



Yuranza Inc.

Company Introduction

B U S I N E S S



EVENT PRODUCTION

We collaborate with various stakeholders to produce event contents centered around **sound** with a customer-focused, collaborative approach.



PERFORMANCES

We bring together top-tier artists at the forefront of their fields, and showcase unparalleled performances through original, one-of-a-kind stage presentations.



WORKSHOPS

Through the universal act of drumming, we create team-building experiences where sound connects people beyond titles and words.

EVENT PRODUCTION

Bandai-san Onsen Hotel by Hoshino Resorts

Hotel × Event Content

At Bandai-san Onsen Hotel by Hoshino Resorts located in Bandai Town, Fukushima Prefecture, we produced an event content experience that allows guests to fully enjoy their nights as if they were part of a lively celebration.



Consultation Request

The hotel wanted to offer nighttime events so that guests who enjoyed the town of Aizu and skiing during the day could also have fun in the evening.

Background

We aimed to provide experiences that make guests say, "I can't forget that night, so I want to stay again." We wanted the hotel to be a place where guests create special memories at night.

The hotel staff wished to offer such event content independently every night.

Project Production

We developed the entire nighttime event, including performances, and supported the hotel staff so they could run it independently.

Details of the collaborative production:

- Creation of event content
- Training and costume production for hotel staff
- Overall direction of the event venue



<https://www.youtube.com/watch?v=ZYUqPV14j1s>

Gyogakuin Kakurinbo

Tourism × Event Content

In Minobu Town, one of Japan's three major sacred mountains of Buddhism, and Kuon-ji Temple, the head temple of the Nichiren Sect, we produced a performance content tour centered on the 750-year story of this region.



Consultation Request

Our goal was to create performance content that allows visitors to intuitively enjoy the local culture.

Background

While educational cultural experiences are abundant, we aimed to provide more intuitive and impressive immersive content that deeply engraves unforgettable memories.

We wanted to offer an experience that makes visitors say, "When I go to Japan, I want to visit that town again."

Project Production

A performance incorporating the local story was created and presented over two days on site.

Elements incorporated into the performance include:

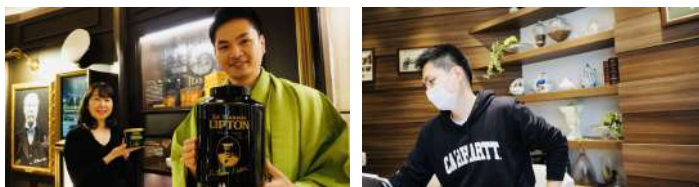
- Stories related to the Nichiren Sect
- A traditional dance performed at local festivals
- The Uchiwa-daiko used in local festivals



<https://www.youtube.com/watch?v=Cu7tDY651gs>

the Lipton Tea House Ginza Tea × Event Content

We produced “Tea Rakugo: Ichiban-cha”, a creative rakugo performance held at the Lipton Tea House Ginza, operated by Unilever Japan, where guests could enjoy and learn about the history of tea through storytelling.



Consultation Request

To increase everyday tea consumption among senior consumers, we aimed to create an event that would serve as a trigger for new customer engagement.

Background

As Japan's population ages, we aimed to engage more senior tea drinkers.

Since many in this group find tea culture unfamiliar or distant, we collaborated with senior-friendly content to inspire the feeling that “tea is actually quite delightful.”

Project Production

We produced an original rakugo performance that allowed audiences to enjoy drinking tea while learning about it in an entertaining way.

Event Details:

- A Kamigata rakugo storyteller performed live
- An original rakugo story themed around tea
- A comfortable space was designed where guests could relax and enjoy tea during the performance



https://www.youtube.com/watch?v=Re0cL_KYh6k

PERFORMANCES

Hilton Tokyo

Hotel × Performance for MICE

Hilton Tokyo renovated its banquet hall with one of Japan's largest LED walls to meet rising MICE demand. We partner as a performance content provider for gala parties hosted by global corporations.



Consultation Request

We aim to enhance the hotel's presence among corporate and organizational clients, particularly those in the MICE sector.

Background

Hilton Tokyo is leveraging its banquet hall, equipped with one of Japan's largest LED walls, to tap into the growing MICE market.

