

## **TAO – Taiko Drummers of Japan**

16 years ago, a 10 year plan was set in motion towards the fulfillment of a magnificent dream. The first step was to gain complete understanding of worldwide entertainment. Next came the development of enriching musical pieces and a training environment, then began the creation of an original, leading-edge Wadaiko performance. TAO set an initial goal to sell “1 million tickets in Kyushu along” and a production office that was established in Fukuoka. That goal was achieved in less than 8 years. In 2000, resisting the desire to enter the world arena, they worked to strengthen their performance by reinforcing their base. TAO’s “Home Ground” was established in the center of the breathtaking 40,000 square meter Aso-Kuju National Park, incorporating an outdoor event theater for 3000 people, a love music hall and a guest house.

Artists from around the world were invited to attend the International Music Festival – “BEAT OF GLOBE”. This experience led to the birth of TAO’s new performance and music reputation on the world stage. In 2004, TAO performed at the world’s biggest arts festival, the Edinburgh Festival Fringe, UK. TAO was sold out for the entire 25 days of performances and recorded the highest ticket sales of the 1800 groups that participated from all over the world. Media gave them high acclaim, saying they were “...undoubtedly the finest show on offer.”

In 2005, TAO followed this sensational world debut by beginning a world tour and traveled the world in 6 to 8 months per year. In 2007 TAO formed two groups, TAO-RED and TAO-YELLOW, and their international and national audience exceeded 3 million. A second round of construction began at TAO’s “Home Ground” in 2008. This included not only a permanent outdoor theater that holds 2000 people, but was also the start of a project to strengthen the creation of performing arts. This development will lead to a 5 group structure to allow for domestic performances on third of the year, international performances another third, and performance composition in the remaining third.

In 2009, they prepared relentlessly for a tour across Japan sponsored by every branch of Fuji Television – Japan was caught up in the whirlwind of TAO. In 2010, TAO will tour the United States for 3 months – their dream is coming true according to plan. TAO’s performance unfolds both like a dance and a song, and is recognized as a new form of entertainment both internationally and within Japan. Japanese Drum Entertainment is becoming renowned in Japan and around the world, and the history of TAO is just beginning!