

## This summer, Studio Alta's "Alternative Theatre" will open in Japan's Broadway, Yurakucho, bringing bring state-of-the-art "non-verbal" entertainment to the world!

Studio Alta Co., Ltd. (Tokyo, Japan, CEO Kazutoshi Tanuma) will open and run a theater this summer inside Tokyo's Yurakucho Center Building (Yurakucho Mullion). Named "Alternative Theatre", this project will bring state-of-the-art "non-verbal" entertainment to international audiences in Tokyo. The word alternative comes directly from Studio Alta's name, as Alta is short for alternative, and represents how the company is constantly looking to create something new and exciting without being tied down by traditional Japanese ideology.

### ■ A Top Class Japanese Entertainment Theater for International Audiences

Studio Alta's targets are globally minded travelers, such as tourists who visit Japan to get an up close and personal look at Japanese culture. Their aim is to create a venue to please those international audiences through exciting performances with a focus on the Japanese tradition of *omotenashi* (making guests feel as comfortable as possible) from when they enter the theater until the very moment they leave.



The plan is for the theater to become an "playground for adults" with entertainment so enjoyable that the experience itself will be the souvenir visitors' take home with them. The venue will be in the middle of Yurakucho, which used to be known as Japan's Broadway as it was home to many of Japan's famous film and theater venues. It's located near Ginza, one of Tokyo's top tourist destinations, and will answer the need for internationally-focused entertainment.

### ■ A Non-Verbal Musical to Set a New Standard in Performing Arts!

Alternative Theatre's opening performance will be a non-verbal musical, meaning it can be enjoyed by people from all around the world regardless of the language they speak. Currently, the production staff is putting the final touches on a performance that will feature exciting wire action sequences and have the high-quality polish that Japan as a country is well-known for. This show, full of brand-new and exciting content, will not only give foreign audiences a fulfilling look at Japanese culture, but will also allow native Japanese people to rediscover what makes their culture so great.

Studio Alta is now putting out casting calls and holding auditions among both the pro and amateur performance communities for potential cast members.



Image of the performance

As the number of tourists in Japan continue to rise along with the need for consumable entertainment, Studio Alta's ultimate goal is to create high-class Tokyo entertainment intended for international audiences.

For years now, the company has been creating internationally-focused content for overseas audiences as well as local English content for people visiting Japan using the famous large outdoor screen, Alta Vision. Studio Alta will continue to expand their global entertainment creation business with the hopes to create fulfilling and easy-to-access content.

## ■Company Operations

### <Alternative Theatre Details >

Name: Alternative Theater

Address: Yurakucho Center Bldg (Yurakucho Mullion) 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/>

<p>Readers and viewers can contact us at: <b>info@studio-alta.co.jp</b></p>
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