

Case Study on  
**Bon Odori 2009**  
*a festival hosted by the Seattle Buddhist Temple*



By Kellen Peterson

## **ABOUT THE SEATTLE BUDDHIST TEMPLE**

- The Seattle Buddhist Temple is a Japanese organization that promotes, protects and shares the Buddha, Dharma and Sangha. Seattle citizens who practice Buddhism participate in many events and ceremonies that go on around the Temple. This historic temple officially began on November 15, 1901 and is located just east of Seattle's International District.

## **ABOUT BON ODORI**

- The Seattle Buddhist Temple has an annual event hosted by "Seattle Seafair" on July 18th and 19th. This is the 77th celebration in Seattle.

- The Bon Odori festival originated many centuries ago, which celebrates and honors the lives of deceased family members and friends. This is considered to be a happy time as members remember the life contributions of those whom have departed before us. A more familiar event like this is the Mexican festival known as "Día De Los Muertos" or Day of the Dead.

- The main event is a dance that is held on the street outside of the temple. Everyone can dance who attends. The dance includes traditional & contemporary Japanese folk music where people can choose to wear Japanese kimono and yukata with fans. Other events include Taiko & Martial Arts performances, music, food, beer garden, craft exhibits & demonstrations.

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## EXISTING BON ODORI PROMOTIONAL MATERIAL



14th July 2007 (Sat)  
**Panasonic Sports Complex**  
(Formerly known as Matsushita Sports Centre)

Gates open : 5.00pm Kicks off : 7.00pm

**Programme**  
17:00 Gates Open  
19:00 Opening - Drum Performance  
19:15 Enjoy the Cultural Dance Part 1  
19:40 Dance by Guest Performers  
20:00 Enjoy the Cultural Dance Part 2  
20:35 Dance by Guest Performers  
21:00 Enjoy the Cultural Dance Part 3  
21:30 Closing Address

Due to the limited number of parking spaces, please make use of the shuttle bus from the Utah Street Station (SUN) to Section 18. Also, please remember that any first-aided corner chairs or sports seats are allowed on the field.

For enquiries, please call Mr. Japan Club at 651 2214 2214

except for integrated events

with the festival dates are allowed onto the field

ORGANISERS • THE JAPAN CLUB OF KONA CHAPTER  
• KONA JAZZ MUSIC ASSOCIATION • THE JAPANESE CHAMBER OF MUSIC & DIRECTOR OF JAZZ  
• KONA JAZZ SOCIETY • THE JAPANESE SOCIETY OF KONA CHAPTER • THE JAPANESE SOCIETY OF JAZZ

IN CO-OPERATION WITH • THE JAPANESE JOURNAL OF KONA CHAPTER • THE JAPANESE CHAMBER OF MUSIC & DIRECTOR OF JAZZ  
• KONA JAZZ SOCIETY • THE JAPANESE SOCIETY OF KONA CHAPTER • THE JAPANESE SOCIETY OF JAZZ

• JAZZ ORGANIZED ASSOCIATION OF MALDEN CHAPTER • THE JAPANESE LANGUAGE SOCIETY OF MALDEN

**Panasonic Sports Complex** (at S.A. Panasonic Park) 31st Street, Kona, Hawaii

**BON ODORI 2004**  
An official SEIYU event

**Seattle Buddhist Temple**  
1427 S. Main Street, Seattle WA  
July 17-18 Sat 4-10 pm Sun 4-9 pm

- Traditional Japanese Dress, Music & Dancing
- Food & Beer Garden • Taiko & Martial Arts Performances Daily
- Craft Exhibits & Demonstrations

Performing in the Beer Garden on Saturday night:  
J-Town Recording artist - **Deems**  
and on Sunday night: **Emerald City Jazz Ensemble**

For more info, visit our website: [www.seiyou.com](http://www.seiyou.com) (206) 329-3802



**BON ODORI**

**Seattle Buddhist Temple**  
July 18-19, 2005  
SAT 4-10 PM  
SUN 4-9 PM

- Traditional Japanese Dress, Music & Dancing
- Food & Beer Garden
- Taiko & Martial Arts Performances
- Craft Exhibits & Demonstrations

Now Streaming on **Free Open** Stations  
including Seattle's Town Square, Kona, Seattle, and on Seattle's Emerald City and Fremont.



