

EARTH-SHAKING BODIES AND ANCIENT SPIRIT AT A SUMO STABLE IN ASAKUSA



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A brutal match is ongoing in a secret sumo dojo in Asakusa as Tokyo slowly comes to life. This is not a distant image of a big match being viewed from the nosebleed seats of the stadium.

This is a world of stark reality as the traditional warriors of Japan sweat and bodies collide before your eyes, a tradition alive for more than 1,500 years. Experience the earth shattering vibrations throughout the entire body.

Sumo is more than just sport, it is a ritual, the morning practice (*asageiko*) is a hard training session, with intense concentration in the thickness of the morning air.

You will be merely inches from the sacred ring (*dohyo*) and you will see the tremendous power of giant wrestlers colliding with each other. Their intense impact will overwhelm you with the redness of their skin, their heavy breaths, and the pounding of body against body. This is an amazing show of complete control, respect and extraordinary human strength that goes the extra mile.

Asakusa is renowned for its historic Senso-ji Temple, but it is also a private sanctuary where deep sumo traditions are still preserved.

Unlike the traditional way of watching sumo at the Ryogoku Kokugikan Arena from afar, this luxury tour will give you rare and exclusive access to the inner sanctum of the stable where you'll be able to watch the wrestlers reach the limit of their physical capabilities from an unparalleled close range.



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A Closer Look at the World of Sumo

Up-Close Seating

Enjoy premium front-row seating that brings you closer to the action and offers an immersive view of the wrestlers' practice.

Insightful Commentary

Easy-to-follow, real-time commentary provides insight into the meaning behind sumo traditions and rituals, as well as the daily lives and routines of the wrestlers.

A Memorable Photo Opportunity

After the practice, guests will have the opportunity to take a photo with the sumo wrestlers—a special way to remember the experience.

***For more details of information or inquiries, please get in touch by email at inquiry@bojinc.com**

**BREATHING NEW LIFE INTO TRADITION:
CREATE YOUR OWN ONE-OF-A-KIND
KIMONO ART IN TOKYO**



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No journey to Japan is complete without touching the soul of its most iconic traditional attire: the *kimono*. While many travelers opt for standard rentals and quick photo ops, Beauty of Japan invites you into a far deeper, more exclusive realm—the chance to co-create a stunning piece of contemporary art using authentic, historic textiles.

Perfect for art enthusiasts, cultural seekers, and eco-conscious travelers alike, a private workshop can be a beautiful bridge between ancient craftsmanship and modern sustainability.

WHAT IS KIMONO ART?

Born from the passion of our resident *kimono* expert—a former purveyor of traditional fine fabrics—"Kimono Art" is a signature Beauty of Japan creation designed to solve a modern cultural dilemma.

The *kimono* is a sacred canvas of Japanese heritage, its silhouette unchanged since the Heian Period (8th to 12th centuries). Today, however, these gorgeous garments spend decades sleeping in family closets, their priceless artistry and ancestral stories slowly fading from memory. Each vintage piece, woven with painstaking traditional methods, is irreplaceable.

Our "Kimono Art" initiative reclaims this forgotten value. By upcycling these vintage masterpieces, we offer a sustainable, earth-friendly way to appreciate their beauty through a creative new lens.

Participants can choose from a curated collection of vibrant, hand-selected silks and obis, featuring regional masterpieces: the vivid, tropical hues of Okinawa's *Bingata*; the deep, earth-toned weaves of Amami's *Oshima Tsumugi*; the delicate brushwork of Kanazawa's *Kaga Yuzen*; and the courtly elegance of Kyoto's *Kyo Yuzen*. Under the guidance of our masters, participants then cut and frame these historic fabrics to create a bespoke art panel.

Before crafting begins, participants dive into the hidden language of *kimono*—learning the history, regional variations, and the auspicious meanings woven into the patterns (such as cranes for longevity or turtles for good fortune). While wearing a kimono can be complex, owning a piece of its soul as a stunning interior art piece allows participants to bring Japan's timeless elegance effortlessly into their daily life.



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Discover the Art and Culture of Kimono

A Warm Welcome

Begin the experience with a warm welcome from knowledgeable staff dressed in kimono, who will introduce you to the fascinating world of Japanese textiles and craftsmanship.

The Story Behind the Silk

Through an engaging visual presentation, learn about the history of kimono, regional styles, and the meaning behind traditional patterns and motifs.

Choosing Your Design

Browse a selection of authentic vintage kimono and obi fabrics and choose the one that appeals to you. You can then select the shape and size of your canvas, from a modern square to a traditional round design.

Creating Your Own Piece

With step-by-step guidance, carefully cut and arrange your chosen fabric on the canvas. Selecting which part of the pattern to feature adds a personal and creative element to the experience, making each finished piece unique. No previous experience is required.



KIMONO
Art Project
by BEAUTY OF JAPAN

For more details of information or inquiries, please get in touch by email at inquiry@bojinc.com

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