**FOR IMMEDIATE RELEASE**

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**Introducing Samurai Art Expo**

***The Jaarbeurs, Utrecht, Netherlands, June 15 – 17, 2018***

**A unique event where Samurai collectors can both buy and learn**

Until now, there has never been a major event anywhere in Europe where collectors of Samurai swords, fittings, armour and other artefacts will have the opportunity to purchase new items for their collection and to learn more about what is a fascinating subject with a long, rich history.

Tickets for Samurai Art Expo start at €20, with big discounts for those attending all three days – and an **extra 20% discount for tickets bought online before 30th April 2018**.

* **Choose from a broad range of authentic Samurai swords, fittings and armour**

 – a unique opportunity to buy from dealers from Japan, Europe and North America. No other event in Europe offers the range and quality of items that will be available at this show.

* **Meet and talk to fellow enthusiasts** – a friendly environment to interact with other collectors, new and experienced, from all over the world.
* **Enjoy a full day of presentations from experienced collectors** – sharing their ideas and research on all aspects of swords and fittings.
* **See some of the finest artefacts outside of Japan** – there will be an exhibition of important items from European collections, including Tokubetsu Juyo and Juyo certified swords, Juyo certified tsuba (sword guards) and other fittings, plus many others

As Eddy Wertheim, the Event Co-Ordinator, puts it:

“Samurai Art Expo will delight collectors and scholars of Japanese Samurai swords, fittings and armour alike. I look forward to welcoming old friends and new enthusiasts from around the world to this unique event.”

**Location**: The Jaarbeurs, Jaarbeursplein, 3521 AL Utrecht, Netherlands

**Dates and times**: 2 - 6 pm Friday, 10am – 6pm Saturday, 10am – 3pm Sunday, June 15-17, 2018

**Ticket price**: €20 (Friday or Sunday), €25 Saturday, or €50 for all three days

**How to buy tickets**: advance tickets available at https://samuraiartexpo.com/tickets/

**To obtain 20% discount**: enter the code **SA2018EB** when ordering online before 30th April, 2018

***About Samurai Art Expo***

Co-ordinating the event is Eddy Wertheim, who runs the Japanese Gallery Kensington ltd, London, a major destination for those with a passion for Japanese art and culture. The co-organisers are the To-Ken Society of Great Britain and Nippon Bijutsu To-Ken Hozen Kyokai European Branch (NBTHK GB), organisations dedicated to studying and preserving Japanese art, swords and other artefacts. You can contact Eddy on (+44) (0) 20 7229 2934 or email info@samuraiartexpo.com