

NEWS RELEASE

Ginza Sony Park is opening a program featuring music from the legendary rock band Queen!

#013 QUEEN IN THE PARK: Experience Music with Queen

A new musical experience

Do more than just listen—feel the music

Duration: January 22 (Wed) - March 15 (Sun), 2020

#QUEENINTHEPARK #ginzasonypark <https://www.ginzasonypark.jp/program/021/>

Ginza Sony Park will hold its 13th experimental program #013 QUEEN IN THE PARK: Experience Music with Queen from January 22, 2020 (Wed), where visitors can feel and experience music by the legendary rock band Queen.



The legendary rock band Queen has moved generations with its revolutionary music, including songs such as 'We Will Rock You' and 'Bohemian Rhapsody.' #013 QUEEN IN THE PARK: Experience Music with Queen offers various activities that allow visitors to not just listen to but also *experience* the songs that captivated the world. By seeing, playing, and immersing themselves within the music, visitors can discover new types of musical experiences and the joys and wonders they bring. The program will be held to coincide with Queen's tour in Japan.

Queen guitarist Mr. Brian May made the following comment regarding the program. 'Japan has a special place in our hearts for having helped Queen rise to popularity. I was surprised to hear that they had created park in the middle of Ginza, which is such a symbolic city in Japan—even more that it had been dedicated to our band. This fusion of entertainment and technology at Ginza Sony Park is sure to be full of fun and a new kind of musical experience for all the visitors—including us. It may even lead to uncovering new aspects of our music. We, too, are looking forward to having fun at QUEEN IN THE PARK and immersing ourselves in the music.'

Queen drummer Mr. Roger Taylor added, 'As Brian said, this sort of program is a first for us. I don't think anyone other than Ginza Sony Park could have made this possible, considering their successes in creating many exciting programs in the past. I hope the experience of 'not just listening' to music at this Queen-themed park will provide an opportunity for many people to enjoy our songs.'

This program was inspired by Queen's challenges and revolutionary spirit. Experiential exhibits are spread out across the entire park where visitors can have fun and engage in various activities involving Queen's world-famous songs.

One of the exhibits shows the official music video of 'Bohemian Rhapsody,' and during the iconic chorus scene featuring the four members, the faces are replaced by the visitors' faces to appear in the video as members of the band.

In addition, the central stairwell from the ground floor to the basement features melody steps—steps that play sounds—that visitors familiar with the old Sony Building will recognize. Visitors going down the stairs rhythmically will be regaled by the thrilling introductory tunes of ‘We Will Rock You.’

Other exhibits offer opportunities to play with music using Sony’s technologies, such as Sonic Surf VR^{※1}, the spatial audio technology that can place sound anywhere in a given space, and Fragment Shadow^{※2}, a visual experience using the visitors’ own shadows.



Queen/ Bohemian Rhapsody

QUEEN IN THE PARK is a musical playground full of fun activities that will surprise visitors, make them laugh, and deliver excitement. Enjoy an exhilarating time at the park, full of energy and surrounded by Queen’s music.



PARK GL



PARK GL



PARK B2



Bohemian Rhapsody – Video Parody (sample image)

※1: Sonic Surf VR <https://www.sonymcl.jp/works/sonic-surf-vr/>

※2: Fragment Shadow <https://www.sonymcl.co.jp/tokyo/8371/>

Event overview: #013 QUEEN IN THE PARK: Experience Music with Queen

Title: #013 QUEEN IN THE PARK: Experience Music with Queen

Duration: January 22 (Wed) - March 15 (Sun), 2020

Hours: 10:00 - 20:00

Venue: Ginza Sony Park

Price: Free to enter

URL: <https://www.ginzasonypark.jp/program/021/>

Social media accounts : @ginzasonypark (Instagram, Twitter, Facebook)
#QUEENINTHEPARK #ginzasonypark

About Ginza Sony Park

The Ginza Sony Park is an experimental park in the city, open until the fall of 2020 when the new Sony Building will begin construction. It has inherited the concept of providing a public space, which has been upheld since the establishment of the old Sony Building. It holds various experiential events and live performances throughout the year that surprise and delight visitors. It is an open, vertical park extending four stories underground.

*As of November 30, 2019

Ginza Sony Park official website and social media accounts

Web: <https://www.ginzasonypark.jp/e/>
Instagram: <https://www.instagram.com/ginzasonypark/>
Twitter: <https://twitter.com/ginzasonypark/>
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