YPAM Fringe 2025 Performance Registration Guide

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Performance Registration Guide

Please be sure to read all the pages in this guide before making your registration.

The recorded video of the online session on 30 June is available at the following link: https://us06web.zoom.us/rec/share/Jo7GypblV0BEB1X4PojiNXIMQLRvHX0KxV03OtmK90p H4Zz7-IKzvwrl6dyTaACn.NuD9Azlc1iTFoLjT?startTime=1751273303000.

1. Introduction

1-1. What is YPAM?

YPAM (Yokohama International Performing Arts Meeting) is a platform where performing arts professionals from around the world connect through performances and networking programs to gain information, inspiration, and expand their professional network for the creation, dissemination and vitalization of the performing arts. The main program will be held in central Yokohama City. At the last edition, we welcomed a total of 530 professionals, including 196 from 37 countries and regions outside Japan. Since our founding in 1995, YPAM has grown and evolved to become one of Asia's most influential performing arts platforms, marking its 30th anniversary this year.

To enjoy the full YPAM experience, individuals involved in performing arts can register for a fee to take part in our programs by submitting their personal affiliation and title, whether self-employed, affiliated with an organization, or otherwise. Registered individuals are referred to as YPAM Registrants.

Our program consists of:

	Content	Target audience	
YPAM Exchange	Professional meetings and networking events	YPAM Registrants	
YPAM Direction	Presentations and forum-style discussions on experimental projects currently in development YPAM Registrants		
YPAM Showcase	Full performances presented by YPAM and in collaboration with other arts and cultural organizations	YPAM Registrants and the general public	
YPAM Fringe	An open-call festival of independently produced performances	YPAM Registrants and the general public	

1-2. YPAM2025 schedule overview

YPAM2025 will be held from Friday November 28 through Sunday December 14.

The general public can join YPAM by purchasing tickets for performances in YPAM Showcase and YPAM Fringe throughout the event period.

YPAM Registrants are free to arrange their own schedules by choosing which programs to attend from YPAM Exchange, YPAM Direction, YPAM Showcase and YPAM Fringe. It is expected that most of the professional Registrants will join YPAM around the period of December 8 to 11, during which the main programs of YPAM Exchange will be held.

The overview of YPAM2025 programs is as follows as of June 1, 2025. This schedule is tentative and subject to change before the event.

		Exchange		Direction	Showcase	Fringe
Nov 28	Fri					0
Nov 29	Sat					0
Nov 30	Sun					0
Dec 1	Mon					0
Dec 2	Tue					0
Dec 3	Wed					0
Dec 4	Thu					0
Dec 5	Fri				0	0
Dec 6	Sat				0	0
Dec 7	Sun				0	0
Dec 8	Mon	Reception			0	0
Dec 9	Tue	Meeting Point	1 -4-	0	0	0
Dec 10	Wed		Late Night Meeting Point	0	0	0
Dec 11	Thu			0		0
Dec 12	Fri			0	0	0
Dec 13	Sat				0	0
Dec 14	Sun	Party			0	0

1-3. What is YPAM Fringe?

Held in conjunction with YPAM, the YPAM Fringe is an open-call program introducing works presented within Yokohama City, or Kanagawa Prefecture in which the city is located. In addition to theater and dance, we accept a wide range of genres and formats. The festival is open to both YPAM Registrants and the general public, offering an opportunity to test new ideas and present your work.

With no selection process, everyone is welcome to participate. Please keep in mind that YPAM does not offer financial or administrative support. As an independently produced

festival, participating artists are responsible for producing, promoting and staging their own works.

YPAM Fringe has served as a springboard for numerous artists and companies to take the next steps in their careers, enabling them to:

- Pitch their works to YPAM Registrants, both local and overseas
- Reach new audiences beyond their usual demographics
- Establish a presence in Yokohama and boost awareness of their work among local audiences

For a full list of artists and companies who have participated in the previous editions of YPAM Fringe, please see section 6.2.

1-4. What do I get for my registration for YPAM Fringe?

