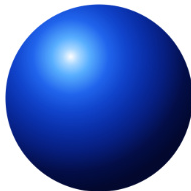


ONEBLUE!

新地球創生ギルド | NEW BLUE GENESIS GUILD



FROM PASSIVE → ACTIVE · FROM OBLIGATION →

"JOY"

THE JOY REVOLUTION

FLAGSHIP PROJECT

AETHER NEW BLUE BATON

"X"

The Heartbeat of Kanki · 環喜の鼓動

"Righteous argument alone cannot advance the world by a single step.

*Yet **PASSION** — without exception — moves and renews the world."*

JUNE 5-6, 2027 · WORLD ENVIRONMENT DAY

LAKE TOWADA · TOWADA-HACHIMANTAI NATIONAL PARK, JAPAN

FOUNDER · EXECUTIVE PRODUCER · ONE BLUE! NEW BLUE GENESIS GUILD

JASON I. NAKAMURA

NBC ENTERTAINMENT CO., LTD. · REPRESENTATIVE DIRECTOR

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ONEBLUE-GENESIS.ORG

PLANNING-STAGE CONTENTS; PLANS PREMISED UPON PARTNERSHIP ARE NOT FINAL AND SUBJECT TO CHANGE. CONFIRMED DECISIONS APPEAR ON THE OFFICIAL SITE.

THE WORLD CONFRONTS THE EXHAUSTION OF SDG ENGAGEMENT.

OBLIGATION AND METRICS ALONE ARE INCAPABLE OF MOVING HUMANITY.

The only fuel capable of driving true transformation is — "JOY."

15%

SDGS
ACHIEVEMENT
RATE

The United Nations issues an unequivocal warning: of the 139 SDG targets for which trend data exist, only **15%** are on track; nearly half advance too slowly, and 15% have fallen below their 2015 baseline. — The Sustainable Development Goals Report 2026 (United Nations, July 2026)

The root cause is self-evident. A society propelled solely by **obligation** will inevitably erode and cease to function. ONE BLUE! New BLUE GENESIS GUILD exists to dismantle this structural failure at its very foundation.

THE PROBLEM · THE STRUCTURAL FAILURE

SDGs are framed as "**problems to be solved**" and communicated as "**duties to be fulfilled.**"

Yet this approach alone will never move the world. *Without "JOY," people do not change.*

However righteous the words — if they fail to ignite the human soul, history will not move.

THE ANSWER · THE RESPONSE OF ONE BLUE!

SDGs must transition from "**passive reception**" to "**active engagement**" — from "**burden**" to "**passion.**" ONE BLUE! New BLUE GENESIS GUILD was founded precisely to transform this structure at its core. In June 2027, from the caldera of Lake Towada — the Earth's own testament across 4.6 billion years of self-renewal — *the world's wisdom, arts, music, and physical excellence shall converge in a Festival of Kankī, broadcast to the world.*

環喜

KANKĪ

TM-2025-001
NOTARIZED & FILED

環 (Kan) = Environment / Cycle × 喜 (Ki) = Joy / Jubilation

To transform the stewardship of the Earth — into joy. The epoch in which SDGs were passively imposed as obligations is now at its end. From passive to active, from obligation to joy — the "**SDGs Kankī New Era**" commences. This is the Heartbeat of Kankī / **THE JOY REVOLUTION** <<AETHER New BLUE BATON "X">>.

2027

6.5

WORLD
ENVIRONMENT
DAY

June 5 — jointly proposed by Japan and Senegal at the 1972 UN Conference on the Human Environment in Stockholm. On 15 December 1972 the UN General Assembly designated the Conference's opening day as World Environment Day.

The EP conducted a meticulous analysis of Lake Towada's seasonal cycles, climate patterns, and visitor dynamics — and independently selected June 5 as the optimal date for the inaugural event. He was, at that moment, unaware it was World Environment Day.

That discovery crystallized into an unshakeable conviction: "**The AETHER of the cosmos, the prayer of the Earth, and the vision of ONE BLUE! resonate as one — this is the will of the universe. Our mandate to proceed.**"

WHAT IS ONE BLUE! NEW BLUE GENESIS GUILD?

"RIGHTEOUS ARGUMENT" CANNOT ADVANCE THE WORLD BY A SINGLE STEP.

Yet **"passion"** — *without exception* — *moves and perpetually renews the world.*

To cry **"Magnificent!"** — to tremble at **"Beautiful!"** — to wish with every fiber of one's being **"I wish to live!"** — that **«intensity of passion»** is the singular force capable of dissolving into all things and rewriting the world.

