

Dining Out, a celebration of local Japanese food and culture, comes to Taketa, Kyushu.

DINING OUT TAKETA with LEXUS

Tickets goes on sale today! Only 80 places available!

Let Lionel Beccat, chef exécutif of 2 Michelin star Ginza restaurant Esquisse, and columnist Takanori Nakamura, Japan rep of the World's Best 50 Restaurants, show you this historic town in a new light.

Hakuhodo DY Media Partners Inc. is pleased to announce the next destination of Dining Out, a celebration of local Japanese food and culture. The fifth Dining Out will take place for two days only — Saturday, May 31, and Sunday, June 1, 2014 — in Taketa on the island of Kyushu.

The Dining Out project is designed to give communities an economic boost by revealing their natural beauty, traditional culture, history, and local products in a new light through the power of creativity and fine food.

Dining Out is a premium outdoor restaurant that materializes for only a few days somewhere in Japan. Hosted by world-renowned chefs and leading artists, it serves locally harvested ingredients prepared in imaginative new ways, amid surroundings orchestrated to show the area's natural and cultural heritage in a fresh light. It's a whole new way to savor the pleasures of Japan by enjoying the bounty of the land with all five senses.

Dining Out Taketa with LEXUS will be hosted by magazine and newspaper columnist and TV commentator Takanori Nakamura, an expert on luxury living — fashion, culture, dining, travel, hotels. An epicure with an excellent knowledge of both Japanese and international cuisine, Takanori has since 2013 been the Japan regional chairperson of the World's Best 50 Restaurants Academy, which compiles a list of the finest restaurants on the planet. He is also a globetrotter who has done much to bring the magic of Japan in all its variety to a world audience.

The cuisine will be prepared by Frenchman Lionel Beccat, chef exécutif of the restaurant Esquisse in Tokyo's swanky Ginza district. Born on Corsica and brought up in Marseilles, Lionel started his culinary career in France, then came to Japan to assume the post of chef at Cuisine[s] Michel Troisgros in Tokyo. Based in Japan ever since, he has devised his own unique contemporary French cuisine. He has been chef exécutif of Esquisse since the restaurant's opening in 2012. Inspired by the varied natural ingredients found in different parts of Japan, he has opened up new culinary horizons, and his airy, refined creations have caught the attention of gastronomes in Japan, France, and around the world. One can hardly wait to see what creations Lionel will concoct when his keenly honed instincts encounter all Taketa has to offer.

The event will also feature Drum Tao, a group of artists based in Taketa that performs around the world, in a unique performance arranged specially for this occasion. It will be fascinating to see how they capture the spirit of the land in their music amid Taketa's majestic natural surroundings.

Tickets for Dining Out Taketa with LEXUS go on sale to the general public today at JTB Kyushu's Oita branch, JTB Royal Road Ginza. They can also be purchased on the Internet. Further details are released on the official Dining Out website.

DINING OUT

Dining Out is a project designed to reinvigorate local economies by harnessing Hakuodo DY Media Partners' expertise in creating new value as an advertising agency, and exploiting its close links with media, media content owners and creative artists. For each destination well-known artists are recruited as partners, and in collaboration with the local government and nonprofit organizations an original concept is developed that distills all that makes the region unique — its natural heritage, traditional culture, history, and local products — and reveals them in a new light. The artist personally takes the guests on a guided tour that lets them experience the concept for themselves, and an outdoor restaurant is set up for a limited time only in a location that best captures the character of the area where the event takes place. Here guests dine on a new kind of local cuisine created by a skilled chef using locally harvested ingredients, served in surroundings carefully orchestrated to reflect the concept.

Bringing in artists and chefs from elsewhere makes it possible to discover new things about the place that make it special in addition to its existing attractions. These are then communicated through the media, thus generating new tourist demand, plus endowing local food ingredients with extra value added. The ultimate goal is to give the local economy a permanent boost by holding Dining Out in the same region throughout the seasons.

Through the Dining Out project, Hakuodo DY Media Partners is giving new value to traditional Japanese culture, which has a universality transcending any particular time or place, and helping reinvigorate local economies. By raising the brand value of the Dining Out project, we seek to create social value in a way that combines an economic stimulus to the community with corporate marketing communications.

