

Press Release

September 17, 2025

Nomura Real Estate Development Co., Ltd.

TAO Entertainment Co., Ltd.

JTB Communication Design, Inc.

Nomura Real Estate Retail Properties Co., Ltd.

**A Dedicated Theater for Japanese Drum Performance Group DRUM TAO  
Opens in Kyoto in the Spring of 2026**

— New value provided in Kyoto as a nighttime form of non-verbal<sup>1</sup> entertainment from Japan —

**Key points in this release**

1. Nomura Real Estate Group, TAO Entertainment, and JTB Communication Design have pooled their resources and expertise to create a new entertainment business.
2. The theater will host the long-running performances of DRUM TAO throughout the year as a dedicated theater for the group offering a new type of nighttime entertainment in Kyoto
3. Aims to establish a new type of entertainment by ensuring an overwhelmingly immersive experience that can only be had in a venue with limited 320 seats

Nomura Real Estate Development Co., Ltd. (Head office: Minato-ku, Tokyo; President and Representative Director: Daisaku Matsuo; hereinafter “Nomura Real Estate”) and TAO Entertainment Co., Ltd. (Head office: Fukuoka city, Fukuoka; President and Representative Director: Ikuo Fujitaka; hereinafter “TAO Entertainment”) have agreed to establish a limited liability company<sup>2</sup> that will engage in the entertainment business and pool the resources and expertise of the companies involved to create a new entertainment business through a comprehensive business partnership between the limited liability company and JTB Communication Design, Inc. (head office: Minato-ku, Tokyo; President & CEO: Takayuki Fujiwara; hereinafter “JCD”). Nomura Real Estate will entrust Nomura Real Estate Retail Properties Co., Ltd. (Head office: Minato-ku, Tokyo; President and Representative Director: Takayuki Unuma; hereinafter “Nomura Real Estate Retail Properties”) with the promotion of the business. Nomura Real Estate has acquired a hall within the Kyoto Avanti building, a facility in front of Kyoto Station, as the base for this business.

In Kyoto in the spring of 2026, the above companies will open a theater (hereinafter the “Theater”) dedicated to the performances of the Japanese drum performance group DRUM TAO (hereinafter “DRUM TAO”) as an entertainment business. DRUM TAO’s track record<sup>3</sup> includes live performances in 31 countries with a cumulative audience of more than 10 million people.

1: Non-verbal: Communication without using spoken language

2: Having signed a joint venture (JV) agreement, Nomura Real Estate and TAO Entertainment will set up a limited liability company (trade name: **NRE&TAO Entertainment Partners LLC.**) in the future.

3: Official DRUM TAO website: <https://www.drum-tao.com/about-tao>



[Illustrative image of the inside of the hall]



[DRUM TAO]

## **1. Business features**

### **(1) Enable people from different countries to feel closer to each other through moving experiences that transcend language and culture**

This unique style of non-verbal entertainment from Japan will be delivered with DRUM TAO's powerful Japanese drum sound and performance. Overwhelming realism and immersiveness that can only be realized in a space that has limited 320 seats. The goal of the Theater is to be a space where people can share excitement that transcends language and cultural differences through an immersive experience where audiences feel the energy radiating from performers and the Japanese drums up close. The Theater will establish a new type of entertainment that represents Japan by communicating the allure of these performances domestically and internationally.

### **(2) A dedicated Theater for experiencing DRUM TAO performances at any time**

The Theater will continually present permanent long-run performances throughout the year as a dedicated DRUM TAO Theater. The Theater will establish an environment where audiences can experience DRUM TAO performances at any time with a stage and audience seating layout that maximally conveys the energy of their performances, including a stage and stage mechanisms that were designed specifically for the dedicated Theater.

### **(3) Facilitates special moments at night in Kyoto**

The Theater will present a new way to enjoy the night in Kyoto by hosting performances of DRUM TAO in the evening. The entire Theater is designed with a unified worldview to provide an experience that allows anticipation to build and extends the emotional resonance of the performance beyond the end of the show. This includes exhibitions and installations in the hall and the foyer, the services at the bar counter, and collaborations with artists and artisans connected to Kyoto.

## **2. Purpose of each company's initiatives**

### **(1) Nomura Real Estate Group**

Under its 2030 Group Vision, Be a "Life & Time Developer," as never seen before: Becoming a Group That Maximizes Happiness and Abundance, Nomura Real Estate Group values staying close to the lives and times of its customers through real estate development and the related services.

This is the first time the Nomura Real Estate Group will enter the entertainment venue business.<sup>4</sup> The Nomura Real Estate Group aims to create unprecedented valuable experiences by planning the content of performances, promoting the business, communicating information and arranging the venue. The group will provide visitors with exciting experiences and enable them to discover new things by establishing a one-of-a-kind entertainment base in Kyoto, a city that has mesmerized many people. The group will also communicate the allure of the Theater inside and outside Japan to increase the appeal of nighttime tourism activities in Kyoto, make visitors' stays in Kyoto more impactful, and contribute to the energization of the community.

4: Venues are places where events are held, concerts, sporting events, and performing arts events in particular. Nomura Real Estate Group will arrange and operate halls and arenas and conduct entertainment businesses to enable people to have experiences that enable them to be happy and prosperous. This is supported by the growth of the live entertainment and professional sports markets.

### **(2) TAO Entertainment**

DRUM TAO's motto is "Bring cool Japan to the world," and they provide exciting and wonderful experiences in Japan and around the world through their art which combining Japanese tradition and innovation.

Hopefully, tourists from overseas will experience this evolution of traditional Japanese culture at this new Theater in Kyoto during their stay in Japan. It is expected that the Theater will communicate the profound allure of Kyoto through collaboration with local artists and artisans as a facility where international tourists can enjoy Kyoto from a different point of view, watching an evening show that takes place outside peak sightseeing hours.

## ■ About DRUM TAO

10 million audiences across 500 cities in 31 countries! One of the best non-verbal entertainment experiences in Japan. An overwhelming performance by Japanese drummers and people playing many different traditional Japanese musical instruments. It is one of a kind performing art. When they performed off-Broadway in 2016, all of their shows were sold out. DRUM TAO was praised highly as the “face” of Japan, promoting the country around the world.



### (3) JTB Communication Design (JCD)

JCD focuses on promotion, MICE (Meetings, Incentives, Conventions, and Exhibitions), the operation of facilities and administrative tasks. JCD creates diverse interactions that connect people, companies, and communities, providing new value to society and businesses. Leveraging extensive experience and comprehensive capabilities, JCD contributes to building a sustainable and attractive future by revitalizing local communities, addressing corporate challenges, and tackling a wide range of issues related to inbound tourism in Japan, which is one of JCD's core strengths.

In this project, JCD will be responsible for promotional activities targeting foreign tourists visiting Kyoto, as well as the operation of the Theater.

### 3. Facility overview

Address	Avanti Building 9th floor, 31 Higashikujo Nishisannocho, Minami-ku, Kyoto City, Kyoto
Transportation	1-minute walk from the Kyoto Municipal Subway's Kyoto Station, 3-minute walk from Kintetsu Kyoto Station and directly outside the Hachijo Exit of JR Kyoto Station
Floor area	1,395.58 m <sup>2</sup> (plan)
Number of seats	Approx. 320 (plan)

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