The **«passion (B.L.U.E.)»** you carry within — and that alone — possesses the power to break through SDGs from **"passive reception"** to **"active engagement."**

The waters of Lake Towada are waters the Earth has refined across **4.6 billion years.**

The night sky reflected upon its surface is light the universe has bestowed across **13.8 billion years.**

Within the single drop of water we drink — ***the entire history of the cosmos is dissolved.***

● B.L.U.E. — BRILLIANT LIVING UNIVERSE EARTH

B BRILLIANT 輝く	Brilliant Living Universe Earth — Radiant Life, Universe, and Earth — and Believe Love Universal Energy — to trust in love and connect with the energy of the cosmos. A coined term holding both meanings simultaneously. A state in which the environment is purified and all life reclaims its original luminance. Our purpose: to restore the true radiance of the "blue star" as witnessed from the expanse of space. — ONE BLUE! coined term / Notarial deed filed and accepted (TM-2025-001) / Trademark applications filed in Classes 35, 41 and 45 — registration pending —
L LIVING 生きている	To cherish life in all its manifestations, to extend its span, to enable it to thrive with vitality. The unwavering will to coexist with all things. Toward a planet upon which every form of life is respected — this is the meaning of LIVING.
U UNIVERSE 宇宙	The cosmic truth that all things are interconnected and exert influence upon one another. A perspective that comprehends the Earth as an integral component of a vast harmony. A revolutionary conception that reframes the Earth's challenges not as localized issues, but through a cosmic and universal lens.
E EARTH 地球	Not a destination to be reached someday — but the resolute commitment to transform the Earth here, now, in this very moment, into a realm free of suffering. The Earth is not a distant aspiration — it is a reality that can be transformed in this instant.

WHAT IS ONE BLUE! NEW BLUE GENESIS GUILD?

FOUNDER'S MESSAGE

*"A single moment of profound inspiration can transform the world — and the creation of such moments has been the defining purpose of my forty-five years. Intelligence, music, art, physical mastery, and the natural world each hold a power that transcends language and crosses all borders to move the human soul. When that power is united with the fundamental imperative of the Earth's renewal, genuine transformation emerges — this is what forty-five years on the world's stages has taught me. **SDGs are not an obligation. They are Kankī — joy incarnate.**"*

— EP JASON I. NAKAMURA

● ORGANIZATIONAL PROFILE

OFFICIAL NAME	ONE BLUE! 新地球創生ギルド / ONE BLUE! New BLUE GENESIS GUILD
FOUNDING PHILOSOPHY	The Heartbeat of Kankī / THE JOY REVOLUTION — Transforming passive obligation into active engagement and joy. Inaugurating a new era for global SDGs.
HEADQUARTERS	Tohoku HQ: 40 Kamieifukuji, Toyosaki-cho, Hachinohe, Aomori 039-1109, Japan Tokyo Strategic Base: Shibuya Mark City W22F, Tokyo
ACTIVITY AREA	Towada-Hachimantai National Park (Northern Three Prefectures: Aomori, Iwate, Akita) — with prospective expansion to national and international venues.
FLAGSHIP PROJECT	AETHER New BLUE BATON "X" — June 5–6, 2027 · Towada-Hachimantai National Park

THE AETHER FESTIVAL IS BUILT UPON FIVE DEFINING WORDS.

AETHER

THE FIFTH ELEMENT · エーテル

The ancient Greek philosopher Aristotle gazed upon the night sky and pursued an unceasing inquiry — not fire, not water, not earth, not wind, but something foundational, invisible yet unquestionably present. He named it "AETHER." The EP's response, two and a half millennia later — it is the *passion of humanity's love for the Earth*. Invisible to the eye. Yet it unquestionably exists, and it holds the power to move the world.

B.L.U.E.

BRILLIANT LIVING UNIVERSE EARTH

Astronauts speak of it universally — "*The moment I beheld the Earth, tears came unbidden.*" A single blue star blazing with luminance within the vast darkness of space. What we are committed to protecting is not systems, not data — it is **that blue radiance itself**.

BATON "X"

THE UNKNOWN MULTIPLIED · THE MOMENT OF DECISION

We hold within our hands, at this very moment, the baton of 4.6 billion years of Earth's history. The question before us: can we pass it, intact and renewed, to the generations that follow? "X" represents the unknown — it is possibility — and above all, it is **the moment of irreversible decision**. This baton — we will carry it forward.

ONE BLUE!

