

FESTIVAL - Sapporo Snow festival

Official Website - <https://www.snowfes.com/english/>

Project Overview:

<https://www.evernote.com/shard/s382/sh/0eeb696f-87e6-4624-9992-682357f76d45/7e192c80948f3586ae2fbacb6fb411d4>



Event Itinerary.

Susukino Site

ALL DAYS

Local F&B stalls

Hand Carved ice sculptures

Ice Sculptures paying tribute to noodle
homage

Susukino Queen of Ice Contest

Ice tunnels



Event Itinerary.

Odori Site

ALL DAYS

Snow sculptures - Angkor Wat. Relics of Egypt (all days)
Characters from Popular video games like
Mario, Among Us and Pokémon Go (all days)
Food tours of popular local cuisine and cooking classes
Activities such as skating rinks and the air jump etc
Live Performances
Winter sports such as Skiing, Curling,
Snowboarding and Figure Skating
International Square Gourmet Street
VR and AR experiences
Gallery showing how sculptures are made

EXCEPTIONS

International Snow Sculpture Contest (Day 2 & 3)
Cup Noodle Snow Tunnel Train (Day 1, 2 and 3)
Japanese celebrities performances (Day 1 & 2)
Sculpture Light Projections (Day 1, 2 and 3)

Event Itinerary.

Tsudome Site

ALL DAYS

OUTDOOR

Activities such as Tube Slide, Ice Slide, Snow Park golf, Tunnel Slide, Snow Festival rafting and Snowball challenge

Ice glass making

Waku Waku Snow Park

Snow Kids Adventure

Snow Festival Café

INDOOR

Indoor Kids Park attractions

Naruto themed Café, Doremon Café and Shin Shan Café

VR simulation of winter sports

Merchandise/ Souvenir stores

Snowball fights

Ideas: website

Presentation:

1. Intro

2. According to the survey, these are the top things they want or are important to them

3. Highlights of the festival

Introduce partners

4. Venue/location (blueprint?)

5. Program flow (can make reference to survey, what does audience want)

6. Event promotion (can reference survey again)

Ad campaigns (traditional or digital or both?)

7. Event production

Risk mitigation

Operational plan

<https://www.snowfes.com/english/place/odori/>

<https://www.businessinsider.com/sapporo-snow-festival-sculpture-photos-2018-2#in-addition-to-snow-sculptures-there-are-ice-sculptures-as-well-8>

THEME: A Winter Festival Sliding Through Time

- a tribute to the past

1) Building teasers as part of your collateral

2) Reinforce attendance with reminder emails or prompts

3) Consider the use of specifics in your collateral to entice/encourage the attendance

4) Use advocacy as part of your promotions

The visuals must be consistent with your theme.

Find out popular brands/local content creators and tv personalities

Basically anyone/anything who/which is well known to get the word out about our festival

-look at popular sites/blogs and social media platforms too

Henry: Korea, Taiwan, Japan

Zoe: Vietnam, Thailand

Rahul: France, Italy, Kyrgyzstan, Russia

Pratyusha: Singapore, India, Australia, Latvia, Qatar

Survey Questions

1. Why do you attend festivals?

Music

Food

Ambience

Celebrities

Priced ticket

Cultural aspects

All of the above

2. In your opinion, have some festivals in your country lost touch with their traditional roots ?

Yes/No

3. How can festival organisers make festivals more meaningful for the younger generation?

More relatable artwork

Traditional customs and activities

Opportunities for more participant engagement

More era-relevant music choices

All of the above

4. Have you heard of the Sapporo Snow Festival?

Yes/No

If yes (the person has heard of the Sapporo Snow Festival)

5. Where did you hear about the Sapporo Snow Festival?

Social media

Celebrities or influencers

Word of mouth

6. Have you yourself been to the Sapporo Snow Festival?

Yes/No

7. According to you, what are the highlights of this festival?

Food stalls

Ice sculptures

Community spirit

Competitions

Miscellaneous activities

Performances
All of the above

8. Do you think that the Sapporo Snow Festival festival integrates elements of Japanese culture?

Yes/No

If no (the person has not heard of the Sapporo Snow Festival)

9. How do you want to get informed about the festival?

Social media or media
Celebrities or influencers
Word of mouth
Posters, flyers and advertisements
All of the above

10. Is there a greater chance that you would visit the Sapporo Snow Festival if there were more family friendly activities and spaces?

