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| Teikoku Gekijō (The Imperial Theatre) |
| Teigeki |
| Teikoku Gekijō (The Imperial Theatre), also known as Teigeki, is a Japanese theatre located in Marunouchi, Tokyo, owned by Tōhō.  Teigeki is the first Western-style theatre in Japan, founded by a group of Japanese businessmen including Masuda Tarōkaja, Shibusawa Eiichi and Ōkura Kihachirō. It was a multi-purpose Renaissance style theatre built in 1911 by architect Yokokawa Tamisuke as the key site to introduce Japanese traditional theatre for foreign guests, take leadership as the model of theatre management and develop Japanese theatre arts. Teigeki, contracted with Onoe Baikō VI and Matsumoto Kōshirō VII, staged *kabuki* and extended their repertoire to *shimpa*, Shakespearean and modern plays, and opera. The theatre became one of the symbols for leisure and consumption focusing on women consumers during the Taishō Period (1912-1926) as the first department store in Japan Mitsukoshi created the catchphrase ‘Today, Teigeki, tomorrow, Mitsukoshi.’ |
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