• Contact

To learn more, please contact Keiko Nakamura of the Dining Out Project at:

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The reports on the past Dining Out events can be found on the official website (www.diningout.jp/en).

Photos are available upon request.

DINING  OUT
TAKETA
with


- Event date : Saturday, May 31, Sunday, June 1, 2014 *Two days only
- Capacity: : 40 seats per day , 80 seats in total (intended)
- Event location : Taketa City, Oita Prefecture, Kyushu
*The dinner will be held at the Okajo Castle Ruins
- Hosting artists :
 - Host: Takanori Nakamura, columnist
 - Chef: Lionel Beccat, chef exécutif of restaurant “ESqUISSE”
 - Performers: DRUM TAO
- Event description : Through presentations that incorporate Taketa’s nature and culture with new approaches and inspirations, the leading chef and artists of the times will offer experiences for guests to enjoy the richness of the land with all five senses at an outdoor restaurant that takes place for two days only.

*Details TBD
- Planning : Hakuodo DY Media Partners Inc.
- Organizer : Dining Out Project
- Official partner : LEXUS (<http://lexus.jp>)
- Official website : www.diningout.jp
- Tickets : Go on sale on April 8. Sales information will be released only in Japanese on the official Dining Out website.

DINING OUT TAKETA with LEXUS hosting artists

•Host: Takanori Nakamura - Columnist



Born in Hayama, Kanagawa.

Active as magazine and newspaper columnist and TV commentator, Takanori is an expert on luxury living — fashion, culture, dining, travel, hotels. In 2007, he was awarded the honor of Chevalier de l'Ordre des Coteaux de Champagne by France, and in 2010 received the honor of Cava Knight from Spain. Takanori has since 2013 been the Japan regional chairperson of the World's Best 50 Restaurants Academy, which compiles a list of the finest restaurants on the planet. Also being master of Japanese martial arts and tea ceremony, he holds the seventh dan of Kendo and has belonged to the JATC (Japan Association of the Tea Ceremony). His recent work includes "*Meiten Recipe-no Junrei Shugyo*" (pilgrimage for recipes of prestige restaurants) (Sekai Bunka Publishing).

Takanori Nakamura website: <http://www.takanori-nakamura.com>

•Chef: Lionel Beccat - Chef Exécutif of Restaurant ESQUISSE



Born on Corsica, France in 1976. Lionel grew up in Marseille and entered the culinary world past the age of 20. In 1997, he joined "Le Central," a brasserie by Michel Troisgros in Roanne, and subsequently refined his culinary skills at one Michelin star restaurants "Guy Lassausaie" and "Petrossian." In 2002, Lionel joined the Michelin three star restaurant "Maison Troisgros" and served as the sous chef for four and a half years. In 2006, he came to Japan, appointed as the chef at "Cuisine[s] Michel Troisgros" which opened in Tokyo and served as the executive chef there for five and a half years. In 2012, he took the post of executive chef at "Restaurant ESQUISSE", a new restaurant in Ginza, Tokyo. The restaurant won Michelin two stars in 6 months after its opening. Lionel was also awarded the "Grade de Chevalier Dans L'ordre Du Merite Agricole" (National Order of Agricultural Merit) in 2011.

ESQUISSE website: <http://www.esquissetokyo.com/>

•Performers : DRUM TAO



In 1993, a few youngsters mesmerized by Japanese drums got together and formed a group in Aichi prefecture. In 1995, the group moved to Kuju in Taketa City, Oita, Kyushu. They succeeded in drawing an audience of 1 million people in Kyushu over 7.5 years and established the "TAO" brand. In 2000, the group built "TAO no Sato (Tao Village)" containing a number of training facilities and guest houses on a 40,000 sq. meter land in the central part of Aso Kuju National Park. In 2013 TAO celebrated its 20th anniversary year and was awarded the first cultural creation award by Taketa City, equivalent to the honorary citizen award. Today, TAO attracts audiences of not only Kyushu area but the entire world as a leading entertainment group, conducting national tours as well as world tours in America, Europe, and Asia.

DRUM TAO website: <http://www.drum-tao.com/>

*The above photo is from a past stage of TAO. Performers for the event are TBD.