- Listing of your performance on the YPAM2025 official website and YPAM Fringe 2025 program booklet, which will be distributed to YPAM Registrants and outlets where your target audience is most likely to be.
- Ticketing service through the YPAM ticketing system. See section <u>4.2</u> for details.
- Two complimentary YPAM Registrant Passes (regular price: 13,200 JPY and early bird discount: 8,800 JPY), granting access to professional programs as YPAM Registrants and providing exclusive discounts on eligible food and beverages at the YPAM Fringe Center. See section <u>5.1</u> for information about the YPAM Fringe Center.

1-5. About YPAM Exchange

YPAM Exchange is a meeting program exclusively for YPAM Registrants. Through a mix of curated events and open-call sessions, it offers them the opportunity to host meetings for specific themes and share what they do with other professionals. They can also use our online platform to connect and network with one another.

For aspiring artists and producers looking to make the most impact during their time at YPAM, we highly recommend using YPAM Exchange in addition to presenting a performance at YPAM Fringe. More information is available in our <u>YPAM Exchange 2025 Meeting Registration Guide</u>.

2. Performance registration

2-1. Requirements

- Present live performance at a venue within Kanagawa Prefecture during the YPAM period, from November 28 to December 14, 2025. Performances in all forms and genres are welcome.
- Cover all costs and work required for the performance. YPAM Fringe does not produce performances on behalf of artists, but our team is available to offer advice if you need help bringing your performance to life.

- Secure a venue and have a contract in place before registering with us. If you
 would like assistance finding a venue, feel free to email us at fringe@ypam.jp so
 we can assist you in the best way possible (see section 3.1-2, 6.1 for more
 information).
- Prepare performance information in English and, if possible, in Japanese. If you will
 not submit any information in Japanese, only English will be posted on our
 program.
- Respond directly to all program inquiries from professionals and general audiences.
- Use the YPAM Fringe logo on all your promotional materials, including your
 website, flyers and posters, and include the phrase "A YPAM Fringe 2025 program"
 in your credit information. Please contact us if you have any questions concerning
 usage of the logo.
- Complete a questionnaire after your performance at YPAM Fringe.

If you are joining from abroad:

We can provide an invitation letter in our standard format to support your visa or grant application for participating in YPAM Fringe. However, please note that YPAM cannot act as a guarantor for visa application. If a guarantor is required, you will need to make your own arrangements—typically by finding a coordinator based in Japan.

2-2. Download the logo

Please download the logo from here.

2-3. Registration period

From 12:00 on Tuesday July 1, 2025 to 17:00 on Sunday August 31, 2025 (UTC+9)

It is essential that performances are registered with all the required information completed. Please start early and plan well ahead of the closing date to allow sufficient time for consultation and to finalize these details (see section 2.5).

2-4. Performance registration fees

Performance registration fees vary depending on the number of performances. Please register each show with the number of times it will be performed. If your project includes multiple shows or features an unusual format please get in touch with us.

Number of performances	Performance registration fees (tax included)	
1	18,700 JPY	
2–5	31,900 JPY	
More than 5	38,500 JPY	

2-5. Registration process

Please follow the steps below to register.

1. Create your project

Start by making a plan for the performance you intend to register for YPAM Fringe.

2. Have a quick online consultation

Before registering, we ask that you have a short consultation with a member of the YPAM Secretariat to go over your project. Consultations can be scheduled even before the official registration period begins.

The final deadline to register is August 31, but to keep things running smooth and on schedule, please email fringe@ypam.jp with your preferred consultation date by August 18.

During the consultation, we will chat with you about basic details such as your performance dates and venues, and help think through how your project can come together. Don't worry—this is not a content review or a screening of your performance. It's just a helpful check-in.

If your performance has an unusual format, or if you are planning a festival or a showcase featuring multiple artists or companies, please mention this during the consultation as it may affect the layout of the program booklet.

3. Pay your performance registration fee

Following your consultation, you will receive an email with payment instructions. Please note that payment is accepted by credit card via Stripe.

4. Complete your YPAM registration using Swapcard

Once your payment is confirmed, up to two members of your team can sign up as full YPAM Registrants through the digital event platform Swapcard.

5. Submit your performance information

Please complete the designated spreadsheet with the required details in English, and if possible, in Japanese by Sunday August 31 at 5pm (UTC+9). See section 2.6 for more information on what to include.