Yes/No

11. If you could travel to the Sapporo Snow Festival, would you go?

Yes/No

Project Objectives

We got a festival, and now we need to :

- Build up the festival: All the details which need to be considered to build the festival from the ground up.
- Develop the festival - Make it a proper festival, and it should be a substantial project that would cover all aspects of the project.

- Expand upon the festival: add new features and make it shine ✨
- Improve upon the festival: what can you make better?
- Market the festival using posters, flyers, social media account samples and social media posts
- Sell the festival to the audience.
- Evaluate the outcome of the festival (maybe a comparison of how many people attended last time and how many will attend this time because there are so many more things now)

Main Questions to ask

- Why did this festival come about?
- What are the main themes of this festival?
- How has technology transformed this festival?
- Some festivals have the scope to offer more. Offer more suggestions on what else they can do and how you can use technology to enhance what they're doing. Maybe a new segment that can use the digital space to enhance the segment.
- Compare the festival over the years. What are the other competing festivals at the same time and region? What are they doing that your festival isn't?

First impressions

- Snow sculptures play a significant role.
- Popular Japanese characters and iconic landmarks are depicted.
- Animal sculptures are important to this festival as well.
- There are some food stalls offering regional food such as seafood, potatoes, corn etc.
- Events like ski jumps and music performances are held.
- Multimedia displays and heavy use of lights to create light shows on the sculptures themselves. (Like Art week in Singapore, where the buildings themselves were used as the medium for the art).

History :

- The Japanese name for the Sapporo Snow Festival is Yuki-matsuri, and it's held in Sapporo, Japan, over seven days in Feb. The Snow Festival began as a one-day event in 1950 when six local high school students built six snow statues in Odori Park. The event started with just these six snow sculptures. In addition to the first six snow sculptures, events such as a 'snowball fight carnival' were held.
- In 1955 the Japan Self-Defense Forces from the nearby Makomanai base joined in and built the first massive snow sculptures, for which the Snow Festival has now become famous. Several snow festivals existed in Sapporo before the Sapporo Snow Festival. However, all of these were suspended during World War II.
- In 1959, approximately 2,500 people participated in creating snow sculptures. This was picked up by the media and introduced on TV and in newspapers. The following year, many tourists from all over Japan flocked to the venue. The Snow Festival has since become a major Japanese event.
- The festival's third venue is at Tsudome, a sports centre about ten kilometres away from Odori Park. This venue has around twenty-five snow sculptures but focuses more on action than just looking. The exact attractions vary from year to year, but regular attractions include riding on a rubber dinghy towed behind a snowmobile and slides made out of snow.
- The 23rd Snow Festival was held in 1972, the year Sapporo hosted the Winter Olympic Games. With the slogan "Welcome to Sapporo", the Snow Festival became widely acknowledged around the world. At the 29th festival in 1978, "The World's Open Stage of Pure-White Dreams" was selected as a unified theme.
- The Sapporo Snow Festival is held in three major areas: the park blocks around Odori Park host the greatest number of sculptures, including the massive building-sized ones, some of which are made by the Japanese

Self-Defense Forces, while others are created by businesses, international groups, or artists. Sapporo is known for its nightlife, and there is a smaller display of more intricate ice sculptures amidst the host bars, karaoke places, and whiskey/highball counters. Finally, the Tsudome is a bit out of the city and has lots of snow play for both children and adults.

