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Spooky Meets Cute at Brooklyn Children's Museum's as Halloween Festival Collides with Anime Culture

– Brooklyn x Japan celebration features martial arts performances, mad scientist shows, costume runways, and Artist Alley marketplace –



Photo Credit: Winston Williams

(Brooklyn, NY) — Halloween gets a Japanese twist on Sunday, October 26 when [Brooklyn Children's Museum](#)'s annual [Celebrate Halloween](#) collides with anime culture. For the second year, the Kawaii Kreature Festival, presented with [AniTOMO Con](#), takes over the Museum to add a kawaii spin to the day's festivities.

The day-long celebration transforms BCM into a place where spooky meets cute—blending trick-or-treating and costume parades with anime screenings, yokai mask-making, and a rooftop boba bar.

Kids can strut their costumes on the runway, trick-or-treat through museum exhibits, and meet creepy crawly animals from BCM's living collection. The New York Budo Association delivers a live martial arts demonstration, while 'mad scientist' Aaron Rodriques introduces families to live insects and animals. Professional cosplayers lead manga storytimes, anime films screen in the auditorium, and DJ Aux spins anime and Halloween beats on the rooftop.

Hands-on workshops include yokai mascot mask-making with Zelda Arts and collaborative mural painting with Tokyo Bronx. Artist Alley showcases local anime artists and illustrators – including Milk Pink Maid Cafe, Rica Takashima, and Midnight Crafters – with original art, handmade creations, and character commissions. NYC-based Tea and Milk serves boba throughout the day.

“Brooklyn Children’s Museum has always been about opening doors to new cultures and experiences,” says **Atiba T. Edwards, President and CEO of Brooklyn Children’s Museum**. “We’re thrilled to bring back Kawaii Kreature Festival with AniTOMO Con for a second year. When kids discover connections between Halloween and Japanese culture through cosplay, yokai masks, and martial arts, that's the kind of joyful learning we’re here to create.”

“AniTOMO is thrilled to return to Brooklyn Children’s Museum for the second edition of Kawaii Kreature Festival! We’re transforming BCM into a cultural crossroads, reimagining Halloween through the spirited world of mysterious yokai,” says **Eileen Level, Founder and CEO of AniTOMO Con**. “Children will embark on a whimsical adventure through folklore, cosplay, anime, and Halloween traditions. From cute to scary, everyone is welcome—or should I say, from kawaii to kowai!”

Throughout the day, Japan Society, The Town Hall, Brooklyn Public Library, and Japan Village will host information tables, making this a true community-wide celebration of Brooklyn x Japan culture.

The festival runs in three sessions: 10:00 am – 12:30 pm, 1:00 pm – 3:30 pm, and 4:00 pm – 6:30 pm. Tickets and full schedule available at www.brooklynkids.org/halloween

About Brooklyn Children’s Museum

Inspired by the energy and diversity of our borough, Brooklyn Children’s Museum creates

experiences that ignite curiosity, celebrate identity and cultivate joyful learning. Founded in 1899 as the world's first children's museum, Brooklyn Children's Museum is New York City's largest cultural institution designed especially for families. Proudly based in Crown Heights, Brooklyn, BCM serves 300,000 children and caregivers annually with exhibits and programs grounded in visual arts, music and performance, natural science, and world cultures. For more information, visit: www.brooklynkids.org.

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