This information will appear on the YPAM2025 official website and in the YPAM Fringe 2025 program booklet, so make sure the details you provide are clear and accurate for public viewing. Once you have submitted all the required information, your registration for YPAM Fringe will be complete. *Once again, your performance content will not be reviewed or screened.*

2-6. Performance information

Please prepare the following information in English, and if possible, in Japanese (note: items and requirements may be subject to slight changes).

Required items

1. Main visual

Format: PNG or JPEG

Recommended size: 151mm (W) x 216mm (H), including 3mm bleed

Resolution: 300dpi or higher (1783px x 2551px at 300dpi)

*This size ensures your image can fill a page in the printed program booklet. Please refer to the 2024 program booklet for examples. If you are using a landscape image, we still recommend one that meets or exceeds the width above. Please note that the program booklet will be printed in black and white.

*Avoid placing text directly on the image, as it may be hard to read especially on smaller screens like smartphones. Consider using such texts in your tagline or performance description instead.

*Please provide the credit of the creator of the image or photographer (if needed) and an ALT text for each visual material. ALT text refers to the descriptive text assigned to images to support accessibility (e.g., for visually impaired users) and improves SEO. It also appears if the image fails to load. If no ALT text is provided, we will automatically use: (Artist Name) + (Performance Title) + "Main Image 1."

- **2. Thumbnail square image** (400px x 400px or larger)
- 3. Performance title
- 4. Artist/company name and profile

600 characters (English), 200 characters (Japanese)

5. Performance description

Program booklet: 600 characters (English), 200 characters (Japanese)

Website: 1,200 characters (English), 400 characters (Japanese)

Tagline: 120 characters (English), 40 characters (Japanese)

*All character counts include spaces.

- 6. Performance dates and duration
- 7. Venue and address
- 8. Language(s) used in the performance
- 9. Subtitle and translation information

e.g., Japanese and English subtitles available; English summary provided, etc.

- 10. Ticket information
- 11. Country/region where you are based
- 12. Genre

(Select up to three genres from the list below)

Theatre, Literature, Dance, Butoh, Physical, Sound/Music, Visual/Film, Puppetry, Street performance/Circus, Traditional performing arts, Children, Site-specific, Interactive/Participatory, Installation/Exhibition, Workshop/Talk, Others/Unclassifiable

13. Contact information

Please provide an email address, phone number, or a link to a contact form. This information will be made public so that audiences and other interested parties can contact you directly.

Optional items

- 1. Supplementary title or subheading
- 2. Staff, cast and credits
- 3. Subvisuals (you may submit up to 4 images, with relevant credits and ALT texts)
- 4. Premiere information (e.g., World premiere, Japan premiere)
- 5. Accessibility information
- 6. Social media accounts and official website
- 7. Teaser video (please include the embedded code)

8. Sponsor credit, logos and other acknowledgments

2-7. After registering

Once you have submitted all performance information and successfully registered for YPAM Fringe, the schedule leading up to YPAM2025 and following your performance will be as follows.

1. Make corrections or updates (if needed)

If you need to make changes to the information you submitted, please send your updates via the correction form by Wednesday September 10. We may also propose edits to ensure consistency or suggest tweaks to better fit the overall layout of the program booklet.

2. Confirm web and print layouts

This is your chance to review and confirm how your information will appear on the official website and in the printed program booklet. Since no changes can be made after printing, please ensure everything is thoroughly checked at this stage by Friday September 12, at 12:00 (UTC+9).

3. Information goes public and ticket sales open

On Wednesday October 1, the program of YPAM2025 will be published online, the YPAM Fringe program booklet will be distributed, and ticket sales will begin.

4. Promotion leading up to the event

If you have printed promotion materials for your performance, please send some copies to the YPAM Fringe Center. We will be happy to include them in our novelty bags for YPAM Registrants.

5. During YPAM2025

YPAM staff do their best to attend as many Fringe performances as possible to better understand each project and support the festival's continued growth. A staff member may reach out to request a seat at your show. If so, we kindly ask that you reserve one seat for them.

If any issues arise during the event period, please contact the YPAM Fringe Center or the Fringe Coordinator. If you need to cancel your performance due to unforeseen circumstances, please notify the YPAM Secretariat as soon as possible. If your tickets are already on sale, you will be responsible for any fees incurred from ticket refunds.

