

SHOCHIKU To Stage Brand New Kabuki-Inspired Shows in Las Vegas

5/4/2015

LAS VEGAS, May 4, 2015 /PRNewswire/ -- Shochiku Co, Ltd. (Headquarters: Chuo-ku, Tokyo, Japan; President and CEO: Jay Sakomoto; hereinafter "Shochiku") announced today plans to present a Kabuki-inspired event in both August 2015 and May 2016, as part of efforts to develop a brand new Kabuki-inspired entertainment. The event entitled "Japan KABUKI Festival in Las Vegas 2015-2016" will be supported by MGM Resorts International (Headquarters: Nevada, USA; Chairman and CEO: James Murren; hereinafter MGM) and will include a Kabuki performance and other entertainment components.

In August 2015, Shochiku will present a new performance inspired by Kabuki masterpiece Koi-Tsukami, "Fight with a Carp", featuring Kabuki star Ichikawa Somegoro at Bellagio's iconic Fountains. The dynamic shows of water and music at the Fountains of Bellagio are a very popular attraction and a symbol of Las Vegas. The festival will open with a spectacular performance combining the world-famous fountain shows with Koi-Tsukami, to introduce the traditional Japanese performing art as brand new, world-class entertainment. In addition, "Japan KABUKI Festival", which will include a performance of Kabuki among other elements, will take place in May 2016. The events, the first to be held with support of MGM, will mark Shochiku's first performance ever in Las Vegas.

Purpose of the press conference

In view of an expansion of inbound tourism in Japan, Shochiku announced its intention to continue to develop content for new audiences toward 2020 and beyond.

Shochiku will develop innovative content that can attract a wide variety of audiences including foreign visitors. New content will be based on the traditional elements of Kabuki but will also feature new elements such as new technologies and unconventional performing venues.

Combining "hard" elements with "soft" elements is effective in showcasing the positive aspects of Japanese-born technologies and entertainment content. By creating stage effects using technology and products developed in Japan, Shochiku will promote collaboration with local companies.

"Shochiku is dedicated to preserving the tradition of Kabuki as well as introducing it to new audiences worldwide," said Mr. Mitsuhiro Hosoda, Senior Managing Director of Shochiku upon the announcement. "We are very excited about collaborating with MGM to present the brand new Kabuki-inspired shows in Las Vegas. This extraordinary city is the most successful tourist destination in the world and MGM is a global leader in entertainment. It is a tremendous opportunity for Shochiku, an entertainment company which has provided abundant and various content for 120 years, to work with MGM to present brand new Kabuki-inspired shows to the world."

"As one of the largest entertainment companies in the world, we are very proud to cooperate with Shochiku, one of Japan's cultural icons," said Jim Murren, Chairman and CEO of MGM. "Shochiku is a globally recognized entertainment company specializing in producing and showcasing Kabuki and films globally. The company, which also operates Kabukiza Theatre, the principal theater for Kabuki, has passed on this over 400-year-old traditional art, while continuing to attract new audiences by incorporating modern elements. We constantly seek new ways to engage and entertain our guests and we are very thrilled about the opportunity to work with Shochiku in these events."

Contents

Japan KABUKI Festival in Las Vegas 2015-2016

August 14 to 16, 2015

- Title: KABUKI Spectacle at FOUNTAINS OF BELLAGIO - Koi-Tsukami - "Fight with a Carp"
- Venue: Fountains of Bellagio, Las Vegas, US
- Description: A brand new entertainment combining fountain spectacles with a Kabuki play featuring "Fight with a Carp"
- Exact time will be determined later.

May 2016

- Draft Title: Japan KABUKI Festival
- Venue: Las Vegas, US
- Description: Spectacle shows inspired by Kabuki and other events

Photo - <http://photos.prnewswire.com/prnh/20150505/213817>

SOURCE MGM Resorts

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