

Re: Baki Baki

From David DELACRUZ <David.DelaCruz@swissotel.com>

Date Fri 4/11/2025 5:23 PM

To Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; Shane EDWARDS <Shane.Edwards@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; Atsuko YORIFUJI <Atsuko.Yorifuji@swissotel.com>

Cc Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>

2 attachments (5 MB)

BAKIBAKI MURAL 2025_English.pdf; BAKIBAKI PORTFOLIO 2017-2025 -MURAL_日本語.pdf;

Dear all,

I received from Baki san his artist portfolio. I will attach to this email the version in EN and JA.
Once I receive his Artist Profile Photo, I will send it.

For the next sketch Baki san removed the Billiken as requested (I attach it to this email). His idea for making it retro was to play with the colors. He is okay with adding other landmarks in the bottom since now the Billiken is not there, but he was wondering if for the logo we are going to use our Neon sign or we prefer he sketch it.

About the Daily Schedules for the Live Drawing, he asked me if is possible for the hotel to offer him a room during the period he will be working in the mural since is physical demanding (he estimates that considering the size of the wall and the details the time frame will be 18th to 24th). Please let me know if this is possible, and which dates so I can share with him and get a final schedule.

Please let me know if you have any quesitons.

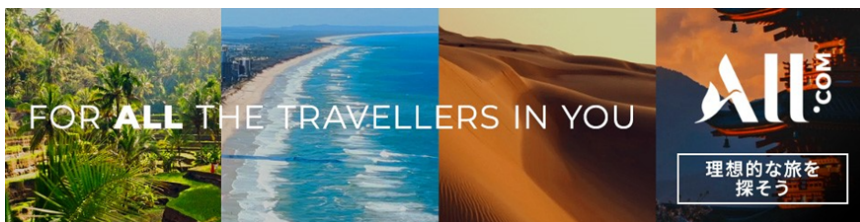
Thank you !
Best Regards,

デビッド・デ・ラ・クルス
David De la Cruz

F&Bマーケティング
F&B Marketing

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From: Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>

Sent: Wednesday, April 9, 2025 4:49 PM

To: Shane EDWARDS <Shane.Edwards@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>; Atsuko YORIFUJI <Atsuko.Yorifuji@swissotel.com>

Cc: Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>

Subject: Re: Baki Baki

Dear Team,

If you can secure us the following please, so we can start creating the special offers page:

1. Short Artist Bio - David, please share once provided by Baki
2. Artist Profile Photo - David, can we request this from him as well
3. Daily Schedules of Live Painting + Time (can guests come in even if NAMBAR10 is closed for operations?)
4. Any changes to bar timings given the live painting?
5. Apart from the Expo Set, any other items you prefer for us to promote?

Thank you.

Warm Regards,

マリアンジェラ・シルベストレ
Mariangela Silvestre
マーケティング部長
Director of Marketing

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From: Shane EDWARDS <Shane.Edwards@swissotel.com>

Sent: Wednesday, April 9, 2025 16:07

To: David DELACRUZ <David.DelaCruz@swissotel.com>; Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>

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Subject: RE: Baki Baki

Positive is that you will also have GM's and corporate coming so we are promoting Nambar 10 for guest to enjoy a drink.

Weather should also be good so please inspect the deck to see if any maintenance work is required or touch up.

Kind regards,

シェーン・エドワーズ
Shane Edwards

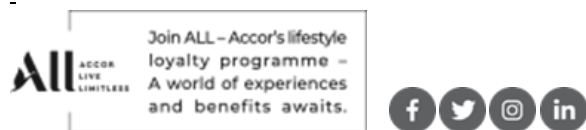
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General Manager

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From: David DELACRUZ <David.DelaCruz@swissotel.com>
Sent: Wednesday, April 9, 2025 10:46 AM
To: Shane EDWARDS <Shane.Edwards@swissotel.com>; Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>
Cc: Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>
Subject: Re: Baki Baki

On the 20th of April event with the retro people.

On the 19th we have other 2 smaller groups (One in the afternoon and one at night). Both are not private so we could also do something.

I think the 20th is better since we have the retro vibe and guarantee of 50+ guests and since is Sunday we do not have so much competition from other events going on in the city.

