

January 30, 2026

Keio Plaza Hotel Tokyo Hosts “25th Hinamatsuri Doll Festival Celebration,” Featuring Magnificent 5,000 Hanging Art Ornaments and Beautiful Folding Screen Displays

- Festival Featuring Live Painting Performance, Hands-on Workshops, Live "Koto" Japanese Zither Music, and Variety of Cultural Events from February 1 (Sunday) to March 31 (Tuesday), 2026 -



Keio Plaza Hotel Co., Ltd. will host “Hinamatsuri Doll Festival Celebration” from February 1 (Sunday) to March 31 (Tuesday), 2026, with displays of various Japanese culture as reflected in “Byobu” traditional artistic folding screens, a magnificent display of approximately 5,000 hanging art ornaments, and other cultural artistic items. The Hinamatsuri Doll Festival Celebration has become an early spring tradition of the Keio Plaza Hotel Tokyo and this year’s celebration marks the 25th year to be held.

Special website: <https://www.keioplaza.com/offers/hina2026.html>

The focus this year is on beautifully painted traditional folding screens used as decorative backdrops behind the Hinamatsuri doll display that are from various genres and include traditional Japanese landscapes and ink wash paintings provided by Kataoka Byobu Store, Tokyo's only folding screen specialty store and created by contemporary artists. Furthermore, the Keio Plaza Hotel will hold various programs that allow guests to experience Japanese traditional culture beyond language barriers for the enjoyment of both domestic visitors and inbound tourists. Among the programs to be held are a live painting performance on folding screens by Japanese calligraphy artists, hands-on workshops to create trick folding screens, and live performances of the "koto" (13-stringed Japanese zither) in the hotel lobby.

■ Event Overview

“Hinamatsuri Doll Festival Celebration: Japanese Culture Reflected in Timeless Byobu Screens”

- Event dates: February 1 (Sunday) to March 31 (Tuesday), 2026
- Location: Keio Plaza Hotel Tokyo (2-2-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo)

1. Hanging ornaments and Mataro dolls



The “Tsurushi-kazari” hanging ornaments consist of about 5,000 hand-sewn silk ornaments suspended from a height of approximately 3 meters, within a frame measuring 2.4 meters wide and 6.8 meters deep. These auspicious decorations are symbolic representations of the prayers for the healthy nurturing of children, and are said to have begun in the Edo period (1601-1868). The shapes of the ornaments carry various meanings: the shrimp with its long whiskers and curved back represents “immortality” and symbolizes longevity; the turtle, also a symbol of longevity, reflects the hopes for a “long life,” the crawling baby doll embodies

the parental wishes that “if children can crawl they will stand, and if they stand they will walk.” The ball symbolizes the hopes that children will grow up healthy and adorable. The horse, an auspicious symbol for the 2026 zodiac year, represents the wishes that children will grow strong and walk through life with vigor.



Shrimp



Turtle



Crawling baby



Ball (mari)



Horse

The hanging ornaments on display have been meticulously hand-stitched, one stitch at a time, by quilt artist Mitsuyo Matsuo and all 60 members of her Himawari Group. They used precious “genuine antique silk fabrics,” taken from kimonos passed down for generations. A tiered display of traditional hand crafted “Mataro Ningyō” wooden and silk kimono dolls, made by long-established doll makers recognized by Kyoto's Kamigamo Shrine as the sole authentic inheritor of the “Kimekomi Doll” tradition, will be placed at the center of the hanging ornament display. Visitors can admire the traditional technique to make Mataro dolls by carving fine grooves into the wooden doll's body and inserting the edges of fabric into them to dress the dolls. Furthermore, the Main Lobby features an “Ikebana” flower arrangement created by flower artist Tenkei Nomura, adding an extra touch of elegance to the event.



- Venue: Main Lobby on the 3rd floor of the Main Tower, Restaurant Corridors on the 2nd and 7th floors of the Main Tower, and Shopping Lobby on the 3rd floor of the South Tower
- Collaboration with: Mataro Ningyō Artists, Mitsuyo Matsuo and the Himawari Group (60 members total), and Tenkei Nomura

2. Folding screens

Approximately 20 folding screens with paintings from various genres, including landscapes, Japanese paintings, and ink wash paintings, will be displayed. Featured works include artpieces by Japanese painter and Yamato-e artist Masatsugu Ito, photographic artist Yasutaka Tanji, painter Yumi Tanaka, and calligrapher Akio Kobayashi, alongside works from Tokyo's only folding screen specialty shop Kataoka Byobu Store.



