



Niigata 2026  
ULTRA SPARK

2026.6.13-14  
**NIIGATA  
ULTRA  
SPARK**



NIIGATA ORANGE WEEKEND

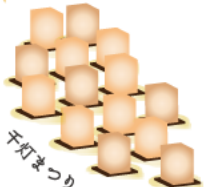


風鈴まつり

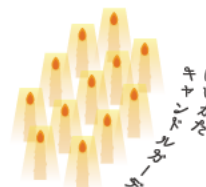
知れず



お盆踊り



千灯まつり



にいがた  
キャンペーン  
2026



東大通りみちばりセンター



沼垂テラス商店街 朝市



# A quick recap

- **ASPAC is** coming—bringing 8,000 participants from across Japan and around the world!
- A once-in-a-lifetime opportunity to boost **economic activity**, **tourism**, **cultural promotion**, and **international exchange**
- A large-scale citywide event set on the stage of Niigata City: “**NIIGATA ULTRA SPARK!!**”
- Through this bold social experiment, **let’s unite as one and ignite the entire city!**

# **So, what's actually going to happen?**

**Date & Locations June 13–14, 2026 (the Saturday and Sunday during the ASPAC period)**

**Held simultaneously at multiple locations throughout Niigata City**

Iconic events will take place simultaneously across the central 2 km of Niigata!

## What exactly is going to happen?



**Bandajima Area  
Nuttari Area**



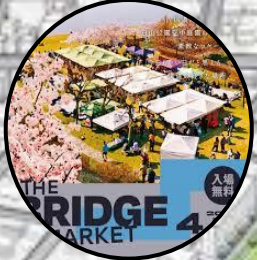
**Furumachi Area  
Honcho Area  
Hakusan Park**



**Bandai Area  
Yasuragi-tei Area**



**Niigata Station Area**



# Tanabata Wind Chime Festival (Hakusan Shrine)

June 13–14, 9:00–21:00

- Over 1,000 wind chimes will fill the grounds of Hakusan Shrine.
- Don't miss the special zone decorated with orange wind chimes.
- A limited-time spectacle: ULTRA SPARK × ASPAC lanterns.
- Plus, 10 food stalls will be joining the event!



# Kamifuru Monzen Rally (Kamifurumachi)

**June 12–14, all day**

- Enjoy a stroll through Kamifuru as you join the quiz rally.
- Follow Japanese and English quiz stations to win prizes.
- Take on each quiz challenge while discovering the charm of the streets and local shops.



## Furumachi Spark (Furumachi 5, 6, 7)

June 13–14, all day

- “Niigata Mix Sand” Fusion Performance
- Handmade creators’ craft booths
- Enjoy a variety of gourmet food trucks
- Ippudo collaboration ramen
- Niigata sake tasting and sales (Niigata Sake Brewery Tourism)
- Rickshaws will be coming too!!
- And yes… that trending event everyone’s talking about!!!



## Furumachi Yokocho (Furumachi Lofull Plaza)

June 12–13, 16:00–22:00

- The Furumachi Lofull Plaza transforms into a giant open-air tavern!
- Lively music, a vibrant atmosphere, and delicious food await you



## “Festival of a Thousand Lanterns” (Honcho 6-bancho & Ninjo Yokocho)

June 13, 13:00–20:00

- Around 1,000 lanterns will illuminate Ninjo Yokocho.
- Festival food stalls create an early summer-festival atmosphere!
- Experience Japanese culture through traditional hands-on activities.



## Mizbering (Yasuragi-tei Riverside Area)

- Food stalls and kitchen cars will open along the Yasuragi-tei riverside!
- Enjoy city-side camping in a special, limited-time outdoor space.
- Food vendors will be open until Wednesday, September 23.



## PEACE BANK (Yasuragi-tei, Right Bank)

June 13, 16:00–21:00

- Live performance by HY and Miwa Sasagawa!
- A floating stage set on a barge, themed around “light.” Enjoy a magical, atmospheric music show — and it’s free!



## Niigata Oto-Musubi Festival (Yasuragi-tei, Right Bank)

June 14, morning to late afternoon

- A breathtaking waterfront festival you can experience only in this city
- Renowned artists with ties to Niigata come together on one stage!
- Enjoy live performances in the unique freedom of the open air



## Explore the Shinano River by E-Boat! (Yasuragi-tei Right Bank Area)

June 13–14

- Explore the Shinano River by E-Boat!
- A hands-on event where you can learn about water-safety and disaster-prevention.
- Perfect for families with children!



## VIVA BON 2026 (Shinano River Left-Bank Green Area)

June 13, from 4:00 p.m.

- Enjoy Bon Odori dances, featuring classics like the Niigata Jinku!
- A place where local residents and visitors can connect and mingle
- Everyone is welcome — join in and dance with us!



# Minatopia Projection Mapping (Minatopia Museum)

June 13–14, 19:00–21:00

- Minatopia, the symbol of Niigata's port town, becomes the stage!
- Featuring select works from past international projection-mapping competitions.
- Experience stunning visuals projected onto a historic building



## ULSPA Mass Dance (Bandai City Park)

June 13–14, 10:00–16:00

- Share the excitement with people from over 50 countries around the world!
- Enjoy dynamic performances from various teams, including the Niigata Geta Dance!
- Everyone can join — let's dance together and make it unforgettable!



# National Pottery Fair (Bandai City Park)

June 6–14, 11:00–18:00

- A brand-new event comes to Niigata!
- A stunning collection of pottery and crafts created by artisans from all across Japan
- Let's share the beauty of Japanese culture with visitors from around the world!



