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The Japan America Society of Greater Philadelphia gratefully acknowledges all of its supporters.



Subaru of America, Inc. is proud to welcome you to the 2017 Subaru Cherry Blossom Festival of Greater Philadelphia.

Enjoy the many Japanese cultural activities that will be offered during the Festival celebrating its 20th year!

Visit a Subaru dealer near you!

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Subaru of Cherry Hill
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Please visit a local Subaru Retailer and check out the all-new 2017 Subaru Impreza.

2017 subaru cherry blossom festival of Greater Philadelphia

April 1-9

subarucherryblossom.org

@phillysakura #phillysakura



Festival Sponsors



Additional Support From

Taro's Origami Studio
AGC Chemicals
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Haverford College
Swarthmore College
Morris Arboretum
Villanova University
West Chester University
Consulate General of Japan in New York

About the Festival

The Subaru Cherry Blossom Festival is an annual week of events celebrating both traditional Japanese spring festivities and Philadelphia's own blooms. It is a project of the Japan America Society of Greater Philadelphia (JASGP) with tremendous support from title sponsor Subaru of America, Inc.

About JASGP

The Japan America Society of Greater Philadelphia promotes mutual friendship and understanding between Greater Philadelphia and Japan. JASGP operates and preserves Shofuso Japanese House and Garden which is open for visitation from April through October, produces the Subaru Cherry Blossom Festival which takes place this April 1-9, 2017, presents a US-Japan Business Series, and conducts Japanese arts, business, and cultural programming for adults and children. More information available on japanphilly.org and japanesehouse.org.



Sakura Sunday

Sunday, April 9, 10:00 am-5:00 pm
Horticulture Center, Fairmount Park
Adults \$15/ACCESS card \$5/Children (12 & under) free

Join us in Fairmount Park for an action-packed spring celebration of Japanese arts and culture! The centerpiece event of the festival, Sakura Sunday, is a day under the blossoms full of spectacular sights and performances, with plenty of hands-on fun for the whole family.

Visit subaracherryblossom.org/sakurasunday for details.

Parking Information

GPS: 4800 States Drive, Philadelphia 19131. Vehicles are not permitted to park at the Horticulture Center. Parking is available near the Mann Music Center, a short walk away. Complimentary shuttles (including handicap accessible buses) run continuously between the parking lot and entrance.

