

## NEWS RELEASE

February 13, 2026

### Japanese Sumo Entertainment “The Sumo Show HIRAKUZA”

Debuts at the Southern Hemisphere’s Largest Arts Festival, Adelaide Fringe!

Hanshin Contents Link Corporation (Headquarters: Fukushima-ku, Osaka, President: Susumu Shimizu) is proud to announce that its **entertainment brand, HIRAKUZA, will perform at Adelaide Fringe, the largest arts festival in the Southern Hemisphere**. The production, titled “The Sumo Show HIRAKUZA,” will run from Friday, February 13 to Sunday, March 22, 2026, in Adelaide, Australia.



#### About Adelaide Fringe: A World-Renowned Arts Festival

Held annually from February to March, Adelaide Fringe is Australia’s largest and most internationally acclaimed open-access arts festival. Every year, over 8,000 artists across diverse genres, including theater, music, dance, circus, and comedy, gather to perform for audiences and cultural industry leaders from around the globe.

“The Sumo Show HIRAKUZA” will be held at The Garden of Unearthly Delights, a massive outdoor festival hub in the center of Adelaide that attracts over 750,000 visitors annually. The 60-minute Sumo spectacular will be performed a total of 33 times throughout the festival.

## “The Sumo Show HIRAKUZA”: Bringing the Spirit of Sumo from Japan to the World

HIRAKUZA is an entertainment brand dedicated to “Sharing new ways to enjoy Japanese culture with the world.” The brand launched THE SUMO HALL HIRAKUZA OSAKA in Namba, Osaka, in 2024, followed by the January 2026 opening of THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO, a venue fusing the power of Sumo with Japanese cuisine and an immersive venue. Having delivered Sumo entertainment to approximately 70,000 people across more than 120 countries and regions, the brand is now moving beyond Japan. Following a performance in India in November 2024, it is advancing its full-scale international expansion as “The Sumo Show HIRAKUZA,” beginning with an appearance at Adelaide Fringe, the global festival that brings together artists and audiences from around the world. This approximately 60-minute stage show captures the overwhelming physicality of Sumo wrestlers and the refined beauty of their movements, presenting the appeal of Japan’s traditional culture, Sumo, to international audiences.

**【Program Highlights】** \*Selected excerpts. \*Program subject to change.



An Introduction to Sumo Rituals and Gestures



Learning the Rules



Exciting Sumo Bouts



Challenge a Sumo Wrestler

### 【Performance Overview: The Sumo Show HIRAKUZA】

**Title:** The Sumo Show HIRAKUZA

**Period:** Friday, February 13 – Sunday, March 22, 2026 \*No performances on Mondays

**Time:** 6:00 PM \*5:00 PM on Sundays only

**Duration:** Approximately 60 minutes

**Venue:** The Roundhouse at The Garden of Unearthly Delights

Kadlitpina / Rundle Park, Cnr East Tce & Rundle Rd, Adelaide, Kaurna

**Prices:** General: AUD 45.00 – 59.0/ Family: AUD 32.50 – 39.50/ Companion Card: Free

**Sales:** <https://adelaidefringe.com.au/fringetix/the-sumo-show-hirakuza-af2026>



### <About “HIRAKUZA”>

#### Operating Venues:

THE SUMO HALL HIRAKUZA OSAKA (Namba Parks 8F, 2-10-70 Nambanaka, Naniwa-ku, Osaka)

THE SUMO LIVE RESTAURANT HIRAKUZA GINZA TOKYO (Prime Ginza Yanagi-dori Building B1F, 1-9-13 Ginza, Chuo-ku, Tokyo)

**Official Website:** <https://hirakuza.net/>

**Company Name** HANSHIN CONTENTS LINK CORPORATION

**Headquarters** Hanshin Noda Center Building 10F, 1-1-31 Ebie, Fukushima-ku, Osaka City, Japan

**Capital fund** ¥230 million (100% investment by Hanshin Electric Railway Co., Ltd., a part of Hankyu Hanshin Toho Group)

**Business Description** Contents industry, music business, advertising media sales, signage production Our company will utilize the expertise of entertainment show business cultivated through operations.

[Inquiries Regarding the Press Release] HANSHIN CONTENTS LINK CORPORATION, Inbound Business Division

In Charge: Hosokawa, Sugimoto E-mail: hirakuza-press@hcl-c.com