6. Fill out the post-YPAM questionnaire

We value your feedback, so do take a moment to complete the questionnaire after your performance at YPAM Fringe.

If you offer us the right to use any photos and video clips from your performance, we'd love to feature them in future YPAM Fringe promotions.

And if your participation in YPAM Fringe leads to new opportunities—such as future projects or overseas invitations—we'd love to hear about it! Knowing how your work evolves allows us to demonstrate YPAM Fringe's value and enhance the experience for future artists.

3. Venue

3-1. Finding and booking a venue

We request that all artists and companies have a venue contract in place before registering their show. If you plan to contact and secure a venue on your own, please note that most communication will likely be in Japanese. If you need language support, make sure to arrange your own interpreter or coordinator. Venues can be located anywhere within Kanagawa prefecture.



This map is a modified version of the map published by Kanagawa Prefecture, based on information from the Geospatial Information Authority of Japan.

If you are performing outdoors or in public spaces, please make sure you have the necessary permission or licenses.

Artists and companies are responsible for arranging their own insurance. We recommend checking your venue's policies regarding damages to ensure your performance is well covered.

3-2. Consultation on venues

The YPAM Secretariat also helps artists connect with local venues that are welcoming to international artists. Feel free to reach out to us if you have any questions or need help. See section <u>6.1</u>.

4. Ticketing

4-1. Selling tickets

You are welcome to make your YPAM Fringe performance free or ticketed. You can also decide what types of tickets to offer and set your own prices based on your goals and target audience. If you choose to sell tickets, we encourage you to offer a discount for YPAM Registrants to help attract more professionals to your show.

Using YPAM's ticketing system is completely optional. You are free to handle ticketing in whatever way works best for you—whether through our system, a different ticketing provider, by taking reservations directly, or by selling tickets at the door.

However you decide to handle ticketing, we will make sure your ticket and reservation information is listed in the YPAM website and Fringe program booklet so audiences know how to book.

If you are joining from abroad, it is your responsibility to obtain the appropriate performance visa. If you intend to sell tickets, please ensure that your visa permits commercial activities in Japan.

4-2. Using the YPAM ticketing system

With this system, a dedicated button will appear on your program page on the YPAM website, allowing audiences to purchase tickets directly. When using the system, you will be responsible for setting up your ticketing details yourself.

Main features of the YPAM ticketing system:

- Issue digital tickets with QR codes
- Offer concession tickets redeemable via coupon codes, making it easy for YPAM Registrants to purchase
- Set up other concession options, such as pair and group discounts
- Accept payments by credit card only
- Manage your own ticket inventory
- Service fee: 3.5% of total ticket sales + 30 JPY per ticket

If you choose to use this system, you will receive your login details and a user guide in early September. Once you have them, you can start by entering your ticketing details into the system. Please complete your ticket information entry by September 19.

4-3. Settlement of your sales in the YPAM ticketing system

Ticket sales made through the YPAM ticketing system will be settled following a statement to be sent to you in January 2026. Once confirmed, your payout will be sent in February 2026. The method of settlement depends on whether your payment destination is in Japan or overseas.

- Receiving payment in a Japanese bank account
 The settlement amount, minus any applicable transfer fees, will be paid to the specified Japanese bank account.
- Receiving payment via overseas transfer
 A <u>PayPal</u> account is required to receive overseas payments. The settlement amount, minus an overseas transfer fee of 499 JPY, will be paid to your Paypal account. Please note that if payment is received in a currency other than Japanese Yen, a 3.0% currency exchange fee will be charged to you.

5. YPAM Fringe Center

5-1. What is YPAM Fringe Center?

This is the go-to spot for all things YPAM Fringe—a place where artists and audiences can meet and chat, and get help with registering their performances for YPAM Fringe whenever needed. The space works as a café all year round and can also be used for meetings. In the evenings, it turns into a bar and occasionally hosts events. We're happy to welcome proposals for self-organized events so please feel free to drop by anytime!