Taxi/Uber/Lyft

4300 Avenue of the Republic, Philadelphia 19131.

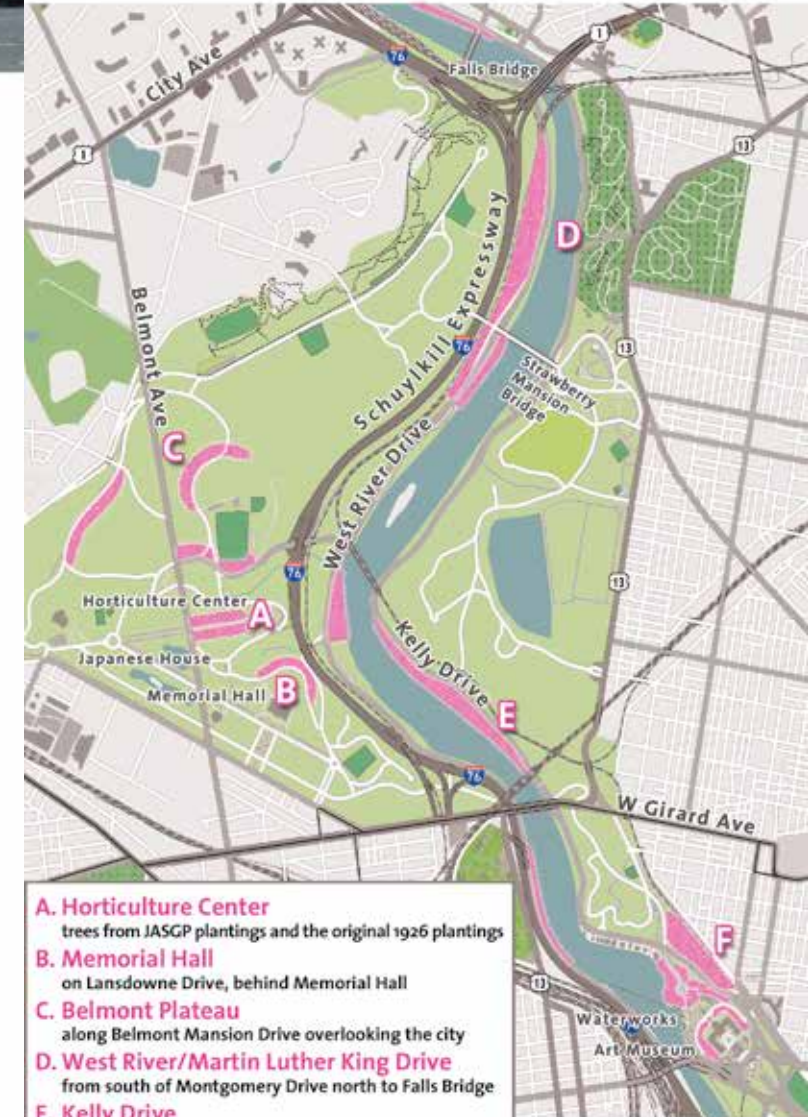
Shuttle Buses

In addition to the parking shuttles, buses will run in continuous loops between 30th Street Station and the Horticulture Center.



Philly's Sakura

The first flowering cherry trees in Philadelphia were planted in 1926, a gift from the Japanese government to recognize 150 years of American independence. To honor that gift, JASGP has planted more than 1000 additional trees since 1998. See map below for locations:



- A. Horticulture Center**
trees from JASGP plantings and the original 1926 plantings
- B. Memorial Hall**
on Lansdowne Drive, behind Memorial Hall
- C. Belmont Plateau**
along Belmont Mansion Drive overlooking the city
- D. West River/Martin Luther King Drive**
from south of Montgomery Drive north to Falls Bridge
- E. Kelly Drive**
north of Boathouse Row along the river
- F. Art Museum/Waterworks**
between the museum and the waterworks



Japan America Society
of Greater Philadelphia
フィラデルフィア日米協会



subaru cherry blossom festival of Greater Philadelphia

April 1 - 9, 2017 www.subarucherryblossom.org #phillysakura

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
27	28	29	30	31	1	2
For a complete listing of events and descriptions, visit subarucherryblossom.org/events					Opening Weekend @Shofuso	
					Sushi Making Classes @The Headhouse	
3	4	5	6	7	8	9
Japanese Culture Week @Liberty Place, Center City			Kamishibai	Shogi & Go	Cherry Blossom 10K & 5K	Sakura Sunday
Origami & Ikebana		Nihon Buyo Dance	Kimono Dressing		Nodate Tea Ceremony	
Sushi Making Classes @The Headhouse			Film: 5 Centimeters per Second	Members Only Night @Shofuso	Taiko Taster Workshop	
			Amateur Sushi Making Contest	Kaiseki Dinner	Sakura Under the Stars	

Events Listing

Sushi Making Classes

Sunday - Wednesday, April 1 - 5, 6:30 - 8:30 PM
The HeadHouse
122 - 124 Lombard St, Philadelphia 19147
215-922-2515; madamesaito@gmail.com
\$60

Learn Japan's most famous culinary art form with Philadelphia's Queen of Sushi, Madame Saito. Whether you plan to compete in the Amateur Sushi Competition or just craft delicacies at home, these classes are the first step on the road to maki mastery. For more information or to sign up for a class, contact Madame Saito. Completing a class makes you eligible for the Amateur Sushi Competition (April 6) and/or the Subaru Sushi Samurai of the Year Contest at Sakura Sunday (April 9).

Japanese Culture Week

Monday - Friday, April 3 - 7, 12:00 - 1:00 PM
Liberty Place Rotunda
1625 Chestnut St, Philadelphia, 19103
Free

Stop by the Liberty Place Rotunda to learn more about Japanese culture at our daily demonstrations. Watch a game of shogi, listen to traditional Japanese stories, and try on a kimono.

Monday, April 3 - Origami & Ikebana
Tuesday, April 4 - Nihon Buyo Dance Demo
Wednesday, April 5 - Kimono Dressing
Thursday, April 6 - Kamishibai Storytelling
Friday, April 7 - Shogi & Go



Film: 5 Centimeters per Second

Wednesday, April 5, 6:30 PM
University of Pennsylvania
402 Claudia Cohen Hall, 249 S. 36th St, Philadelphia 19131
ceas.sas.upenn.edu / 215-573-4203
Free

This film follows the lives of Tanaki and Akari, two elementary school friends, as they struggle to keep their friendship alive over time, distance, and adult responsibilities. When Takaki finds out he is moving further away, he decides to visit Akari one last time. Shown in Japanese with English subtitles.

