

# KOGEISHA

*Our species is the only creative one.*

*by*

KOGEISHA

## *What makes a best partner*

The Age of High Technology, and age when information itself has great value.

People now put great value on getting more precise information, more accurate information, faster and more efficiently.

Events such as exhibitions and expositions are receiving attention as functionally different from television, newspapers, and magazines as a way of imparting information, and as effective media of communication.

What is needed in this age to make these events more attractive? What can we do to help?

With many years of experience and achievements, we talk with our clients, stimulate their ideas and implement them.

From planning through to production and management, we think our many achievements will provide you with proof of our trustworthiness as your partner.

# WORK SPACE OF KOGEISHA

Here at Kogeisha, our deeply experienced staff will take on the full job of production, from surveying and analysis, through to basic planning, design, production, execution and management.



# Total *Planning* *Sales* promotion

*a project to build new space.  
and  
presentation.*

*Total creative section.*

- **1. Fair, Exhibition**  
General sample fair, specialty exhibition, private show, tour exhibition, memorial exhibition
- **2. Expo**  
International Expo, regional exposition, memorial exposition
- **3. Showroom, Shop**  
Department store, super market, boutique, restaurant, shop
- **4. Interior**  
Office, house, condominium, hospital
- **5. Sign, POP**  
Neon sign, building sign, shop sign, road sign, bulletin board, stand sign, super graphic, tryvision, banner
- **6. Museum**  
Museum, museum of science, museum of data, museum of art, aquarium, zoo, botanical garden
- **7. Visual**  
CG making, VCR, slide, special large picture, multi-system, information system
- **8. Event, Convention**  
Cultural event, sales promotion event, PR event, international academic meeting, national academic meeting, conference, official event, reception, opening ceremony, various tournament
- **9. Leisure, Amusement**  
Theme park, play land, leisure land, amusement park, resort club, hotel, Japanese-style hotel, lodge, golf club, health club, athletic club
- **10. Public space**  
Shopping mall, street plaza, park, sports center



## Process for fairs, exhibitions and events

### 1. Analysis of the conditions

Planning and analysis of the purpose of the event, size of the site, number of participants, the main exhibits, and props. Researching and planning of advertising.

### 2. Basic planning

Production of basic plans dealing with the theme of the exhibition, the site, and make up of booths. Production of display designs, staging, and budget.

### 3. Implementation plan

Production of implementation plan and staging plans. Production of a plan of execution and cost estimate.

### 4. Production and execution

Management of factory and out-sourced production. Management of on-site execution and running tests. Rehearsals, cleaning and transferal.

### 5. Management and direction

Management and maintenance of materials. Setup and cooperation with lighting, sound, visuals, companions, and part-time employees.

### 6. Dismantling and follow-up surveys

Dismantling and removal of materials. Storage and management of goods. Preparation of photographs for records. Production of reports.

## Process for commercial facilities

### 1. Survey and analysis

Researching of sites and competition. Market, main customers, characteristics of main products, market background and related surveys.

### 2. Business plan

Make-up of products and staff. Delivery and stocking systems. Basic planning such as yearly targets and budgeting. Production of sales plans and time schedules.

### 3. Basic planning

Production of image designs (interior) and graphic designs. Production of basic designs and construction budgets.

### 4. Implementation plan

Production of architectural drawings, interior and exterior designs, and plans for facilities. Production of sign plans and floor plans. Construction estimates and contracting.

### 5. Execution

Management of process meetings and factory and out-sourced production. Management of on-site production and fitting. Transferal.

### 6. Maintenance

Regular maintenance of interior fittings and facilities (conservation, management, repairs). Management advice and plans for refurbishment.

# COMPANY PROFILE



## COMPANY OUTLINE

<b>Company Name</b>	KOGEISHA Co., Ltd.
<b>Address</b>	<b>Tokyo Head Office</b> 6-17-5 Hongo, Bunkyo-ku, Tokyo 113-0033 Phone:03-5684-7333 Fax:03-5684-7335
	<b>Osaka Office</b> Yachiyo Bldg. East, 1-21 Tenjinbashi, 2cho-me kita, Kita-ku, Osaka 530-0041 Phone:06-6353-5666 Fax:06-6353-5628
	<b>Design Section</b> 6-16-2 BR-Hongo5 2F, Hongo, Bunkyo-ku, Tokyo 113-0033 Phone:03-5684-7356 Fax:03-5694-7338
	<b>Sugito Factory</b> 331 Higashi-kumehara, Miyashiro-machi, Minami-Saitamagun, Saitama 345-0832 Phone:0480-34-4614 Fax:0480-34-7461
<b>Foundation</b>	April 1, 1948
<b>Capital</b>	50,000,000 yen
<b>Chief executive</b>	Toshio Goshima
<b>Number of employee</b>	60 persons
<b>Associations</b>	Tokyo Chamber of Commerce Japan Display Association Tokyo Display Co-operation Osaka Display Co-operation Japan Open-air Advertisement Association Tokyo open-air Advertisement Art Co-operation Shopping Facilities Technology Association Japan Exhibition Promoter Association Tokyo Convention Visitors Bureau Chiba Convention Bureau Yokohama Convention Bureau
<b>Building Contractor Registration</b>	REGULAR-19 No.16092 Open-air
<b>Affiliated Companies</b>	HIDA Kogeisha Co., Ltd. SK Co., Ltd.

## COMPANY HISTORY

<b>April 1948</b>	We founded our head office and factory in Nishigahara, Kita-ku, Tokyo. We started our business mainly in planning and construction of exhibitions and fairs, and also making of delicate models.
<b>July 1955</b>	We moved our head office to Nishiogu, Arakawa-ku Tokyo when we expanded our business. We also set up factories in Odai and Mikawajima, Arakawa-ku, Tokyo. We made Outside Construction Section and started ceremony construction, incidental projects.
<b>February 1967</b>	We moved Mikawajima Factory to Miyagi, Adachi-ku, Tokyo when we expanded our business.
<b>January 1972</b>	We set up new factory and warehouse in Miyashiro-machi, Saitama when we expand our business, especially in super markets construction.
<b>July 1977</b>	We moved our head office to Yushima, Bunkyo-ku, Tokyo in order to make our administration and service more effectively.
<b>January 1979</b>	We set up Osaka office in Kita-ku, Osaka in order to deal with increasing orders in Kansai area.
<b>April 1988</b>	We made our head office to Sotokanda, Chiyoda-ku, Tokyo.
<b>January 1992</b>	We made our new own building in Hongo, Bunkyo-ku, Tokyo and moved head office there.
<b>January 2004</b>	We moved Design Section to BR-Hongo5 Building in Bunkyo-ku, Tokyo.
<b>May 2007</b>	We moved Osaka Office to Tenjinbashi.

Home Page <http://www.kogeisha.co.jp>