**WEST LOS ANGELES BUDDHIST TEMPLE**

**OBON FESTIVAL**

SAT. JULY 26, 2008 5pm - 10pm  
SUN. JULY 27, 2008 3pm - 9pm

FOOD • GAMES • BINGO  
RAFFLE • IKEBANA  
BONSAI DISPLAYS  
TAIKO • OBON DANCING  
and more...

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## EXISTING BON ODORI PROMOTIONAL MATERIAL

### FESTIVAL OF JOY

Dance, Food, Taiko, Exhibits, and Fun For All Ages

Public Welcome!  
Admission is FREE



### BON ODORI

Lively and colorful folk dancing to honor our ancestors

Saturday  
Aug. 2, 2008  
5 p.m. - 9 p.m.

Join Us For Practice!  
**BUDDHIST TEMPLE OF SAN DIEGO**  
2929 Market Street, San Diego California  
619-239-0896 or info@btsd.net or www.btsd.net  
Wed July 9, 16, 23, 30 @ 7:00 p.m. and Sun July 6, 13, 20 @ 10:45 a.m.



### BON ODORI JULY 16-17 2005



Saturday 4-10 pm • Sunday 3-8 pm  
**SEATTLE BUDDHIST TEMPLE** 1427 S. Main Street, Seattle

For more information visit our website [www.seattlebuddhisttemple.org](http://www.seattlebuddhisttemple.org) or call (206) 465-1000



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## LAST YEAR'S PROMOTIONAL ITEMS AT THE SEATTLE BUDDHIST TEMPLE



POSTER

**Yōkoso!**  
*Welcome to our*  
**76<sup>th</sup> celebration of Bon Odori**

Saturday, July 19-  
4:00 PM Main Sanctuary (H), Food Booths, Beer Garden & Displays (G) open  
4:30 PM Budokan, jūdō demonstration (G)  
5:00 PM Matsuri Taiko, taiko performance (S)  
5:30 PM Obon Service (H)  
6:00 PM Dancing commences (S)  
Deems, live jazz (BG)  
7:30 PM One World Taiko, taiko performance (S)  
9:45 PM Last call in the Beer Garden  
10:00 PM Dancing ends/Beer Garden closes

*Please join us tomorrow and drive home safely.*

Sunday, July 20-  
3:00 PM Main Sanctuary (H), Food Booths, Beer Garden & Displays (G) open  
3:30 PM Matsuri Taiko, taiko hands-on demo (S)  
4:00 PM Seattle Kendō Kai, kendō demonstration (G)  
4:30 PM Obon Service (H)  
5:00 PM Dancing commences (S)  
Emerald City Jazz, live jazz (BG)  
6:20 PM Matsuri Taiko, taiko performance (S)  
7:45 PM Last call in the Beer Garden  
8:00 PM Dancing ends/ Beer Garden closes

*We hope to see you next year and please be safe getting home.*

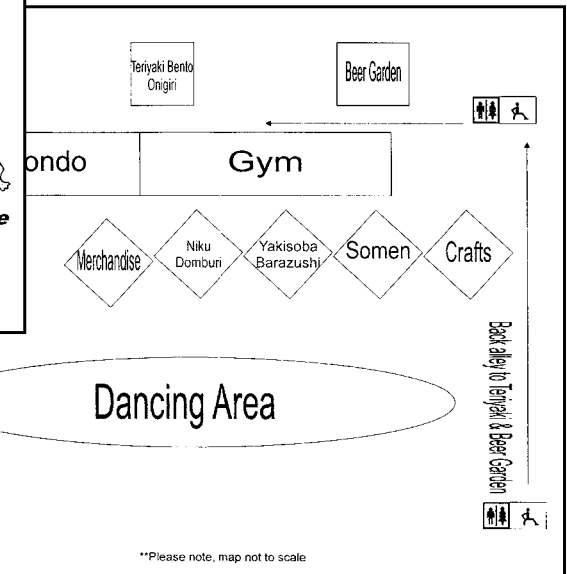
**Domo Arigato Gozaimashite**  
*Thank You for celebrating our Nikkei legacy with us!*

