

PARCO Business (Content)

Entertainment Business

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

Since its establishment, PARCO has believed in the power of art and provided support for it. Centering on co-produced plays and the publishing business, PARCO has been involved in a wide range of areas, including music, movies, exhibitions, and restaurant collaborations. Joining together a network of creators with new technologies and situations, we will contribute to vitalizing districts and communities and to PARCO's branding.



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.

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.

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.

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.

Games

Games are a new form of culture and a ground for communication that connects the world. Through holding e-sports tournaments and introducing indie games, we are creating a new movement in games together with creators and collaborators.

Games

Creating new communication in the game business

Since its establishment PARCO has actively introduced various forms of culture, fashion primarily, but also music, art, plays, and movies. We have identified new talent and together opened up new avenues for the future. In September 2023, we established the new Game Division to create new communication and started a game business. Games are positioned as a new form of communication that goes beyond language and national borders. The passion that is then created will be delivered to the world as a new life culture.

Public viewing of e-sports events (PARCO Theater)



As the PARCO game business, we held a public viewing in June of VCT ASCENSION PACIFIC 2023, the Asian tournament for VALORANT, featuring the e-sports team SCARZ, which was representing Japan.

Theater

“Rabbit Hole,” part of a series commemorating the 50th anniversary of PARCO Theater



PARCO Theater celebrated its 50th anniversary in 2023 and staged a series to commemorate the milestone. There was a play with a director at the center of Japan’s theater world, an experimental work with fresh talent, and a cutting-edge director and playwright from overseas. It was an impressive lineup that attracted a large audience. “Rabbit Hole,” staged in April, won the Outstanding Performance Awards at the Yomiuri Theater Awards.

Music

SHIBUYA CLUB QUATTRO 35TH ANNIV. NEW VIEW



From June to November 2023 PARCO held SHIBUYA CLUB QUATTRO 35TH ANNIV. NEW VIEW to celebrate the music venue’s 35th anniversary. Over 30 original shows were performed by a total of 50 groups. In addition, recycled goods were sold from among the artists’ personal items, and reusable cups were introduced, as SDGs projects were implemented aiming to create a new image for the club scene.

Medical Wellness Mall



Welpa is a medical wellness mall that provides services that support the habituation of self-care by making lifestyle proposals and providing value in the field of wellness. There are currently two Welpas, one at Shinsaibashi PARCO and one at Urawa PARCO. Women undergo significant change both physically and mentally depending on their stage of life, and Welpa provides opportunities for women to learn about healthcare and an environment for enriching experiences.

Welpa Urawa opened in February 2024



Welpa Shinsaibashi

The second Welpa, Welpa Urawa, opened in February 2024 on the 7th floor of Urawa PARCO. Japan ranks extremely low among developed countries for breast cancer screening and nearly 60% of women do not get screened. Welpa aims to contribute to an enriched society primarily by supporting solutions to medical and health-related problems facing women in their 20s to 40s, the main customer segment at PARCO.

Crowd Funding Service



BOOSTER, a crowd funding service, is a mechanism for fundraising and support where people who wish to take on challenges can communicate that fact via the Internet. We contribute to local revitalization and fan generation by partnering in areas with PARCO stores and Daimaru Matsuzakaya Department Stores. In fiscal 2023, around 160 projects were conducted, with support being provided to people taking on challenges and local communities.

Containing 40 years of memories of Shin-Tokorozawa PARCO, commemorative goods production project with special support school



With the closure of Shin-Tokorozawa PARCO, PARCO ran a project to order and create memorial goods. Combining welfare and creativity, local designers joined with students at a special support school to create return goods, which expanded contact between welfare and the wider society.

Project to erect a statue of Toshizo Hijikata in Kyoto's Mibu district 160 years since the formation of the Shinsengumi swordfighters



Partnering with Daimaru Kyoto, a statue of Toshizo Hijikata, the second in command of the Shinsengumi swordfighters, was erected using crowd funding in order to vitalize tourism in the Kyoto Mibu area, the birthplace of the Shinsengumi. Mibudera temple, where the statue was erected, has seen a host of Shinsengumi fans and history-lovers visit the site.

