



No. 19-G24

November 26, 2019

A night-time event featuring special illumination and sound effects, which was very popular last year, is being held once again in 2020!

## Spring Night Garden 2020—Happy Spring Birthday!!!

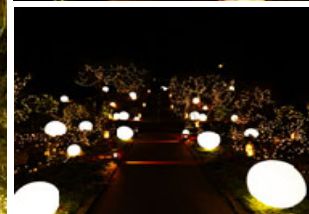
Odakyu Group member companies Odakyu Hakone Holdings Inc. (Head office: Odawara, Kanagawa Prefecture; President: Shu Igarashi) and Hakone Tozan Railway Co., Ltd. (Head office: Odawara, Kanagawa Prefecture; President: Mitsuo Fukawa) will be holding the Hakone Gora Park Spring Night Garden—Happy Spring Birthday!!! event between Friday March 6, 2020 and Wednesday May 6, 2020 (which is a public holiday). This event is being held for the second consecutive year, following on from the Hakone Gora Park Spring Night Garden—Magical Nighttime Concert event that was held last year, between February 23, 2019 and April 21, 2019. Last year’s event was very popular, attracting around 12,000 visitors (mainly groups of female tourists and couples).

This year’s event has the theme of “Giving birth to new life.” Illumination and sound effects will be used to create a magical atmosphere within Hakone Gora Park, so that everyone visiting the Park can enjoy a wonderful nighttime stroll.



*Spring is the season in which new life is born.*

*Living creatures of all kinds awake from their long winter sleep, and people come together to witness the coming into being of new life. When the clock at the entrance to the Park that announces the arrival of spring chimes, small creatures start to wake up and begin to move. When visitors chasing the creatures reach them at the fountain, this is the precise time when the creatures in the water wake up. Visitors to the Park wait together to witness the birth of new life in the rose-garden. With the preparations having already been made for a celebration, an atmosphere of benediction, and a happy feeling of excitement bursting out of the egg, there is a warm, relaxed atmosphere to the whole venue. Before leaving, visitors mustn't forget to stop by at the Birthday Party event.*



Last year's event

Overview of the Hakone Gora Park Spring Night Garden—Happy Spring Birthday!!! event.

## Details

### 1 Name of event:

#### **Hakone Gora Park Spring Night Garden—Happy Spring Birthday!!!**

Once again this year, Sayaka Takeuchi of NORA Ltd., who acted as Creative Director last time, will be directing the event. The theme for this year's event is "Giving birth to new life," and there will be magical illuminations to represent the concept of different creatures waking up from their long winter sleep as visitors witness the coming into being of new life.

### 2 Event dates:

Fri. March 6, 2020—Wed. May 6, 2020 (public holiday)

### 3 Venue:

Hakone Gora Park

(Address: 1300 Gora, Hakone-machi, Ashigarashimo-gun, Kanagawa Prefecture)

Approx. 5 min. walk from Gora Station on the Hakone Tozan Railway.

\*Due to the impact of Typhoon No. 19 (Typhoon Hagibis), operation of the section of the Hakone Tozan Railway between Hakone-Yumoto Station and Gora Station has been temporarily suspended. Substitute bus service is being provided.

### 4 Opening hours:

15:30 p.m.—8:30 p.m. (provisional)

### 5 Entrance fee (tax included):

Nighttime special admission ticket: Adults 900 yen (500 yen for adult holders of a Hakone Freepass)

\*Free admission for children of elementary school age and younger.

Advance-purchase tickets: Adults 700 yen (Tickets are scheduled to be made available via the 7ticket website (<http://7ticket.jp>) for printing out using the multi-function copier machines in Seven-Eleven Japan stores)

\*Please note that other discount coupons etc. cannot be used together with this specially discounted price.

### 6 Parking:

- Pay parking lot (located directly in front of the main entrance of Hakone Gora Park)
- Free temporary parking lot (approx. 5 min. walk from the main entrance of Hakone Gora Park)

\*Please note that visitors who will be arriving at the Park in a chartered bus will need to make an advance reservation for parking.

## **7 Inquiries:**

For more information, please contact Hakone Gora Park on 0460-82-2825 (9:00 a.m.–5:00 p.m.)

## **8 Partner companies:**

NORA Ltd., TWIN PLANET Co., Ltd., General Incorporated Association Odawara Jokamachi

## **9 Supporting organizations:**

Hakone Town, Hakone DMO (Hakone Tourist Association), Hakone Gora Tourism Association, Hakone Promotion Forum

## **1 0 Special assistance:**

Hakone Museum of Art

## **1 1 Website:**

Official event website: <http://yoru-hakone.jp/gorapark-nightgarden2020/> (Japanese)

<https://www.hakone-tozan.co.jp/gorapark/en/info/979/> (English)

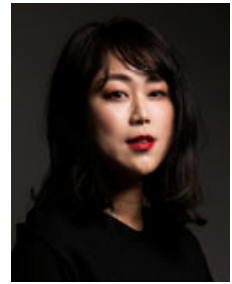
Official Instagram account: @yoruhakone.official

## **1 2 About Hakone Gora Park:**

Hakone Gora Park opened in 1914, making it Japan's oldest French-style formal garden, with a history dating back 105 years. On August 1, 2013, the Park was officially designated as a National Registered Monument by the Agency for Cultural Affairs.

### Profile of the event's Creative Director, Sayaka Takeuchi

After completing her Bachelor's degree, Sayaka Takeuchi studied at the University of Arts London, and was awarded an MA. She was subsequently mentored by leading art director Misty Barkley. She served as art director for numerous events, including world tours by British rock bands Coldplay and Take That, the Paralympic closing ceremony for the 2012 London Olympics and Paralympics, popular TV programs such as X Factor, etc.



Sayaka Takeuchi

Since returning to Japan in 2014, Ms. Takeuchi has worked on projects that include: a flower-themed art exhibition; the “Kabuki Lion” Kabuki performance in Las Vegas; Night Walk Hinotori, which is the main attraction at the Nijigen no Mori anime park located inside Awaji Island Park; the Nijo Castle Cherry Blossom Festival; a collaborative event with Mikimoto's “Praise to Nature”; the “Sing-Sing” special event held to mark the 50th anniversary of the opening of Seibu department store's Shibuya branch; the “AHKAH -starry you-” event, etc. Ms. Takeuchi also directed the previous Hakone Gora Park Spring Night Garden—Magical Nighttime Concert event, and the Hakone-Yumoto Summer Night Village event.

### About the “Let's Yoru Hakone”

With the increase in the number of tourist visitors to the Hakone area—including international tourists—there has been an ongoing diversification of the local tourism paradigm and tourist needs. In response, the Odakyu Hakone Group has adopted the slogan “Let's Yoru Hakone” (“Let's enjoy Hakone by night”) to propose a variety of new ways of enjoying Hakone at nighttime.



The “Let's Yoru Hakone”

logo

Working together with the local community and other business enterprises, the Odakyu Hakone Group is working to create additional appeal for Hakone through the holding of different types of special events and through the dissemination of relevant information



Hakone-Yumoto—Summer Night Village 29 Bar & Grill



Lake Ashi, Hakone—Pirates of Sunset Cruise

