



The 72nd Sapporo Snow Festival - Online Sapporo Snow Festival 2022

1 Outline

Name: The 72nd Sapporo Snow Festival - Online Sapporo Snow Festival 2022

Period: February 5 (Saturday) - February 28 (Monday), 2022

Venue: Online Sapporo Snow Festival 2022 Special Site

URL: <https://www.snowfes.com/online2022/> (Japanese)

(The site was opened on Tuesday, January 25, and some content is being published in advance.)

※This is different from the official website of the Sapporo Snow Festival.

2 Detailed (Planned)

(1) Sapporo Snow Photo Festival 2022 *Open for applications from Tuesday, February 1.

The theme of the exhibition will be "the fun of interacting with snow".

◆The official website of the Sapporo Snow Photo Festival 2022

<https://www.sapporo.travel/event/feature/photocon-snowfes/>



(2) Snow Sculpture Production Report *Starting on Saturday, February 5

We will be distributing a video using the small snow sculpture "Snow Miku (Hatsune Miku) Grand Voyage Ver."

a) We will edit and send out a few minutes of video of the process from snow piling to carving to completion.

b) Video streaming of the "SNOW MIKU 2022 Online Light-up Show".

SNOW MIKU 2022 (Hatsune Miku) Grand Voyage Ver.

What is SNOW MIKU (Hatsune Miku)?

<https://snowmiku.com/2022>

Hatsune Miku is a character that Hokkaido promotes. The 2010 Sapporo Snow Festival served as the creation of a "pure white Hatsune Miku snow sculpture". Since then, a festival called "SNOW MIKU" has been held every year in Hokkaido with "Snow Miku" (Hatsune Miku) as the main character.

The theme for 2022 is "The Sea", inspired by the winter of Hokkaido.

We look forward to supporting Hokkaido together with all the creators this winter.



雪ミク2022 © Crypton Future Media, INC. www.piaapro.net piaapro グッドスマイルカンパニー

(3) Snow Festival Tribute Live Broadcast by World Famous DJs

*To be broadcasted on Saturday, February 12 and Friday, February 18

A live broadcast by Rinaly, one of Japan's leading DJ/producers, will be broadcasted at 17:00 on February 12, and a recorded video by Francois K, one of the world's best DJs, will be broadcasted for free at 21:00 on February 18.

In addition, legendary electronic musician Darren Emerson, formerly of UNDERWORLD, will appear as a guest commentator as an online snow festival cheerleader.

Both videos will be archived at a later date.



(From left) DJ Rinaly, Francois K, Darren Emerson

(4) 3DVR Snow Statue + Virtual Odori Park

*The 3DVR snow statue will be completed and released on February 23.

The main snow sculpture, which was to be built in Odori Park, will be reproduced in 3DVR. The show will be available from February 23 for a limited time only, with the addition of a VR production called "Particle Live".

Various projects are planned for the virtual space, including live streaming of local artists.



Virtual Odori Park



Theatine Church 3DVR snow sculpture

(5) The Great History of the Sapporo Snow Festival *Open to the public from February 5 (Sat)

Following last year's event, we will once again be distributing short movies of valuable treasured footage of the Sapporo Snow Festival for a limited time. In addition, a 360° view of the Odori venue of the Sapporo Snow Festival, where you can experience what it has been like in the past, and a list of photos of past large snow sculptures will also be available.

(6) (Sapporo Style) ONLINE SAPPORO SNOW FESTIVAL 2022 CRAFT FES *Starting on February 5 (Sat)

In collaboration with "Sapporo Style", a local brand born from the lifestyle of Sapporo!

At "Online Sapporo Snow Festival 2022 CRAFT FES", you can enjoy online sales of products, workshop tours, workshops, etc. only available during the Online Sapporo Snow Festival.

◆Announcement Site : <https://snow-craft-fes.com/> (Japanese)



(7) Introduction of Snow Activities and Winter Events in Sapporo *To be released on Saturday, February 5

In January and February, Sapporo has many snow activities and winter events, including the Snow Festival, where you can play in the snow and enjoy winter. This page introduces snow activities and winter events held in and around Sapporo.

※This event is subject to change as it is currently scheduled. Please check the special website for the latest information.