By offering a seamless experience that combines dining, accommodation, and entertainment content, the hotel aims to establish itself as a preferred choice among clients.

Collaboration Details

Yuranza provides tailored performance content for corporate parties held in the banquet room, offering acts that align with each event's theme and concept.

Performance Content Provided:

- Dynamic and energetic opening acts
- Powerful performances for surprise moments
- Interactive performances that bring the entire venue together



The Story of Cain and Abel Performance Stage "Tzaddik"

Based on the story of Cain and Abel from the Old Testament, "Tzaddik" is a grand stage production that fuses Japanese drums (taiko) with theater. It challenges the profound theme of the first fratricide (murder) in human history.



<https://www.youtube.com/watch?v=RIsLiGIF8w8>



Avant-garde Independent Performance "Ziggurat"

"Ziggurat" is an original stage production that recreates the biblical Tower of Babel in a contemporary context using Japanese traditional instruments, dance, and theater. Over 1,000 guests have attended across Japan and parts of Europe.



<https://www.youtube.com/watch?v=IZjAj6pGvPs>



The Unique Japanese Aesthetic An Open-Air Live Show

Held at the open-air theater "The Mountain Plaza®" in Mihama Town, Aichi Prefecture, this outdoor live show harmonizes the melodies of Japanese traditional instruments with the sounds of birdsong and rustling trees, offering a sublime experience of Furyu.



<https://www.youtube.com/watch?v=BYQIrla-4PQ>

WORKSHOPS

Workshop Business

At Yuranza, we offer a 90 to 120-minute team-building workshop that transcends titles and language barriers through an inclusive taiko drumming experience where anyone can make sound.



Playing with rhythms



Pair games



Group games



Professional performance demonstration



Stories of taiko history and culture



Ensemble playing

GitLab Inc. for Offsite Meeting

An offsite meeting was held with senior executives visiting from overseas.
We reserved the temple in Tokyo exclusively and enjoyed a full two-hour team-building session using Japanese taiko drums.



Consultation Request

Senior executives from global offices gather in Japan for an offsite meeting and want to experience Japanese culture.

Challenges

They have been unable to find activities that can be enjoyed equally by overseas senior staff and Japanese team members, who differ in rank and language.

The desire was for a Japanese cultural experience that is engaging without being too formal or boring.

Services Provided

A workshop was held that created a shared sense of accomplishment even among members with different languages and roles.

Key selection points included:

- A Japanese cultural activity
- Enjoyable games requiring no language
- Comprehensive service including venue arrangement and skilled interpreters

ASICS Union for Labor Union

The labor union included many employees meeting for the first time and hailing from diverse nationalities. We held a non-verbal team-building activity using Japanese taiko drums.



Consultation Request

To accelerate cross-department communication, we wanted an event where participants could enjoy themselves together, even if meeting for the first time.

Challenges

The union members come from various departments, and because of a siloed company culture, there was little cross-department interaction. The union provided an opportunity to increase communication, but there had been no good catalyst or theme to bring people together.

Services Provided

We held a workshop where participants could enjoy games without language barriers while simultaneously getting to know each other.

Key selection points included:

- Games that can be enjoyed without using language, even on first meetings
- Distance-closing games
- Complete support including preparation, facilitation, and cleanup



Temple University Japan Campus

for Orientation

New students of the a Master's program conducted a team-building workshop as part of their orientation. Students from diverse nationalities engaged with the traditional culture of Japanese taiko drums while enjoying pair and group games.



Consultation Request

With freshmen coming from various countries, the program aimed to help them get to know one another during orientation.

Challenges

Since they are starting a new life in a foreign country (Japan), the goal was for them to make many friends.

They sought an activity that allows students with different native languages to enjoy together while experiencing Japanese culture.

Services Provided

We reserved a temple in Tokyo exclusively and held a full 2 hour non-verbal activity using Japanese taiko drums.

Key selection points included:

- A Japanese cultural activity
- Enjoyable games requiring no language
- Comprehensive service including venue arrangement and skilled interpreters

ABOUT US



遊覧座
YURANZA

Company Name	Yuranza Inc.
Established	June, 2021
CEO	Masahiro Tozawa
Location	1-2-6 Nihonbashi-muromachi, Chuo-ku, Tokyo
Capitals	3,000,000 JPY
Business	Event Production Performances Workshops

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