

NEON announces Asia debut of Ramses & the Gold of the Pharaohs



Words: [Rebecca Hardy](#)
21st May 2024 | 4 min read

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NEON, a [global experience entertainment company](#), and the Egyptian Ministry of Tourism and Antiquities have announced that *Ramses and the Gold of the Pharaohs* will debut in Tokyo in spring 2025.

Following its global premiere in 2021, this immersive cultural IP experience has toured key cities in the US, Europe, and Oceania with sell-out shows in Houston, San Francisco, Paris, [Sydney](#) and more. It will make its Asian debut in 2025 at NEON's Crevia Base Tokyo building.

This venue, formerly known as IHI Stage Around Tokyo, is being redeveloped into a high-end entertainment destination under the management of joint venture partners Itochu Property Development, Ltd., Sankei Building Co., Ltd., and NEON. It will offer an engaging and immersive experience to all guests.



Artist's impression of NEON's Crevia Base Tokyo building

Explore ancient Egyptian history

Ramses and the Gold of the Pharaohs provides guests with an insight into the life and achievements of King Ramses II, also known as Ramses the Great.

Ramses the Great ruled Egypt for nearly 67 years, one of the longest reigns of any pharaoh in ancient Egyptian history. He lived to be around 92 years old and became a symbol of Ancient Egypt's power and splendour during the New Kingdom period (1539 to 1075 BCE), which marked the pinnacle of Egyptian civilization. Ramses was known as a fierce warrior who negotiated peace with bordering regions, and throughout his reign led the construction of various colossal buildings in his honour.

This breathtaking exhibition showcases over 180 rare artefacts and golden treasures, including unique relics such as animal mummies, jewellery, royal masks, and amulets, many of which have not previously left Egypt.

The experience is enhanced with a virtual reality journey that takes viewers on a multi-sensory tour of two of Ramses' most outstanding monuments: the Tomb of Queen Nefertari, his adored Royal Consort, and the temples of Abu Simbel.

Dr Zahi Hawass, former Egyptian Minister of Antiquities and notable Egyptian archaeologist, says: "I am happy to announce that *Ramses and the Gold of the Pharaohs* will be coming to Japan for the very first time. This exhibition will tell us the amazing story of this great king who was a family man; a warrior; a master builder and a formidable leader who signed the world's oldest peace treaty with the Hittites.

"This exhibition full of gold, silver and many great artefacts that have never left Egypt before, will definitely captivate the hearts of all visitors."

Ron Tan, executive chairman and group CEO of NEON, comments: "NEON is thrilled to bring *Ramses and the Gold of the Pharaohs* to Japan, marking the very first Asian stop for this amazing experience of immense historical value. We would like to express our gratitude to the government of Egypt for entrusting their national artefacts to us and also to our esteemed partners Itochu Property Development and Sankei Building for venturing alongside us on this exciting journey.

"With our combined expertise and resources, we are poised to deliver unparalleled immersive experiences that will captivate audiences and elevate the entertainment landscape in Japan and beyond."

Expansion in Japan

Last October, NEON announced a strategic joint venture with Itochu Property Development, Ltd. and Sankei Building Co., Ltd. This resulted in the establishment of NEON Japan K.K., a subsidiary of the NEON Group with partial ownership by its joint venture partners, spearheading creative and innovative executions of experiential entertainment with deep localisation and strong credibility in the Japanese market.

NEON Japan will convene a 5-member panel as the company's Board of Directors to further strengthen the Group's dedication to collaborative decision-making and leverage the local expertise of their partners.

In addition, it will assemble a skilled team of experts encompassing various business units, corporate divisions, and functional domains. This will include representation from Itochu Property Development and Sankei Building and aims to promote new and synergistic opportunities and drive the company's growth in Japan.

Norio Matsu, president of ITOCHU Property Development, says: "We will plan various experiences around the IP partnerships under NEON to create a new type of experiential entertainment for visitors to enjoy."

Kazunobu Iijima, president of The Sankei Building Co., Ltd. adds: "We hope to deliver excitement to many people through NEON by utilizing the network of the media group (Fuji Sankei Group)."

NEON will collaborate with local partners to incorporate innovative entertainment technologies, such as animatronics, to create engaging experiences for Japanese audiences. In keeping with its goals of expansion and innovation, the firm also intends to investigate prospects for working with Japanese intellectual property owners to create new IP experiences suited for international markets, presenting Japan's rich cultural legacy to viewers across the globe.

As NEON Japan forms its team, it will use the expertise of its shareholders, leverage the combined talents of its partners, and hire local specialists to ensure a smooth and successful start to operations.

The NEON Group's collaboration with Itochu Property Development, Ltd. and Sankei Building Co., Ltd., cements its commitment to delivering immersive experiences that inspire and delight audiences around the world.

Earlier this year, NEON and Warner Bros. Discovery Global Themed Entertainment revealed that Resorts World Sentosa (RWS) in Singapore is to host the [Asia debut and biggest-ever engagement](#) of *Harry Potter: Visions of Magic*.

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Rebecca Hardy

Rebecca Hardy has been working in the culture and heritage sector for over 10 years. She studied Fine Art at university and now writes for a broad range of creative organisations including artists, galleries, museums and retailers. When she's not writing, she spends her time getting lost in the woods and making mud pies with her young son.

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