

## Exhibition full of “Otter” becoming so popular in SNS from July 7<sup>th</sup> to 23<sup>rd</sup> , from photo/video to limited goods

There will be an instagramer with more than 250,000 followers and an university professor!?  
Real? Fake? You can know everything about Otter’s behavior

BACON CO. LTD., the company of popular photo exhibition “Neko-Break Exhibition” with 200,000 visitors per year, will hold joint photo&goods sales exhibition “Real Otter Exhibition” from Friday July 7<sup>th</sup> to Sunday July 23<sup>rd</sup> in “TODAYS GALLERY STUDIO” in Asakusabashi, Tokyo.

There will be ponchan918 who has more than 250,000 followers on Instagram together with creators popular in SNS such as mako and Otter photographer Jyunichi Sato who is also a university professor. Most of the photos will be exhibited for the first time and we plan to exhibit more than 200 artworks.

For goods sales, there will be limited goods with original illustration by illustrator STUDY Yusaku popular for cute&relaxing illustrations and there will be more than 2,000 items such as accessory, stuffed animals, handmade goods etc. Many of them are only available on site. Also, there will be a gift of original postcard for the first 2,000 visitors.

### ■What’s Real Otter Exhibition?

Otter is becoming popular these days also as a pet animal. In this Real Otter Exhibition, there are many devices that make you know the “real” Otter. For example, it’s not well-known that it’s easier to have otter as a pet rather than a dog. Otters live in group so they have high communication skill, be familiar with human, can learn proper toilet and even do some tricks. On the other hand, there are opinions that say Otters are wild animals so it’s not well-suited for pet. Mr. Jyunichi Sato who is a photographer and researcher argues that since Otter is a wild animal, it is important to have well-organized environment. In this exhibition, you can know Otters well through exhibition of both pet Otter and wild Otter.

### ■with large projector

One of the highlights of this exhibition is the video corner with large projector. We will play video that is longer than 30 minutes with plenty of unpublished video. You can enjoy the cute moment of Otter playing or doing tricks, cute as much as dogs and cats.

### ■Must-see official limited goods&official limited booklet!!

Official booklet is full of Otters and limited to 300. Please refer to the official website for limited T-shirts.

URL : <http://tgs.jp.net/event/kawausohonto>

### 【企画展概要/Outline of project】

[Exhibition Name] Real Otter Exhibition

[Dates] July 07, 2017 (FRI) - July 23 (Sun)

11:00 to 19:00

[Venue] TODAYS GALLERY STUDIO

5F, 5-27-6 Asakusabashi, Taito-ku, Tokyo, zip 111-0053

[Entrance fee] 500yen

[Organized by] Corporation BACON

[U R L] <http://www.tgs.jp>

[Exhibitors] 17exhibitors (planned)

### ■ About BACON, Co, Ltd.

Toshihiro Numajiri, a photographer, established it in 2014. It issues brand copy and corporate brochures that become a "nuclear" in branding and planning, coverage, and manuscript of magazines. It propose dynamically from brand creation to building. [www.bacon.in.net](http://www.bacon.in.net)

### ■ About TODAYS GALLERY STUDIO

It opened their own studio and gallery "TODAYS GALLERY STUDIO" in July 2014. It deals with numerous planning events invented by their own, other than operating as a camera studio, rental gallery, and so on. “Neko-Log Exhibition,” a joint photo exhibition of cats, the 1<sup>st</sup> series of free gallery event, held in March this year recorded more than 2,000 guests. [www.tgs.jp.net](http://www.tgs.jp.net)