A CRY FROM THE DEPTHS OF THE HUMAN SOUL

Even when languages differ. Even when cultures differ. Even when the nations of one's birth differ — look upward, and there is **the same blue**. The Earth is one. We have arrived at an era in which this truth must be declared once more, in full voice, by all of humanity. ONE BLUE! is not a philosophy. *It is a cry*. And it is a declaration of action.

環喜 · KANKĪ

THE JOY REVOLUTION · 環境の環 × 歓喜の喜

環 (Environment / Cycle) × 喜 (Joy / Jubilation). Each time the words "Save the Earth" were spoken, something within grew heavy — that structural weight was what we sought to transform. To make the stewardship of the Earth a **festival**. To make it *an act of joy*. The "Kankī SDGs New Era" begins now.

THE SCIENCE BENEATH OUR FEET

4.6 billion years ago, comets carried water across the cosmos to this world. That water became the oceans; from those oceans, life arose; from life, civilization; and through civilization, you stand here today. The Earth is not an accidental miracle. It is the deliberate will of the universe. We cannot permit this planet to perish in our generation's watch. And so we act — not through righteous argument alone — but with "passion."

THIS IS NOT A FESTIVAL. IT IS HUMANITY'S COVENANT WITH THE EARTH.

AETHER NEW BLUE BATON "X" IS NOT A MUSIC FESTIVAL —

IT IS A "RITUAL IN WHICH HUMANITY ENTERS INTO A SOLEMN COVENANT WITH THE EARTH."

Not obligation, but passion. "Because the Earth is beautiful — I am compelled to protect it."

2 DAYS

JUNE 5–6, 2027
WORLD ENVIRONMENT DAY

55TH

UN-DESIGNATED
A MILESTONE YEAR

3

VENUES
REAL-TIME SIMULCAST

1936

NATIONAL PARK
DESIGNATION YEAR

MAIN VENUE

LAKE TOWADA SHORE

TOWADA-HACHIMANTAI NATIONAL PARK · 4-LAYER SIMULTANEOUS PROGRAMMING

【SYNC BREATH】 — A Kankī ritual in which all participants share "**the breath of the Earth**" via real-time three-venue simulcast.

【AETHER Dining GP】 — A global food competition adopting a world-first regenerative judging system, incorporating the "**cycle of life**" of ingredients as an evaluation criterion.

SATELLITE B

OIRASE NATURE MUSEUM VENUE

OIRASE STREAM · APPROX. 14KM · NATIONAL SPECIAL NATURAL MONUMENT

Japan's most advanced mobility vehicles — real-drive and test-ride experience (in progress). Oirase 14km Walk (celebrity participation / general public lottery). A sanctuary formally designated for permanent vehicle prohibition and pedestrian-only access upon bypass completion.

SATELLITE C

UTARUBE CAMPSITE · OIDE CAMP GROUND

LAKESIDE · TOWADA-HACHIMANTAI NATIONAL PARK

ONE BLUE! Kankī Earth Campus — a three-day, two-night "study abroad on Earth." **New BLUE Lake Village (AQUA CAMPUS)** — "The textbook is the lake." / **New BLUE Forest Village (FOREST CAMPUS)** — "The instructor is the wild bird." Canoeing upon the mirror-still lake at dawn; the lake surface as a planetarium by night. Water education and the orchestra of all living things — **learned together as a family.**

LIVE BROADCAST

GLOBAL DISTRIBUTION

TELEVISION SPECIAL · RADIO · YOUTUBE

All three venues linked in real-time video — the main venue audience experiences every dimension of the event simultaneously. Tokyo key network terrestrial special program production in progress. Negotiations commencing June 2026.

THE SACRED GROUND WHERE THE WORLD'S PASSIONS CONVERGE

Musicians, artists, athletes, researchers, and chefs — performers selected for the AETHER Festival are those who actively embody SDG engagement and broadcast that commitment to the world. Those recognized through world-class accolades — Grammy, Nobel, Olympic distinction — and those recommended for extraordinary contributions to the Earth, stand upon this sacred ground.

GLOBAL INTELLIGENCE

01

THE WORLD'S WISDOM

International thought leaders in SDGs — experts, researchers, and advocates for next-generation mobility — converge for lectures, symposia, and panel discussions. Designed not as the passive reception of information, but as the active *collision and synthesis of ideas*.

ARTS

02

THE ART OF TRANSFORMATION

Collaboration between renowned artists and children. Large-scale installations and environmental art suffusing the venue with the ONE BLUE! worldview. *Only the moment of trembling before beauty can alter the course of a human life* — art remains the most direct path to transformation.

