

Tokyo Pulse | July 2023

OMO3 Asakusa - Opening July 31, 2023 in Tokyo

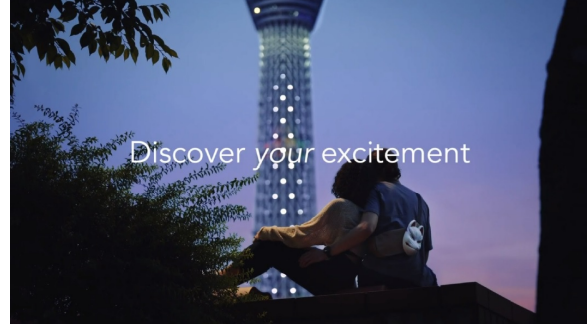


Situated in the heart of Tokyo, Asakusa is a captivating neighborhood where Edo history and modern city culture intersect. From OMO3 Asakusa's top floor, guests can watch the Asakusa cityscape change from light to dark and can see Edo's key landmarks, all the way from historic Sensoji Temple to Tokyo Skytree. Below, the neighborhood's old town charm is buzzing, and visitors will experience what it's like to be an Asakusa local with guided walks by OMO Rangers. Once the crowds of Nakamise-dori have settled, OMO Rangers will take guests behind the curtain to pay a visit to the illuminated Sensoji Temple, point them to the Asakusa's most delicious dish, and take them to shop for high-quality souvenirs and handmade crafts. Soon enough, guests are Asakusa-masters.

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TOKYO SKYTREE®

Jointly Create "DISCOVER YOUR EXCITEMENT" Video, Promoting Tokyo's Shitamachi "Downtown"



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The main focus of the video is an impressive storyline that seamlessly connects a day spent by Baby Boomers to Gen Z, couples and singles, in the area extending from Sensoji Temple to TOKYO SKYTREE®.

Tokyo: Jazz, Jazz Everywhere

Jazz in Tokyo actually dates back to the late 1920s as 78-rpm records made their way over the ocean. The post-war period then saw a further influx of albums imported from both America and Europe, as younger Japanese fans embraced the music with a fierce devotion. Clubs opened nationwide, and by the 1960s jazz legends such as Art Blakey and Miles Davis were coming here on tour, recording live albums that would go on to be sold worldwide.



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