- The festival has choirs too. The Snow Sculpture Competition has an awards ceremony too! Food like 'Rich Sea Urchin Rice'. All food prices seem to range from 500-1500 Yen.
- Snow sculptures and ice sculptures with so many themes are on display. Even the Self-Defense Forces are mobilized to build huge snow sculptures. In fact, every year at the event, the "biggest and most elaborate work" was created by the Self-Defense Forces. Since the Self-Defense Forces have a lot of manpower, they reproduce the building on a scale of almost one-on-one with the design drawings of the actual building.
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- Sculptures based on overseas buildings and sculptures conducted in partnership with foreign countries will also be displayed. In 2010, it was one of the giant snow sculptures, and the Baekje Royal Palace (South Korea) building was located in the center of Odori Park during the 2010 Snow Festival in partnership with Chungcheongnam (South Korea) Several other sculptures are on display every year. Also, there is a minor copy of Elsa Castle in the Frozen.
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Locations of the festival :

1. **Odori Site:** Located in Odori Park in the centre of Sapporo, here you will find a fascinating world of snow and ice stretching across approximately **1.5 kilometres**. You can enjoy a wealth of attractions such as the amazing huge snow sculptures Hokkaido speciality gourmet options, a skating rink and much more! Again this year, the popular projection mapping shows are not to be missed!
2. **Susukino Site:** Under the theme of 'Enjoy the Ice', this site offers a fantastic ice sculpture show and the Ice Sculpture Contest. You can visit

the plaza, 'Fureai Hiroba' to touch or ride on the ice sculptures, take photos in the illumination street, or have hot drinks at the Ice Bar.

3. **Tsudome Site:** At the very popular Tsudome site, both children and their parents can have fun on slides, snow rafts, and other attractions. The indoor space offers gourmet booths and rest areas as well as other attractions for children to play in. Here everyone can enjoy a true Hokkaido experience of playing in the snow.

What are we going to do to enhance it?

- Add elements of VR and AR so that people can interact with the sculptures. Maybe they can use VR and AR glasses. {how do the statues interact with people?}
- Add in Avengers characters because they lack characters from these movies.
- Due to the lack of snow because of climate change and record high temperatures, we should come up with a way to find out what kind of sculptures visitors would like to see or what have received the most attention and interest over the recent years. In that way, we can minimise wastage and minimise travelling large distances to collect snow.
- Machine translation of languages
- Scan a QR code, get an interactive map and you're able to choose the language of your choice to navigate the festival. The map provides info and details about the sculptures and the festival in general, acting as a cultural trail.

Official Logo



Things we need to think about

- Influencers
- Social media engagement
- Sponsors

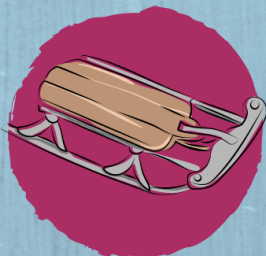
Existing Festival Features in an easy to understand Infographic

Sapporo Snow Festival Features

ICE
SCULPTURES :



SNOW
RAFTS:



ILLUMINATION
STREET:



LIGHT BASED
PERFORMANCES:



ICE
RINK:



GOURMET
FOOD :



GIANT
SLIDES :



HOT DRINKS
@ICE BAR



History of the Sapporo Snow Festival

<https://www.snowfes.com/english/about/history/>

<https://www.nippon.com/en/views/b03802/>

Youtube videos

<https://youtu.be/jCOYKS4dogw>

https://youtu.be/Ye_HCT5BC0Q

https://youtu.be/YjE7oAI7c_Q

<https://youtu.be/q40n4ZMVJIY>

Past Editions of the Festival

The most Iconic ice sculptures over the years

<https://www.snowfes.com/english/about/history/archive/>

Year 2002 - 53rd edition

Bavarian State Opera

Bavarian State Opera in Munich was built in 1818 by the Maximilian I . The building was destroyed during the Second World War, but was restored in 1963. In the 19th century, Wagner's masterpieces were performed publically for the first time. The story of Ludwig II, who enjoyed Wagner's opera in private under the cover of night, is well-known. It is one of the most celebrated opera theaters in Europe that can accommodate 2100 audiences.

