

March 8, 2023

To the media and press

Tokyu Land Corporation

**“The Unknown Café Gallery Harajuku,”
a café gallery for interacting with “unknown” talent, to open on April 14, 2023**
Will be jointly opened by three entities: LTR Inc., Shibuya no Label and Tokyu Land Corporation

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President and CEO: Masashi Okada; “Tokyu Land” below) will open “The Unknown Café Gallery Harajuku” (“Café Gallery” below), a café gallery for interacting with “unknown” talent, on Friday, April 14, 2023 as a joint endeavor with LTR Inc. (Headquarters: Shibuya-ku, Tokyo; Representative Director and President: Jotaro Tani; “LTR” below) and Shibuya no Label (Headquarters: Shibuya-ku, Tokyo).

At the Café Gallery, in cooperation with the Shonen Jump + Editorial Department of Shueisha Inc. (Head Office: Chiyoda-ku, Tokyo; President and Representative Director: Shinichi Hirono; “Shueisha” below), two pages each from eight works selected from among short stories currently serialized in the “Shonen Jump +” manga (Japanese comic) magazine app operated by SHUEISHA will be put on display every 60 days, with works from up-and-coming manga artists to be featured in particular.

The Unknown

Café Gallery Harajuku



[The Unknown Café Gallery Harajuku Creative Director: Yuya Furukawa]

“Unknown creators may be blessed with ambition and talent, but have nothing at the moment, nor are they sure how they will end up. I feel that there is no existence more appealing than theirs. Things that are incomplete contain possibilities and beauty. New talent rewriting history will make the world a more stimulating place. The Unknown Café was born from the question of what Harajuku should create when that rewriting takes place.”

■ The Unknown Café Gallery Harajuku

An event space location at the Jingumae crossing area that was created from a renovated private home, “Unknown Harajuku” is used for a myriad of purposes that includes pop-up stores, events, exhibitions and photography. The Café Gallery, which will open not far from that location, will be developed based on the similar concept of “interacting with ‘unknown’ talent.”

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In the gallery space and café space, works by up-and-coming manga artists from short stories in the “Shonen Jump +” manga (Japanese comic) magazine app will be put on display, with these to be renewed every 60 days. Through this, new talent will benefit from support and visitors will be provided with the experience of actually encountering “unknown” works.

Additionally, to have the Café Gallery pay respects to manga works as a hub of popular culture, emphasis will be placed on the monotone look of its interior and staff uniforms. On the shop’s main food and drink menu, numerous items that appear to have been plucked out of the world of manga will be offered.

The background music to be played in the café area will be curated by “Eggs,” an indies music community created as an indies activity support project by Tower Records and RecoChoku. Through this, the Café Gallery will provide an “unknown” café music experience.

■ Creating an ecosystem in which diverse creators come together through the communication of all kinds of culture

Taking advantage of connections in the Harajuku-Jingumae area and in Shibuya, the Café Gallery will contribute to the creation of an area that diverse creators, from editors to game and fashion designers, can be a part of.

Through the gathering of hubs for all kinds of culture, including fashion, music and street culture, in the Harajuku-Jingumae area together with the pop culture to be communicated by the Café Gallery, the café aims to become a forum where diverse creators come together and new culture and trends are created, with Tokyu Plaza Omotesando Harajuku and the Jingumae 6-chome Block Urban Redevelopment Project, the latter of which is scheduled to open in Spring 2024, to serve as the center of that activity.



■ Comments by Business Operators/Involved Parties

LTR Representative Director and President Jotaro Tani

“We at LTR supply ‘themed cafés’ where people can have extraordinary experiences in a familiar environment. ‘The Unknown,’ which represents the newest such experience we offer, is a place for ‘yet-known’ talent to be unearthed and to blossom. While providing the excitement of encountering wonderful works to the rest of the world, we will go on to support the creators who will uphold the future.”

Shibuya no Label Representative Akihiro Shoji

“I feel that people are drawn to Harajuku because of the excitement borne out of the intersecting of change and tradition. My hope is that this café gallery, whose opening is fate working in mysterious ways, will become a forum where that excitement amasses.”

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Shonen Jump + Editor-in-Chief Shuhei Hosono

“It pleases me that manga by Shonen Jump +’s proud stable of emerging creators will jump out of smartphones to be physically displayed in a large size. Moreover, I am truly excited that these works will be seen by many people in the town of Harajuku, which continues to bring forth new things, and look forward to the new talent that will be identified through this collaboration.”

Shueisha Editorial Department 3 General Manager Kosuke Yahagi

“I am thankful for the opportunity to participate in this initiative in Harajuku, a perpetual hub of new, young musical and fashion culture. I eagerly await meeting all the people who experience, enjoy and support the brushwork that new creators pour their heart and soul into as they pursue their dreams.”

Eggs Representative Eitaro Shibasaki

“As Eggs is also home to numerous indies artists who announce the songs that they created for the first time, together with works that are still unknown in the here and now, we also uncover songs from the unknown phase of artists who are currently active on the frontlines, and propose collaboration playlists that mesh both new and old unknown phases and transcend both era and genres.”

■ Project Participators

Operation:

[LTR Inc.]

Address: Aoyama Aa Bldg. 2nd Floor, 2-9-16 Kita-Aoyama, Minato-ku, Tokyo

Representative Director and President: Jotaro Tani

Business Activities: Planning and production of themed cafés and development and operation of shops

Established: 2021

[Shibuya no label] (A Limited Liability Company)

Address: 3-55-12-3B Sendagaya, Shibuya-ku, Tokyo

Representative: Akihiro Shoji

Business Activities: Contents production and management

Established: 2016

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Operational collaboration:

[Shueisha Inc.]

Address: 2-5-10 Hitotsubashi, Chiyoda-ku, Tokyo

President and Representative Director: Shinichi Hirono

Business Activities: Publishing

Established: 1926

[Eggs Co., Ltd.]

Address: 2-16-1 Shibuya, Shibuya-ku, Tokyo

Representative: Eitaro Shibasaki

Business Activities: Indies artist activity support business

Established: 2019

■ Overview of Facility

Shop Name: The Unknown Café Gallery Harajuku

Address: Harajuku Bell Pier 1st Floor, 6-6-2 Meiji Jingumae, Shibuya-ku, Tokyo

Business Hours: 11:00 AM – 11:00 PM (*Times are subject to change during the pre-opening period.

Please check the website.)

Support: Peace And After / Tower Records Shibuya Shop / Switch Publishing / Tokyofm / CINRA

Website (Japanese language only): <https://ukcg.jp/>

Twitter/Instagram: @ukcg_jp