



OTSUKIMI
MOON VIEWING FESTIVAL



Presented by
Crow Museum of Asian Art of The University of Texas at Dallas
and
Japan-America Society of Dallas/Fort Worth



Otsukimi Moon Viewing Festival

Saturday, November 20, 2021 | 6:00 - 9:00 pm | Simpson Plaza at Frisco Square | All FREE and welcome

Celebrate the full autumn moon with an evening picnic under the stars. Enjoy a variety of Japanese music and dance performances, along with sky-gazing and moon viewing activities. Learn about the legend of the “Moon Rabbit” as the guardian of the moon. Participate in traditional Japanese art forms including calligraphy, tea ceremony, ikebana and haiku poetry.



Otsukimi Festival

Otsukimi is a cultural experience. Otsukimi is an opportunity for the community to learn more about the cultures and traditions of Japan. A natural setting for children to be exposed to a culture that they would not be able to experience regularly in a school environment.

It brings the Japanese community together in the heart of Frisco. Otsukimi is for the entire far North Texas community to enjoy. It showcases cultural traditions of Japan, while increasing cultural understanding and enhancing relations across cultures.

It is the only Otsukimi festival in the central United States. Otsukimi is a rare festival in the United States, with only a handful of celebrations on the West Coast, and one in Washington D.C.

Otsukimi is growing. Otsukimi provides an opportunity to connect with an increasing population

- Connect with a new audience in flourishing Frisco
- Be part of an exciting new chapter for the Crow and reach new markets in Richardson through the Crow's expanded reach via [The University of Texas at Dallas](#)
- Engage with the local Japanese population and Japanese business, which number between 250-300 in the region and new companies are consistently locating to North Texas

Otsukimi is free and for all. The festival offers programming for all ages and all interests with art activities for the whole family, an opportunity to picnic in the park and enjoy performances and treats, artistic demonstrations, and the always popular sky gazing and rabbit rescue. Whether you are dressing up in your anime cosplay or connoisseurs of Japanese bento boxes or just a regular at the park, there is something to experience, sample, and learn.

Otsukimi is collaborative and inclusive. The partnership between the Crow Collection of Asian Art and the Japan-America Society of Dallas/Fort Worth lends itself to an experience that offers a program that is always growing and changing with new partnerships, performances, and activities while always keeping authentic to the festival's origins and purpose.

Otsukimi goes beyond the traditional autumn harvest festival with creative and innovative programming. The festival is traditionally built around moon viewing, food, and poetry reading. While offering all these key elements, Otsukimi with the Crow Museum of Asian Art and Japan-America Society of Dallas/Fort Worth brings in other elements found throughout Japan, such as hosting a rabbit rescue to tie to the Rabbit on the Moon folk tale and offering art activities and art forms found throughout Japan.

Otsukimi appeals to other Asian communities. Otsukimi celebrates the harvest moon which is a tradition that is celebrated across Asia, from Korea to China, who all celebrate some form of a harvest or mid-autumn festival.



2019 PERFORMANCES AND CULTURAL ACTIVITIES

Moon Viewing with the
Texas Astronomical Society of Dallas

Japanese Tea Ceremony with Urasenke
Tanko-Kai DFW Association

Anpan Sampling with Masayo's Bakery

Dango Sampling with
Japan-America Society of Dallas/Fort Worth

Bobaddiction

Japanese Calligraphy Demonstrations

Origami Demonstrations

Moku Hanga (Japanese woodblock printing)
demonstrations by local artist Kazuko Goto

Dallas Kiyari Daiko drummers

Shamisen Performance

Voices of Change String & Flute Duet

Chouchin 提灯 Paper Lantern Art Activity

Ema 絵馬 Art Activity

Paper Chrysanthemum Art Activity

Glow in the Dark Face Painting

Lotus Shop



PAST PERFORMANCES

Rarely seen *Tsukushi-Mai* performance by high-ranking priests of the Miyajidake Shrine in Fukutsu-shi, Fukuoka