Year 2003 - 54th edition

The British Museum

The British Museum is one of the greatest museums of the world. It was founded by Act of Parliament in 1753 and is now governed under the 1963 British Museum Act. On 7 June 1753, King George II gave his assent to the British Museum Act for the purchase of the Sir Hans Sloane collections and the Harleian collection of manuscripts. To this, the library of Sir Robert Cotton was added, thus forming the core collections of the museum. It is said that there are millions of pieces in the museum collection in the present day. The year 2003 marks 250 years since the foundation of the museum, and the special events will be taking place for a week from the 7 June to celebrate this occasion.

The Palace Museum/The Imperial Palace (The Forbidden City)

The year 2003 marked the 25th anniversary of the conclusion of a peace treaty between Japan and China. It was also a significant year as the then incumbent Chinese president, Jiang Zemin was handing over his duties to the next president. For this occasion, we made the Palace Museum, also known as the Imperial Palace (The Forbidden City) out of snow. This magnificent ancient building represents the China that had been named the "Sleeping Lion" for over five centuries.

Year 2004 55th

Hannover City Hall (Germany)

Hannover is well known as a city of trade fairs. It gained its reputation when the world's fair was held there in the year 2000. In 1901, the construction of this Renaissance-style city hall began and it was finally

completed in 1913. However it was destroyed repeatedly during the wars, and the present building was rebuilt as the fourth reconstruction. Now it stands as the symbol of the city and as a very popular tourist attraction.

Snow Parthenon

Here in HBC Athens Square, we reconstructed the Parthenon out of snow to celebrate the upcoming Athens 2004 Olympic Games. The Parthenon is a World Heritage site and is also known as the logo for UNESCO. The impressive relief carvings of the deities of Ancient Greece on the pediment certainly embody the finest qualities of Ancient Greek art. We also reconstructed the statue of the goddess Athena, protector of Athens who once stood inside this magnificent temple. The Parthenon, the most perfect Doric temple, is one of the most influential buildings in the history of architecture.

Year 2005 - 56th edition

The Old City Hall, Leipzig

Leipzig is widely known as a city of culture: J.S. Bach lived and performed for a great deal of his life in this city. The Old City Hall, standing on the Market Square is considered one of Germany's finest Renaissance buildings. It was originally built in 1556 and was beautifully restored in 1990. This magnificent city hall now houses the Museum of City History. Behind the building, a statue of Goethe commemorates his years of study and romance in Leipzig.

The Parliament Building

In 1905, Norway gained independent statehood after dissolving the union with Sweden. By November in the same year, Japan acknowledged Norway's independence and established diplomatic relations with Norway.

Here in HBC Norway Square, we constructed the parliament building of Norway out of snow to celebrate the 100th anniversary of our diplomatic relations.

You may recognize some interesting Scandinavian features incorporated into the design of the building.

Year 2006 - 57th edition

Angkor Wat

There are some seven hundred stone monuments that remain scattered over the region of Siem Reap. These are the remains of the different capitals of the Khmer Empire, which lasted from the 9th to the 15th century.

The majestic temple of Angkor Wat is undoubtedly one of the greatest of its kind.

This ever-fascinating stone temple complex was inscribed on the World Heritage list in 1992. Here we made a large ice sculpture of Angkor Wat enhanced by illumination and music. The beauty of crystal-like ice sculpture will invite you to a wondrous space.

The Royal Exhibition Building

The Royal Exhibition Building in Carlton Gardens, designed by Joseph Reed, was completed for the great international exhibitions of 1880 and 1888 in Melbourne. This magnificent building with a dome combines elements from the Byzantine, Romanesque, Lombardic and Italian Renaissance styles. The Royal Exhibition Building and Carlton

Gardens are rare survivors from the late nineteenth and early twentieth century series of international exhibitions, and were awarded World Heritage status in July 2004 as the first non-Aboriginal cultural site in Australia.

Flinders Street Station

2006 was the Australia-Japan 'Year of Exchange'.

