

BACON CO., LTD. is going to hold “Whole Hoi-chan Exhibition in Tokyo”, a spin-off exhibition of joint photo & goods sales exhibition “Neko-Break Exhibition” with more than 580,000 visitors, in Caretta Shiodome (Shinbashi, Minato-ku) from Saturday April 27th to Sunday May 12th. This is the 2nd solo exhibition after Osaka in January 2019 and as a supporting collaboration, there will be various limited goods with collaboration with creators familiar in “Neko-Break Exhibition”.



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

■ Hoi-nushi (@HOIPPU_0722)

Twitter : https://twitter.com/hoippu_0722

Hoippu Cream, so-called Hoi-chan is a cat like Chikuwa. It's owner is Hoi-nushi who loves Manga. Twitter of Hoi-nushi has more than 270,000 followers!

■ Let's relax in Hoi-chan island for this long holiday season!

In this solo exhibition of the spoiled cat “Hoippu” or commonly called “Hoi-chan” who is popular in “Neko-Break Exhibition”, you can enjoy the special area filled with Hoi-chan from new / unpublished artworks, photo spot where you can take photo with extra-large Hoi-chan and Hoi-chan in 3D sign. Also, there will be ticket-shaped original postcard as a gift to first visitors.

■ Special space dedicated to Hoi-chan's first photo book!

There will be a special space dedicated to “Whole Hoi-chan First Photo Book”, an official photo book of Neko-Break Exhibition Spin-off, which will be sold from KADOKAWA on April 25th, 2019. Exhibition contents are photos that weren't used in photo book and favorite photos of Hoi-chan's master.

Book information

Title: Whole Hoi-chan First Photo Book

On-sale date: Thursday April 25th, 2019

Price: 1,900 JPY+tax

ISBN: 978-4-04-604335-1

Size: B5

URL: <https://www.amazon.co.jp/dp/4046043350>

Publisher: KADOKAWA

If you purchase in “Whole Hoi-chan Exhibition” or “Neko-Break Exhibition”, there will be a limited original clear file as a gift. *as long as there are stocks

■ Many bonus in “Whole Hoi-chan Exhibition in Tokyo”!

<Bonus 1>

SNS posting campaign “3D Hoi-chan”!

On site, there will be “3D Hoi-chan”. Take photo with it, post on SNS with tag and we will give a gift of “Too much 3D! Hoi-chan original sticker” to 30 person per day. (Creation of 3D Hoi-chan: Bonchan Atelier)

【How to apply】

All you have to do is to put hashtag of #Whole Hoi-chan Exhibition or #Neko-Break Exhibition, post on Instagram or Twitter and show the post to our staff.

<Bonus 2>

Present project in which you get the chance to have the legendary “Hoinu”!

Those who purchase “Whole Hoi-chan First Photo Book” or “Hoi Photo Album” on site will challenge drawing lot. If you win, there will be Hoinu as a gift for only 5 people! Even if you can't win, there will be mini sticker of Hoinu as a gift (as long as there is stock).

* Hoinu is Hoi-chan's favorite knit cap for dog. Hoippu + Inu (dog) = Hoinu

<Bonus 3>

There will be original postcard as a gift to all visitors!

■ New collaboration & limited goods with creators familiar with “Neko-Break Exhibition”!!

<Hoi Nushi>

- Medication note “Whole Hoippu limited version” 500 JPY
- Clear file 350 JPY
- Passport-shaped notebook 600 JPY

<Bonchan Atelier>

Limited sale of bracelet accessory arranged from Ho-chan's favorite collar (Hoihoi bracelet)!

<Apple Coco>

2 sorts of limited accessory for new Tokyo Cat souvenir!

- Hoi-chan key holder, sitting position ver. 1,900 JPY
- Hoi-chan key holder, Tokyo ver. 2,200 JPY

Please refer to the official website for more detail

■ Master “Hoi Nushi” will be on site! There may be something surprising!
Saturday April 27th, 2019, Monday 29th, Friday May 3rd, Saturday 11th and Sunday 12th
11:00-16:00 (might be changed)

* Schedule might be changed so please refer to the official website for detail.

■ Exhibition Overview

1Exhibition Name: Neko-Break Exhibition Spin-off “Whole Hoi-chan Exhibitoin in Tokyo”

Date: Saturday April 27th, 2019 to Sunday May 12th, 11:00-19:00

Closed: No closed day

Site: Event space of Caretta Shiodome, first basement
1-8-2 Higashi-Shinbashi, Minatoku, Tokyo 105-7090

Fee: 500 JPY/Free for children of 3-year-old or under

Host: BACON CO., LTD.

* Above content / schedule might be changed.

■What’s BACON CO., LTD?

We suggest exhibition project with aims such as holding/suggesting/promoting high-quality exhibition in and out of Japan, increasing visitors and improving image. We produce event from negotiation with creators, interior/exhibition layout, print of artwork to advertisement.

<http://www.bacon.in.net>

■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 500,000 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.