Cherry Blossom Painting (by Kataoka Byobu Store)



Moonlit Cherry Tree Screen (by Masatsugu Ito)



Extremely Colorful Black-lined Gold Screen (by Kataoka Byobu Store × Solid Blackline)



Huddling Monkeys (by Kataoka Byobu Store × Masaru Sato)

- Venue: Art Lobby and Main Lobby on the 3rd floor, and Restaurant Corridor on the 2nd floor of the Main Tower
- Collaboration with: Kataoka Byobu Store, Masatsugu Ito, Yasutaka Tanji, Yumi Tanaka, and Akio Kobayashi

About Kataoka Byobu Store

Kataoka Byobu Store was founded in 1946 in Sumida Ward, Tokyo, and is Tokyo's only shop specializing in the creation and sale of artistic folding screens. It primarily creates and sells artistic folding screens for seasonal festivals to be used by hotels and banquet halls, and for other decorative purposes. Its extensive portfolio of products includes custom made screens created for major corporations celebrating anniversaries, and screens paying homage to screens painted by the renowned Japanese artist Hokusai. In recent years, Kataoka Byobu Store has hosted demonstrations targeting inbound tourists and collaborative events with artists, garnering coverage in numerous media outlets. And in 2026, Kataoka Byobu Store celebrates its 80th anniversary.



Kataoka Byobu Store's Official Instagram Account: https://www.instagram.com/kataoka_byobu/

Profile of Koto Kataoka

Koto Kataoka was born in Tokyo in 1988. After graduating from university, he studied in the United States for one year. Following a stint working at a partner factory in Niigata, he took over the family business. Currently, as the third-generation proprietor of Kataoka Byobu Store, he carries on the tradition of his store while pursuing various initiatives to expand the possibilities of folding screens, including overseas expansion.



Comments by Koto Kataoka

“Since its founding in 1946, Kataoka Byobu Store has produced numerous folding screens for use as seasonal decorations to be used with Hinamatsuri dolls and May dolls. Today, we also explore various possibilities for adapting traditional folding screens to contemporary lifestyles. We hope you enjoy seeing the enduring charm of folding screens, that remains unchanged throughout the ages.”

3. Experience programs

(1) Custom-made, hand-painted folding screen sales event

Kataoka Byobu Store sell custom-made tabletop-sized hand-painted folding screens (approximately 27.5 cm tall by 39 cm wide) created by traditional Byobu craftspersons. At the sales event, customers will be asked about their preferences on the spot, use a simple composition to confirm the customers preferences, and then provide the finished screens within 1-2 days. These screens are easy to display at home and make for perfect souvenirs or keepsakes for travelers visiting from overseas.



- Event schedule: February 3 (Tuesday) and 19 (Thursday), March 3 (Tuesday), 17 (Tuesday), and 31 (Tuesday), 2026
- Time: 11:00 a.m. to 6:00 p.m. (Short breaks will be taken)
- Venue: Main Lobby on the 3rd floor of the Main Tower
- Fee: Starting from JPY 10,000 (tax included)
- Estimated Pick-up Time: 1 to 2 days
- Capacity: Maximum of 5 orders per day

*No reservations are required. Please come to the venue on the day of the event.

*Please note that time required to create and hand over the final products may vary.

*We also offer a service to deliver finished products to customers by mail.

(2) Workshop to make trick folding screens

A hands-on workshop will be held where participants create their own mysterious trick folding screens (20cm high × 20cm wide) that unfold to reveal four panels, using paper and wood. It's a simple process where participants use rulers to draw lines on paper, then cut and paste the paper using scissors and glue. Please note that this experience focuses on creating artwork for only one of four panels.



- Event schedule: February 12 (Thursday) and March 12 (Thursday), 2026
- Time: Sessions starting at 2:00 p.m. and 4:00 p.m. on February 12 (Thursday), 2026, and 11:00 a.m., 2:00 p.m., and 4:00 p.m. on March 12 (Thursday), 2026
- Venue: Main Lobby on the 3rd floor of the Main Tower
- Fee: JPY 4,400 (tax included)
- Estimated time required: 60 - 90 minutes
- Capacity: 10 participants per session

* Reservations are not required. Please come to the venue on the day of the event.

(3) Live folding screen-painting performance

Calligraphy artist Airi Hara will conduct a live painting on a folding screen performance. Please make sure to attend this event to experience the breathtaking performance by Airi Hara, highly acclaimed for her unique style of “painting pictures with characters” both within Japan and internationally.

