

# PARCO Business (Content)

## Entertainment Business

<https://www.parco.co.jp/en/about/business/entertainment/>

Since its establishment, PARCO has actively introduced new cultural offerings in the fields of theater, music, and art through our Entertainment Business, contributing to enriching the lifestyles of our customers. We produce varied, highly appealing content from the starting points of theater, music, movies, gallery/cafés and publishing. In addition to multi-media productions, such as DVD and book versions of this content, and organizing collaborations, we also offer entertainment with real emotion and discovery.

### Theater

Plays, musicals, dance performances and other productions are staged at PARCO Theater and other theaters around the country. Quality works are produced with talented creators and highly appealing actors.

The advertising visual for "Birdland" won a Best in Category award in the Station Signboard Category at the Transit Advertising Awards 2022.

Yasunori Danta won the Best Actor award at the 30th Yomiuri Theater Awards for his role in "Death of a Salesman."

### Movies

PARCO operates the movie theaters CINE QUINTO and WHITE CINE QUINTO, conducts film distribution, investment, acquisition and production, and shows a wide variety of Japanese and international movies.

PARCO received the top award at the 60th Foreign Film Importers-Distributors Awards.

### Music

CLUB QUATTRO books up-and-coming Japanese and international artists and provides a top-quality live music experience. We also operate QUATTRO LABO, a music café and bar.

### Gallery/Café

A wide range of entertainment-related projects are carried out in collaboration with other PARCO departments, including exhibition production, gallery planning and management, and collaboration cafés with artists and anime characters.

### Publishing

PARCO is involved in a variety of publications, from art books and practical guidebooks to works of literature. We are involved in a wide range of projects, publishing books on contemporary, cutting-edge artists and creators in Japan and overseas as well as books linked to various PARCO events.

## PARCO Theater

Celebrating 50 Years

PARCO Theater, which opened in 1973 as Seibu Theater, is celebrating its fiftieth anniversary this year. A special fiftieth anniversary series is being staged in 2023 that features a large variety of productions. The biggest characteristic of PARCO Theater, which was started by PARCO as a part of its image and culture strategy, is that the theater itself produces the plays as a part of our culture business.

Interpreting the trends of the times, the theater has brought over 1,200 plays to the stage with a great many talented performers. This year, in its 50th anniversary year, PARCO Theater is featuring a full lineup of productions, from works by some of Japan's preeminent directors to projects with up-and-coming talent to spirited productions from foreign directors.



Photo: Futoshi Osako

### Legendary Play "Warai no Daigaku" Written and Now Directed by Koki Mitani



Photo: Shinji Hosono

The two-person play "Warai no Daigaku" was staged at PARCO Theater from February to March 2023. It was first performed as a PARCO production in 1996. A theatrical masterpiece, it won the Best Play award at the 4th Yomiuri Theater Awards. It was restaged in 1998 and also translated and performed in Russia, South Korea, China and France. This legendary play though had not been performed even once in Japan since being restaged in 1998. Under the direction of the play's writer Koki Mitani, it was put on for the first time in a quarter century in the year of PARCO Theater's fiftieth anniversary.

Wednesday, February 8 to Sunday, March 5, 2023 PARCO Theater  
Staged in Tokyo and then in Niigata, Nagano, Osaka, Fukuoka, Miyagi, Hyogo and Okinawa  
Written and directed by Koki Mitani Cast: Seiyo Uchino and Koji Seto

## Medical Wellness Mall Welpa

Welpa is a medical wellness mall developed by PARCO that provides services based on providing lifestyle proposals and value in the field of wellness to support women's inner health and beauty. Women change significantly both physically and mentally depending on their stage of life, and Welpa, as a place for selfcare, provides opportunities for women to learn about healthcare and an environment for enriching experiences in order to help make each day a little more pleasant. The first Welpa, Welpa Shinsaibashi, opened on the tenth floor of Shinsaibashi PARCO in November 2021.

