

Press Release

February 28, 2017

Studio Alta Co., Ltd.

## Alternative Theatre, From Yurakucho to the World!

### Audition Call for Debut Cast & Theater Performers!

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 looking to create something new and exciting without being tied down by traditional Japanese ideology.

Studio Alta is currently looking for debut cast members and theater performers for the brand-new Alternative Theatre. If you are someone who loves making people smile and wants to make the new theater one of the most exciting and entertaining spots in Tokyo, please send in your application!

#### 【Application Targets】

① **Perform on Stage! Cast (dancers) for the debut production, written by a famous director.**

【Application Requirements】 Expressive dancers for a non-verbal dance production.

② **Theater Welcome Performance! "CRAZY TOKYO" Performers**

【Application Requirements】 DJs, performers (magic, street performance, etc), dancers, musicians, hair and make-up artists, etc. We are looking for people of all skills.

③ **Cosplay and Greet! "CRAZY TOKYO" Members**

【Application Requirements】 Anyone interested in theater operation (guides, ushers, ticketing staff, etc). Must also be open to cosplay (dressing up in costumes).

#### \*What is "CRAZY TOKYO"?

This refers to the people who work at Alternative Theatre. The CRAZY TOKYO team will make sure visitors enjoy the theater from the moment they arrive until they head home. In addition to running the venue, they will also be included in various performances!

### **【Performance Dates】**

○Date: Long run starting from the beginning of July, 2017

\*Rehearsals will begin from April 16.

○Venue: Alternative Theatre (Yurakucho Center Bldg 7F, 2-5-1 Yurakucho, Chiyoda-ku, Tokyo)

### **【Recruitment Details】**

○Recruitment Period: February 28<sup>th</sup> (Tue) – March 20<sup>th</sup> (Mon)

○Recruitment Target: Persons over 15 years of age

\*Minors will need permission from a parental guardian

○Audition Details

① <DANCERS> Cast to perform in the debut production, to be written by a famous director.

Since the stage show will be a non-verbal dance production, we are looking for talented, expressive performers (no genre or gender preference)

② CRAZY TOKYO performers to take part in the theater welcome performance

DJs, performers (magic, street performance, etc), dancers, musicians, hair and make-up artists, etc. Looking for people of all skills who want to entertain visitors.

③ CRAZY TOKYO members to cosplay and welcome guests

Anyone interested in theater operation (guides, ushers, ticketing staff, etc). Persons who enjoy cosplay and are proficient in foreign languages are preferred.

○How to Apply

Access the application form from Studio Alta's official homepage (<https://www.studio-alta.co.jp/>)

○Selection Process

Preliminary selection based on video and document submissions

→Selected applicants will be notified through email by March 22<sup>nd</sup>.

Final selection based on performances and interviews

→We will inform applicants who pass the preliminary selection of the date and location of the final audition (currently planned for March 27<sup>th</sup>).

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## ■ Company Operations

### <Alternative Theater 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 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/>

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