HUMAN PERFORMANCE

03

PHYSICAL EXCELLENCE

World-class athletes present in person or via live connection. The pledge to the Earth demonstrated through the extraordinary limits of the human body. SDGs comprehended not merely through the intellect, but *experienced with the full body* — humanity's physical excellence awakens the AETHER.

MUSIC

04

THE LANGUAGE OF THE SOUL

Grammy-caliber international artists alongside Japan's foremost performers in a celebratory live experience. Music transcends language, crosses every border, and moves the human soul — *the oldest and most powerful language in the human heritage*.

● SPECIAL PROGRAMS · WORLD FIRSTS

★ WORLD FIRST

AETHER DINING GP

From *"the pursuit of flavor"* to *"the cycle of life."* A next-generation Dining Grand Prix incorporating a world-first judging criterion: the **"Regenerative System"** — the complete return of ingredients to the soil with zero waste. An entirely unprecedented arena where gastronomy and environmental ethics intersect and elevate one another.

★ WORLD FIRST

ADVANCED MOBILITY REAL-DRIVE EXPERIENCE

Japan's most advanced mobility vehicles undertake a real-drive and test-ride experience at the Oirase Stream satellite venue. 14km route · public lottery admission. A symbolic program conducted within a sanctuary designated for vehicle prohibition — *the vehicles of tomorrow traversing this miracle landscape of primordial Earth. This apparent contradiction is, in itself, the proof of hope.*

NO PRECEDENT INTEGRATING ALL OF THESE ELEMENTS EXISTS ANYWHERE IN THE WORLD.

THREE SIMULTANEOUS VENUES · REAL-TIME SIMULCAST
THIS IS THE FULL ARCHITECTURE OF AETHER · THIS IS THE JOY
REVOLUTION

ELEMENT / PROGRAM	AETHER MAIN FESTIVAL	SDG FESTIVAL (UN-HOSTED)	LIVE EARTH 2007	EXISTING SDGS MUSIC FESTIVALS
① Global Intelligence — Expert & Researcher Panels	◆	Partial	—	—
② Arts — Children's Collaboration · Installations	◆	Partial	—	—
③ Human Performance — World Athletes · Live Link	◆	—	—	—
④ Music — World Premium Artists	◆	Partial	◆	◆
A. Food GP — World-First Regenerative Judging System	◆	—	—	—
B. Advanced Mobility Real-Drive · 14km · Public Lottery	◆	—	—	—
C. Kanki Earth Campus — Lakeside 3-Day / 2-Night Earth Study	◆	—	—	—
3-Venue Simultaneous Broadcast · Real-Time Link	◆	—	—	—
Sync Breath — All-Participant Kanki Ritual	◆	—	—	—
Volcanic Caldera Sacred Site — Lake Towada	◆	—	—	—
Staged within a National Park	◆	—	◆	—
Kanki Philosophy — World-First SDGs Declaration	◆	—	—	—

◆ = Implemented · Partial = Partially Implemented · — = Not Implemented

AETHER NEW BLUE BATON "X" CONSTITUTES THE WORLD'S FIRST COMPOSITE FESTIVAL
FOR EXPERIENCING, TRANSFORMING, AND IMPLEMENTING SDGS.

No precedent integrating all of these elements within a single festival exists anywhere in the world.

EIGHT WORLD FIRSTS. ONE FRAMEWORK. ONE EARTH.

SDGs — FROM OBLIGATION TO JOY.

This transformation was conceived by Founder & Executive Producer Jason I. Nakamura upon 45 years of international production experience. The main festival that embodies it — the world's first SDGs world festival — opens on World Environment Day, 5–6 June 2027, upon the shore of Lake Towada in Towada-Hachimantai National Park.

THE EIGHT CORE PROGRAMMES — ALL WORLD FIRSTS

01 · GLOBAL INTELLIGENCE Expert & researcher panels — the active collision of ideas	02 · ARTS Renowned artists in collaboration with children — installations across the venue	03 · HUMAN PERFORMANCE World-class athletes — the pledge to the Earth in the body's own language	04 · MUSIC The oldest and most powerful language in the human heritage
05 · AETHER DINING GP The Regenerative System adopted as a judging criterion — a world first	06 · ADVANCED MOBILITY Real-drive experience across the 14km Oirase sanctuary	07 · KANKĪ EARTH CAMPUS A three-day, two-night study abroad on Earth — lake and forest as classrooms	08 · SYNC BREATH All participants share the breath of the Earth across three venues

All eight are world firsts — and no precedent exists anywhere on Earth for their integration into a single festival.