### Campaign at Welpa Shinsaibashi to Promote Screenings for Cervical Cancer

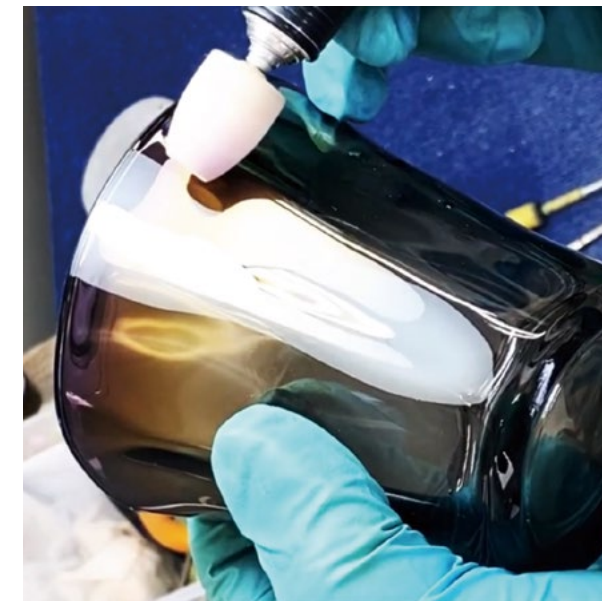


The medical wellness mall Welpa on the tenth floor of Shinsaibashi PARCO ran a campaign in November 2022, its first anniversary, to promote screenings for cervical cancer. The percentage of women in Japan receiving gynecological exams is low, and PARCO has recognized this as an issue since Welpa first opened. Welpa Shinsaibashi has therefore worked to encourage women to receive cervical cancer screenings. In order for women who might otherwise be reticent to feel more comfortable receiving a screening, we made assistance available for the cost of the screening, provided gifts, offered free use of the lounge, and held talks that explained why the screening is necessary. Some of the cost of this support was funded by advertising revenue from advertising on the sanitary napkin dispensers in the women's restrooms.

## Crowd Funding Service BOOSTER

BOOSTER, a crowd funding service, is a mechanism that enables people and organizations that need funds for new challenges to raise those funds from individuals over the internet. Projects get off the ground with support that fuses online and real-world resources, including collaborations with PARCO stores, and are sent out into the world through partnerships with community members. In fiscal 2022, around 300 projects were conducted, with support being provided to people taking on challenges and local communities.

### PARCO BOOSTER Broadcasts Japan's Technologies and Traditional Crafts to the World



JEWELRY GLASS, coated with titanium by Japanese special TECH

BOOSTER, which provides support for new challenges, is now not only backing projects undertaken in Japan. In February 2023, we started PARCO BOOSTER, which involves utilizing the overseas crowd funding site Kickstarter to make direct sales of outstanding Japanese products to supporters overseas. Products that make use of traditional crafts, which are local treasures, and Japan's special technologies are selected from PARCO's standpoint, and opportunities to take on new challenges by launching an overseas project are provided to their producers. We believe this will also contribute to the development of local industry in Japan. For the first project, we introduced an overseas audience to jewelry glass made in Shizuoka that is titanium-processed with a special Japanese processing technology.

## Collaboration Business

As a collaboration business, PARCO creates new businesses and services through collaboration with companies with unique technologies and resources that are seeking to enter new business fields and expand their business and with startup companies and individuals with outstanding ideas and passion. In this way, we are contributing to the realization of a society where people live rich and fulfilling lifestyles.

### Continuing to Verify the Use of NFTs at PARCO Stores



Ikebukuro PARCO project in collaboration with the creative studio R11R

PARCO started a demonstration experiment in March 2022 on the utilization of NFTs linked to store projects and events with a view to providing experiential value that links the NFTs with the real space of PARCO stores. In fiscal 2022, ten projects were conducted at PARCO stores in Shibuya, Ikebukuro, Sapporo, Sendai and Shinsaibashi. PARCO held the project throughout Ikebukuro PARCO, which involved distributing NFTs to people interested and holding a signing event with creators that was open to customers with an NFT as a gift to them. Utilizing NFTs increased engagement between creators and fans at a real location and also served to communicate information about the store. In fiscal 2023, we will continue to verify the use of NFTs as a way to connect customers with PARCO stores.

## Working Space SkiiMa

“Connecting like and like” is the concept for the community-based working space SkiiMa, a place for polishing your “Likes” and giving them tangible form with your friends in a highly stimulating space where people and goods are in constant interchange. SkiiMa is furnished with a gallery and space for events as well, going far beyond a typical workplace as it seeks to facilitate new forms of communication. In April 2021, the second SkiiMa, SkiiMa KICHIJOJI, was opened on the eighth floor of Kichijoji PARCO.

### Collaborations between Companies and Individuals and Local Projects Originating at Stores



In November 2022, PARCO held a one-day-only market event, OPEN SkiiMa, for the general public at SkiiMa, which can normally only be accessed by SkiiMa users. The event included a silk screening workshop, art exhibition, food and beverage sales, and more.

At SkiiMa, PARCO conducts a large number of projects that include collaborations between individuals and companies contracted to use the space and also local projects that originate at the store. In fiscal 2022, around 20 art projects were held, including workshops, talks, exhibitions, solo shows and markets, at SkiiMa SHINSAIBASHI in Shinsaibashi PARCO and SkiiMa KICHIJOJI in Kichijoji PARCO on a combined basis. Through “Likes,” SkiiMa supports up-and-coming talent in rising to the challenge of excelling on the global stage and supports the realization of a society where individuals with talent and ideas can continue to take on challenges.

# List of Sites

