



Education

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Business Strategy Office

Adult lectures (painting classes)

Shogakukan Academy
Ginza Tokyo
絵画倶楽部

GINZA
S. ATELIER
Shogakukan Academy



Planning and Promotion of New Business

Shogakukan Academy
ホビープラモデル倶楽部
Hobby & Plamodel Club



マナビコ
manabi/co



Adult lectures (painting classes)

Shogakukan Academy Kaiga Club
Shogakukan Academy S. ATELIER

“Have you ever studied the basics of painting?”

“Shogakukan Academy Kaiga Club” is a painting class for adults designed to help anyone learn to paint well. We offer classes with a unique curriculum where students can learn painting knowledge and techniques alongside their peers. We also operate “Shogakukan Academy S. ATELIER,” a course for those aiming to become professionals, or those who simply want to continue painting at a higher level.

For New Business Internal and External Alliance Strategies

As part of our new business strategy targeting adults, we have launched the “Shogakukan Academy Hobby Plamodel Club,” a special model-building experience where participants can learn directly from professional modelers, offering courses that teach the basics of model building.

As part of our alliance strategy, we are collaborating with Shogakukan, Shueisha, and other group companies to create new businesses that leverage each other's strengths, working toward the realization of co-creation.

We are also working with external companies to develop plans for business diversification, with a view to expanding into fields beyond our existing businesses, and are taking steps toward implementation.