

## KEITA SUGAWARA

Event Creator



### BIOGRAPHY

- 1977 Born in Tokyo
- 1999 Graduated from Fashion Marketing and Distribution Department of Bunka Fashion College  
Engaged in planning and production as well as organisation of PR, promotion, events and creative working for an advertisement company
- 2006 Established Synchronicity<tokyo>Co.,Ltd.  
Aim to create new senses of values through events with the ability for planning and production acquired from various own achievements and experiences
- 2015 Lecturer for Bunka Fashion College, Tokyo

### CLIENTS & WORKS

#### EVENT

- SHORT SHORTS FILM FESTIVAL Short Shorts Film Festival
- Japan Professional Baseball Players' Association Baseball Christmas
- Fujikyū Highland Charity Project for the GREAT EAST JAPAN EARTHQUAKE "SMILE NIPPON"

#### STAGE

- JOHNNIE WALKER CABARET in BLUE
- EMPORIO ARMANI Emporio Armani (PRODUCT) RED "Live for Africa"
- VUS STOP Jean Paul GAULTIER × evian Party

#### PR

- Jetstar Jetstar Commercial Launch Press Conference
- Coca-Cola Coca-Cola Park Over 10million users Anniversary Press Conference
- TOMMY HILFIGER TOMMY HILFIGER New Flagship Store Opening Press Conference

#### PROMOTION

- Lipton Lipton 100th Anniversary Activation
- Keikotomanabu.net PREMIUM LESSON
- Gulliver International WOW! Project No.1 Gulliver Art Car Parade

#### CAMPAIGN

- Timberland Becoming Earthkeepers Campaign

#### CREATIVE

- evian evian.co.jp

#### BRANDING

- Tokyo23 Football Club Club Branding Project



Keikotomanabu.net



Japan Professional Baseball Players' Association



Jetstar