Location Key: (H) Hondō, main Temple sanctuary, (G) Gym, (S) Main Street, (BG) Beer Garden

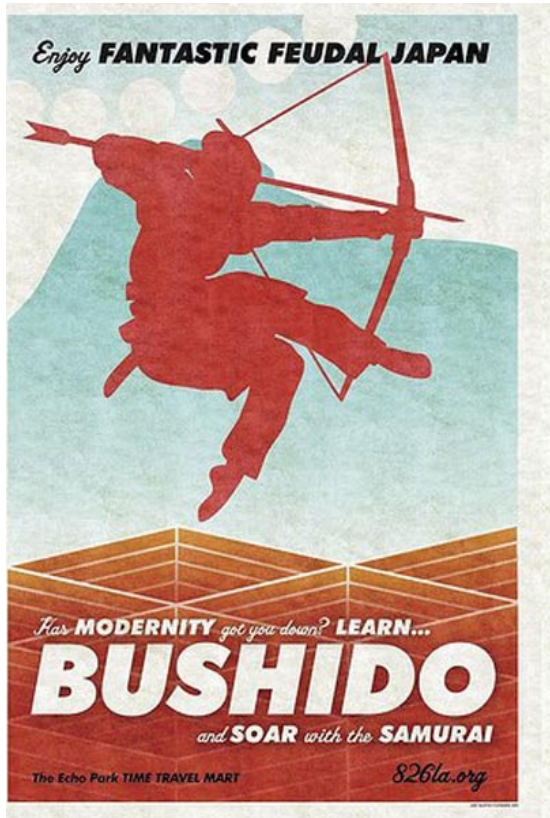
**Coming Home to the**  
**Onembutsu**  
76<sup>th</sup> Annual Bon Odori  
Seattle Buddhist Church  
July 19-20, 2008

INSIDE

