

Bentenya Chindon Performance

10.4_{FRI} 10:30-12:30 at Poolside Cafe

Learn
a unique
culture of
Japan!



What's Chindon-ya?

Chindon-ya is an advertising business unique to Japan, now becoming rare. *Chindon-ya* wears flashy costumes and plays instruments with posters on their instruments and/or backs while marching down the streets. *Chindon-ya* is a part of the popular culture of Japan.

<https://www.youtube.com/watch?v=lhQZcxiPx5g&feature=youtu.be>

Who is Bentenya?

Bentenya is one of the few professional female Chindon-ya in Japan, playing Japanese folksongs, J-pop, anime songs, etc. Since it started in 2008, Bentenya had won several prizes before starting professional in 2011. Bentenya also won the National Chindon Competition in 2015 and is getting more and more widely know, also attracting media's attention.

- National Chindon Tournament 2015, 2016
- National Chindon Competition 2015 1st prize, 2016 2nd prize

Register for the event from this QR code!

Event Inquiry: Prof. Hiroko Miyashita (hmiyashita@lagcc.cuny.edu)



Bentenya



Bentenya makes music fun!

Bentenya plays Japanese folk songs, J-pop, anime or music from all over the world. They perform in hopes to bring happiness and smiles on people's faces.

Bentenya is cute !

Dressed in a kimono, each member of Bentenya has bright-colored hair. On stage or on the streets, Bentenya plays and dances with fans or umbrellas occasionally.

Bentenya attracts attention!

Bentenya is one of the few professional female Chindon-ya in Japan, a kind of marching band dedicated to street advertising who also performs at events or matsuri.

Biography

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Instruments

Bentenya plays classical chindon instruments, bells and two *taiko* (drums), a small one and a bigger one, as well as another big *taiko* (*gorosu*), a saxophone, a trumpet, and an accordion.

Award History

- National Chindon Tournament 2015, 2016
- National Chinchon Competition 2015 1st prize, 2016 2nd prize

International Apperance

- Japan Expo (Paris, France) 2016
- HYPER JAPAN (London, UK) 2015
- EXPO Milano 2015 (Milan, Italy) 2015

Origin of the name "Bentenya"

Bentenya is named after a Japanese goddess "Benzaiten" . "Benzaiten" is also called "Benten-sama" and is the goddess of music, entertainment and wealth.

<https://en.wikipedia.org/wiki/Benzaiten>

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Bentenya

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event company Susie House Attn : Miho Yokoe

