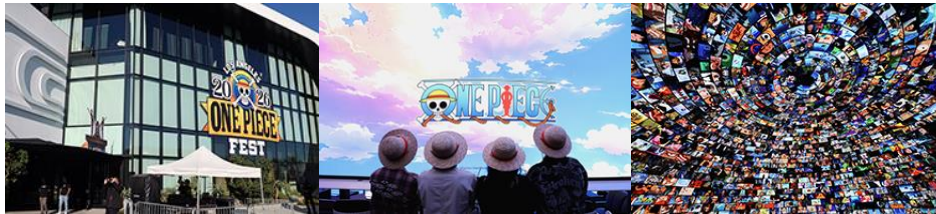




PHOTOS AND VIDEO: FIRST-OF-ITS-KIND ONE PIECE FEST IMMERSIVE EXPERIENCE OPENS TO SOLD-OUT AUDIENCE AT COSM LOS ANGELES

Toei Animation Sets New Standard for Anime Industry Location-Based Entertainment with Innovative Two-Day Celebration of Global Hit ONE PIECE Franchise That Drew Close to 500,000 Entries From Fans During Ticket Lottery



Download media assets, including event art, photographs and videos [here](#)

Credit: © Eiichiro Oda/Shueisha, Toei Animation

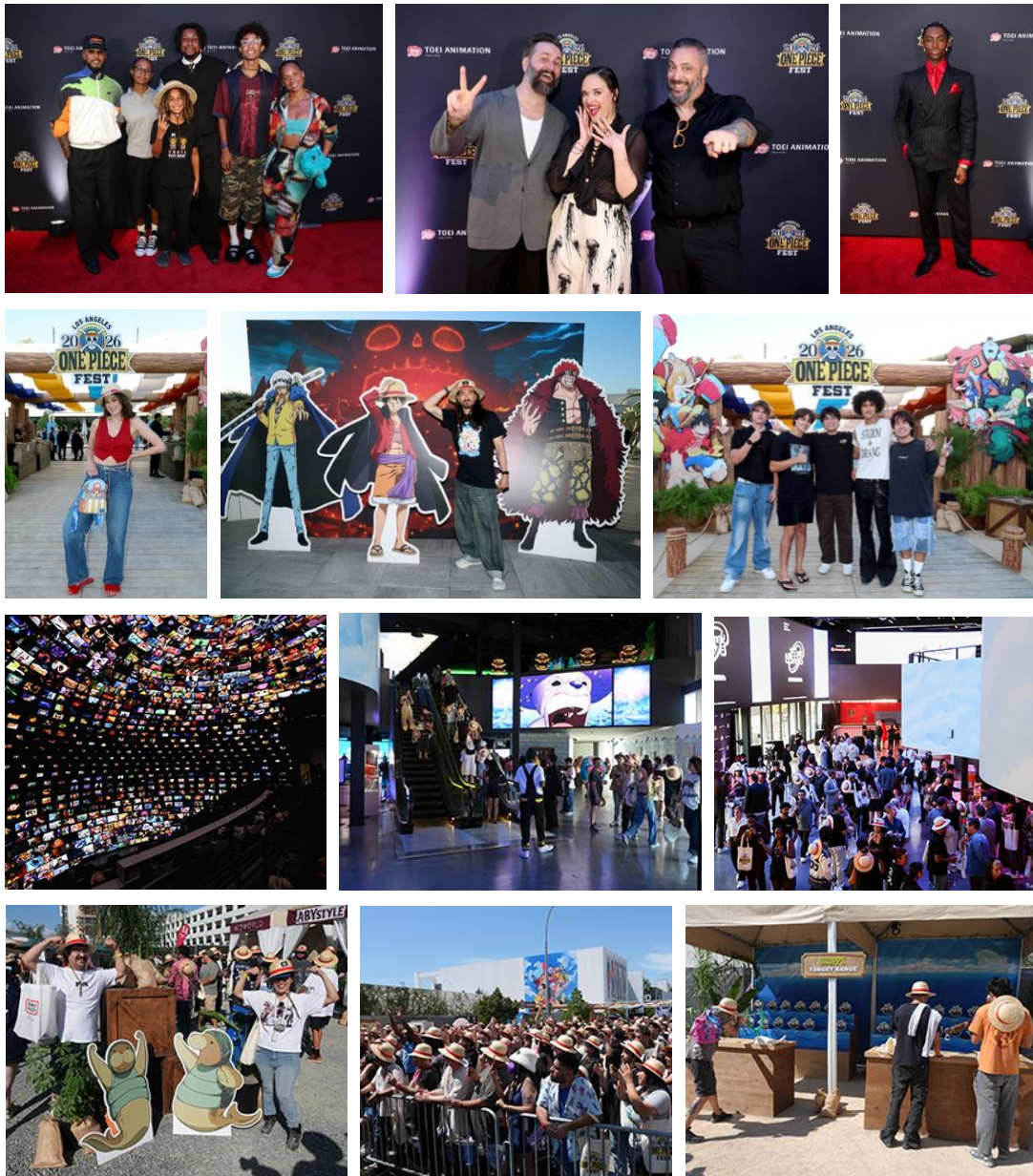
LOS ANGELES – August 26, 2026. Yesterday, legendary studio Toei Animation kicked-off ONE PIECE Fest – opening the doors and welcoming thousands of fans to this two-day (August 25 – 26) festival of Eiichiro Oda’s ONE PIECE that showcases the anime, manga and live action adaptation. Fan excitement and enthusiasm was palpable on Day One of this limited ticketed event, which drew nearly 500,000 entries during the event’s ticket lottery when ONE PIECE Fest was announced in late April. As the largest-ever ONE PIECE location based entertainment experience outside of Japan, ONE PIECE Fest is a brand new, first-of-its-kind immersive experience and timed to launch on the heels of ONE PIECE DAY’26, this year’s annual ONE PIECE celebration in Japan, which included a [super teaser](#) revealing two future ONE PIECE films, “ONE PIECE FILM GOD VALLEY” in 2027 and “ONE PIECE FILM BAAD” in 2029, as part of its global streaming event. ONE PIECE Fest is an original concept developed by Toei Animation and produced specifically for Cosm’s shared-reality concept, including The Dome, the renowned 87-foot diameter LED dome featuring a 5,000 square foot 12K X 10K display.