Follow us on our socials: X / Instagram / Facebook

5-2. Opening hours and access

Mon-Wed: 11:30-17:00

Thu–Fri: 11:30–21:00 (bar time from 18:00) Closed on weekends and national holidays

2-43-6 Hatsune-cho, Naka-ku, Yokohama, Kanagawa 231-0053, Japan

(6-minute walk from Hinodecho Station / 4-minute walk from Koganecho Station on the

Keikyu Line)
Google maps

6. Related information

6-1. List of potential venues in Yokohama City

Below are suggested lists of venues you might consider.

6-1-1. Venues that have provided detailed information to YPAM for this open call

Theaters

Choja STUDIO
 Website (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u>

Kanagawa Prefectural Youth Center Momijizaka Hall
 <u>Website</u> (supported by Google translate) | <u>Facility information</u> (Japanese, English) |
 Google maps

*A Japanese-speaking coordinator is required. Please contact the YPAM Fringe Center for reservation details.

Kanagawa Prefectural Youth Center Studio HIKARI
 <u>Website</u> (supported by Google translate) | <u>Facility information</u> (Japanese, English) |

 Google maps

*A Japanese-speaking coordinator is required. Please contact the YPAM Fringe Center for reservation details.

- MURASAKI PENGUIN PROJECT TOTSUKA (English-friendly)
 Website (English, Japanese) | Facility information | Google maps
- Red Shoes Theater
 Website (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u>
- ST Spot
 Website (English) | Facility information (Japanese, English) | Google maps
- WAKABACHO Wharf (English-friendly)
 Website (Japanese, English) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u>

Galleries

- Art Center NEW (English-friendly)
 <u>Website</u> (English) | <u>Google maps</u>
 *Please contact the YPAM Fringe Center for reservation details.
- Art gallery OWL
 Website (Japanese) | Facility information (Japanese, English) | Google maps
- Gallery Paris

Website (Japanese) | Facility information (Japanese, English) | Google maps
*A Japanese-speaking coordinator is required. Please contact the YPAM Fringe Center for reservation details.

Koganecho Area Management Center (English-friendly)
 Website (Japanese) | Google maps

The following four facilities, managed by the Koganecho Area Management Center, are available for use during YPAM Fringe. Please contact the YPAM Fringe Center for reservation details.

- Site-A Gallery Beneath the Railways <u>Website</u> (Japanese) | <u>Google maps</u>
- Studio Site-D Community Space Beneath the Railways <u>Website</u> (Japanese) | <u>Google maps</u>
- Hachibankan
 <u>Website</u> (Japanese) | <u>Google maps</u>
- Step Plaza<u>Website</u> (Japanese) | <u>Google maps</u>

Alternative spaces

ART STUDIO I'm Here
 Website (Japanese) | Facility information (Japanese, English) | Google maps

- *A Japanese-speaking coordinator is required. Please contact the YPAM Fringe Center for reservation details.
- nitehinchi

Website (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u> *Please contact the YPAM Fringe Center for reservation details.

Live music venue

Chat Noir
 <u>Website</u> (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u>

Performance-friendly cafés & bars

- Antibody
 - Website (Japanese / English) | Facility information | Google maps
- Archiship Library&Cafe
 Website (English) | Facility information (Japanese, English) | Google maps
 *Please contact the YPAM Fringe Center for reservation details.

Outdoor venue

ZOU-NO-HANA Terrace
 Website (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u>

6-1-2. Other examples of venues used for YPAM Fringe in the past

Theaters

- Cliff Side
 - Website (Japanese) | Google maps
- THE HALL YOKOHAMA
 Website (Japanese) | Google maps
- Silk Road Dance Hall
 Website (Japanese) | Google maps
- Steep Slope Studio
 Website (English) | Google maps
- YAMATE Gaiety Theater
 Website (Japanese) | Google maps

Galleries

- BLEND
 - Website (Japanese) | Google maps
- BUKATSUDO
 Website (Japanese) | Google maps
- CASACO
 <u>Website</u> (Japanese) | <u>Google maps</u>

Alternative spaces

Taisei Po_Chi
 Website (Japanese) | Google maps

Live music venues

Airegin

Website (supported by Google translate) | Google maps

GIGS

Website (Japanese) | Google maps

Hinodecho Shichoshitsu Sono-3
 Website (Japanese) | Google maps

Venues for traditional performing arts

Kuraki Noh Stage
 Website (English) | Google maps

SHUHALLY
 Website (English) | Google maps

Performance-friendly cafés & bars

Cabaret Café Œuf
 Website (Japanese) | Google maps

YPAM Fringe Center (English-friendly)
 Website (English) | Google maps

6-1-3. City halls & civic centers

You can search for facilities available for your intended use on the <u>Yokohama Citizen Facility</u> <u>Reservation System</u> (Japanese only).

