

Press Release (2/2013)

"Grand Japanese Pop Culture Festival"

1st Anime Songs Concert in The Middle East

"Let ' s Sing...KAGEYAMA in Egypt!"

Friday 8th March 2013 - Sawy Culturewheel - River Hall - 7 pm.

As part of its *"Grand Japanese Pop Culture Festival"* The Japan Foundation Cairo Office has the pleasure to present a series of versatile & wonderful cultural events in Egypt in Cairo and Alexandria.

The Japan Foundation will be holding an open day, on Friday 8th March, starting from 2 pm, where many special activities will be held for the first time in Egypt; as the Cosplay show, contest for Japanese songs, and others. The Great (Inflatable) Grendizer will be there in Sawy Culturewheel too! The festival's open day will be concluded by the main attraction of the festival; the concert of the anime songs, at 7pm., for:

International Japanese Rock Singer *"Hironobu KAGEYAMA"* ; the leading singer in the most famous anime songs' band *"JAM PROJECT"* , for the 1st time in Egypt and The Middle East

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The international and most famous anime singer in the world *"Hironobu KAGEYAMA"* is presenting anime songs in Egypt for the first time....who is *he*?

At the age of 16, debut with the band *"Lazy"* . The band recorded several hit songs like: *"Dreamers"*. He then launched his solo career, and released his first anime song, which was followed by several other theme songs for different anime series such as the opening theme for *"Saint Seiya"* (one of the famous animation series on power rangers), thereby establishing his position in the world of anime songs. It was followed by several other theme songs for different anime series such as the opening theme for the anime *"DragonBall Z"* called: *"CHA-LA HEAD-CHA-LA"*, which was a real hit selling over 1,300,000 copies.

Kageyama performs not only in Japan but in other countries all around the world, as Brazil, the Argentine, Spain, Taiwan, etc. Kageyama is very skillful in playing acoustic guitar and gives many concerts using that instrument in many countries.

At present, Kageyama is the lead singer in the most famous anime song band “JAM Project”, where he performs and presents the “Anisongs” in more than 5 different countries every year.

Sat. 9th March - 3pm ~ 5pm. - Sawy Culturewheel - Kalima Hall

Special meeting with **Hironobu KAGEYAMA**, to meet the audience and anime fans.

What is Japanese Anime song? why it is getting popular in the world.

As we know, “Anime song” is the opening and the ending songs of Animation and mainly children enjoyed them.

Anime songs are characterized by well-selected lyric, beautiful meaning, and cheerful & lively music that always give listeners hope and enthusiasm.

Lyricists and composers of Japanese Anime songs have made high quality music and brought in various type of music, so the Japanese Anime songs have developed strongly and independently and made up special world.

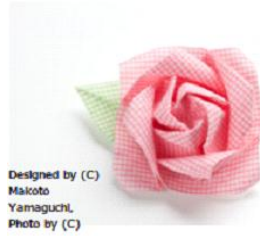
“Anime song” is getting popular in Japan those ten years among adults, especially after the economic recession there; anime song was re-assessed among adults. Not only children but also adults are encouraged by anime songs.

In other countries, At first, anime and manga lovers (so call “OTAKU” people) were fascinated by Japanese Anime songs, and recently music lovers in the world pay attention on Japanese anime song as special category of music.

Program Of The Festival

- Cosplay Show
- Cosplay Experience Corner
- Japanese Song & Anime Song Competition
- Manga Café and drinking the Japanese tea (free of charge)
- Drawing Corner
- Origami Workshop
- Drawing “Manga Style” Portrait for the audience (free of charge)
- Exhibition for the Egyptian Manga Lovers’ Drawings

- Meet the Great Grendizer!
- Conclusion of the festival: the 1st anime song concert “let’s sing...kageyama in Egypt !” for the international rock singer “hironobu kageyama”.



The Japan Foundation

is an independent administrative institution founded in 1972 under the auspices of the Japanese Foreign Ministry, for the purpose of promoting international understanding through cultural exchange, and to maintain and develop harmonious relationships with foreign countries in different fields as arts and culture, Japanese language, and Japanese studies and intellectual exchange.

For more information, please call The Japan Foundation Cairo Office: tel.: 27949 431 - 27949 719