Here at the HBC Australia Square, we constructed a large snow sculpture of Flinders Street Station to commemorate the 30th anniversary of the signing of the Basic Treaty of Friendship and Cooperation between Australia and Japan, the 30th anniversary of the establishment of The Australia-Japan Foundation, and the 110th anniversary of our diplomatic relations since the establishment of the first Japanese Consulate in 1896. The grand Edwardian building of Flinders Street Station by Yarra River was completed in 1907. Today it is still a major Melbourne landmark and also a popular meeting place, particularly under the station's domed clock tower.

Year 2007 - 58th

The Imperial Palace - The Hall of Supreme Harmony

The imperial palace (also known as the Forbidden City) in Beijing was the Chinese imperial palace during the mid-Ming and the Qing Dynasties. One of the most historically important buildings within the palace is the Hall of Supreme Harmony located at its central axis. The original hall was built in 1406, on the site where a part of the imperial city during the Yuan Dynasty once existed, by the Yongle Emperor who became known as Chengzu of Ming Dynasty soon after he moved the capital from Nanjing to Beijing. The imperial palace served as the seat of the Ming Dynasty from 1421 until 1644, when a peasant

revolt invaded and razed it. The following Qing Dynasty reconstructed the palace and also occupied it. In 1912, after the fall of the Qing Dynasty, the imperial palace ceased being the political center of China with the abdication of Puyi, the last Emperor of China. Under an agreement signed between the Qing imperial house and the new Republic of China government, Puyi was, however, allowed to live within the walls of the Forbidden City. Puyi stayed in the Forbidden City until 1924, when Feng Yuxiang took control of Beijing in a coup. Denouncing the previous agreement with the Qing imperial house, Feng expelled Puyi. Soon after, the Palace Museum was established in the Forbidden City on October 10th in 1925.

Chakri Maha Prasat Grand Palace

Construction of the Royal Grand Palace in Thailand began in 1782 and it was completed in time for the coronation of Rama I. This palace has an area of 218,000 sq. meters, and is surrounded by four walls with a total length of 1900 meters. Within the walls, the government offices and the temple of the Emerald Buddha are situated along with the royal residences. The center of the palace is dominated by Chakri Maha Prasat hall. This hall was constructed by King Chulalongkorn the Great (also known as Rama V) to commemorate the centenary of the Chakri Dynasty and it was completed in 1882. Today the hall functions as a reception hall. Chakri Maha Prasat hall consists of an audience hall situated in the center and the other two halls on both sides. The audience hall, which contains the throne, has been the venue for the presentation of letter of credence to each ambassador by the king or for banquets for national guests. The walls on both sides of the room are decorated with the paintings depicting the diplomatic receptions of the past.

Year 2008 - 59th edition

Relics of Egypt

Here in the center, Behold! The Great Pyramid of Giza - the largest man-made structure in the history of ancient Egypt which is commonly believed to have been built as a tomb for King Khufu. Originally, the height of the pyramid was thought to be about 147 meters, and the base was almost 230 meters on a side, with a slope angle of approximately $51^{\circ}50'$. On the left, you see the Great Sphinx of Giza. Carved out of the surrounding limestone bedrock, the Great Sphinx is the largest single-stone statue in the world whose face is believed to be the head of King Khafra. Finally, a pair of the sitting statues of Ramesses II is on the right side. The original 20 meters-high statues of Ramesses II exist as a set of four statues, and can be seen at the Great Temple at Abu Simbel whose height is 32 meters tall and whose width is 38 meters wide.

Year 2009 - 60th edition

'Sungnyemun', Gate of Exalted Ceremonies. Also known as 'Namdaemun', Great Southern Gate

Sungnyemun was built in 1398 as the southern gate of the original walls surrounding Hanyang (present day Seoul) during the Joseon Dynasty. The gate was originally used to control access to the capital city. The gate became widely known as Namdaemun, 'Great Southern Gate'. It was damaged in 1950, but restored to its original state afterwards. The gate was designated 'National Treasure of South Korea; No.1' in 1962.

