

NEOLD

Private house

Feel the Shogun Culture at NEOLD Private House!



At NEOLD Private House, we offer the opportunity to support Traditional Japanese Culture, in ways that are more tangible than simple experiences.

Throughout history, Japanese Shogun were famous for keeping retainers in various fields. Commonly thought to be just those skilled in martial arts, Shogun were actually well-cultured patrons of the arts and kept a large repertoire of craftsmen who specialized in various traditional Japanese cultural fields.



Similarly, our clients will have the privilege of inviting traditional Japanese artisans, including masters of the performing arts, Japanese chefs, and swordsmen, to serve as their "Goyotashi."

The term "Goyotashi" is historically bestowed upon certain craftsmen by the shogun, signifying their status as "chosen ones" and may be called upon in times of need.

In this manner, a novel lifestyle emerges, allowing individuals to partake in Traditional Japanese Culture alongside our "Goyotashi," akin to the shoguns of the past, irrespective of their global location.

NEOLD Private House has gathered a selection of experts in their field, in the interest of preserving Traditional Japanese Culture for future generations and spreading awareness of these history-defining fields abroad. These masters are available to become “Goyotashi” of clients from all over the world. These “goyotashi” will stand prepared for your arrival at NEOLD Private House, with an experience tailored specifically for you. However, as a “Goyotashi”, these masters can travel all over not just Japan, but the world. With the client’s existing network, together with NEOLD, we can preserve Traditional Japanese Culture not only for this generation, but for generations to come.



Imagine having a private Japanese Chef at your disposal for a special evening or wedding reception, or a private Noh Performance in your villa’s backyard. A master swordsman demonstrating his craft at a special corporate event. A calligrapher adorning your mansion or corporate offices with a timeless scroll. The possibilities are limitless when you have a master of Traditional Japanese Culture as a retainer.

Below, please find a list of just some of the types of retainers that NEOLD Private House can introduce to you.

Noh/Kyogen Master

During the Tokugawa Shogunate, Noh and Kyogen were regarded as integral components of official ceremonies and were seamlessly integrated into the administrative framework of the state.

Initially, Noh and Kyogen served as educational and entertainment mediums for the Shogun, and they were also employed as instruments for public entertainment. Consequently, Noh stages were constructed within Edo Castle and other castles throughout the country.

Noh performances were consistently held during celebrations and significant milestones.





Tea Master

The tea ceremony is an art and culture that involves the host preparing and serving tea to guests. An outdoor tea ceremony, commonly known as “Nodate” on the other hand, is a ceremony where matcha or other green tea is prepared and enjoyed.

The Tea Master offers the opportunity to visit your mansion, villa, or corporate retreat, providing you with a serene and timeless experience.

Calligrapher

Calligraphy is an art form where one aims to express oneself through paper. It is not just about writing characters, but also about putting emotion and thought into them.

A master calligrapher, living nearby NEOLD, is available for adorning your home, office, villa, as well as creating masterpieces that would not feel out of place in a temple or museum.



Japanese Chef

The Chef Retainer in the Shogun’s household was far more than a cook — he was the guardian of the Shogun’s health, prestige, and cultural refinement. Tasked with sourcing the rarest seasonal ingredients and protecting the Shogun from poison, his meals balanced nourishment, artistry, and symbolism. Every banquet was an act of diplomacy, where kaiseki cuisine reflected harmony, abundance, and authority. The Chef also drew upon wellness principles, blending food and

medicine to keep the Shogun’s body and spirit in balance. At NEOLD, this tradition is revived through our exclusive Private Chef, who curates bespoke kaiseki dining that embodies both ancient ritual and modern luxury.

Swordsmen

The Master of Swordsmanship in the Shogun's household served as not only a martial instructor but also a custodian of discipline, honor, and strategic acumen. He imparted the art of kenjutsu to the Shogun and his other retainers, ensuring that their combat proficiency embodied both physical mastery and mental acuity. Beyond technical proficiency, he instilled the principles of Bushidō, connecting the blade to leadership, loyalty, and moral fortitude. Sword practice constituted a path to inner equilibrium as much as battlefield readiness, molding warriors into individuals of character.

At NEOLD, this tradition is perpetuated through immersive sword lessons and staged duels, wherein guests immerse themselves in the Shogun's realm, experiencing both the rigor and the elegance of Japan's martial heritage.



Tezuma (Japanese Traditional Magician)

Tezuma, Japan's traditional magic art, blended sleight of hand, storytelling, and ritual symbolism to captivate lords and envoys alike. His role was to create moments of surprise and joy that alleviated the weight of politics and warfare within the Shogun's court.

At NEOLD, this role is reimagined through private Tezuma performances with a master in the field, allowing guests to encounter the mystery and artistry that once enchanted Japan's highest circles.

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