

Management Strategy

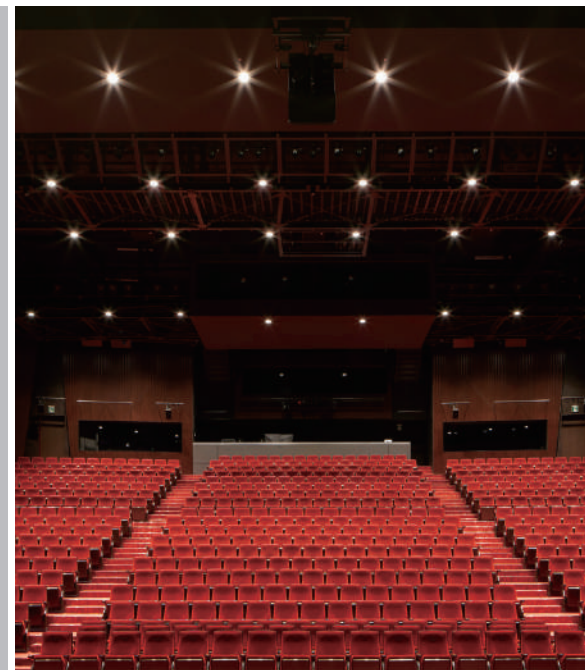
SC Business_02 Entertainment

The Passion Reaches Deep



Poster for PARCO x GUNDAM COLLABORATION ITEM FAIR

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Audience seats in PARCO Theater (Photo: OSAKO Futoshi)

One of the things that we have realized once again during the COVID-19 pandemic is how important it is to maintain mental well-being in our daily lives. The passion that art and culture emit can play on our heart strings and sometimes even push us forward.

Since its founding, Parco has actively introduced new culture in the fields of theater, music, and art, and has proposed

spiritually rich lifestyles. While producing a variety of attractive content, we are also actively engaged in promotion. We create added commercial value by developing multifaceted content materials that capture cultural information and the times, and by producing collaborations of different materials to create hit projects.

PARCO Theatre celebrates its 50th anniversary

Opened in 1973, the PARCO Theatre has led the culture of the times, and this year marks its 50th anniversary. In 2023, a variety of productions are being staged as the PARCO Theater 50th Anniversary Series.

A major feature of the PARCO Theater, which started as part of Parco's image and cultural strategy, is that Parco itself produces the theater as a cultural project. We have produced a total of over 1,300 works with many talents while reading the trends of the times. This year, which marks the 50th anniversary, we have a full lineup of works, including works by Japan's leading directors, projects with new talents, and works by up-and-coming directors from overseas.

Moving into the content-first era

How much special content we can provide, both physically and online, will determine the value to our customers. Parco recognizes that its major role is to continue to create new value for society by discovering and developing entertainment and culture that capture the current era or are ahead of the times. The entertainment generated by the esports business of XENZO Co., Ltd., which became a subsidiary of J. Front Retailing last year, is also expected to become a powerful content that will create new customers for Parco and other companies in the J. Front Retailing Group.

Staged the legendary play “Warai no Daigaku” written and directed by MITANI Koki



“Warai no Daigaku,” PARCO Theater 50th Anniversary Series

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. The theatrical masterpiece, which won the Best Play award at the 4th Yomiuri Theater Awards, was restaged in 1998, and also translated and performed in Russia, South Korea, China, and France.

This legendary play, which had not been performed even once in Japan since being restaged in 1998, was staged under the direction of the play's writer MITANI Koki himself for the first time in a quarter century in the year of PARCO Theater's 50th anniversary.



Theater

Plays, musicals, dance performances and other productions are staged at PARCO Theater and other theaters throughout Japan. 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.
- DANDA Yasunori won the Best Actor award at the 30th Yomiuri Theater Awards for his role in “Death of a Salesman.”

【Business site】

Theater 1 site (Shibuya)



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.

【Business site】

Movies 2 sites (Shibuya)



Music

In addition to the live house CLUB QUATTRO that books up-and-coming artists from Japan and overseas and provides high-quality live music, we operate the music cafe and bar QUATTRO LABO.

【Business site】

Music 5 sites (Shibuya/Nagoya/Hiroshima/Shinsaibashi/Fukuoka/Umeda)



Gallery/café

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

【Business site】

Gallery 6 sites (Shibuya/Ikebukuro/Nagoya/Shinsaibashi/Fukuoka)

Café 4 sites (Shibuya/Ikebukuro/Nagoya/Shinsaibashi)

And tour around PARCO stores, etc.



Publishing

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