Japan National Tourism Organization
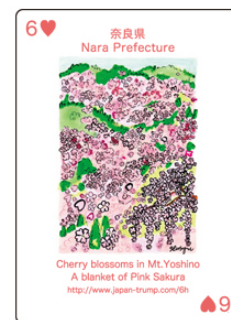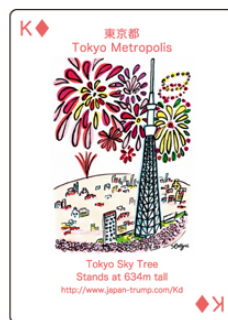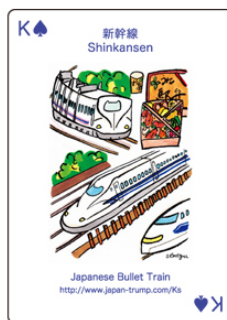## Singapore Representative Office

FOR IMMEDIATE RELEASE

Discover JAPAN at Orchard Road

Japan National Tourism Organization (JNTO) will hold an outdoor art exhibition on Orchard Road from 28 January - 26 February 2012 featuring Japan Trump - a deck of playing cards featuring illustrations of every prefecture in Japan, fun photo-taking panels, and live performances on weekends. It is the first time that the public space at Orchard Road is used for the promotion of another country apart from Singapore.

SINGAPORE (January 10, 2012) – Starting from 28 January 2012, Orchard Road will be laced with 54 playing cards which are blown up into movie poster size. Each card features an iconic sight of each prefecture in Japan - from the famous Mount Fuji at Shizuoka to unique locations such as sand dunes at Tottori! These larger-than-life size cards have a pending application for the Guinness world record for "The largest pack of playing cards". Please visit www.japan-trump.com for more information on the trump cards.

Visitors can expect to find a giant poker card up to the height of four meters, fun photo-taking panels where they can pretend to be riding inside a bullet train and huge billboard posters of every prefecture in Japan to take photos with. On weekends, be entertained by live performances of Japanese music and dance.

Says Mr Motonari Adachi, executive director of JNTO Singapore on this event, "It is very meaningful to introduce Japan through the world's biggest playing cards at the most happening place in Singapore – Orchard Road. This would surely contribute to promotion of NATAS Fair, which is one month after this event.

The artist behind Japan Trump is Ms Yasuko Sensyu, a renowned Japanese artist who is well-known for her use of colours, brush strokes and a child-like feel to her artworks.

This event is also sponsored by Albirex Niigata, Doshisha University, Dr Ci:Labo, JCB, JTB, Japan Airlines, Mitsubishi Electric, Satisfaction Guaranteed, Takumi Restaurant, Toh-shi Printing Singapore Pte Ltd, Toshiba, Toyota Tsusho Singapore and Yamato Transport (S) Pte Ltd

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About JNTO Singapore Office

Established in May 2006, Japan National Tourism Organization (JNTO) Singapore is one of its 13 overseas offices outside Japan. Working closely with its main office, local government and tourism offices of Japan, JNTO has been actively promoting Japan tourism in Singapore, Malaysia and Indonesia. Entering its 6th year in Singapore, JNTO's face book has attracted more than 130,000 members since it was launched in 2008.

For more tourism information please visit www.jnto.org.sg/
Or visit JNTO's facebook at http://www.facebook.com/visitjapan2010

About Japan Trump

Japan Trump is a deck of very unique playing cards that doubles as a mini-guide on Japan featuring iconic landmarks and sights, signature products and famous local cuisines.

Each individual card in this Japanese-themed product has a beautiful illustration of a different place or item - a total of 54 different card faces that showcase everything we love about Japan.

About Mariposa Pte. Ltd.

Mariposa is a commercial art production company based in Singapore representing renowned Japanese artist Yasuko Sensyu and promoting her art through her products. Mariposa's products are conceptualized and designed with Japanese aesthetics and sensibility in mind.

About Yasuko Sensyu

Yasuko Sensyu is a contemporary Japanese artist specializing in calligraphy and brush works. Her works explore the full range of colors and have a child-like, yet sophisticated feel. Some of the big names she has collaborated with include Yakult, Mitsubishi and famous Japanese singer Yumi Matsutoya (a.k.a Yuming). Her works have often appeared in the media and the commercial realm, putting her on the spotlight as one of the Japanese artists to look out for.

Presented by: Japan National Tourism Organization

Planned by: Mariposa Pte Ltd

Artist: Yasuko Sensyu

Facebook : http://www.facebook.com/japan.trump

For high-resolution images and media enquiries, please email info@mariposa.sg