

**The first “Neko-Break Exhibition” in 2018 will be from January 26th to February 25th!
With new star cat!? There will be 350 artworks of popular and new works**

BACON Co., Ltd, will hold the winter main festival of “Neko-Break Exhibition”, the joint photo & goods sales exhibition of popular cat creators with more than 350,000 visitors so far, from Friday January 26th 2018 to Sunday February 25th at TODAYS GALLERY STUDIO (Asakusabashi, Tokyo). This winter exhibition is composed mainly of new artworks and will be with the largest number of exhibitors and scales!



URL : <http://tgs.jp.net/event/neko-break-winter>

■Many highlights such as sculpture of star cats and video of talking cat!

The total SNS followers of exhibitors are more than 2 million! There will be more than 350 artworks of new artworks with winter taste and famous ones you've seen somewhere. Also, in this main festival, there will be 3D artwork exhibition (first-time in main festival) and various popular videos.

< Collaboration of popular sculptor “Mio Hashimoto” and Neko-Break Exhibition! >

“Mio Hashimoto”, a sculptor famous for its soft artworks, will collaborate with star cat “Hoippu”! You can touch 3D Hoi-chan.

< Star cats collaboration series drawn by Skog Marknad will be in treat box! >

Popular star cats pattern, the collaboration with Skog Marknad, will be a new cereal design. There will be popular masking tape and also new treat box! Also, there will be a pop-up store full of its world-view within this festival and you can buy exclusive items limited on site. Previewed products: Cookie box, masking tape, handkerchief, pen etc.

< New participation of “Nara-Mama(@nala_take)” popular with video with cat looks like talking! >
“Nara-Mama(@nala_take)”, who is popular in various media with video of cat looks like talking, will participate for the first time! You can enjoy the conversation on video.

< It’s winter, so we wanna hug star cats (stuffed dolls)! >

The latest collection of stuffed cats, collaboration with RUBIA-ARGYI which sold out as soon as the new products arrive, is Hoippu! It’s limited to the main festival with original accessory and Fuchan and Urachan are previewed to be re-sold exclusively on site.

New: Omekashi-Hoippu-chan (Version Kinoshita, with accessory)... 4,000 JPY

Resell: Ichigo-Urachan... 3,200 JPY, Usatara-Fuchan... 3,800 JPY

■The last exhibition of the photographer, Aoitori

This main festival will be the last exhibition for the photographer Aoitori who has announced to stop activity after this exhibition.

■/Popular official booklet will be the world Neko-Break version drawn by the illustrator Naho Ogawa!

Official booklet, popular for its artists collaboration, will be completely new for the first half 2018. Cover design is by Naho Ogawa, an illustrator working world-wide. It’s a design full of Neko-Break world view which was famous for its Hong Kong exhibition. For the first version, it will be sold with clear file of cover design for limited numbers.

< Naho Ogawa’s Profile >

Born in Tokyo. Graduated BFA Illustration of Parsons The New School for Design in NY. From her student days, started to work in the U.S., Japan, Taiwan and Hong Kong as an illustrator. Supply illustration for various fields such as books, magazines, apparel goods, textile, writing materials, shop decoration etc. Published “Waku Waku Taipei Walk” (Seibundo-Shinkosha) and picture-book of Nana and Mimi: “Nana and Mimi are buka-buka princesses”, “Nana’s magic magnifier” and “Mimi’s dotted skirt” (Kaiseisha).

【Project Overview】

Exhibition Name: Joint Photo & Goods Sales Exhibition of Cat “Neko-Break Exhibition Winter 2018”

Date: Friday January 26th 2018 to Sunday February 25th, 11:00-19:00

Closed: Mondays (Monday February 12th will be open since it’s a compensation holiday)

Site: TODAYS GALLERY STUDIO

5-27-6-5F Asakusabashi, Taitoku, Tokyo, 〒111-0053

Fee: 500 JPY/Free for children of 3 years old and under

Host: BACON Co., Ltd.

URL: <http://tgs.jp.net/event/neko-break-winter>

■What’s “Neko-Break Exhibition” of cat creators with more than 350,000 visitors?

“Neko-Break Exhibition” is a joint photo & goods sales exhibition with popular cat creators regardless of professional or amateur. There are many famous cats popular on Twitter and Instagram and the total SNS followers of participating creators is more than 2 million. There are artwork exhibition that makes you feel warm only by watching and also sales of hand-made

goods that makes you feel relaxed by having them. In our gallery "TODAYS GALLERY STUDIO", we hold "the Main Exhibition*" twice a year since August 2015 and there are also visiting exhibition all over Japan. Over a year, more than 200,000 visitors came to this cat photo exhibition. Since there are many creators active on the Internet/SNS, it's focused as a rare chance to see the actual artwork.

* When it's in the "TODAYS GALLERY STUDIO" in Asakusabashi

■What's "TODAYS GALLERY STUDIO"

Opened in July 2014 in Asakusabashi. With the objective to transfer Art, done numerous projects such as

"Ambiguous☆Beauty Girl Art Exhibition", "Changing Ruins VS Factory Night View where you can actually visit

Exhibition" and "Snub Nose Exhibition". "The World of Thigh Photos Exhibition" in Golden Week 2016 had more

than 15,000 visitors in total. Its representative exhibition "Neko-Break Exhibition" gained more than 300,000 visitors

in total including local visiting exhibitions within 2 years after opening. One of the best galleries in Tokyo making

news. Opening new gallery in Nagoya in September 2017. Projects and planning are all done by Yuki Asaoka, the creative director.