Year 2010 61st

Iolani Palace

Iolani Palace, situated in the capitol district of downtown Honolulu in the U.S. state of Hawaii, is the only royal palace in the United States. This magnificent palace was built by order of King Kalākaua and completed in 1882. It had electricity even before the Buckingham Palace in the U.K. and served as the official residence of the Hawaiian monarch until Queen Liliuokalani was overthrown in 1893. Today, the palace is opened to the public as a museum where the visitors can join various tours to see the rooms, historical documents and various belongings connected to Hawaiian royalty.

The Frauenkirche (The Church of Our Lady)

The Frauenkirche (the Church of Our Lady) was completed in 1743 and for more than 200 years, its distinctive bell-shaped dome, named 'Stone Bell', stood over the skyline of old Dresden, dominating the city. The church was destroyed in 1945 during the World War II and after the war the remnants were officially declared a 'memorial against war'. However, a campaign to rebuild the church began and donations were gathered from all over the world. In 2005, the church was finally reconstructed with original materials. Today, the Frauenkirche stands as a landmark symbol of reconciliation between former warring enemies.

The Royal Palace of Baekje

Baekje was a kingdom located in southwest Korea. It was one of the Three Kingdoms of Korea, together with Goguryeo and Silla. The history of Baekje can be divided into three periods according to the location of its capital: Hanseong Period (BC18~457); UngjinPeriod (457~538); and Sabi Period (538~660). Baekje developed a splendid

culture throughout some 700 years of its history, but the flourishing of the Baekje culture was truly witnessed during the Sabi period. However, the coalition troops of Silla and Tang of China attacked Baekje in 660. Consequently, the capital Sabi (present-day Buyeo Country) fell and the royal palace of Baekje was destroyed by fire.

In recent years, a thorough research was carried out to reconstruct the royal palace in the Baekje History Reproduction Complex in Buyeo Country to coincide with 'The 2010 Great Baekje World Festival' in Chungcheongnam-do (a province in the west of South Korea). The complex is still under construction, but the royal palace has already been completed. The royal palace contains the 'Inner Palace' originally used for official functions, covers 330 square meters and 18 meters in height. This magnificent building with a 25-meter wide roof embodies the artistry of Baekje people so well. We did an on-site research of this inner palace to make our large snow sculpture entitled 'The Royal Palace of Baekje'.

On the right, you can also see a small snow sculpture of 'Gilt-bronze Incense Burner of Baekje'. This incense burner with a phoenix-shaped knob shaped knob was excavated from an ancient temple site at Neungsan-ri, Buyeo County in 1993. It measures 64 centimeters in height and 19 centimeters in diameter. It is undoubtedly one of the finest examples of Korean art and widely regarded as a world cultural heritage.

We would like to express our gratitude to Chungcheongnam-do, South Korea, Hokkaido TV, and to the regiments of Ground Self Defense Force for their support and cooperation.

Year 2011 62nd edition

The City of Daejeon (the Republic of Korea)

Daejeon is the fifth largest city in the Republic of Korea. The city features a technology cluster known as Daedeok Innopolis in Yuseong-gu district. Daedeok Innopolis, formerly known as Daedeok Science Town was established in 1973 and ever since, the area has been devoted to a wide range of science research projects including nuclear engineering, aerospace design, and biotechnology. The Innopolis accommodates more than 100 research institutes including: Electronic and Telecommunications Research Institute (ETRI); Korea Advanced Institute of Science and Technology (KAIST); government-invested corporate research institutes, corporate research centers and venture companies.

Daejeon gained a status as a city of science and technology after successfully hosting an international exposition (Expo '93) in 1993. On October 22, 2010, Daejeon became the fifth sister city to Sapporo after confirming the mutual commitment for a permanent partnership by citizen-led exchanges in various fields.

