

“Heat” of Entertainment

More attractive and diverse content is required to propose cultural and fulfilling lifestyles to consumers beyond the boundaries of online and offline (stores). We recognize that proposals for not only tangible goods, as in the past, but also intangible goods will differentiate ourselves.

Since its establishment, Parco has actively introduced new cultural offerings in the fields of theater, music and art through its Entertainment Business. We produce varied, highly appealing content from the standpoints of theater,

music, movies and publishing. We also produce multimedia across field boundaries by creating DVD and book versions of this content and organizing collaborations to offer entertainment with real emotion and discovery.

In this business, by incorporating digital technologies and the awareness of SDGs and communicating information on trends and creating added value, we will realize the creation of synergy and the improvement of our corporate brand.

Theater

Plays, musicals, dance performances and other productions are staged at PARCO Theater (8th floor of Shibuya PARCO) and other theaters in Japan. Quality works are produced with talented creators and highly appealing actors.

PARCO Theater

PARCO Theater newly opened in January 2020. Some performances were cancelled due to the COVID-19 pandemic. But various plays were performed by prestigious creators and actors in its opening series. “Guernica,” which was performed in September, received the Excellent Work Award of the Yomiuri Theater Awards and caused a buzz. We will continue to produce our own performances to provide theatrical experiences.



PARCO Theater, photo by OSAKO Futoshi



PARCO STAGE @ONLINE

PARCO STAGE @ ONLINE

This project is intended to communicate the appeal of the theater online. Responding to people’s desire to “see,” “participate in,” “know more about,” and “see a bit behind the scenes of” the theater, we stream a variety of content. We provide enjoyable experiences to aficionados of plays and musicals and also provide people who have never stepped foot in a theater with opportunities to develop a new love.



<https://stage.parco.jp/>

Music

We operate CLUB QUATTRO live music venues in four locations including Shibuya, Nagoya, Hiroshima and Umeda. The club books up-and-coming artists both in Japan and abroad and offers top-quality live music experiences. It is also famous as a springboard for new recording artists. It has hosted many artists at an early stage in their careers who later went on to play at even larger venues.

In addition, in Shibuya, we operate a music cafe and dining bar QUATTRO LABO that offers music and food and drinks in a space with a collection of various analog records and CDs.



Shibuya CLUB QUATTRO



<https://www.club-quattro.com/>

Movies



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We operate two small movie theaters CINE QUINTO and WHITE CINE QUINTO in Shibuya. We distribute, buy and invest in films to show a wide range of unique and high quality national and international works.

“American Utopia” distributed by Parco

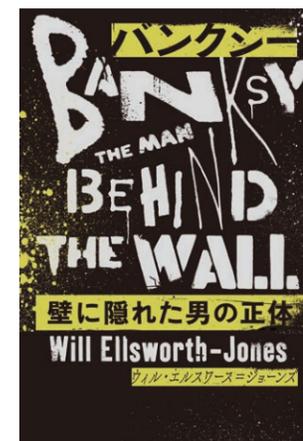
A completely new type of film by David Berne and Spike Lee. It is a live recording of a Broadway performance. It was shown with a loud blast at CINE QUINTO, which was full many times!



<https://www.cinequinto.com/>



Publishing



Parco publishes a variety of genres, from art books and practical guidebooks to works of literature. We also profile contemporary artists and creators active in Japan and overseas, hold events, and develop a wide range of projects tied to the works we publish.

“Banksy: The Man Behind the Wall”

We have published the Japanese translation of a critical mid-life biography of the artist Banksy, a carefully researched account that brings the artist into sharp relief. It is invaluable reportage for a global audience. Who is Banksy, a man who turned the art world upside down and is becoming the most famous on earth while keeping himself behind the wall? A journalist in UK pursued the artist through detailed, thorough investigation. By tracing his footsteps, this book delivers a true portrait of Banksy: How did one boy become a world-class artist while maintaining his anonymity?

Author: Will Ellsworth-Jones List price: ¥2,000 (tax exclusive)



<https://publishing.parco.jp/>

Gallery café

We conduct a wide range of entertainment-related businesses in cooperation with other departments, including planning and operating galleries, operating cafes through collaboration, and organizing exhibitions.

MR. BRAINWASH EXHIBITION

“LIFE IS BEAUTIFUL”

We held a large-scale solo exhibition of MR. BRAINWASH, a street artist who lives in Los Angeles, for the first time in Japan to commemorate the opening of Shinsaibashi PARCO. The exhibition titled “LIFE IS BEAUTIFUL” showed approximately 80 pieces of his two-dimensional and three-dimensional works including the works created for this exhibition and limited works themed on Japan as well as his past works.

At the same time, the exhibition was presented three-dimensionally online. A viewer at home can move in the exhibition venue and see a 360-degree view as if he/she were actually there.



Banksy Thrower, 2019 Silkscreen and Mixed Media on Paper