INTERNATIONAL FRAMEWORK — CURRENT STANDING

International Outreach

The main festival is built upon World Environment Day — designated by the United Nations in 1972 and marking its 55th year in 2027. From Lake Towada, ONE BLUE! is advancing coordination with public institutions and international organizations to carry the festival to the world.

From the attainment of targets — to the embodiment of passion.

*From "sustainability as defence" — to **innovation on the offensive.***

ONE BLUE! NEW BLUE GENESIS GUILD — THE HEARTBEAT OF KANKĪ · THE JOY REVOLUTION

THE EARTH’S OWN INCONTROVERTIBLE PROOF OF REGENERATION.

MINISTRY OF THE ENVIRONMENT OFFICIAL DESIGNATION — TOWADA-HACHIMANTAI
NATIONAL PARK: "A LIVING MUSEUM OF VOLCANOES"

A NATIONAL PARK ENCOMPASSING THE DIVERSE VOLCANIC LANDSCAPE OF THE NASU
VOLCANIC BELT, SPANNING AOMORI, AKITA, AND IWATE PREFECTURES. DESIGNATED 1936.
"THE BACKBONE OF MICHINOKU — THE CONTEMPLATIVE LAKESCAPE ADORNED BY PRIMEVAL
FOREST, BREATHING VOLCANOES, AND THE MOUNTAIN HOT SPRINGS OF TRADITION"

"The Earth did not surrender. Neither shall we."

61.1_{KM}²

LAKE SURFACE AREA
(12TH IN JAPAN)

327_M

MAXIMUM DEPTH
(3RD IN JAPAN)

400_M

ELEVATION
(TOHOKU’S LARGEST PLATEAU
LAKE)

1936

NATIONAL PARK
DESIGNATION YEAR

THE EARTH’S SELF-ATTESTATION

Lake Towada is a caldera lake formed through volcanic activity — the Earth destroyed itself, and then, against all probability, renewed itself in splendor. It is a *"Sacred Ground of Regeneration."* No place on Earth holds greater inevitability as the setting for a discourse on SDGs.

THE IMPERATIVE OF OIRASE

The Oirase Stream corridor has been formally designated for permanent vehicle prohibition and pedestrian-only access upon bypass completion. The symbolic weight of operating advanced mobility within this sanctuary resonates directly with the mobility future shared by national parks across the globe.

SOLIDARITY WITH GOVERNMENT INSTITUTIONS

Towada City endorsement accepted in full. The Northern Three Prefectures (Aomori, Iwate, Akita) designated as the primary activity area, with comprehensive regional coordination with local government, media, and enterprise partners underway.

THE PERPETUAL CHAIN OF THE BATON

Beginning from this sacred ground, extending progressively to national parks across Japan — AETHER’s BATON is carried forward without cessation. An annually recurring AETHER Festival, ceaselessly transforming SDGs into *"active engagement,"* constitutes a permanent global platform from which the world shall move. 2028:
Hachimantai Dragon Eye "Ryū no Me."

FORTY-FIVE YEARS OF REVOLUTION CULMINATE HERE.

JASON I. NAKAMURA

ジェイスン中村 · NBC Entertainment Co., Ltd. Representative Director

FOUNDER & EXECUTIVE PRODUCER · ONE BLUE! NEW BLUE GENESIS GUILD



"The TBS New Year Special — A Skyscraper Disappears! — that singular broadcast was the origin of my forty-five-year revolution."

Japan's foremost authority in the domain of entertainment magic and illusion. For 45 years he has conceived, produced, and delivered 2–3 hour Magic Illusion Special programs for Japan's key networks — TBS, Fuji TV, TV Asahi, and NHK. The pioneer who established and elevated the genre to national prominence in Japan.

"Illusion EP" — a designation bestowed by key networks and established as the singular title within the industry.

● WORLD MASTERS MANAGEMENT

The world's most distinguished magic illusionists — two grand masters, East and West: **Franz Harary (USA)** and **Peter Marvey (Switzerland)** — an international entertainment producer who has stewarded both from their Japan debuts through years of sustained partnership. International productions spanning Los Angeles, Las Vegas, Hawaii, New Caledonia, Europe, Hong Kong, Macau, Shanghai, Thailand, and beyond.

