the seasonal festivals of Japan.

(2) Imari Nabeshima Ware ‘Emperor and Empress’ and Inubako

Porcelain “Odairi” ‘Emperor and Empress’ dolls and dog shaped figurines called “Inubako”, which are traditional art items displayed during the Hinamatsuri, created by one of the most renowned pottery techniques in Japan of Imari Nabeshima Pottery, will be displayed.

The Imari Nabeshima style of pottery was started by the Nabeshima family during the Edo Period (1603-1868) in the Okawachiyama region of Imari City in Saga Prefecture. Nabeshima pottery craftsperson developed high-quality products using unique techniques to provide various pottery to the Shoguns and the Imperial Court, and the region where they operate has become known as the “village of secret kilns” as they have endeavored to keep their techniques hidden from others.

The tradition of Imari Nabeshima style of pottery continues to this day and numerous items using the traditional three colors of red, yellow and green will be displayed.



Odairi ‘Emperor and Empress’
of Imari Nabeshima pottery



Imari Nabeshima
Inubako Dog Figurines

Venue: Main Lobby and Art Lobby on the 3rd Floor of the Main Tower

Collaborating Partners: Hataman Touen, Tokyo-To Kougei Senshoku Kyodo Kumiai, Shiho Takaki (Shiho Kimono Design)

3. “Sound”: Lobby Concert (Traditional Japanese Music)

A live performance of traditional Japanese music associated with Hinamatsuri will be performed by traditional Koto (13 stringed Japanese zither) and Japanese flute artists.



Koto performance image

Dates: March 14 (Friday) and 15 (Saturday), Performed 2 times each day from 3:00PM and 5:00PM

Venue: Main Lobby on the 3rd Floor of the Main Tower, in front of the Hanging Art Ornament Display

Performance: March 14, 2025, Tetsuaki Fukuhara (Japanese Flute), Ami Sato (Koto)

March 15, 2025, Kaori Ishimoto (Koto), Hikaru Nakajima (Koto)

4. “Taste”: Savor Festive Cuisine Artfully Presented on Arita Ware

This year will be the first time that the renowned “Arita Yaki” porcelain will be used to serve the specially prepared seasonal menu items at 4 of our Hotel’s restaurants and as part of our exhibition. In addition, 2 of our Hotel’s bars will also celebrate “Hinamatsuri” with our Amanogawa (Japanese Sake Bar) using “Arita Yaki” porcelain products to serve various Japanese “Sake” rice wines from Saga Prefecture, the region where “Arita Yaki” is produced, and, our Brilliant (Main Bar) will serve specially prepared non-alcoholic cocktails, some topped with “Hina-Arare” small and sweet traditional Japanese confectionaries.

* Note: Not all menu items will be served on Arita ware

Dates: February 1 (Saturday) to March 31 (Monday), 2025

Venues: Kagari (Japanese Cuisine), Soujuan (Kaiseki Cuisine), Shun (Tempura), Jurin (All Day Dining), Amanogawa (Japanese Sake Bar), Brilliant (Main Bar)

<Comments by Daisuke Yagisawa, One of the Keio Plaza Hotel’s Japanese Cuisine Executive Chefs>

The Keio Plaza Hotel Tokyo has endeavored to convey the aesthetic and cultural allure of “Arita Yaki” porcelain since 1981, the 10th year anniversary of the founding of our Hotel. And this year we will continue our efforts to promote “Arita Yaki” porcelain by using it to accentuate the beauty and delicious taste of our specially prepared seasonal menu items.

The interiors of the Kagari (Japanese Cuisine) and Soujuan (Kaiseki Cuisine) restaurants will be highlighted by decorative Arita Yaki Bonbori porcelain, and we look forward to serving many visitors our festive and delicious meals served on Arita Yaki porcelain.



Kagari (Japanese Cuisine)



Kagari and Soujuan (Kaiseki Cuisine) Dinner Menu ※Common Menu Items



Shun (Tempura) Dinner Menu



Jurin (All Day Dining) Dinner Menu



Amanogawa (Japanese Sake Bar) Japanese Sakes



Brilliant (Main Bar) Specially Prepared Non-Alcoholic Beverage

5. “Touch”: “Yuzen” Dyeing Experience

(1) Colored Painting “Yuzen” Dyeing Workshop

A special workshop for guests to experience hand dyeing small pieces of cloth using the traditional “Tegaki Yuzen Zome” techniques used to dye kimonos. Guests can try dyeing their favorite colors on fabrics with patterns drawn on them.

Dates: March 14 (Friday) and March 15 (Saturday), 2025, from 10:00AM~5:00PM

Venue: Art Lobby on the 3rd Floor of the Main Tower

Participation Fee: JPY3,000, including service charges and taxes

Time Required: 30 minutes

Maximum Participants: 5 persons per workshop

Instructor: Somemoyou, Tokyo Yuzen Shokunin Group

(2) Yuzen Shop

The collaborating partner “Somemoyou Tokyo Yuzen Shokunin Group” will make stoles, stitched hand towels, T-shirts and other products dyed using Yuzen techniques available for sale at our exhibition. This is a perfect opportunity to purchase beautiful traditional Japanese cloth crafts.

Dates: March 14 (Friday), 2025, 10:00AM-5:00PM and March 15 (Saturday) 2025, 10:00AM-5:00PM and March 16 (Sunday), 2025, 10:00AM-3:00PM

Venue: Art Lobby on the 3rd Floor of the Main Tower

■ Exhibition Overview

The Keio Plaza Hotel Tokyo has created a wide-ranging program of exhibitions to inform visitors about various aspects of Japanese culture. This program has grown in popularity due in part to the fact that 80% to 90% of our guests are currently inbound visitors from overseas.

And as a key part of our program, we first held the “Hinamatsuri Doll Festival Celebration at the hotel” in 2002 and featured elaborate displays of hanging art ornaments.

Both the “Hinamatsuri” and “Arita Yaki” exhibits have become very popular and contributed significantly to promoting Japanese culture. And to commemorate the 24th year of the Hinamatsuri program, we have fortified the various events to make it even more enjoyable for our guests.

<Comment Regarding “Hinamatsuri Doll Festival Celebration” from Keio Plaza Hotel, Project Manager, Keiko Ichimi>

The Hinamatsuri exhibition will be held for the 24th time this year and its popularity has continued to grow and attract a large number of visitors who look forward to seeing the various displays every year.

Hinamatsuri is an important cultural event that has been passed down from generation to generation, with the wishes for the health and growth of children encapsulated in the various aspects of Hinamatsuri. The Keio Plaza Hotel seeks to represent these wishes by displaying its history, spirit and other aspects of Hinamatsuri.

Our Hotel will continue its efforts to promote and introduce the various precious aspects of Japan’s unique culture to as many people from both Japan and abroad.

■ Keio Plaza Hotel Information

【Hotel Information】

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-Ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel Opening: June 5, 1971

Business overview: International hotel and tourism, and related businesses

Corporate website: <https://www.keioplaza.com/>



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