Upon entering ONE PIECE Fest, fans step into the world of ONE PIECE and its epic saga of Monkey D. Luffy and his Straw Hat Crew brought to life. Here, all 19 of the anime series’ arcs (from East Blue to Elbaph) are recreated and reimagined as an equal number of immersive environments with their own distinct activations, interactives and experiences. With a map in hand, each guest embarks on their own self-directed journey to each arc, in whatever order or direction they choose — resulting in a uniquely personal, once-in-a-lifetime ONE PIECE experience.

Encompassing 95,000 square feet of indoor and outdoor space wrapped in the sights and sounds of ONE PIECE, ONE PIECE Fest features an exciting mix of activations, experiences, live panels and musical

performances, screenings, photo ops, installations and exhibitions, including GEAR5 and Sabaody Lounge to Usopp's Target Range and Davy Back Fight Punching Machine to Shanks' Straw Hat Donning and Zoro's Three Sword Style — just to name a few! And, if that were not all, the festival also includes the ONE PIECE Bazaar, a specially curated market of licensed merchandise and event exclusives, ranging from collectible figures, toys and trading cards to drinkware, apparel and more.

Below are just a few select photos from the preview and opening day of ONE PIECE Fest, followed by a link to a media library of all available assets from both Monday's VIP Preview and Tuesday's Day One.



The complete library of downloadable media assets for ONE PIECE Fest is available [here](#) and includes event art, photography and videos. Credit for all assets: ©Eiichiro Oda/Shueisha ©Eiichiro Oda/Shueisha, Toei Animation.

For the latest news and information about ONE PIECE, follow Toei Animation on [Facebook](#), [Instagram](#), [X](#), [YouTube](#), [Tiktok](#) and [Threads](#) as well as the official ONE PIECE English [YouTube](#) channel.

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About ONE PIECE

Based on the globally beloved and best-selling manga of all time created by Eiichiro Oda and brought to life by Toei Animation, the iconic “ONE PIECE” episodic series follows pirate Monkey D. Luffy and his Straw Hat Crew on their epic quest to find the “One Piece,” the legendary treasure of Gol D. Roger, former King of the Pirates. Now over 25 years since the series’ Japanese TV debut in 1999, ONE PIECE has taken its place in mainstream pop culture as one of the most successful and enduring anime franchises of all time, attracting millions of fans of all ages around the world. Today, in addition to the long running episodic series, the ONE PIECE franchise now spans 15 feature films, multiple video games, a trading card game and an ever growing catalog of licensed merchandise and location-based entertainment.

About Toei Animation Inc.

Based in Los Angeles, Toei Animation Inc. manages the distribution of Toei Animation’s top properties, including franchise series Dragon Ball, Sailor Moon, ONE PIECE, Digimon, Saint Seiya and many others, to North America, Latin America, South Africa, Australia and New Zealand. Toei Animation’s Los Angeles office also oversees all categories of consumer product licensing based on its film and television brands within these territories. For more information, please visit toei-animation-usa.com.

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