

**Spoiled “Hoichan”, the white-brown cat will hijack the summer festival!
Individual exhibition full of photo and goods of Hoichan with 280,000 followers, from
July 26th**

BACON CO., LTD is going to hold “Whole Hoichan Exhibition in Summer Festival”, a spin-off exhibition of joint photo & goods sales exhibition of cat, “Neko Break Exhibition” with more than 650,000 visitors, in TODAYS GALLERY STUDIO (Asakusabashi, Tokyo) from Friday July 26th 2019 to Sunday September 1st. It’s the summer version of popular Hoichan! You can enjoy Hoichan festival with yo-yo and mask.



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

- Let’s dance with Hoichan Ondo in summer festival♪
“Hoippu”, the popular spoiled cat in “Neko Break Exhibition” will have individual exhibition under the theme of “summer festival”. Site will be decorated like summer festival and there will be number of summer festival version limited goods on site! Also, there will be an event in special booth for the first visitors with the gift of original Hoichan yo-yo.
- Must-see, photo spot of Hoichan drawn by the artist, Cho Hikaru!
Worldly famous painting artist, Cho Hikaru will challenge Hoichan trick art painting only in this summer festival! On the day of the event, Cho Hikaru will be on site to directly paint.

■ Forget the heat of summer! Movie corner of Hoichan!

In the special booth on site, you can enjoy the relaxing video of Hoichan which can be taken only by the Hoi-master.

■ Exhibition Overview

Exhibition Name: "Whole Hoichan Exhibition in Summer Festival"
Date: Friday July 26th 2019 to Sunday September 1st, 11:00-19:00
Closed date: Mondays
[Open on Monday August 12 without compensating holiday]
Site: TODAYS GALLERY STUDIO
5-27-6-5F Asakusabashi, Taitoku, Tokyo 111-0053
Fee: 500 JPY/Free for children of 3-year-old or under
Host: BACON CO., LTD.

■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 600,000 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.