Amateur Sushi Making Contest

Thursday, April 6, 6:30 PM
The HeadHouse
122 - 124 Lombard St, Philadelphia 19147
215-922-2515; madamesaito@gmail.com
Contestants \$100 / Guests \$35

Do you think you have what it takes to make Philadelphia's best original sushi creation? If so, sign up today. Place in the top three and you'll receive a prize from Philadelphia sushi royalty. For those who'd prefer to watch people play with their food, The HeadHouse will serve tastings of izakaya appetizers and sushi. Sake, wine and craft beers are half price. Hosted by Madame Saito, Philadelphia's Queen of Sushi. Contestant admission includes one class and materials.

Kaiseki Dinner

Friday, April 7, 7:00 PM
Margaret Kuo's Wayne
175 E Lancaster Ave, Wayne 19087
(610) 688-7200
\$65

Join Margaret Kuo's Wayne for a fabulous evening of fine cuisine in the Japanese style Akari Room. Enjoy a multi-course meal of exquisite washoku favorites in the kaiseki style with explanations as well as a demonstration of ikebana flower arrangement.

Cherry Blossom 10K & 5K

Saturday, April 8, Registration opens 6:30 AM, Race starts at 7:30 AM
Horticulture Center, Fairmount Park
For full details and registration: subarucherryblossom.org/10k
5K - \$20 JASGP member / \$25 non-member / \$30 on-site
10K - \$25 JASGP member / \$30 non-member / \$35 on-site
Register Online

What better way to "spring" into cherry blossom season than with a run (or walk) beneath the trees? Take in great views of Memorial Hall and Shofuso Japanese House and Garden as you run through Fairmount Park's historic Centennial District on 10K and 5K courses. All participants receive a free admission pass to Shofuso.



Taiko Taster: Taiko Drumming Workshop

Saturday, April 8, 4:00 - 7:00 PM
Defensive Arts Center at the Greenbriar Club Apartments Complex
3901 Conshohocken Avenue, Philadelphia 19131
kyodaiko.com
\$25

Try taiko drumming at this beginner's workshop with Kyo Daiko, Philadelphia's community taiko drumming group! No experience required. Open to adults and kids ages 12 and up.

Sakura Under the Stars

Saturday, April 8, 6:00 - 8:00 PM
Union Trust
717 Chestnut Street, Philadelphia 19106
267-348-0250; subarucherryblossom.org/stars
JASGP members \$100 / Non-members \$120

Celebrate the sakura season in style at this exclusive cocktail party. Enjoy specialty cocktails and Japan-inspired cuisine at one of Philly's finest venues.



Film: Flashback Memories

Saturday, April 8, 7:00 PM
Fleisher Art Memorial
719 Catharine Street, Philadelphia, PA 19147
fleisher.org
\$10

Flashback Memories is about the past, present, and future of GOMA, a famous Japanese didgeridoo artist. Following a traumatic car crash, GOMA was left without memories of his beloved instrument. This documentary chronicles his rehabilitation and his relationship with his family as he recovers from the traumatic injury.

Sakura Sunday

Sunday, April 9, 10:00 AM - 5:00 PM
Horticulture Center, Fairmount Park
Parking GPS: 4800 States Drive, Philadelphia 19131
Taxi/Uber/Lyft: 4300 Avenue of the Republic, Phila. 19131
30th Street Station Shuttles also available
Adults \$15/Children (12 & under) free

Celebrate traditional and contemporary Japan under the cherry blossoms in Fairmount Park. Sakura Sunday is an all-day celebration of all things Japanese, from live music, dance, and martial arts performances to fashion shows, arts and crafts, karaoke, and much more.

Sakura Sunday is held at Fairmount Park's Horticulture Center, home to hundreds of blooming cherry trees - including two from 1926. Bring family, friends, pets, and a picnic and enjoy a beautiful day of arts and culture beneath the blossoms!