Booking priority is given to residents of Yokohama. Please note that YPAM will not act as the coordinator for booking these facilities. If you would like to use any of them, please arrange for a local coordinator.

Theaters

Okurayama Memorial Hall
 Website (Japanese) | Google maps

Sugita Theater
 Website (Japanese) | Google maps

Theatre Fonte
 Website (Japanese) | Google maps

Yokohama City Nishi Public Hall
 Website (Japanese) | Google maps

- YOKOHAMA KANNAI HALL
 Website (Japanese) | Google maps
- Yoshinocho Shimin Plaza
 Website (Japanese) | Google maps

Music halls

- Hamagin Hall "VIA MARE"
 Website (English) | Google maps
- Kanack Hall
 Website (Japanese) | Google maps
- Kanagawa Prefectural Music Hall <u>Website</u> (English) | <u>Google maps</u>
- Lilis Hall

 <u>Website</u> (Japanese) | <u>Google maps</u>
- Minatomirai Hall
 Website (English) | Google maps
- Nagahama Hall
 <u>Website</u> (Japanese) | <u>Google maps</u>
- Salvia Hall
 Website (Japanese) | Google maps
- Sun Heart Website (Japanese) | Google maps
- VIERA STUDIO MAITA
 Website (Japanese) | Google maps

Galleries

- Yokohama Civic Art Gallery
 Website (Japanese) | Google maps
- Yokohama Civic Art Gallery Azamino Website (English) | Google maps
- Yokohama Museum of Art Lecture Hall <u>Website</u> (English) | <u>Google maps</u>

Heritage building

Yokohama Yamate Western Buildings
 Website (supported by Google translate) | Google maps

6-1-4. Other rental spaces

Grand halls

- Osanbashi Hall
 Website (Japanese) | Google maps
- 1000 CLUB

 Website (Japanese) | Google maps

YOKOHAMA COAST

Website (Japanese) | Google maps

YOKOHAMA BUDOKAN

Website (Japanese) | Google maps

YOKOHAMA BUNTAI

Website (English) | Google maps

LANDMARK HALL

Website (Japanese) | Google maps

• Shinctoshi Hall

Website (Japanese) | Google maps

Event spaces

Isezaki STUDIO

Facility information (Japanese, English) | Google maps

Shiei-an

Website (Japanese) | Google maps

LIVRIZ

Website (Japanese) | Google maps

Bellring Seminarhouse

<u>Website</u> (Japanese) | <u>Facility information</u> (Japanese, English) | <u>Google maps</u> *Please contact the YPAM Fringe Center for reservation details.

Yokohama Bayside Studio

Website (Japanese) | Google maps

Yokohama Young Women's Christian Association

Website (Japanese) | Google maps

• Rental Studio DAYS

Website (Japanese) | Google maps

Rental Studio TAO

Website (Japanese) | Google maps

Movie theaters

Cinema JACK & BETTY

Website (Japanese) | Google maps

Cinema NOVECENTO

Website (Japanese) | Google maps

Live music venues

Baysis

Website (Japanese) | Google maps

Billboard Live YOKOHAMA

Website (Japanese) | Google maps

THUMBS UP

Website (Japanese) | Google maps

Naked Loft

Website (Japanese) | Google maps

- Βροντη
 - Website (Japanese) | Google maps
- YOKOHAMA mint hall
 Website (Japanese) | Google maps

6-2. Archive

- YPAM Fringe 2022
- YPAM Fringe 2023
- YPAM Fringe 2024
- Archive of TPAM

7. Contact us

2-43-6 Hatsune-cho, Naka-ku, Yokohama, Kanagawa 231-0053, Japan

Tel: 050-1871-1774 (Weekdays 11:30-17:00)

Email: fringe@ypam.jp

Contact person: Hayato Okada (YPAM Fringe Coordinator)