● TELEVISION SPECIALS — SELECTED TRACK RECORD

TBS

New Year Special "A Skyscraper Disappears!?" — Franz Harary's Japan debut. A legendary broadcast that seized the imagination of an entire nation.

TV
ASAHI

"Rainbow Bridge Disappears!" — Hideaki Takizawa's historic debut. A broadcast that swept Japan and entered the national consciousness.

TBS

Millennium 38-hour live broadcast "Beyond Television!" — Grand Opening, Middle Segment, Finale. Franz Harary & Hideaki Takizawa.

NHK

"Tatsuya Ishii's SHOW TIME" — Peter Marvey Special. World's first "New Aerial Levitation." NHK Network Premiere.

TBS

"The Flying Nobleman" — Peter Marvey series. 2–3 hour specials, Episodes 1–3. An unprecedented serialization in the genre.

FUJI
TV

"MEGA-ILLUSION" — Franz Harary special. HEY!HEY!HEY! · FNS Song Festival Special, and numerous others.

● DOME, ARENA & STADIUM PRODUCTIONS

The definitive producer of illusion effects for Japan's foremost artists' stadium, dome, and arena tours: Ayumi Hamasaki 4-Dome Asia Tour · SMAP National Dome Tour · Dreams Come True 5-Dome "Wonder Land" · TUBE National Stadium + Hawaii Aloha Stadium · DA PUMP · MAX · Nanase Aikawa, and many distinguished others.

FORTY-FIVE YEARS OF REVOLUTION CULMINATE HERE.

"A century from now, what will you have left behind? At this pivotal turning point of an era, where will history record you as having stood?

In the face of the Earth's gravest crisis, what will you have chosen?"

HISTORY REMEMBERS ONLY THOSE WHO ACTED IN THAT DEFINING MOMENT.

• STRATEGIC PARTNERSHIP — AT THE HISTORIC FRONTLINE OF A WORLD FIRST

NEXT-GENERATION MOBILITY · STRATEGIC PARTNER JAPAN'S MOST ADVANCED MOBILITY PARTNERSHIP Collaboration with Japan's leading next-generation mobility enterprises is actively underway. The Oirase 14km real-drive experience stands as a program of humanity's first — advanced mobility traversing a global natural sanctuary of extraordinary significance.	INTERNATIONAL OUTREACH World Environment Day 2027 Designated by the United Nations and marking its 55th edition in 2027, this day stands as the axis of the festival's international outreach. Coordination with public institutions and international organizations is underway, toward carrying Lake Towada to audiences worldwide.
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• CURRENT PROJECT STATUS

GOVERNMENT ENDORSEMENT	Towada City endorsement accepted in full. Comprehensive regional coordination with the Northern Three Prefectures underway.	CONFIRMED
INTERNATIONAL	World Environment Day (UN-designated · 55th) as the axis of international outreach. Coordination with public and international institutions underway.	IN PROGRESS
LEGAL FRAMEWORK	Guild Regulations enacted 5 September 2026 / Basic Business Contract V1.0 established (May 2026).	COMPLETE
INTELLECTUAL PROPERTY	Trademark registration filed across Classes 35, 41, and 45.	FILED
PARTNERSHIP OUTREACH	Corporate partnership negotiations, sponsorship discussions, program production negotiations, and guild member briefings commencing June 2026.	JUNE 2026

• PARTNERSHIP & SPONSORSHIP RECRUITMENT

MAJOR DOMESTIC ENTERPRISES Full launch June 2026	MOBILITY · TECHNOLOGY Full launch June 2026	MEDIA · BROADCASTERS Full launch June 2026
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TO ALL WHO SHARE IN THE DESIGN OF THE EARTH’S FUTURE.

"To all who share the same vision — to fellow architects of the Earth's future — ONE BLUE! New BLUE GENESIS GUILD is an arena for planetary transformation, open to every person of like spirit and commitment."

The primary entity of this Guild is ONE BLUE! New BLUE GENESIS GUILD (civil society organization, established). The Regulations were enacted by Founder EP JASON I. NAKAMURA and entered into force on 5 September 2026. The Founder EP directs the project as Executive General Producer. NBC Entertainment Co., Ltd., of which the EP serves as Representative Director, acts as a commissioned business partner responsible for planning and production.