The Temple of Heaven ~ The Hall of Prayer for Good Harvests

Year 2012 marks the 40th anniversary of normalization of diplomatic relations between the People's Republic of China and Japan. To celebrate this occasion, we are presenting a large snow sculpture entitled 'The Temple of Heaven ~ The Hall of Prayer for Good Harvests'. The Temple of Heaven is a complex of buildings situated in the southeastern part of central Beijing. The complex was visited by the Emperors of the Ming and Qing dynasties for annual ceremonies of prayer to Heaven for good harvest. The Temple grounds cover 273 hectares of parkland and comprise three main groups of constructions. The Temple of Heaven was inscribed as a UNESCO World Heritage Site in 1998.

The Hall of Prayer for Good Harvests, one of the main constructions of The Temple of Heaven, is a magnificent triple-gabled circular building, approximately 24 metres in diameter and 38 metres tall, built on three levels of marble stone base with balustrades, where the Emperor held ceremonies to pray for good harvests. The balustrades on each level are carved in different relief: On the upper level, relief of dragon; on the middle level, relief of Chinese phoenix; on the lower level, relief of clouds. Each one symbolizes the Emperor, the Empress, and the auspicious. On the top gable, a globus cruciger is placed in the center to symbolize the authority of the Emperor. Inside the hall, the Emperor personally prayed to Heaven for good harvests and peace for the nation. The building is completely wooden, and remarkably not a single nail was used in its construction. The Hall of Prayer for Good Harvests was initially constructed in 1420, but destroyed by fire (caused by a thunderbolt) in 1889. The present hall was rebuilt afterwards. Size of the snow sculpture is half of the actual size of the hall.

Old Sapporo SnowFest Posters

<https://www.snowfes.com/english/about/poster/>

Sapporo Snow Festival Case Study -

<https://webunwto.s3.eu-west-1.amazonaws.com/s3fs-public/2019-11/sapporocasestudy.pdf>

Marketing

1. Official website
2. Social media platforms (IG, FB, Twitter)
3. Physical posters and flyers
4. Media coverage of past events and media generated hype.

5. Blogs, YouTube videos.
6. Japanese celebrities.
7. Billboards.

Transportation options

Free Shuttle buses and trams to the venue -There are helpful volunteers who help you so that you take the right train and shuttle buses at the right time.

Advantage - Reduce environmental impact, gather large numbers of people together for easy transportation to the festival.

For those who are coming by car - Ample parking spots with free parking (option 2: small parking fee which can be used to help support the festival)

Advantage - Convenience, Ease of access

Travel Blogs

<https://www.willflyforfood.net/sapporo-snow-festival-a-week-of-snowmen-ice-sculptures-and-ppap-in-hokkaido-japan/>

<https://www.2aussietravellers.com/exploring-sapporo-snow-festival/>

<https://theblessingbucket.com/sapporo-winter-festival-japan/>

Similar Festivals at the same time (local)

Similar Festivals at the same time (international)

<https://seeker.io/best-winter-festivals/>

1. Harbin Snow Festival - China (Jan)
2. Quebec Winter Carnival (Feb 5th-14th)
3. Cologne Winter Carnival (Feb)
4. Saranac Lake Winter Carnival - New York (Feb 5th-14th)
5. Hwacheon Sancheoneo Ice Festival, South Korea (Jan 27th-February 17th)

Activities at Sapporo Snow Festival (Aside from the ice sculptures):

1. Crabs and Beer: What better way to warm up than to fill your belly with snow or king crabs and pair it with a nice bottle of the famous Sapporo beer. You can have your beer served cold or warm. Visitors can also enjoy delicious Japanese cuisine at numerous food stalls.
2. Snowballs at Tsudome: Also known as the Sapporo Community Dome, here you can get some more warming up and make your way through local vendors, craft market, and some hot sweet sake. You'll enjoy a day of sledding, snowmobiles and other physical activities in the snow.
3. The Main Event at Odori Park: This is the center of the festival where you'll see amazing ice and snow sculptures that are big as the buildings. From ancient temples to funny and popular characters, you'll be amazed at what the artists will do this year. This time, their main showcase is from the popular anime/manga series, Attack on Titan (Shingeki no Kyojin). You can also enjoy ice skating while checking the sculptures around, and watch the stage performances and light shows.
4. Igloos and Snowman: Explore around and you'll happen to see a gorgeous red bricked building. That's Hokkaido University. It also has a museum and souvenir shops. You'll see more snow

sculptures inside like this giant snowman, a perfect photo opportunity. If you're hungry again, head on to Sapporo Beer Garden. Yes, more drink-all-you-can beer and eat-all-you-can lamb and pork buffet.

