The Benten Times

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Vol.2.5 — *Bentenya x Route 66 Film Production Committee* — *October 2024*

U.S.-Japan Cultural Film Project
BENTENYA x Route 66

An adventurous road movie featuring Japanese Chindon Girls, BENTENYA, from Aichi, Japan, who meet people, introduce Japanese culture, and perform both Japanese and American music as a new way of nurturing 150 years of Chindon culture while on the historic Route 66 (2,448 miles) in the United States. This is the first project of the Route 66 series toward the centennial in 2026!

Cast: BENTENYA from Aichi, Japan

Producer: Hiroshi Kono, President of Mar Creation and co-founder of New York Japan CineFest as well as Chicago Japan Film Collective

Associate Producer: Toshi Goto, President of Route 66 Association of Japan

Director: Takashi Horie, the director of The Last Passenger (2023)

Bentenya x Route 66 Film Production Committee

[New York] Hiroshi Kono (Mar Creation) | marcreation2003@gmail.com | +1 (917) 400-9362

[Los Angeles] Toshi Goto (Route 66 Association of Japan) | toshi.rt66.japan@gmail.com

[Japan] Susie (Bentenya) | bentenya.susie@gmail.com

Bentenya is Coming to Arizona!

A Japanese all-female chindon group, Bentenya from Nagoya, Aichi in Japan, will be coming to the U.S. and kick off "Route 66 + Beyond – Arizona Tour 2024" with Kingman I Route 66 Fest in Kingman, AZ on October 11 and continue the road trip en route of Flagstaff, Holbrook and end in Phoenix on October 20. Benteyna made their debut at Japan Festival Houston TX on September 7-8.

What's Chindon-ya?

Chindon-ya is an advertising business that is unique to Japan and now becoming rare. Chindon-ya wears flashy co instruments while marching down streets. They also have posters on their instruments and/or backs.

About the history of "Chindonya"

Chindonya is the oldest advertising agency in Japan. It was born nearly 170 years ago—before newspapers appeared in Japan. Currently there are only about 150 people become a very rare occupation.

October Tour Schedule

Fri-Sat, 11-12 I ♥ 66 Fest @ Lewis Kingman Park, Kingman, AZ (F:2-9pm/S:10am-9pm)

Mon, 14 Lecture/Concert @ Northern Arizona University, Flagstaff, AZ (5-6:30pm)

Wed, 16 U.S.xJapan Cultural Exchange Prgoram feat. Holbrook Summer Dance Group @ Downtown Square, Holbrook, AZ (TBA)

Thu, 17 Performance @ Japanese American Citizen League (JACL) | Glendale, AZ (10:30am-1pm)

Fri, 18 2024 JFFA Reception @ Taliesen West | Scottsdale, AZ (5:30pm-9pm)

Sat, 19 Japanese Film Festival of Arizona @ Phoenix Art Museum | Phoenix, AZ (11am-)

Sat-Sun, 19-20 Otsukimi Moon Viewing Exhibit @ Japanese Friendship Garden of Phoenix | Phoenix, AZ (5-9pm)

Sun, 20 Special Cultural Event @ Holistic Healing & Meditation Center in Scottsdale, AZ (1-2pm)

GET TO KNOW JAPANESE CULTURE!

Do you know "tenugui"?

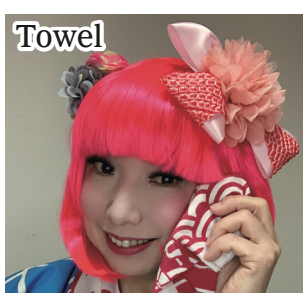
Tenugui are Japanese towels that are traditionally made out of cotton and have many uses. They have long been an essential part of Japanese life.

Tenugui come adorned with exquisite designs, vibrant patterns, and abstract art. These designs reflect Japanese aesthetics, and seasonal motifs which showcase their artistic value. Crafted from thin and lightweight fabric, tenugui are easy to carry and store. They are versatile companions for travel and daily activities.

Beyond wiping sweat, tenugui serve as handkerchiefs, scarves, bag charms, wrapping cloths, table covers, and more. They adapt to various uses and even add a touch of style to interior decor.

Tenugui are deeply intertwined with traditional Japanese culture and customs, evoking a sense of Japanese aesthetics. They infuse spaces with a touch of "wa" (Japanese style).

Tenugui are recyclable and, thus, contribute to waste reduction. They're an eco-friendly alternative to disposable paper towels.


Towel

Tapestry

Bottle cover

Bandana

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