

February 28, 2017

Studio Alta Co., Ltd.

## Studio Alta to Open Internationally Focused “Entertainment Theater” This Summer

Studio Alta Co., Ltd. (Tokyo, Japan, CEO Kazutoshi Tanuma) will produce an entertainment theater to open in the summer of 2017.

The theater, to be called Alternative Theatre, will be aimed towards international audiences and will open in Tokyo's Yurakucho Center Building (Yurakucho Malion). The word alternative comes directly from Studio Alta's name, as Alta is short for alternative, and represents how the company is looking to create something new and exciting without being tied down by traditional Japanese ideology.

Studio Alta Co., Ltd., a company that is already responsible for various hit TV shows and Shinjuku's famous large outdoor screen Alta Vision, will be adding a new entertainment business and media division, aiming to create fulfilling, consumer friendly entertainment.

As the number of tourists visiting Japan continues to increase, so does the importance of consumer-based entertainment. Starting with the new Alternative Theatre, Studio Alta plans to be a leader in high-class Tokyo entertainment directed at an international audience.

### ■ Company Operations

#### <Alternative Theater Details >

Name: Alternative Theatre

Address: Yurakucho Center Bldg (Yurakucho Malion) 7F, 2-5-1 Yurakucho, Chiyoda-ku, Tokyo JAPAN

Total Floor Space: Approx. 1,098 m<sup>2</sup>

Opening: July 7, 2017 (scheduled date)

Capacity: 462 seats (including 52 standing spaces)

Target Visitors: 140,000 in the first year (July, 2017 – March, 2018),

200,000 in 2018 (April, 2018 – March, 2019)

Price: TBD

\*Alternative comes directly from Studio Alta's company name.

Represents Studio Alta's stance on creating exciting new entertainment.

#### <Studio Alta Co., Ltd. Details>

• Business Operations: Commercial, Alta Vision CM client recruitment, TV program production, film, theater, entertainment, fashion show, party / event planning, industry sales, internet, website planning / production, ad agency

• Headquarters: 3-24-3 Shinjuku, Shinjuku-ku, Tokyo JAPAN

• Offices: Chigiriya Bldg 9F, 1-9-15 Nihonbashi Muromachi, Chuo-ku, Tokyo JAPAN

• CEO: Kazutoshi Tanuma

• Capital: 100,000,000 yen (95% Mitsukoshi Isetan Holdings Ltd.)

• Official Homepage: <https://www.studio-alta.co.jp/>

\*Release details may change. For any questions or for more details, feel free contact us.

**<Press Contact Information>**

“Alternative Theater” PR Division

Representatives: Suzuki, Hasegawa, Asoshina, Komatsu

TEL 03-3571-5228 FAX 03-4540-8325

[alta-pr@kyodo-pr.co.jp](mailto:alta-pr@kyodo-pr.co.jp)