

## Profile of “Chin-don Ya” (“Chin-don performers”)



“Chin-don Ya” is a Japan’s unique, original form of advertising and publicity agency. This business was born at the end of the Edo era, more than 100 years ago before the modernization of Japan. Originally, only the voices of performers were used as a method for advertisement. When requested by a shop owner or a theater to perform, the performers marched from street to street, calling out to residents, workers or passersby in the neighborhood using their voice to advertise. It was the origin of the Chin-don Ya.

Over the years, the performers began to use various music instruments, such as “Chin-don daiko (dram),” and act as a famous play or movie character of the days to raise advertising effects, in other words, to attract more people. They have eventually established their unique, contemporary style. The “Chin-don Ya,” which was born as an ad agency, has turned to the ordinary people’s culture and Japan’s unique feature.

After the stormy post-war era, Japan has achieved a dramatic economic growth. With the development of mass media as well as the expansion of public transportation system, the Chin-don Ya as a street business began to decline. Few wanted to take over the business, saying it was out of date.

However, as the material culture began to reach a point of saturation in the end of 20<sup>th</sup> century, the trend to cherish a minimum bond or man-to-man communication has burgeoned. Many have then shed a new light on the effectiveness of the Chin-don Ya as one of the best communication methods. Now the Chin-don Ya perform not only in the streets, but also at various festivals or events.

## What is “Chin-don Tsushinsha”?



The “Chin-don Tsushinsha” was established in 1984 with Mr. Kojiro Hayashi as its leader. The company is Japan’s No. 1 Chin-don Ya group with best skill and experience. By maximizing its mobility, friendliness and flexibility, the company has provided a breath of fresh air in the industry. The “Chin-don Tsushinsha” has contributed to refine the ad agency in the streets into a more sophisticated and eccentric performance, expanding the diversity of their work.

The “Chin-don Tsushinsha” has presented their unique performance not only in Japan but also more than 20 cities around the world as an ad agency, performer and culture ambassador.

### ■CONTACT

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## [Selected Overseas Performance]

1988. 09. New York, USA for the opening of Yaohan Waterside Plaza
1990. 10. New York and New Jersey for the 30<sup>th</sup> anniversary of Tokyo-New York Sister City Relationship
1992. 12. Beijing, China for the opening of Yaohan Beijing Branch
1993. 05. Rome, Naples, etc., Italy for the shooting of NHK-BS special program “Street Performers in Italy”
1993. 09. London, U.K. for the opening of Yaohan London Branch
1994. 05. Paris, etc., France for Japanese festival “En-Nichi”
1998. 09. Singapore for “Hello Fair” at Palco, Singapore
1999. 09. San Diego, USA and Tijuana, Mexico for Chin-don Tsushinsha US & Mexico Tour
2000. 08. Nei Mongol, China for “Japan Industrial Exhibit”
2001. 03. Arlington, etc., New Zealand for “Asia Traditional Arts Festival”
2002. 08. Chongju, South Korea for “Chongju Sori Festival”
2004. 05. New Orleans, USA for “Japan Festival”
2006. 07. Saipan, USA for “Independence Day Festival”
2008. 05. Paris, France for “World Children's day Festival”
2010. 06. Beijing, China for “the opening of Aeonshop Beijing”
2010. 09. Wellington, New Zealand for “Japan Festival”
2016. 03. Kuala Lumpur, Malaysia for “MATTA Fair 2016”
2018. 02. Taiwan, Chinese Republic for “Japan Festival at Hanshinarena”
2018. 06. Chicago, USA for “the 30<sup>th</sup> anniversary of Chicago&Osaka Sister Cities”