※画像はイメージです。転載不可

# THE GUNDAM BASE POP-UP (BP2)

May 29–July 7

- A pop-up event featuring Gundam, loved by fans around the world!
- Held at the Niigata Manga & Anime Museum!!



THE GUNDAM BASE  
POP-UP in NIIGATA



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# Higashi-Odori Streetside Living (in front of Niigata Station)

June 13, 16:00–21:00

- A social experiment exploring new ways to use future road spaces
- A variety of shops and creators from inside and outside the city
- The station-front area transforms into a relaxing, living-room-like space



# Machinaka Flower & Green Fair (South Side of Niigata Station)

June 13, 10:00–16:00

- A vibrant flower monument featuring 5,000 blooming plants
- Hands-on flower-planting experiences and creative workshops
- Let's share the beauty of Niigata's flowers with everyone!



# NIIGATA Candle Garden (South Side of Niigata Station)

June 13, from 17:30

- An enchanting space illuminated by 2,000 candles across the plaza
- A message of “Niigata — a city where everyone can shine”
- Enjoy a special, heartwarming atmosphere from dusk into the night



## **JAZZFULL Seaside Live (Pia Bandai)**

June 13–14, 12:00–17:00

- **Enjoy live performances by jazz artists**
- **Experience the perfect blend of music, food, and shopping in an open, seaside atmosphere**



# Nuttari Shopping Street Terrace Morning Market

June 14, AM

- Nuttari Terrace Shopping Street celebrates its 11th year in 2026
- The popular “Morning Market,” held on the first Sunday of every month, makes a special appearance
- Start your morning early and enjoy great local food



# Sightseeing Mobility Rentals (Around Bandai-jima Area)

June 13–14, 14:00–20:00

- EV tuk-tuks will cruise through the streets of Niigata
- Smooth and easy transportation within the event area
- Enjoy a unique mobility experience unlike your everyday ride



**Additional events are also being planned.**

# ORANGE WEEKEND

## NIIGATA

June is usually a quiet month for commerce. But this June, the city becomes a canvas for your passions. Across all of Niigata, citizen-driven sales and events will unfold.

**What counts as “orange” is entirely up to you.**

A weekend where everyone becomes the star — two days when the whole city comes alive.



**We have already received participation confirmations from nearly 50 stores. A full list will be posted on our website at a later date!**



# Featured Topics

## ① Niigata Mitsukoshi Isetan

A special lottery will be held for customers who shop or dine inside the Niigata Isetan building, offering chances to win Niigata specialties and local souvenirs. Additional special coupons and benefits will also be available!

## ② COCOLO Niigata

Using orange-themed POP displays on the 2nd-floor souvenir floor and the 1st-floor fashion floor, each shop will showcase featured products — filling the entire building with vibrant orange energy!

## ③ Harashin

Across Harashin stores:

1. Special sales featuring Niigata local products
2. Distribution of discount coupons and more

Join the Ultra Spark Parade and walk through the city! Let's make Niigata a truly walkable city!

- ① A 4 km round-trip walk in Niigata (approx. 8,000 steps)
- ② Elevating the initiative into a program that showcases new attractions and discoveries in the city
- ③ Contributing to traffic congestion mitigation
- ④ Supporting health promotion, community engagement, and urban space reevaluation
- ⑤ A discount campaign for digital one-day bus passes will also be offered



Niigata 2026  
ULTRA SPARK

# ウルスパ!!! WALKING and SPARKING

ニイガタウルトラスパーク「ウルスパ」開催期間中、  
「にいがた2km」が  
巨大な  
スタンプラリー  
会場に！

新潟駅周辺から万代、そして古町へ……。各エリアで開催されているウルスパのイベント会場を巡りながら、ゴールを目指して歩きませんか？健康管理アプリ「グッピーヘルスケア」を使って、楽しく街やイベントを回遊し新潟の魅力を再発見。全てのチェックポイントをクリアした方には、抽選で景品をご用意しております。

Start!



NIIGATA STATION

STAMP GET!



BANDAI AREA

STAMP GET!



BANDAI BRIDGE  
YASURAGITEI PARK

STAMP GET!



FURUMACHI AREA

歩いて巡って、  
スタンプを集めて  
豪華景品を  
当てよう！

Goal!

### 開催概要

参加定員	開催期間	エリア	参加費
先着 <b>5,000</b> 名様 <small>※定員に達し次第 受付終了となります</small>	2026 6/13 ㊦ ▼ 6/14 ㊦	新潟駅～万代～ 萬代橋・やすらぎ堤 ～古町エリア	<b>無料</b> <small>アプリの通信料は 参加者負担となります</small>

**1** アプリをダウンロード



まずはスマートフォンに健康管理アプリ「グッピーヘルスケア」をインストール

**2** イベント会場を巡ってスタンプGET



新潟駅前から古町エリアまで、各イベント会場に設置されたチェックポイントを巡りましょう。アプリでデジタルスタンプをスムーズに取得できます。

**3** スタンプラリー終了後アンケートに回答



全てのスタンプを集めてゴールしアンケートに回答すると、豪華景品が当たる抽選権をGET！新潟の魅力が詰まった景品をご用意しています。



**In addition to these programs, various ASPAC events will be held across multiple locations, with Toki Messe serving as the central venue.**

# Upcoming Public Relations Activities

- Utilization of digital signage across the city
- Posting of promotional posters
- Announcement broadcasts on TV and commercial spots on major stations
- SNS and print-media promotions in collaboration with Niigata City and the Niigata Nippo newspaper

**What we sincerely and wholeheartedly  
ask of everyone**

# Help spread the word on SNS!

- **ULSPA is coming to town**
- **The whole city becomes one big festival**
- **Come visit *our* event!**
- **Please use public transportation!!**
- **Walk around, enjoy the city, and win prizes!**