

From: Karyna Shuliak [REDACTED]
Subject: Fwd: Intro
To: Jeffrey <jeevacation@gmail.com>
Sent: Thursday, November 24, 2016 3:54:44 AM
[Financial Times Sept 2016.png](#)

Begin forwarded message:

From: Romy Yamada [REDACTED]
Subject: Re: Intro
Date: November 22, 2016 at 9:06:21 PM EST
To: Karyna Shuliak <[REDACTED]>

Dear Karyna,

Please allow me to introduce myself. My name is Romy Yamada and I am an Experience Curator at TOKI, based at Tokyo.

To briefly explain about my background, I lived in LA from 1899-1994 during my elementary and junior high school years, and my childhood experiences have led me to join the current business. After working for over 10 years in marketing at international corporations like MTV and Apple, I came to understand the benefits that authentic Japanese cultural experiences could have in leading to the discovery of new avenues in everyday life, marketing, strategy, and creative planning, as well as understanding business philosophies from a totally new perspective. This realization led me to join TOKI www.toki.tokyo – and basically, I fell in love with the service. The places which TOKI connects people with are hidden gems, and sometimes they are inaccessible for the locals to access as well.

It would be much appreciated if you could spare some of your time to discuss what you are looking for and I will share with you how we can support your extensive trip with an unforgettable experiences. I am not sure where you are usually based at, if you could pass me few preferable dates and time to do a call I will try to make myself available. Please let me know your cell number, I can call you from Skype (you do not have to have a Skype account to receive the call from me).

We have been featured in a few media outlets (most recently the Meridian), so please feel free to take a look for your reading pleasure.

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- New York Times (Aug 2015) [article link](#)
 - Financial Times (Sept 2016) [article link](#) *Just in case you cannot see the link, I am attaching the article jpeg.
 - MERIDIAN (Oct 2016) *Vox Media launched its first property: Meridian in Oct 2016, a beautiful digital travel experience that features the undiscovered stories of a new travel destination each month - beginning with Japan. TOKI curated the special

itinerary (tuna auction, hidden tea house bar) article featuring Noma's founding chef.

- i) Tsukiji Fish Market (with Chef Mads) [article link](#)
- ii) Secret tea house bar (with Chef Mads) [article link](#)
- iii) Sumo [article link](#)

I very much look forward to talking to you soon. Thank you very much.

Regards,
Romy Yamada
TOKI | Experience Curator

Mobile: [REDACTED] | Email: [REDACTED]
Web: toki.tokyo | Instagram: toki.tokyo

On Wed, Nov 23, 2016 at 10:39 AM, Romy Yamada <[REDACTED]> wrote:

>> Dear Joi-San,

Thank you very much for introducing me to Karyna. I will be in touch with her separately to set a call to discuss in details. Tea ceremony and Minoya would be a great idea!

>> Dear Karyna,

It is a pleasure to meet you. I am happy to know that you are staying long time to immerse in the Japanese culture. I would like to discuss and understand your objective, curiosities, and interests and share how I can support you with cultural experiences. I will send you a separate note to set the call.

Thank you very much and please take care. I am wishing you are very happy
Thanksgiving!

Regards,
Romy Yamada
TOKI | Experience Curator

Mobile: [REDACTED] | Email: [REDACTED]
Web: toki.tokyo | Instagram: toki.tokyo

----- Forwarded message -----

From: **Joi Ito** <[REDACTED]>
Date: Wed, Nov 23, 2016 at 12:05 AM
Subject: Intro
To: Romy Yamada <[REDACTED]>, Karyna Shuliak <[REDACTED]>

Romy,

Karyna is a friend and she is thinking about doing a longish (maybe 1 month) visit to Japan

to learn about Japanese culture. She is looking for help coordinating, translation and other things. We discussed maybe spending time on tea ceremony and even spending time helping out at Minoya.

I suggest the two of you have a phone call to discuss wither Toki can support what Karyna needs.

- Joi