## COVER OF EVENT BROCHURE



## INSPIRATION FOR THE PROJECT



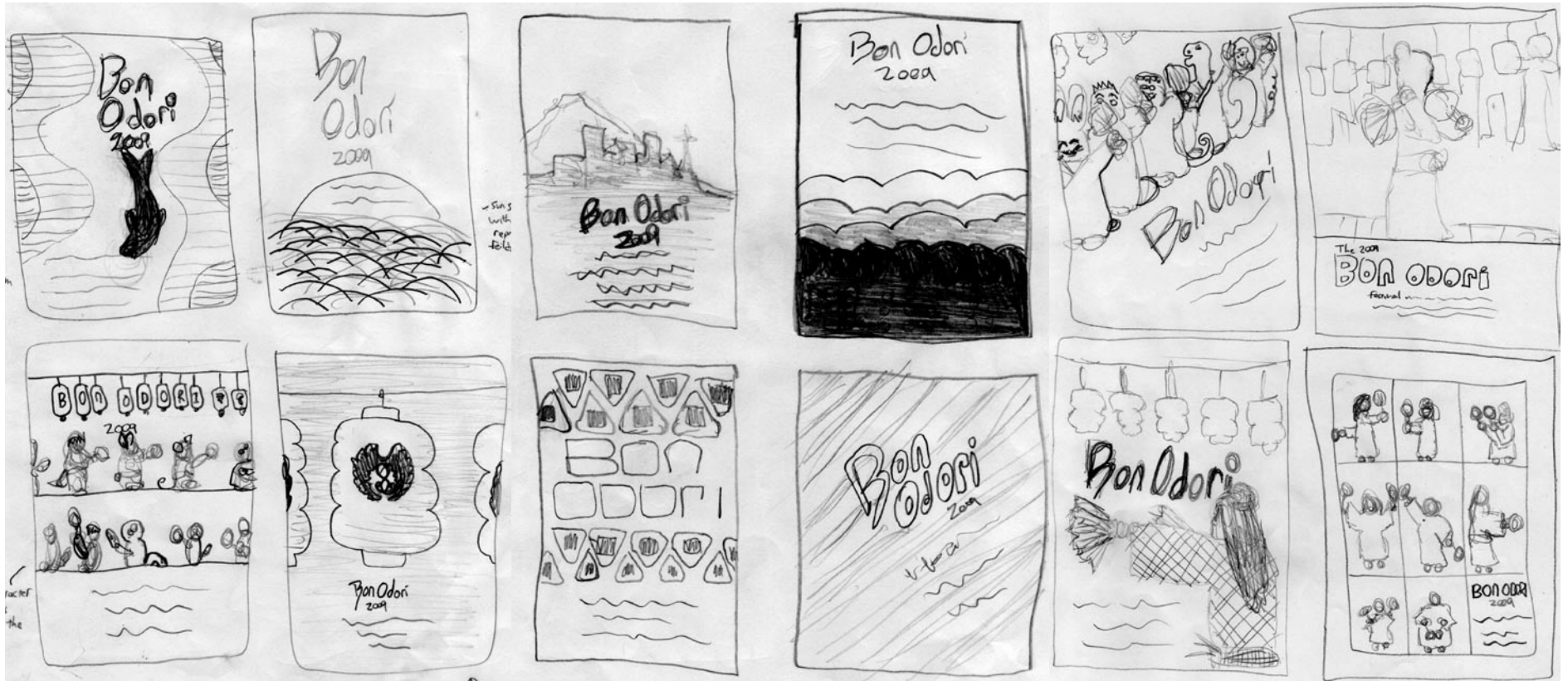
- Inspiration for beginning the project was to study Japanese posters, art pieces and material that is used during the Bon Odori festival. A big focus was on the colors used.