● GUILD STRUCTURE — ORGANIZATIONAL COMPOSITION

GUILD IDENTITY ONE BLUE! New BLUE GENESIS GUILD (Civil Society Organization · Established)	FOUNDER: Founder EP JASON I. NAKAMURA Executive General Producer: Founder EP (Guild Regulations, Article 9)
BUSINESS PARTNER NBC Entertainment Co., Ltd.	Planning · Production · Producing Division / 45 years of proven international track record
FLAGSHIP PROJECT AETHER New BLUE BATON "X"	Presented by: ONE BLUE! New BLUE GENESIS GUILD / Planned & Produced by: NBC Entertainment Co., Ltd. Production coordination: affiliated partner enterprises June 5–6, 2027 / Towada-Hachimantai National Park
CREATIVITY Art / Music Division	Collaboration with world-renowned artists and musicians. World-class performer selection and production management.
INNOVATION Technology / Mobility Division	Coordination with advanced mobility and next-generation technology enterprises. Oirase Satellite Venue operational management.
GLOBAL International Broadcast · SDG Coordination (In Progress)	Constructing an international broadcast framework toward a worldwide audience. Coordination with public institutions and international organizations is underway. Tokyo key network negotiation interface.

MULTI-LAYERED COORDINATION ACROSS GOVERNMENT, INTERNATIONAL BODIES, MEDIA, AND ENTERPRISE.

At every moment in history that witnessed genuine transformation, there existed the solidarity of those who shared a common vision. Only enterprises whose philosophy — beyond their products — carries a responsibility to humanity, and whose brand holds a profound love for the Earth, have been the true architects of their eras.

“YOUR ENTERPRISE’S PHILOSOPHY WILL — WITHOUT QUESTION — INTERSECT WITH THE VISION OF ONE BLUE! AT THAT INTERSECTION, WE WISH TO MEET.”

PARTNERSHIP AND SPONSORSHIP RECRUITMENT FORMALLY LAUNCHES JUNE 2026.

"A century from now, what will you have left behind?
At this pivotal turning point of an era, where will you have stood?
In the face of the Earth's gravest crisis, what will you have chosen?"
HISTORY REMEMBERS ONLY THOSE WHO ACTED IN THAT DEFINING MOMENT.

PUBLIC INSTITUTIONS

CONFIRMED

Towada City Endorsement — Full institutional support and cooperation formally accepted. Confirmed.
Northern Three Prefectures local governments · Ministry of the Environment · Northern Three Prefectures media network, and others — sequential advancement from June 2026 underway.

INTERNATIONAL OUTREACH

IN PROGRESS

World Environment Day 2027 (UN-designated · 55th edition) — the axis of the festival's international outreach.
Coordination with public institutions and international organizations — underway.

ADVISOR TO THE GUILD

CONFIRMED

SHOZABURO KOMAI, 8th Generation · President, Hachinohe Shuzo Co., Ltd.
Advisor to the Guild — appointed 1 September 2026

SPONSORSHIP RECRUITMENT · JUNE 2026 LAUNCH

RECRUITING

Major Domestic Enterprises — Recruitment commences June 2026
Mobility · Technology Enterprises — Recruitment commences June 2026
Media · Broadcasters — Recruitment commences June 2026

EVERY TRANSFORMATION BEGINS WITH DIALOGUE.

For all media coverage, reporting, content production, and sponsorship inquiries regarding the AETHER Festival and ONE BLUE! New BLUE GENESIS GUILD, please direct your correspondence to the contacts below.

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[SPONSORSHIP](#)
[INTL BROADCAST](#)
[UN · GOVERNMENT](#)
[GUILD MEMBERSHIP](#)

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OFFICIAL SITE	nbcentertainmentinc.com

IMPORTANT NOTICE

Information herein reflects current planning as of September 2026. All programme and production descriptions are concrete implementation plans premised upon co-creation with partner companies and organizations, and are not final. This festival will evolve and grow richer as partnerships are formed and progress. All details are subject to change without prior notice. Official confirmed decisions are announced on the official website as they are determined.

PASSION MOVES THE WORLD.

EP JASON I. NAKAMURA

This project is led by **ONE BLUE! New BLUE GENESIS GUILD** — established with the purpose of advancing the further revitalization of the communities surrounding Towada-Hachimantai National Park and the Northern Three Prefectures of Aomori, Iwate, and Akita — and represents the world's first future-model national park enterprise, integrating environmental conservation in its most expansive sense with the universal coexistence of all life, the introduction of cutting-edge decarbonized mobility, and the creation of a culture of Earth renewal:

"ONE BLUE! LIVING EARTH PARK"

