

note

note inc.
June 11, 2026

note Subsidiary Tales & Co. to Host Its First Immersive Reading Event at Horror Market on July 11-12, Where "Something" Happens During Reading



Tales & Co., a subsidiary of note inc., will host "Books and Terror: 'After-School Reading Event'" on July 11 and 12. At this event, participants will read a new short horror novel written by ghost story author Nashi in an abandoned school classroom. It is part of the ghost story spot sale event "Horror Market Night 2" hosted by Seikaisha in Iidabashi, Tokyo.

Tokiharu, a member of the puzzle-solving apparel brand "Tokikiru" (where customers must solve puzzles to purchase items), directs the event. It offers an experience where the events in the story connect with reality as participants read. Tickets are on sale starting today.

Ticket Purchase and Details: <https://hokagodokushokai.peatix.com>

Books and Terror: "After-School Reading Event"

Two female students play "Kitsunebi-sama" in an after-school classroom. A forbidden game and its outcome.

Is there an answer you want to know, no matter what you have to sacrifice?

At this immersive reading event, you will receive an unfinished novel. You will relive the after-school experience of the two girls who performed the ritual in an actual classroom. Then, you will choose the final chapter yourself to determine the fitting outcome.

Event Overview

- Dates: July 11 and 12, 2026
- Location: Inside the ghost story spot sale event "Horror Market Night 2" venue (somewhere in Iidabashi, Tokyo)
- Participation Fee: 5,000 yen (tax included)
- Ticket Purchase and Details: <https://hokagodokushokai.peatix.com>

About the Ghost Story Spot Sale Event "Horror Market Night 2"

This is a spot sale event for ghost stories and horror works hosted by Seikaisha. Under the theme of "School Terror," it takes place at a former school site. The event features the sale of newly written works by famous authors and limited-edition merchandise, as well as various programs including "Books and Terror: 'After-School Reading Event'."

Comments from Stakeholders

Takeshi Hagiwara (President and CEO, Tales & Co.)

We are hosting an event at Horror Market where you can "experience" reading! You come to buy a self-published magazine, read it on the spot, and go home. It is supposed to be just that, but...?

Katsushi Ota (President and CEO, Seikaisha / Manager, Horror Market)

—Is it the world that changes before and after reading, or is it you?
Please come and find out for yourself.

Tokiharu (Director and Experience Creator / Tokikiru)

We have prepared the worst possible situation for reading a horror novel. Would you like to read together in an abandoned school classroom?

Nashi (Author)

Please come.

Expanding the Delivery of Stories into Experiences

The domestic immersive entertainment market continues to expand. The escape game and puzzle-solving market reached 10.15 billion yen in sales in 2025. It exceeded 10 billion yen for the first time in the industry (*). In particular, the "Missing Persons Exhibition," planned with the involvement of Nashi (who wrote the new story for this project), attracted over 200,000 visitors and generated significant buzz. Horror events using theme parks after closing are also emerging consecutively. Interest in narrative-driven immersive content is growing rapidly.

This project attempts to bring "reading" into the context of such immersive entertainment. Until now, most "immersive" content required participants to walk around, move their hands, and enter the world. This time is the exact opposite. Participants simply sit and read. However, while they are reading, the story bleeds into our world. We deliver this kind of reading experience.

Tales & Co. operates businesses that expand the possibilities of stories and creators. Beyond publishing and video, we are broadening the venues where creators' stories can reach people. These include accommodation experiences (like "The Vanished Witch of the Highlands" at Risonare Nasu operated by Hoshino Resorts) and event experiences.

*Source: Data created by IGDA Japan SIG-Immersive Entertainment (2025 Edition)

Production Team Profiles

Tokiharu / Tokikiru

Selected for Forbes Japan "NEXT100". Tokiharu has worked on numerous puzzle-solving and immersive content. This includes the production of TBS's "Takeru Satoh & Nobu of Chidori! Solve This Mystery!" and production cooperation for Immersive Fort Tokyo's "Alice in Borderland: The Ultimate."

Nashi

Ghost story author. Nashi encountered "Hasshaku-sama" during childhood, sparking an interest in internet ghost stories. Nashi gained attention with "Kobudan," published on note in 2021. In 2022, Nashi wrote the original story for the manga "Kowai Hanashi wa ≠ Kudakede." and published the first book, "Kawaisosho." Nashi is active across various fields.

About Tales & Co. inc.

Established in May 2024 as a subsidiary of note inc. to expand the potential of stories and creators. The company acts as an agent for creators, produces original content, and undertakes planning for external companies, collaborating with publishers, film companies, and game developers. It has over 1,000 registered creators and co-operates the story posting site "TALES" with note inc.

Location: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083

Established: May 24, 2024

President and CEO: Takeshi Hagiwara

URL: <https://talesandco.com/>

note inc.

Our mission is to "Start, and Keep on Creating," and we are building systems for expression and creation. The media platform note supports all kinds of creative activities by creators. Creators can publish their original content, receive support from fans and peers through memberships, shops and brand owners can showcase products in their stores, and corporations and organizations can use note pro to disseminate information.

Address: 6-6-2 Kojimachi, Chiyoda-ku, Tokyo 102-0083, Japan

Date of Establishment: December 8, 2011

Representative Director and CEO: Sadaaki Kato Corporate Website: <https://note.jp>

【For inquiries regarding this press release】

note inc. IR inquiry desk: <https://ir.note.jp/inquiry>