

The 71st Tokamachi Snow Festival – Changes Due to the Lack of Snowfall

In light of the abnormally warmer weather and unprecedented lack of snow Tokamachi has received this year, we will still be holding the 71st Tokamachi Snow Festival as planned, but we have made some changes. We still want our guests to have a fun experience even without much snow, so plans are underway. We appreciate your understanding and are eagerly waiting for your visit!

■ Event Duration Changes

ORIGINAL: 3 Days – February 14 (Friday), 15 (Saturday), and 16 (Sunday)

NEW PLAN: 2 Days – February 15 (Saturday) and 16 (Sunday)

■ Main Area Changes

The Main Area will be held at the Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE and Michinoeki Crossten area. The west parking lot will be used for the Community Hiroba plaza, and the entirety of the Kinare grounds will be transformed into a limited time space with programs and events that everyone can enjoy. There will be a special stage featuring artists from Gosetsu JAM, including the Ayumi Koketsu Quartet. In addition, the Kinare Hiroba and Omotenashi Hiroba plazas will both be held in this spot and feature a variety of different programs and events that will create a super energetic Main Area!

Main Area – Main Program Changes ※ Detailed information will continue to be posted on the Snow Festival website.

① Community Hiroba Plaza

The location for this is now at the Kinare West Parking Lot.

[Events Held] Snow Markets, Snowtop Tea Ceremony (Snowtop Tea Ceremony: February 15 [Saturday] from 2pm-3:30pm and again from 4:30pm-6pm)

② Opening Festival 2020

The time and location for this event have changed. The special guest has been decided! Local groups will also perform at this fun and exciting stage to kick off the Snow Festival.

Date: February 15th, 2020 (Saturday) 9:30am-11:30am

Location: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE Special Stage

Performers: Jimmy Onishi, PISTACHIO

MC: Yuusuke Nakashizuka, Tetsuya Otani

③ Snow Festival Special Stage – Snow Festival Special Jazz Night ft. Ayumi Koketsu Quartet

This special stage is free to attend! The powerful performance put on here will give you a great boost of energy.

Date: February 15th, 2020 (Saturday) 6pm-9pm

Admission: Free

Location: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE Special Stage

④ Gosetsu JAM 2020

The music festival is free this year! Come jam on with other music fans at the Kinare Hiroba.

Date: February 15th, 2020 (Saturday) 11:30am-5:30pm

Admission: Free

Location: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE Special Stage

⑤ Kishiryu Sentai Ryusoulger

Come meet the Ryusoulger characters! A perfect photo op for the kids and hardcore sentai/tokusatsu fans alike.

Date: February 16th, 2020 (Sunday) First photo op at 10:30am, second from 1:00pm.

Place: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE Special Stage

⑥ Echigo-Tsumari Art Festival with the Tokamachi Snow Festival

Time and location will be changed

▼ Michiyoshi Isozaki's "Makio the Giant & the Snow Walk"

Date: February 15th, 2020 (Saturday) 10am-9pm: February 16th (Sunday) 10am-3pm

Location: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE

▼ Wadaiko Drum Group Ondekoza Performance

Date: February 15th, 2020 (Saturday) 7-8pm

Location: Echigo-Tsumari Satoyama Museum of Contemporary Art KINARE Special Stage

■ Snow Artworks

The Snow Artworks will be held as planned. However, the amount of snow sculptures and their contents are subject to change dependent on snowfall.

■ Festival Hiroba Plazas

The Festival Hiroba plazas will be held as planned. However, the amount of participating groups and offerings are subject to change dependent on snowfall.

■ Snow Festival Tour Bus

The buses will leave from the west entrance of the Tokamachi Train Station and Crossten and go through the Gejo (north) and Mizusawa (south) routes every 20 minutes. Featured plazas will operate dependent on snowfall.

■ Snow Fireworks

The Snow Fireworks show is one of the biggest events at the festival; unfortunately this year it is suspended due to lack of snow. We apologize for any inconvenience.

■ Other Programs Running as Planned

◇ Maki Mori "Museum of Sound" Live Performance

◇ Tokamachi Kimono Queen Contest 2020