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## BEGINNING CONCEPTS AND SKETCHES

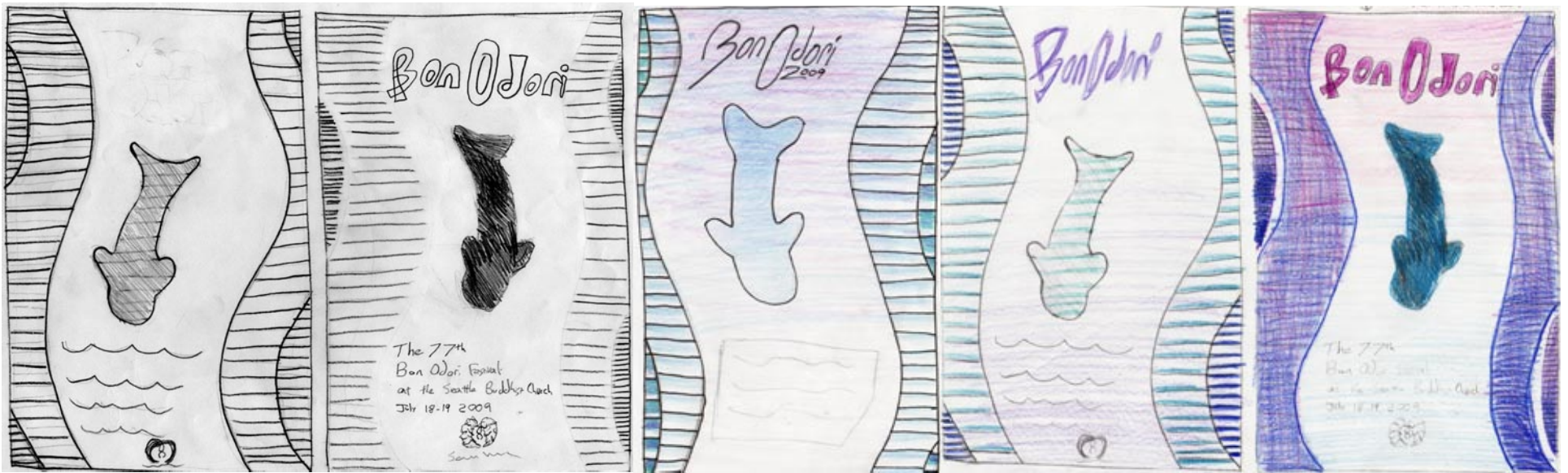


## BEGINNING CONCEPTS AND SKETCHES





## NARROWED DOWN TO TWO CONCEPTS (#1 of 2)



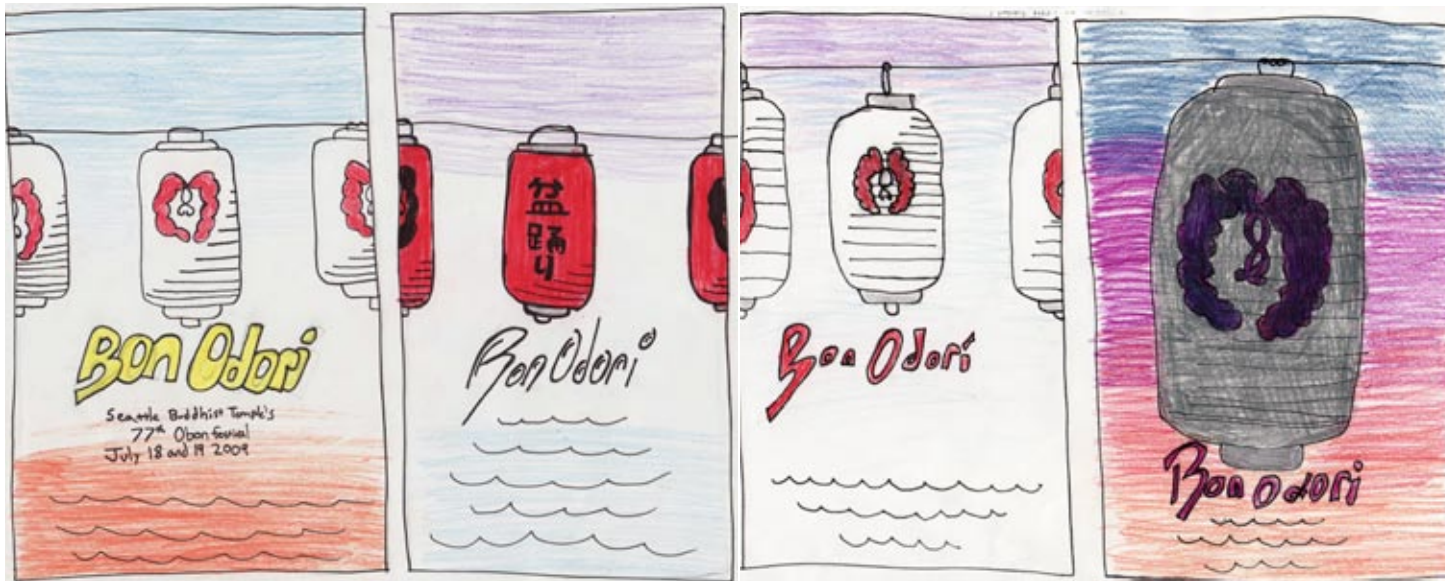
Fish swimming down a stream.

The lines on the side make up the flow of a river.

The colors experimented are colors of a sunset reflecting the water in a summer evening.