String Duo performance by world-renowned harpist Yumiko Endo Schlaffer and cellist Oliver Schlaffer

Shakuhachi (Japanese flute) performance by Master Stan Richardson

Bon-odori (Japanese group folk dance) led by Miyagi-Ryu Noushou-kai

Dallas Kiyari Daiko drummers

Violinist Kazuhiro Takagi

Cosmos Japanese Ladies Chorus

String Duet with Naoko Nakamura and Kaori Yoshida



PAST ACTIVITIES

Ikebana Demonstrations with Ikebana International—Dallas Chapter 13

Japanese Tea Ceremony with Urasenke Tanko-Kai DFW Association

Moon Viewing with the Texas Astronomical Society of Dallas

Sky Gazing with the Perot Museum of Nature and Science

Japanese Calligraphy Demonstrations

Kimono Demonstrations

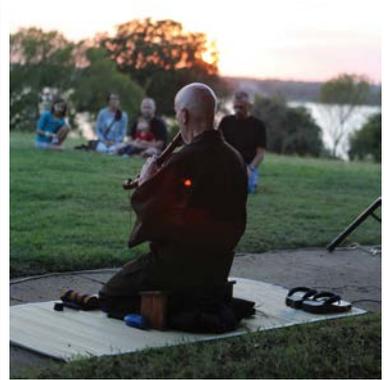
Dango Sampling

Anpan Sampling with Masayo's Bakery

Art Activities including floating lanterns, origami, Rabbit on the Moon headbands and mobiles, Moon prints, susuki grass, sanpo (dango boxes)

Glow-in-the-Dark Face Painting

Moon Viewing Festival



About the Crow Museum of Asian Art of The University of Texas at Dallas



LOCATED IN THE HEART of the Arts District in downtown Dallas, the Crow Museum of Asian Art of The University of Texas at Dallas celebrates the arts and cultures of all of Asia. The museum offers compassionate hospitality in a serene setting for quiet reflection and learning including an array of cultural and community-centered events.

One of a few museums in this country dedicated solely to the arts of Asia, the Crow showcases both a growing permanent collection and exhibitions from renowned collectors, contemporary artists, and other institutions throughout the world.

Since opening in 1998, more than one million people have visited to view the exhibitions, participate in festivals, education programs, or wellness offerings, and learn about Asian cultures. The Crow Collection enjoys being an active member of the Dallas Arts District, the largest contiguous urban arts district in the nation.

In 2019 the Crow Museum was acquired by The University of Texas at Dallas, continuing to offer free admission, making high-quality exhibitions and programming accessible to all.

About the Japan-America Society of Dallas/Fort Worth



Experience Japan. Make new friends. Be a part of the connection. Our events provide you with a direct experience of Japanese culture—from traditional arts to contemporary cuisine. Engage face-to-face with people who share your passion for cultural exchange, and deepen your understanding of their customs and lifestyles. Support the U.S.-Japan relationship one friendship at a time!

Mission

The Japan-America Society of Dallas/Fort Worth furthers mutual understanding and ongoing engagement between Japanese and Americans. We provide quality programs in arts and culture, education, business, public policy, and international exchange, and create opportunities for friendship and meaningful interaction.

Vision

The Japan-America Society of Dallas/Fort Worth is the catalyst for vibrant, lasting interaction between the people of North Texas and Japan, impacting lives in a spirit of enduring friendship and trust.

History

The Japan-America Society of Dallas was founded in 1970 to promote friendship and understanding between Japanese and Americans in Dallas. The organization changed its name in 1995 to affirm its commitment to serve the entire Dallas/Fort Worth area.



Otsukimi—Moon Viewing Festival



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Partner Ssponsor – \$500 or in-kind donations

- Recognition onsite
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- Recognition in printed program
- Recognition on website

Additional support – less than \$500 (minimum \$150)

- Recognition on printed materials
- Recognition in printed program
- Recognition on website