Best Regards,

デビッド・デ・ラ・クルス
David De la Cruz

F&Bマーケティング
F&B Marketing

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From: Shane EDWARDS <Shane.Edwards@swissotel.com>
Sent: Wednesday, April 9, 2025 10:39 AM

To: David DELACRUZ <David.DelaCruz@swissotel.com>; Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>
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Subject: RE: Baki Baki

Retro Night 19th or 20th?

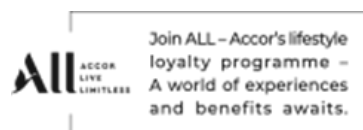
Kind regards,

シェーン・エドワーズ
Shane Edwards

総支配人
General Manager

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From: David DELACRUZ <David.DelaCruz@swissotel.com>
Sent: Wednesday, April 9, 2025 10:35 AM
To: Shane EDWARDS <Shane.Edwards@swissotel.com>; Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>
Cc: Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>
Subject: Re: Baki Baki

Dear Shane and Angela,

I've reached out to Baki-san to confirm whether we can use some of his other artwork during his live painting sessions. I also asked him to share a short artist bio with us. I thought it might be a great idea to print and display a few of his pieces around the area to help showcase his work and highlight his popularity in Osaka. This could also help draw attention to the live painting happening in N10 that week and encourage more foot traffic to the 10th floor. Additionally, I am also checking if he is okay announcing the live painting in his Instagram so we might collaborate in some SNS posts with the N10 account.

We also have the retro event on April 20th, which will bring in at least 50 guests—actually the organizer of this event has work with Baki san in the past. What do you think about inviting a few local influencers that day as well? It could be a great opportunity to amplify the collaboration and generate some buzz.

Please let me know if there's anything else I can do to help make the most out of this collaboration with Baki-san.

Best Regards,

デビッド・デ・ラ・クルス

David De la Cruz

F&Bマーケティング
F&B Marketing

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From: Shane EDWARDS <Shane.Edwards@swissotel.com>
Sent: Wednesday, April 9, 2025 10:14 AM
To: Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>
Cc: Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>
Subject: RE: Baki Baki

Thanks Angela yes more responsibility has been placed on the marketing team than expected from Tokyo.

We can focus on post PR and whatever David can contribute please advise as I know you guys are under the pump. David please ensure support is provided to Angela and her team as required.

Kind regards,

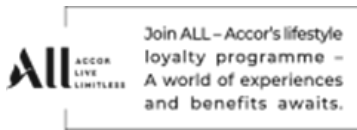
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Shane Edwards

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From: Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>

Sent: Tuesday, April 8, 2025 6:01 PM

To: Shane EDWARDS <Shane.Edwards@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>

Cc: Swissotel Nankai Osaka All Marketing Team <SOSAAllMarketingTeamDL@swissotel.com>

Subject: Re: Baki Baki

Dear Shane,

For Marketing, I've assigned this to Kenzie and Yumi chan, but anything public from our channels will only be up once Kenzie is back from her sick leave. We'll also need information, schedules, and any offers we can highlight if we want to have Yumi chan work on the media info/invite, but with two weeks remaining it will be a hard fill.

We would just need to manage our expectations on the turnout for this, as Marcomm's initial plans were based on the assumption that Tokyo will be in charge of the requirements for the GM's conference. At the current moment, we already have our hands full trying to keep up with layouts and last minute arrangements.

Warm Regards,

マリアンジェラ・シルベストレ
Mariangela Silvestre
マーケティング部長
Director of Marketing

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From: Shane EDWARDS <Shane.Edwards@swissotel.com>

Sent: Tuesday, April 8, 2025 13:20

To: Mariangela SILVESTRE <Mariangela.Silvestre@swissotel.com>; David DELACRUZ <David.DelaCruz@swissotel.com>; FORRESTER Steven <Steven.FORRESTER@swissotel.com>; Yutaka MORIZONO <Yutaka.Morizono@swissotel.com>

Subject: Baki Baki

Dear All,

When can we start the development of information and promotion around Baki starting next week?

I also want to ensure everything is confirmed and have we finalized the art work design? Morizono san have organized the removal of the lighting and display board?

Kind regards,

シェーン・エドワーズ
Shane Edwards

総支配人
General Manager

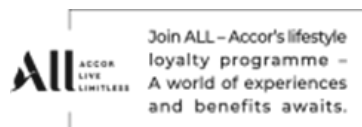
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