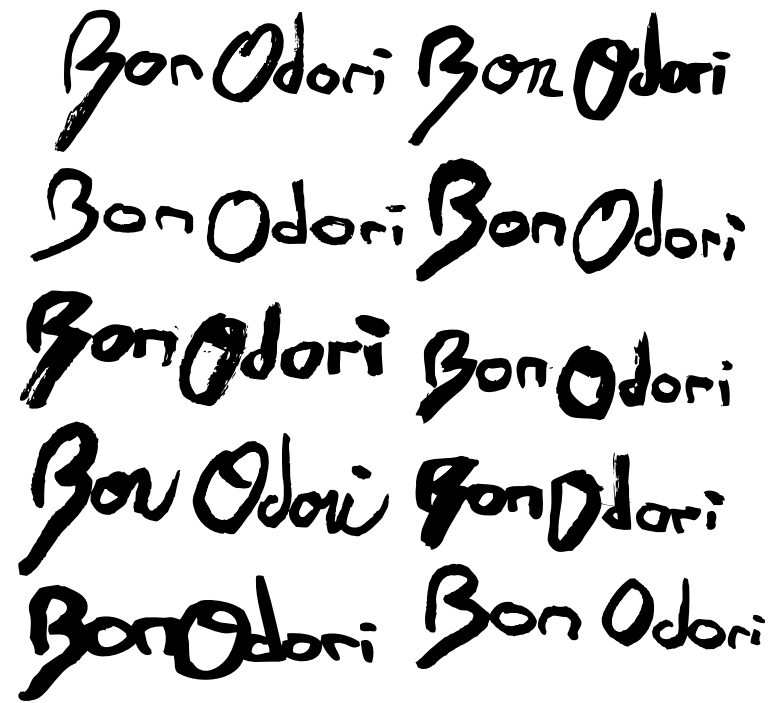
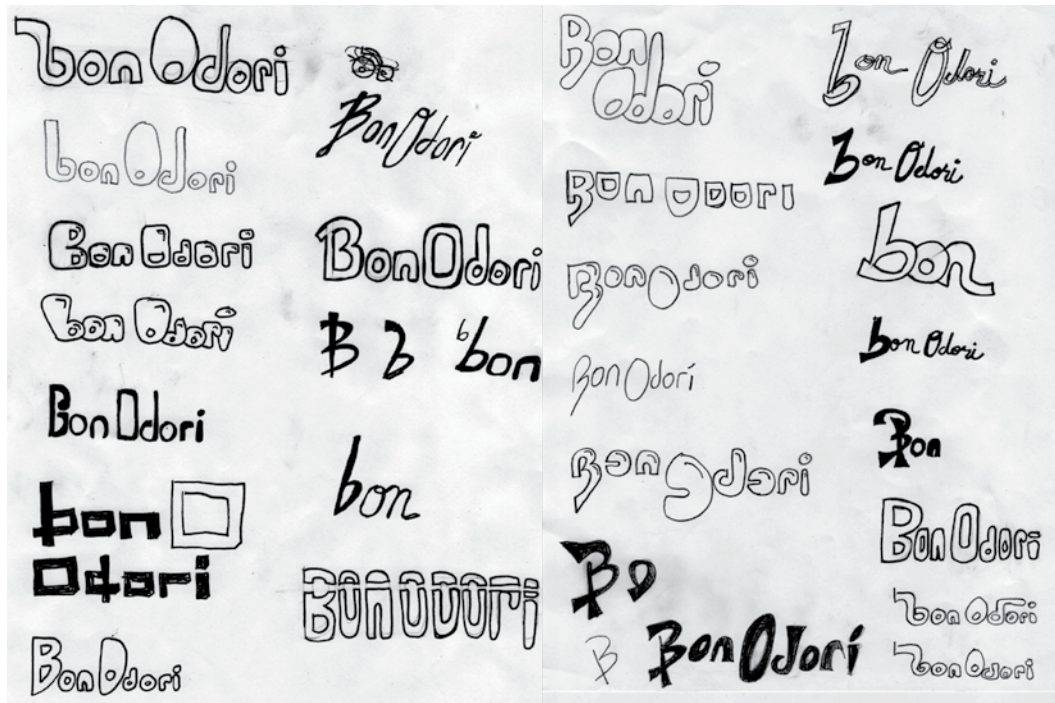
**NARROWED DOWN TO TWO CONCEPTS (#2 of 2)**



Cho-Chin (Lanterns) Hanging in the summer evening sunset.  
This concept was the chosen to be the poster theme.



## TYPOGRAPHY



The type for the poster needed to be fun but legible and appealing for all ages. The type also had to have a Japanese look to it.

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## FINAL POSTER



- The focus of the poster is the Cho-Chin (Lanterns)
- The symbol on the lantern is the Seattle Buddhist Temple's crest.
- The type for Bon Odori is from a calligraphy painting cleaned up.
- The sunset in the background is to match the summer festival that runs until 10 pm.
- When the posters are displayed next to each other, the lanterns continue in a pattern:



