



Shinjuku Sustainable Festival 2025

Fresh leaf indigo dyed
fabrics by students of
six elementary schools in Ochiai,
Shinjuku will be exhibited.

: Connecting Through Indigo dyeing

Facilities, universities, companies, festivals, and ateliers in Shinjuku have come together through the theme of "dyeing" and "sustainability." This fall, why not join us in weaving a future of sustainable culture?

Tokyo Tourist Information Center, Busta Shinjuku

Exhibition: September 4 (Thu) – 29 (Mon)

A facility that provides tourism information to visitors from both Japan and abroad. During the event period, it will feature an exhibition of beautifully dyed textiles created by students from six elementary schools in the Ochiai area. Open daily from 6:30 AM to 11:00 PM.

MUJI Shinjuku Yasukuni-dori Store

Exhibition: October 1 (Wed) – 30 (Thu)
Hands-on Experience: October 10 (Fri) – 13 (Mon)

Choose your favorite MUJI item and create a one-of-a-kind piece that's uniquely yours. Enjoy the fun of indigo dyeing while experiencing meaningful connections between people, and between people and the things they value.

Shinjuku Street Festival

Exhibition & Hands-on Experience: October 4 (Sat)

A one-day celebration of Shinjuku's charm along Shinjuku-dori, from Shinjuku Station to Shinjuku Sancho. Come play with 300 hand-crafted beanbags made from local dyed fabric scraps and enjoy a variety of traditional toys-showcasing the spirit of Shinjuku's local industries!

Tokyo Fuji Festival – Tokyo Fuji University

Hands-on Experience & Sales:
October 25 (Sat) – 26 (Sun)

At the Tokyo Fuji University campus festival, take part in a hands-on dyeing experience using onion skins and browse a selection of secondhand kimonos for sale. Feel free to stop by! (Location: Building 5, Room 524 – Fujimori Seminar, Shinjuku Rewa Style Project)

Tokyo Toy Festival 2025 – Tokyo Toy Museum

Exhibition:
November 15 (Sat) – 16 (Sun)

Tokyo Toy Museum's largest festival, celebrating "toys" and "play." At the Sustainable Festival booth, we will showcase dyed textiles created by students from six local elementary schools in the Shinjuku-Ochiai area.

For
more details,
please visit
our official
Instagram.



This project is supported by Tokyo Convention & Visitors Bureau.

Organized by: Shinjuku Sustainable Festival Council (Some-no-Sato Ochiai / Shinjuku Tourism Promotion Association) In cooperation with: Shinjuku Municipal Ochiai 1 Elementary School, Shinjuku Municipal Ochiai 2 Elementary School, Shinjuku Municipal Ochiai 3 Elementary School, Shinjuku Municipal Ochiai 4 Elementary School, Shinjuku Municipal Ochiai 5 Elementary School, Shinjuku Municipal Ochiai 6 Elementary School,

MUJI Shinjuku Yasukuni-dori Store, Tokyo Fuji University -Shinjuku Re Wa Style Project, Tokyo Toy Museum, Tokyo Shokudo, AZUMA Architectural Design Firm, Yasutaka Kubota. Contact / Secretariat: Some-no-Sato Ochiai Association Tel: 03-3368-8133