

April 4, 2017

Studio Alta Co., Ltd.

## Alternative Theatre to Offer Non-Verbal Entertainment in Tokyo A Brand-New Type of Entertainment from Japan's Top Creators Details Behind Grand-Opening Performance *ALATA*

Studio Alta Co., Ltd. (Tokyo, Japan, CEO Kazutoshi Tanuma) has announced that the grand-opening performance of the soon-to-open **Alternative Theatre\*** has been decided.

\*Alternative Theatre is a globally-focused "non-verbal" entertainment theater to open on July 7<sup>th</sup>, 2017, on the 7<sup>th</sup> floor of Tokyo's Yurakucho Center Building (Yurakucho Mullion).

### ■ Performance to Include Unique, Non-Verbal Performing Art

Alternative Theatre will be home to non-verbal entertainment that can be enjoyed by anybody regardless of language ability. The grand-opening performance *ALATA* is a 70-minute long, non-verbal stage performance that puts a focus on high-quality Japanese entertainment, such as Japanese sword fighting.



Image of the performance

### ■ A Samurai Story: Time-Traveling Japanese Sword

#### Fighting Show *ALATA*

<Story>

The year is 2020. The population of Tokyo has passed 10 million. Among the residents, a samurai named Alata appears. He is a shogun from the Sengoku Era during the 1500s who has time traveled to the present. One night in Ginza, Alata meets a girl named Kokoro, and thus begins the strange journey of Alata, a samurai unaware of how the present day world works, and Kokoro, a woman who has no fondness for old traditions. On a mission to protect the princess, Alata fought and lost to an evil spirit, who sent Alata to the present day using magic. And throwing obstacles in front of the two in present Japan is a spirit who has followed Alata from the past. Will Alata find his way back to his home time?

How will Kokoro, a present-day Tokyo woman, view this samurai from a simpler time? The time-traveling Japanese sword fighting show is about to begin! It's time to find your own samurai!



## ■ Top Creators Come Together to Create Brand-New Entertainment

A team of Japan's top, up-and-coming creators has produced brand-new and exciting entertainment content to help spread the wonder of Japanese culture to people from all around the world.

### Playwright: Kensuke Yokouchi

Yokouchi is responsible for numerous classic stage performances, from Super Kabuki to large-scale plays, and even performances at small indie venues. This time, his adventurous spirit has led to an epic story told without words.



Kensuke Yokouchi

### Director: Shunichi Okamura

In his pursuit of high-quality entertainment, Shunichi Okamura has produced a large number of Japan's top performers, from idols to musicians, Takarazuka stars, and Kabuki actors. For this performance, he has incorporated the newest Japanese stage technologies, including special visuals and wire-flying action.



Shunichi Okamura

### Music: Mili

After becoming one of the most popular artists on the hit mobile music game *Deemo*, an app with more than 200 million worldwide downloads, all of Mili's album releases have charted in at #1 on Japan's indie music chart. This internationally-minded musical group is responsible for *ALATA*'s music.



Mili

### Dance Creator: Elina

Beyond her work as a performer, over the years Elina has expanded her activities to include acting in movies, TV dramas, and stage plays, and in 2015 she headed to New York to further study dance. After returning to Japan, she set her focus on dance and choreography, and will show off her world-class dance ability in *ALATA*.



Elina

### Japanese Sword Play Specialist; Yuki Saotome

Yuki Saotome made his stage debut at the young age of 1 and a half years old as a member of Japan's leading theater troupe, Gekidan Suiryaku. Since then he has been featured in numerous historical theater pieces, and is now known as one of Japan's quickest and most talented sword play performers. His beautiful and intense sword choreography will be on full-display in *ALATA*.



Yuki Saotome

## ■ Audition to Find the Next Japanese Star

Studio Alta held a cast audition on March 28<sup>th</sup>. Out of the hundreds of auditions, the up-and-coming Japanese actress chosen to be featured in *ALATA* was Mikako Yoshida. With aspirations to become the brand-new face of the Japanese entertainment scene, the audience will get an exclusive first look at Mikako as she takes on acting, dance, and action scenes through her character, all the while maintaining a Japanese mentality.



Mikako Yoshida

## 【 ALATA Performance Details 】

Playwright: Kensuke Yokouchi

Director: Shunichi Okamura

Music: Mili

Dance Creator: Elina

Japanese Sword Play Specialist: Yuki Saotome

Produced by Studio Alta Co., Ltd.

In Cooperation with R U P

## 【 Performance Schedule 】

Venue: Alternative Theatre <http://www.alternative-theatre.jp>

Dates: Long-run starting from Friday July 7<sup>th</sup>, 2017

Tickets: 8,000 yen (reserved seating, tax included)

On-Sale Date: Monday May 1<sup>st</sup>, 2017

## ■ What is Alternative Theatre?

The theater targets globally minded travelers, such as tourists who visit Japan to get an up close and personal look at Japanese culture. The goal 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 theater will be a “playground for adults” with entertainment so enjoyable that the experience itself will be the souvenir visitors’ take home with them. Alternative Theatre is 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, which is near Ginza, one of Tokyo’s top tourist destinations. The venue will answer the need for internationally-focused entertainment.

## ■ Company Operations

### <Alternative Theatre Details>

Name: Alternative Theatre

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 fiscal year (July, 2017 – March, 2018), 200,000 in 2018 fiscal year (April, 2018 – March, 2019)

### <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 Muromachi, Nihombashi, Chuo-ku, Tokyo JAPAN

CEO: Kazutoshi Tanuma

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

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