With Lake Towada as the inaugural sacred site, this is a global project aspiring to extend its reach to national parks across the world. To transform the world's SDGs from *"obligation"* to *"joy"* — that transformation is what ONE BLUE! New BLUE GENESIS GUILD shall ignite. Conceived by Founder EP Jason I. Nakamura upon the foundation of 45 years of production experience, this is the world's first SDGs World Festival:

"AETHER NEW BLUE BATON 'X' — THE HEARTBEAT OF KANKĪ · THE JOY REVOLUTION"

Upon the stage of this sacred ground — proven by the Earth itself as a site of regeneration — a celebration without precedent in human history opens its doors, where humanity's passion for intelligence, art, physical mastery, music, and the culinary arts converge as one. Major domestic enterprises with vision for the next generation · cutting-edge technology enterprises · enterprises leading global food culture — and small-to-medium businesses rooted in their communities · local governments · regional residents · and the general public of the world.

All passions converge at the single point of **ONE BLUE!**

Different in scale, different in sector, different in nationality — yet the vision is singular. *The Earth is one.* At that convergence, we stand together.

Upon completion of the bypass, the Oirase Stream — a sanctuary formally designated for permanent vehicle prohibition and pedestrianization — welcomes Japan's most advanced decarbonized mobility. The **"real-drive and test-ride experience"** is open to general visitors, persons with disabilities, children, and students — **the vehicles of the future traversing this landscape of primordial wonder.** This apparent contradiction is, in itself, the proof of hope. (This program is planned for real-time streaming on the official ONE BLUE! YouTube channel and all associated platforms. Expansion to major domestic and international media and broadcasters actively underway.)

PASSION MOVES THE WORLD.

Furthermore, a rich array of programs enabling participants to commune with the Earth's heritage through all five senses is underway — a celebrity-joined stream walk, the Kanki Earth Campus, canoeing, and beyond. And — the ritual of listening to the very heartbeat of the Earth: **"ONE BLUE! Sync Breath."** To eat, and to return to the soil — a food competition incorporating the **"Regenerative System"** as a judging criterion for the very first time anywhere in the world is born upon this sacred ground.

THE WATERS OF LAKE TOWADA ARE WATERS THE EARTH HAS REFINED ACROSS 4.6 BILLION YEARS. THE LIGHT UPON ITS SURFACE IS LIGHT THE UNIVERSE HAS BESTOWED ACROSS 13.8 BILLION YEARS. WITHIN THE SINGLE DROP OF WATER WE DRINK — THE ENTIRE HISTORY OF THE COSMOS IS DISSOLVED.

Lake Towada is a **"Living Sacred Site of Water"** that the Earth has polished over geological time — a **"Caldera of Regeneration"** that the Earth itself has proven through volcanic activity — and land that carries within it the memory of the Jōmon civilization. On this planet, no place holds greater inherent authority as the setting for a discourse on SDGs.

Among Japan's major enterprises, there are already those who hold at the very core of their corporate philosophy the unwavering will to **"live in harmony with the Earth."**

Among small-to-medium enterprises rooted in their communities, there are those who carry the same flame.

— ONE BLUE! wishes to meet those fellow stewards who see the same Earth through the same eyes!

That convergence, at the singular point of AETHER New BLUE BATON "X," moves the world.

The full scope of the main festival resonates in complete harmony with the ideals of **"ONE BLUE! Living Earth Park"** — broadcasting from Towada-Hachimantai National Park to every corner of the world the future vision of what a national park can and should become. On June 5 and 6 — World Environment Day — and in the months of preparation leading to that day, integrating comprehensive regional coordination across Aomori, Iwate, and Akita, cultural and intellectual exchange programs, environmental and SDGs advancement initiatives, and education and water literacy programs, Japan's innovation radiates outward to the world.

*The passionate heartbeat of those who stand upon the stage —
The heartbeat of enterprises' philosophy and the pulse of their technology —
The heartbeat of the culinary masters' soul —
And — the heartbeat of inspiration of all who gather —
All heartbeats converge at the singular point of Lake Towada.
This is the true and absolute essence of "The Heartbeat of Kanki" — THE JOY REVOLUTION — AETHER New BLUE BATON "X."*

When the passion of the performers and your own passion intersect, and the lakeshore trembles on that sacred night — your name shall be eternally inscribed in the record of **"those who rose to protect the Earth."**

"ONE BLUE!"

The Earth is one. You are its guardian. · We await you at Lake Towada.

May 2026

ONE BLUE! NEW BLUE GENESIS GUILD · AETHER NEW BLUE BATON "X" · FOUNDER · EXECUTIVE GENERAL PRODUCER

JASON I. NAKAMURA

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