

**Featuring Over 70 Diverse Types of Toys:
“OMOCHA: Japanese Toys Today”
The Traveling Exhibition to be held in Vietnam**

The Japan Foundation will hold the “OMOCHA: Japanese Toys Today” the traveling exhibition in Vietnam at AEON Mall Long Bien in Hanoi from Friday, November 14, 2025, and at AEON Mall Hue from Tuesday, December 23, 2025.

This exhibition will present over 70 types of contemporary Japanese toys across different brands and manufacturers. Together with this, panel displays will explain the historical background and cultural elements to understand Japanese toy culture. The exhibition will be comprised of seven themes: “Transformable Toys Created Through Advanced Technology,” “Character Toys from Japan,” “Super-Miniature Elaborate Toys,” “Aspirations, Comfort, and 'Kawaii' Toys,” “The Evolution of Vehicle Toys,” “Fun and Thought-Provoking Analog Toys,” and “New Digital Toys.”

The exhibition will showcase the diverse appeal of Japan's uniquely developed toy culture: from long-loved classic toys such as PLARAIL and BEYBLADE to toys related to popular characters and even modern toys incorporating the latest technology and ingenuity. We will aim to deepen understanding and interest in Japanese culture among many people through this exhibition that can be enjoyed by children and adults alike.

This exhibition is a new addition to the Japan Foundation's ongoing traveling exhibition program that serves as part of our activities to introduce Japanese art and culture to audiences around the world. Following its run in Vietnam, the exhibition will travel to Yangon, Myanmar, with plans for a long-term tour primarily across Southeast Asia in the future.

Main visual of the exhibition



Press Inquiries:

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■ Overview of the exhibition

Title: "OMOCHA: Japanese Toys Today"

Dates/Venues:

Friday, November 14, 2025, to Monday, December 15, 2025: Event Hall, 3F AEON Mall Long Bien, Hanoi

Tuesday, December 23, 2025, to Sunday, January 11, 2026: Moonlight Hall, 4F AEON Mall Hue, Hue

Opening hours: 10 a.m. to 6 p.m. (same for both venues)

Closed days: Open daily

Admission: Free

Organizer: The Japan Foundation

Special cooperation: The Japan Toy Culture Foundation

Chapter 1: Transformable Toys Created Through Advanced Technology



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Chapter 2: Character Toys from Japan



ULTRA HERO SERIES 97 Ultraman Arc

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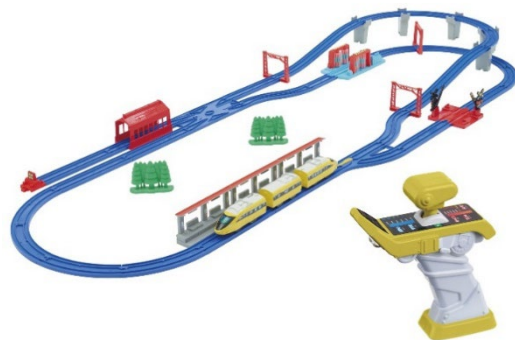
PRODUCTION CONSORTIUM・TV TOKYO

Chapter 4: Aspirations, Comfort, and "Kawaii" Toys



Chiikawa Hachiware's House

©nagano / chiikawa committee



PLARAIL Grip Mascon Speed Yellow DX Set

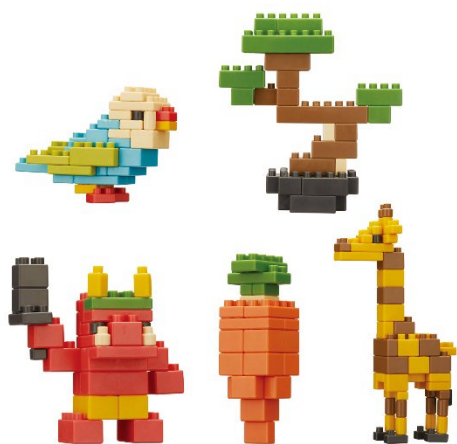
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Chapter 6: Fun and Thought-Provoking Analog Toys



diablock OKOMEIRO L

©KAWADA

Chapter 7: New Digital Toys



Punirunes and friends

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The Japan Foundation

The Japan Foundation is an independent administrative institution that promotes “cultural and artistic exchanges,” “Japanese language education,” and “Japanese studies and international dialogue,” with the mission of “cultivating friendship and ties between Japan and the world.”

As part of its activities to introduce Japanese art and culture to other countries, the Japan Foundation continuously runs a traveling exhibition project

The items on display range from exhibitions that showcase the traditional beauty of Japan, such as pottery, crafts, and Japanese dolls, to exhibitions that showcase modern Japan, such as contemporary art, photography, architecture, and design. There are about 15 exhibitions on tour at any one time, and they are held at over 100 museums and cultural institutions every year.

Japan Foundation official website: Traveling exhibitions program

<https://www.jpf.go.jp/e/project/culture/exhibit/traveling/index.html>



JAPAN FOUNDATION
国際交流基金

Partnership to co-create a future with the next generation: WA Project 2.0

Started by the Japan Foundation in 2024, the “Partnership to Co-create a Future with the Next Generation: WA Project 2.0” is a decade-long comprehensive people-to-people exchange project conducted with ASEAN and other Asian countries, focusing on Japanese language education, culture and the arts, Japanese studies, and global partnership programs.

Centered around the Japan Foundation's NIHONGO



2024年 ビデオレポート「始動」

“次世代共創パートナーシップ” — 文化のWA2.0 —
inspiring resonance 共鳴を、未来の息吹に。

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Partners program and its initiatives for two-way intellectual and cultural exchange, this project strives to strengthen the multi-faceted networks of people in the region and build relationships based on mutual trust and respect between Japan and its Asian partners through sincere and open communication.

◆ **NIHONGO Partners Program** NIHONGO Partners are teaching assistants dispatched to secondary educational institutions mainly in Asia to support local Japanese language teachers and students.

◆ **Two-way Intellectual and Cultural Exchange** These exchange programs provide opportunities for people across the region to collaborate, thereby fostering mutual understanding and building strong bonds among those of the next generation who will serve to connect different countries in the world.

To learn more about the project, you can find articles and videos about past and current initiatives on the official website of the Partnership to Co-create a Future with the Next Generation: WA Project 2.0 (<https://asiawa.jpf.go.jp/en/>). Check it out.

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