



FOR IMMEDIATE RELEASE

## Media Release

### aniSONIC Countdown x J-Festival 2017-2018 Brings Together *Matsuri* Festival and *Anikura* Culture Countdown Party Featuring a Japanese Festival and a DJ Party is Set to Give Local and Regional Fans a Brand-New Way to Ring in the New Year

**Singapore, 1 December 2017** – aniSONIC Countdown x J-Festival 2017-2018 is Singapore's newest countdown event specially catered to Japanese culture and pop-culture fans alike. aniSONIC Countdown x J-Festival will feature a festival (*matsuri*) with Japanese food and festivities, and a DJ countdown party helmed by DJ Caesar, a popular Anisong Club (*anikura*) DJ straight from the streets of Tokyo, and CLEANERO, the popular *utaite* duet who are known for their handsome *ikemen* voices.

Our Official Event Partners are ANILOVE!! and Downtown East. There will be two key areas contributing to a unique countdown party experience.

#### **aniSONIC Countdown**

Time: 5pm to 1am

Venue: D'Marquee @ Downtown East

Ticket prices: \$45 (\$5 discount for cosplayers)

Line-up: DJ Caesar, CLEANERO, Matsushita, Underbar, Kuroneko and DJ Dan0

aniSONIC Countdown, is the biggest Japanese Pop Culture Countdown Event in Singapore that brings together Japanese artistes and local Japanese music enthusiasts, creating an extraordinary experience to usher in 2018.



## **J-Festival**

Time: 11am to 1am

Venue: Begonia Terrace @ Downtown East (Level 1, behind D'Marquee)

Ticket prices: Free entry

A festival specially put together for both individuals who love going to Japanese culture events (such as *matsuri*, Japan food fairs, anime conventions, etc.), and those who are interested in experiencing something new, this segment allows anyone from any age group to enjoy the Japanese culture and festival experience whilst counting down to the new year.

*“aniSONIC is but just one of the many exciting events that Magika has in the pipeline; we are proud to bring you exclusively tailored content, and we look forward to organizing more of such events in the future”* said Anthony Kang, President & CEO of Magika Pte Ltd, the organiser of aniSONIC.

For more information on aniSONIC Countdown x J-Festival 2017-2018, please visit:

<http://magika.com.sg/anisonic-countdown-x-j-festival-2017-2018-in-singapore/>

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## FACTSHEET

### DJ Caesar

A pioneer in the Japanese anisong DJ world, DJ Caesar is a DJ who cosplays while performing. He is also the owner of ANILOVE!! DJ Party. Known for his short mix style, which involves cutting out and stringing together the most memorable parts of songs in quick succession.

Popular with his youthful audience, he has also performed at Japan Expo in France, which gathered over 260,000 attendees. He is also the only anisong DJ to break the 13,000-mark in Twitter followers.

### CLEANERO

CLEANERO is a duet unit made of 2 *utaite*, Clear and nero. They are both popular as individual *utaite* with their 'handsome (*ikemen*) voices'. They have collaborated in many song covers together, and formed CLEANERO in 2010.

They have a significant female following, getting a total of more than 30 million views on their videos. They've successfully completed 2 solo-live shows, and have been invited as guests at events such as AFA Indonesia 2017.

### Matsushita

Matsushita is an *utaite* with a high and cute voice, known for her huskiness. She is able to add a lot of tension to her voice. Her cover of "Onegai Darling" is the most popular cover on YouTube with more than 2 million views (as of October 6, 2017). In her alternative Mylist, she places songs that she mixed and/or encoded for other *utaite*, as well as choruses in which she participated. She also produces her own fashion brand, "gimme geek!!"

### Underbar

Always with his trademark mask on, Underbar is an *utaite* known for his thick voice. Often performing parodies freely, his videos have collectively gained 90 million views since 2009. His first one-man live at Zepp Tokyo in 2013 was sold out, and he has recently delved into gaming as a player and moderator.

### Kuroneko

Kuroneko's trademark look includes cat ears, knee-high socks, and short black hair. She just recently published her photo book in August 2017, and is also currently involved in various music events as a DJ or MC.

### DJ Dano

Celebrating her 2nd year as an anisong DJ, Dano has played as an opening act for renowned events – the most recent being STGCC'17 (Singapore Toy, Game & Comic Convention) and its after-event party, EDP Lab Singapore. She has also performed for local events such as OTAKURABU and Idolicious. During her free time, she farms sword boys and is heavily invested in mobile games, namely Ensemble Stars, A3! and Shining Live.



## ABOUT MAGIKA

Established by Mr Anthony Kang, ex-President & CEO of Dentsu Singapore and Founder of the highly popular Anime Festival Asia (AFA), Magika Pte Ltd began operations in June 2017.

Magika specializes in the curation, development, promotion and production of experiential pop culture content that is not only top notch and unique, but more importantly, entertaining and enjoyable to its audience.

For more information about Magika, please visit: [magika.com.sg](http://magika.com.sg)

## ABOUT OUR EVENT PARTNERS

### **ANILOVE!!**

ANILOVE!! is a monthly DJ Party that takes place in Shibuya every 3rd Friday in Japan, with an estimated 300-400 attendance for every event, featuring DJs that specialize in anime, *seiyuu* and Vocaloid music, as well as encourages attendees to cosplay and just have fun. ANILOVE!! also has spin-off events, such as SPLASH!! (targeted at female anime/game/music fans).

### **Downtown East**

Singapore's premier lifestyle, recreational and entertainment hub, Downtown East recently underwent a 5-year redevelopment project, and will officially be completed by 25 December 2017.

Located within walking distance from Pasir Ris MRT, Downtown East houses D'Resort, which is just 3 minutes away from Pasir Ris beach; Wild Wild Wet, one of Singapore's largest waterparks; Market Square, Downtown East's new wing; and E!Hub, which houses a cinema, an arcade, a bowling alley, and eXplorerkid, one of Singapore's largest indoor family playground.