

【To all members of the press】
August 1st, 2024

Restricted release until Thursday, August 1st, 2024

BEYOND LANGUAGE

**Real Escape Game's Global Flagship Store
"REAL ESCAPE GAME Asakusa CROSSING"
to reopen Thursday, August 1st, 2024!**

SCRAP Co., Ltd., (Headquarters: Shibuya, Tokyo; Representative: Takao Kato; Hereinafter: SCRAP) creators of "Real Escape Game", will renew their Asakusa location store as the global flagship store "REAL ESCAPE GAME Asakusa CROSSING" on Thursday, August 1st, 2024.



The Real Escape Game store located in Asakusa, one of Japan's most prominent tourist areas, has seen the largest number of overseas customers since their opening in June of 2015. Based on the concept of "BEYOND LANGUAGE", the store will be renewed as SCRAP's global flagship store: **"REAL ESCAPE GAME Asakusa CROSSING"**.

The number of overseas tourists visiting Japan in March of 2024 reached a record high, showing a rapid recovery and growth of inbound demand across the country. To ensure that overseas visitors can also join in the fun, SCRAP has been holding events in languages other than Japanese, as well as providing signs, guides, and pamphlets in multiple languages throughout each of their stores. All events held at their Asakusa location have their rules and important points provided in both Japanese and English.

Aside from friends, participants can also meet other players who book the same session and play together even if they speak different languages. [This initiative marks a groundbreaking step in SCRAP's recent efforts to reach non-Japanese audiences. Rather than simply localizing their events into English and other languages, SCRAP is now uniting speakers of different languages and cultures to share the same experience together. This bold move represents a significant evolution in their approach to international engagement.](#)

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Currently, three events are capable of this—“Escape from a Silent World”, “Escape from The RED ROOM”, and “Escape from the Haunted Manor”—and are designed to be language-independent, allowing participants to play together on the same team regardless of their linguistic background. The experiences themselves require minimal to no language skills to enjoy, with simple rules provided in English and Japanese.

This format opens up many chances for cross-cultural and multilingual interactions. It allows participants to forge new friendships with others, and for solo visitors the chance to participate in group events. Additionally, it provides an opportunity to interact with the locals in Japan despite language barriers, thus enriching their travel experience. This is the mission of “Asakusa CROSSING”.

To prepare for this major renewal, SCRAP held a pre-opening trial event where Japanese, English, and French speakers played a game together. During this event, many players shared their feedback such as “It was really fun to work towards a goal together with speakers of a different language,” and “When playing the game, it felt like we were communicating beyond words.”

With the opening of “REAL ESCAPE GAME Asakusa CROSSING”, SCRAP aims to deliver immersive experiences to people from all over the world. We hope you look forward to it.

Additional Information

What is “Real Escape Game”?

The concept of “escape games” started with the release of a free online game called “Crimson Room” in 2004. “Real Escape Game” takes that concept and transposes it into the real world. They are held in various locations such as apartment rooms, abandoned schools, abandoned hospitals, and areas like Tokyo Dome and Roppongi Hills. Since the first event in 2007, these games have attracted over 13 million participants to date. Not only in Japan, but also in places like Shanghai, Taiwan, Singapore, and San Francisco, this highly anticipated interactive entertainment experience has captivated participants worldwide, attracting people of all ages and genders, and drawing them into all kinds of exciting adventures.

*“Real Escape Game” is a registered trademark of SCRAP Co., Ltd.

☆Real Escape Game Website→<https://realescapegame.jp/>

☆X (Formerly Twitter) Account→@scrap_games

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Other press material we can provide upon request

- Visual data

- Invitation to ongoing events by SCRAP

*If you require other materials from us, please feel free to send us an inquiry.

*When using the main visual, please make sure to include the credit “©SCRAP”.

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