5. Pamper at the Onsen: Japan has been the hotspot to chill and relax in their beautiful and cozy hot springs. What better way than to soothe your muscles after a day of fun-filled activities by taking a dip in an onsen. They have gorgeous scenery as well while you're relaxing in the hot springs.
6. Enjoy the nighttime illumination of the statues, up close or from the observation deck of the Sapporo TV Tower.
7. Play on the slides and snow slopes of the Tsu Dome Site.
8. Enjoy live music near Sapporo TV tower and at other stages at Odori Park.
9. Be sure to stay around into the night to take in some of the amazing light shows projected right onto the building-sized sculptures. The shows start as soon as it gets dark and run for roughly five to ten minutes each. Large trees are also decorated, and there are sculptures lit up throughout the park.
10. Take some runs down the big snow slides, ride a snow raft or have an epic snowball fight at Tsudome. Enter the ice sculpture contest there if you're feeling creative.
11. You can sample local produce, seafood, and meats from all around Hokkaido at the festival as well as famous dishes from restaurants. Try the hot mulled wine, and if you get chilled sit in the tents or rooms available near the food stalls to warm up. There are plenty of souvenirs, toys, t-shirts, knick-knacks, and postcards at the festival as well.

How are the snow sculptures made?

Design for the massive snow statues starts around the autumn of the previous year. Based on the draft, a 1/40 scale model is created. Then blueprints are drawn, and then a discussion about how to go about producing the statues. The snow used for a giant snow sculpture can pile up

to a 4 to a 5-story building, and fill 600 trucks. Clean snow is collected from areas around Sapporo for a total volume of about 6,000 trucks.

On the location of the sculpture, the snow is piled up using heavy machinery, and a scaffold is built. The snow is then bound and stabilized. After creating a rough shape with heavy machinery, the statue is brought to life by hand.

This is an elaborate task that goes on throughout the night. Once the shape of the snow sculpture is created, other smaller components that have been sculpted are added, creating all the fine details.

https://livejapan.com/en/in-hokkaido/in-pref-hokkaido/in-sapporo_chitose/article-a1000230/

<https://www.japan.travel/en/spot/473/>

<https://www.jrailpass.com/blog/sapporo-snow-festival>

<https://bemyguest.com.sg/p/things-you-can-do-during-sapporo-snow-festival>

Competitors:

Harbin Ice and Snow Festival in China (Harbin, Heilongjiang)

Ice on Whyte in Canada (Edmonton, Alberta)

International Festival-Competition of Snow and Ice Sculpture in Russia (Krasnoyarsk, Russia)

Use of tech in the festival

- 1- At night, digital technologies, light, and sound are applied to make these snow sculptures even more entertaining. One especially popular technology is projection mapping, which allows the Hatsune Miku snow sculpture to come to life in AR at the swipe of a smartphone.
- 2- Virtual Reality experiences
- 3- Sculpture light projections
- 4- Interactive map in different languages to break the language barrier
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Advertising

- Addition of new characters for the campaigning and advertising part.

Media coverage for Sapporo Snow Festival

It was in 1959 that this festival got its media coverage nationwide when twenty five hundred people participated in making snow sculptures. Sapporo hosted the Winter Olympic Games in 1972, and the Snow Festival was widely acknowledged around the world through international media.

<https://economictimes.indiatimes.com/news/international/sapporo-snow-festival-a-look-at-japans-most-beautiful-event/international-media/slideshow/63066755.cms>