

Press Release

Hello Kitty Land Tokyo celebrates “Puro White Christmas” with half a million lights

In response to the popularity of last year’s Christmas event, Sanrio Puroland continues its collaboration with leading digital producer NAKED Inc. creating Sanrio Puroland xNAKED “MAGICAL SNOW II”. Hello Kitty Land Tokyo invites visitors to immerse themselves in a seasonal blend of musical shows, high tech illumination and projection mapping.

Tokyo, Thursday 24th October, 2019 ----

Hello Kitty Land Tokyo, also known as Sanrio Puroland (<https://en.puroland.jp/>) is launching its spectacular Christmas event, Puro White Christmas. Following the great success of last year’s event Hello Kitty Land Tokyo has renewed its collaboration with Naked, one of Japan’s leading creative production houses, best-known it’s immersive digital art experiences through projection mapping.



Puro White Christmas will open Friday, November 8th and run until Wednesday, December 25th, 2019.

Visitors will be thrilled to see that some of the most popular features of last year’s seasonal celebration are back again this year. Once every day fans can enjoy Musical Show “The Puro Christmas” a 25 minutes long musical show and its amazing digital snow display. Its heart-warming story around Christmas encounters features the Little Twin Stars (Kiki & Lala), Hello Kitty, My Melody, Cinnamoroll, Pompompurin and also Dear Daniel, Wish me mell.

Another highlight of the Christmas event is the new illumination show “Twinkle Sparkle!!” starring Kiki & Lala, the Little Twin Stars. Half a million blue and pink lights and lasers create a magical setting of snow and stars with music covering classical, jazz, ballades and pop. Hello Kitty Land Tokyo visitors are encouraged to dance along with Kiki & Lala.

Finally, the massively popular attraction Puroland xNAKED “Magical Snow” (Christmas edition of the Kiki & Lala, Twinkling Tour), created by Sanrio Puroland in collaboration with creative experience design company NAKED Inc. is back. Their breathtaking projection mapping installation, the Puroland xNAKED “Magical Snow II, the Kiki & Lala, Twinkling tour”, takes visitors to Little Twin Stars hometown, “Dream Galaxy”.

“Christmas is a very special season for adults and children alike and our Puro White Christmas wants to appeal to both of them“, states Yuya Makizato of Sanrio Entertainment Co. Ltd., the Hello Kitty Land Tokyo operator. “Once again NAKED Inc. have created a dazzling projection mapping concept for our event which we would love to share again with many visitors from all over the world. We hope that our Christmas event may bring much joy to visitors. We are also looking forward to 2020 which will be a very special year for us with the Olympic Games being held in Tokyo, Little Twin Stars 45th anniversary and Sanrio Puroland’s own 30th anniversary.”

– Ends –

Link to other images

Main Visual (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/Main-Visual.jpg>)
Musical Show (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/Musical-Show.jpg>)
MAGICAL SNOW II (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/MSII.jpg>)
Photo spot (<http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/Christmas-photo-spot.jpg>)

Notes to the editors:

About NAKED Inc.

NAKED is a creative company that designs people's experiences using a combination of space and graphics predominantly through video creation and installations and projection mapping. Established in 1997, the company has been involved in numerous creative work including music and corporate videos and more recently in 3D projection mapping and illumination projects. The company is popularly known for its more recent installation in early 2018, "FLOWERS BY NAKED". (<https://naked-inc.com/>)

About Sanrio Entertainment / Sanrio Puroland

Sanrio Puroland, operated by Sanrio Entertainment Co. Ltd, is also known as 'Hello Kitty Land', a theme park to meet and experience its much-loved Sanrio characters including Hello Kitty which enjoys worldwide popularity. Considered the "Mecca of Sanrio characters", the park draws great numbers of fans from around the world.

Located in the outer districts of Tokyo, Sanrio Puroland is an indoor theme park, visitors can enjoy regardless of the weather. Sanrio Entertainment Co. Ltd also runs an outdoor theme park, Harmonyland, located in Oita Prefecture in Kyushu.

More information about Sanrio Puroland is available at <http://en.puroland.jp/>.

News Release: http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/20191024_SET_Christmas_EN_FNL.pdf

Fact Book: http://bluemoonmarketing.jp/wp/wp-content/uploads/2019/10/SET_Factbook_2019.10.pdf

Contact Details for the Media:

Please contact us via Email at (SET@bluemoonmarketing.jp). (English or Japanese)
We also accept requests and adjustments for coverage throughout the year.

Contact information

Sanrio Entertainment Co. Ltd. Overseas PR Agency
Contact: Maaya Kinoshita, Ayako Noda, Bluemoon Marketing Inc.

E-mail: SET@bluemoonmarketing.jp

+81-3-6880-9121 (Mon-Fri: 9:00-18:00 / UCT +9:00 *English Available)