- Date and Time: March 10 (Tuesday), 2026, from 3:00 p.m. to 4:00 p.m.
- Venue: Main Lobby on the 3rd floor of the Main Tower

Profile of Airi Hara

Airi Hara is an artist redefining Japanese calligraphy as a visual art form that transcends genre, language, and cultural boundaries. Airi is currently based in New York, and uses Japanese calligraphy as a form of Japanese culture that transcends artistic genre and language barriers in the heart of the art world. She began practicing calligraphy at the age of two and received numerous awards from an early age. Since 2018, Airi has developed a distinctive style described as “painting pictures with written characters.” Her innovative works have been featured in various media, and she has received commissions from prominent individuals, corporations, and sports teams worldwide. She has also presented exhibitions and live performances in the United States, Europe, and the Middle East, captivating audiences around the world. With more than 300K followers on Instagram, she is recognized as a rising figure in contemporary calligraphy.

Airi Hara’s Official Instagram Account: https://www.instagram.com/airi_hara1002/



During this year's “Hinamatsuri Doll Festival Celebration” event at the Keio Plaza Hotel Tokyo, works by Airi Hara will be displayed in selected areas of the hotel.

- Exhibition Period: February 1 (Sunday) to March 31 (Tuesday), 2026
- Venue: 2nd floor of the South Tower

(4) Koto performance

Musical pieces representative of such seasonal events such as Hinamatsuri will be performed by a koto player.

- Performance Dates: Mondays, Wednesdays, and Fridays during February and March 2026, from 11:00 a.m. to 11:30 a.m. and 3:00 p.m. to 3:30 p.m.
- Venue: Main Lobby on the 3rd floor of the Main Tower



*Please note that the hotel will be temporarily closed from 2:00 p.m. on February 11 (Wednesday, national holiday), to 12:00 p.m. on February 12 (Thursday), 2026, due to a legally required electrical facilities inspection.

■ Event Concept and Background

The Keio Plaza Hotel focuses on promoting Japanese culture given that 80 to 90 percent of its guests are inbound travelers from overseas. As one of these events, the hotel launched the “Hinamatsuri Doll Festival Celebration” in 2002. And every year, uniquely themed displays centered around the hanging decoration display have been planned and have been well-received by many guests.

This year, traditional “Byobu folding screens” have been selected as the theme for the event due to their strong association with the Hinamatsuri Doll Festival and their status as one of the symbols of Japanese culture.

Some may view folding screens as merely luxurious decorative items. However, they originally served as essential home furnishings in daily life, functioning as room dividers to block drafts and sightlines. For instance, they were valued not only for shielding spaces during childbirth but also as auspicious objects symbolizing prayers for a safe delivery and the baby's healthy growth.

The folding screens placed behind the Hinamatsuri dolls also carry a prayer for the happiness of girls, evoking prayers calling for “the path they walk throughout life to be filled with bright light.” While folding screens are rarely seen in modern daily life, they embody the wishes for girls' health and happiness. These prayers and wishes transcend time and continue to be passed down as part of traditional Japanese culture even today.

We have planned a diverse array of events including workshops, paint performances, and koto concerts with the hopes that visitors will not only enjoy viewing the beautiful folding screens crafted by Japan's renowned traditional shop and its artists, but can also appreciate the beauty of Japanese culture through various workshops and experiences.

■ About Keio Plaza Hotel

Opened in June 1971 as Japan's first skyscraper hotel at the very heart of the nation's capital Tokyo, Keio Plaza Hotel has been one of Japan's leading international hotels. The hotel has been a pioneer in innovating hospitality by introducing barrier-free access, nursing rooms and childcare facilities, the first ladies' plan in a Tokyo hotel, a sake bar and non-alcoholic cocktails. The hotel boasts various restaurants and bars, and hosts a wide range of local and international guests who visit for its open and welcoming facilities, top-notch services, and warm hospitality. It strives to be a plaza with the energy to create new and fascinating events for every guest. For more information about its facilities and services, please visit <https://www.keioplaza.com>.

Hotel information

Company name: Keio Plaza Hotel Co., Ltd.

Address: 2-2-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo, Japan

President: Katsuyoshi Wakabayashi

Keio Plaza Hotel opened: June 5, 1971

Business overview: International hotel and tourism, and related businesses based on the Act on Development of Hotels for Inbound Tourists

Company website: <https://www.keioplaza.com/>

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