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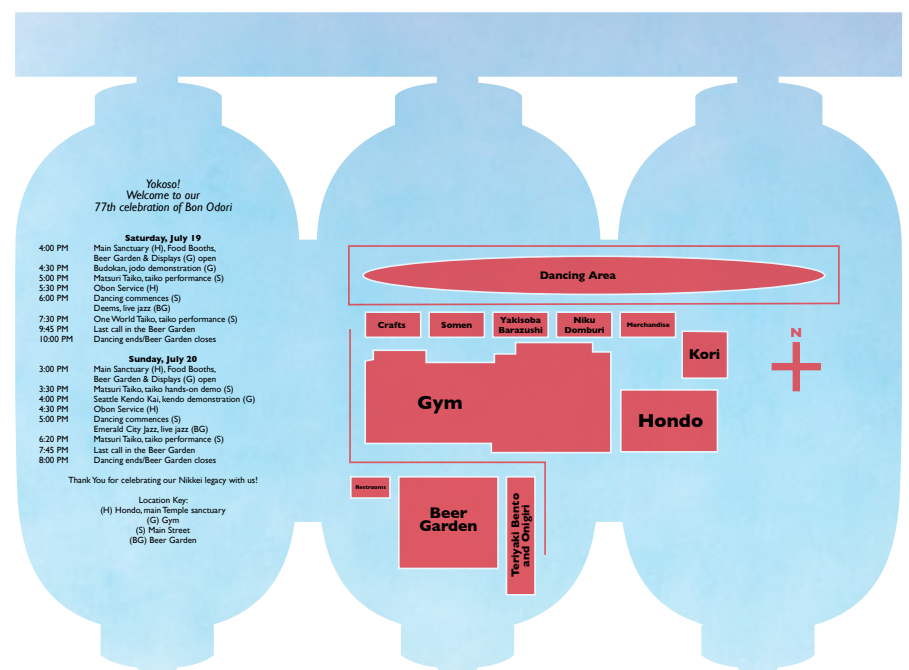


## OTHER EVENT PROMOTION ITEMS

Front



Back

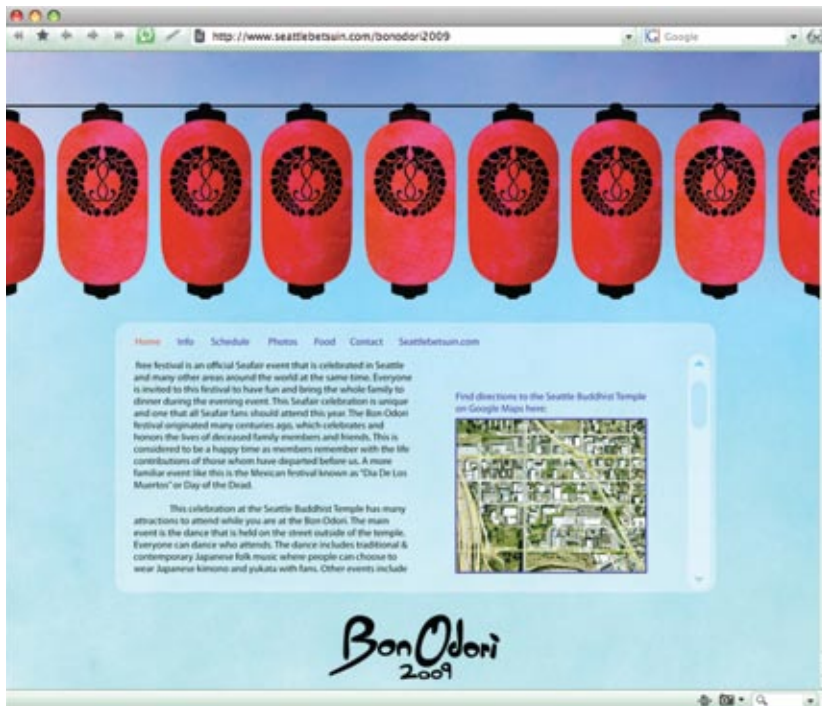


Event brochure - During the event, these brochures would be handed out. They are cut so the shape is of the lantern. The Information includes, facts about Bon Odori, the schedule for the two days and a map of the event.

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## OTHER EVENT PROMOTION ITEMS



Interactive Website - To find information, photos, contact numbers and other important items.



Newspaper Advertisement - A way to promote the festival is to have an advertisement on the website of the Seattle Times.

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## OTHER EVENT PROMOTION ITEMS



Uchiwa (Fans) - Used during the Obon fan dance.



Flyers - These flyers have a hole on the top so they can be hung on a string like real lanterns. When someone takes one, they can use the directions to get to the event. These would be promoted at stores and restaurants.

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