Featured Events:

Admission to Shofuso Japanese House and Garden
Subaru Sushi Samurai of the Year Contest
Prettiest Pet in Pink Parade
Harajuku Fashion Show
Little Akiba Anime & Cosplay Area
Tamagawa University Taiko Drum and Dance Troupe
Kid's Stamp Rally

For more detailed information: subarucherryblossom.org/sakurasunday



Events at Shofuso

Shofuso Japanese House and Garden
Horticultural and Lansdowne Drives, Philadelphia, 19131
japanesehouse.org
Opening Weekend & Special Hours
Saturday, April 1 & Sunday, April 2, 11:00 AM - 5:00 PM
Monday, April 3 & Tuesday, April 4, 10:00 AM - 4:00 PM
Regular admission rates apply

The Japanese House and Garden reopens after a long cold winter with spring blossoms, budding trees, and our beloved koi. Enjoy special open hours on Monday and Tuesday. Shofuso is open to the public April through October.

Members Only Night

Thursday, April 6, 4:00 - 7:00 PM
Free for Members

JASGP Members enjoy exclusive evening access to Shofuso on the First Thursday of every month, April through October, rain or shine. Join us in April to celebrate the opening of Shofuso's 2017 season and the 2017 Subaru Cherry Blossom Festival with a light reception. Not a JASGP member yet? Join at japanphilly.org today!

Nodate Tea Ceremony

Saturday April 8, 1:00 - 2:00 PM & 2:30 - 3:30 PM
\$30 for JASGP members / \$35 for non-members

Take part in a traditional Japanese tea ceremony on Shofuso's veranda under the weeping cherry tree. Drink a bowl of matcha green tea and taste a seasonal sweet. Space is limited and advance registration is required.

Events at Morris Arboretum

Saturday April 8 and Saturday, April 15, 10:00 AM - 3:00 PM
Morris Arboretum of the University of Pennsylvania
100 E. Northwestern Avenue, Philadelphia 19118
215-247-5777 / info@morrisarboretum.org
Regular admissions rates apply

In honor of the cherry blossoms, Morris Arboretum is offering special activities:

April 8

The Cherry Walk is a guided tour of the many flowering trees at 10:15 AM or 12:15 PM. Stop by the Haha Wall at 10:30 AM and 12:00 PM to see Philadelphia's own Kyo Daiko performing taiko drum routines, then come back at 1:00 PM for a traditional Japanese tea ceremony demonstration. Finally, learn about the Japanese influence on the Arboretum during the Japanese Garden Elements Tour at 2:00 PM.

April 15

The Cherry Walk is a guided tour of the many flowering trees at 10:15 AM or 12:15 PM. See Philadelphia's own Kyo Daiko perform taiko drum routines at 10:30 AM and 12:00 PM at the Haha Wall. There will be a kimono demonstration at 11:00 AM in the upper gallery, and origami workshops will be held at 1:00 PM & 2:00 PM. Finally, learn about the Japanese influence on the Arboretum during the Japanese Garden Elements Tour at 2:00 PM.

Tamagawa University Taiko Drum & Dance Performances

Various Locations

Tamagawa University's famous Taiko Drum and Dance group are back in Philadelphia for a week of one-of-a-kind performances. With drums that will make your heart skip, dazzling costumes, and entrancing choreography, these performances are perfect for all ages.

Sunday, April 10, 7:30 PM
West Chester University
Emilie K. Asplundh Concert Hall at Philips Memorial Hall Building, West Chester University, 700 South High St., West Chester, PA 19383
\$10/\$15; Purchase tickets online:
wcupa.edu/oca/wcuLive/currentSeason.aspx

Monday, April 11, 7:00 PM
Westtown School
975 Westtown Road
West Chester, PA 19382
Free

Saturday, April 15, 7:00 PM
Swarthmore College, Lang Concert Hall
500 College Ave., Swarthmore, PA 19081
Free



Haru Matsuri - Spring Festival

Saturday, April 15, 11:00 AM - 4:00 PM
Maido! A Marketplace of Japan
5 E Lancaster Ave. Ardmore, PA 19003
484-417-6745 / info@maidoardmore.com

Join Japanese grocer and restaurant MAIDO! for a free taste of Japan. As the cherry blossoms bloom and Spring fills the air, let's celebrate this beautiful time of year with free samples of delicious Japanese food and snacks. Don't miss it!