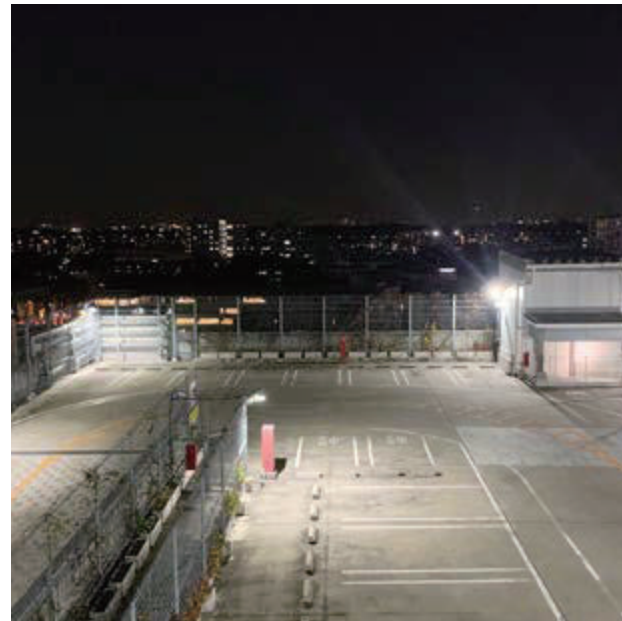
Location Service

PARCO provides PARCO store space for use in television programs, movies, commercials, magazines and various other media, utilizing locations with good access and well-designed facility space. Every year our space is used for around 50 different productions. For example, at Shibuya PARCO, we provide rooftop plaza space overlooking Shibuya, the spiral-shaped walkway, and indoor space. Allowing the space to be used for media productions can elevate the location to a kind of sacred space that draws fans to it. The aim is to create appeal that motivates new store visits.



Shibuya ROOFTOP PARK

This space is used for live streaming by famous artists and also as the location for new music releases. Many fans come to Shibuya PARCO to visit this now sacred space.



Roof of parking structure next to Chofu PARCO

For a certain TV drama, an impressionable scene was shot here featuring cast members talking inside a car parked in the parking structure.

Online Magazine “ACROSS”

“ACROSS” is media managed by a PARCO think tank that started in 1977. It researches street fashion marketing by observing people, things and the city based on fixed-point observation conducted every month since August 1980. Tokyo’s young people and fashion culture-related data and marketing know-how cultivated over 40 years is provided to PARCO and Group companies and also linked to joint research and commissions with companies, groups, and universities in Japan and overseas.



Fixed-point observation at Harajuku

Fixed-point observation—qualitative surveys and research of young people and fashion—has been conducted at three sites, Shibuya, Harajuku, and Shinjuku, since August 1980.



“Street Fashion 1980-2020: 40 Years of Fixed-Point Observations”

40 years of fixed-point observations were collected and published as a book by PARCO Publishing in August 2021. The book has been a hit since it was first published and as of May 2024 is in its fifth printing.

Medium-term Business Plan: Priority Strategies ③

Expand Content Business

PARCO Medium-term Business Plan (FY2024-2026)

In the growing content market, which includes entertainment and culture that draws on our originality and strengths, we will conduct research and development with J. FRONT RETAILING and build a base for a new business.

Entertainment Business

We will aim for business growth by providing appealing content that leverages our outstanding ability to attract an audience by providing top draws for over 50 years. In addition, by utilizing networks established through development of a wide variety of genres and fusing this with new technologies we will contribute to PARCO's branding.

Shibuya PARCO 8th floor
PARCO Theater



Digital Entertainment Business

In the game field, through collaboration with partner companies, we will utilize the e-sports team SCARZ, which is a Group company, and newly promote the game-related business overall.

SCARZ fans meeting at the Neon Restaurant Street on the second underground floor of Shinsaibashi PARCO



Content (Production) Business

We will develop events and products that will constitute new value through collaboration with works, artists, characters and games popular here and overseas. We are planning developments not only at our own commercial complexes but also through the channels of other companies inside and outside Japan in order to expand the business.

"The World of Shirow Masamune" to be held in spring 2025
Organizers: Setagaya Literary Museum, Kodansha, PARCO



© Shirow Masamune/ Kodansha

Wellness Business

We are developing medical malls within PARCO stores in order to propose new wellness healthcare for cultivating pre-symptomatic awareness, and will develop services that utilize know-how obtained thus far, our networks, editing power and production power.

Shinsaibashi PARCO 10th floor
Welpa Shinsaibashi

