

FAO: Media outlets

April 17, 2023
Waku Waku Works, Inc.

Waku Waku Works to operate ZEROTOKYO - one of the largest night entertainment facilities in Japan

Waku Waku Works, Inc. (President & CEO: Yusuke Nakagawa, Head Office: Minato-ku, Tokyo) has entered into an agreement with TST ENTERTAINMENT CO., LTD. (Representative Director: Tomoo Kimura, Head Office: Shinjuku-ku, Tokyo) for the management of the night entertainment facility ZEROTOKYO, and will commence store operations and stage lighting productions.

ZEROTOKYO, which opened on Friday, April 14, 2023, is based in Shinjuku Kabukicho, one of the world's busiest shopping districts, and is one of Japan's largest night entertainment facilities, consisting of five areas on three floors, from the 2nd basement level to the 4th basement level. The concept of this facility is an "ENTERTAINMENT JUNCTION". This facility brings together all kinds of entertainment contents such as music, DJs, space production, performance, etc., to create a completely new entertainment experience and provide a place for diverse people to pursue their passions.

Since its establishment, Waku Waku Works has produced various entertainment facilities and events. Leveraging operational know-how in the location business, the company aims to, with ZEROTOKYO, revitalize the night entertainment market by operating stores across three floors and five areas with stage lighting to create a unique form of entertainment.

We will continue contributing to the further development of entertainment by demonstrating even greater synergy with NIPPON COLUMBIA CO.,LTD., DREAMUSIC Inc., KSR Corp., and others who are responsible for the label businesses of the Faith Group to which our company belongs.

■ TST ENTERTAINMENT CO., LTD.

A joint venture company for the purpose of planning and operating entertainment facilities under the Shinjuku Tokyu Milano Redevelopment project. It was established by Tokyu Recreation Co., Ltd., Sony Music Entertainment (Japan) Inc., and Tokyu Corporation.

Company name: TST ENTERTAINMENT CO., LTD.

Head Office: 1-29-1 Kabukicho, Shinjuku-ku, Tokyo

Business: Planning and operation of entertainment facilities

ZEROTOKYO: <https://zerotokyo.jp/>

■ Waku Waku Works, Inc.

A joint venture between Faith, Inc. and ASOBISYSTEM Co., Ltd. to produce new entertainment centers, plan and manage facilities, and conduct consulting business. In addition to the planning, store management, and production capabilities of ASOBISYSTEM, which distributes Japanese pop culture both domestically and internationally, Faith's experience in the creation of various content distribution systems, including music, and building platforms for music and entertainment services will be used to produce new kinds of tourism content covering cities and rural areas, and further expand the huge potential market of inbound tourism.

This is a summary version of the press release which Waku Waku Works, Inc. has released on the April 17th, 2023. Please refer to the official press release (in Japanese) from here.
https://www.faith.co.jp/press/pdf/group/20230417_www.pdf