SIN LLC Launches Tea Master in Residence for Companies With Unused Tea Rooms

Organizations across Japan own tea rooms that stay closed because no one on staff can run them. SIN LLC now takes on that operation under an annual retainer.



A tea gathering hosted by the Watanabe Tea Ceremony School, with the host preparing tea before seated guests.

GINZA,CHUOU-KU, TOKYO, JAPAN, September 16, 2026 / EINPresswire.com/ -- SIN LLC, a Tokyo company engaged in art dealing, gallery management and cultural programming, has launched Tea Master in Residence, an annual service under which Soji Watanabe, a certified senior instructor of the Omotesenke school of tea, takes charge of an organization's tea room and everything held in it.

The situation is common and rarely discussed. Companies, hotels, universities, embassies, cultural institutions and local governments across Japan own tea rooms and tatami rooms that stay closed for most of the year. The rooms were built, and then no one was left who could use them. Operating a tea room is not a matter of unlocking a door. It requires someone who can select utensils and a hanging scroll for the season, prepare and serve tea, receive guests in the correct order, and teach others to do the same.

> “Four hundred years ago the sado received a household's guests, judged what was worth keeping and recorded who came. Companies still do all of that. They simply stopped assigning it to anyone.”
>
> *Soji Watanabe, Representative Member, SIN LLC*

The scope covers tea gatherings for clients, partners and visiting delegations; regular instruction for employees, students or staff; seasonal selection of utensils, scrolls and sweets; and guidance on how guests are received in the space. Watanabe holds the post himself, so the number of organizations he can serve at one time is limited.

The service is offered in three forms. The first is operation of an existing room, for organizations that already have a tea room or tatami space and no one to run it. The second is proposal, design, construction and operation, for organizations with a capital budget: a tea room built from the ground up by traditional carpenters, or a modular unit assembled inside an existing floor plate, then operated under the same annual agreement. SIN LLC proposes, supervises the design and manages the build with partner builders. The third is programs at external venues, for organizations with no space of their own.



Soji Watanabe, a certified senior instructor of the Omotesenke school of tea, performing temae, the codified preparation of tea.



Members of the Watanabe Tea Ceremony School in formal attire at a seasonal tea gathering.

The post has precedent. In the sixteenth century the sado, or tea master, was an officer of a warlord's household: Sen no Rikyu, Imai Sokyu and Tsuda Sogyu held it under Oda Nobunaga and Toyotomi Hideyoshi.

"This is not a new idea," said Soji Watanabe. "Four hundred years ago the sado sat inside the household, received its guests, judged what was worth keeping and recorded who came. Companies still do all of that. They simply stopped assigning it to anyone."

In a company that work is now scattered: how visitors are received, what art is bought and kept, and how staff learn to pay attention.

That principle was applied on August 27, 2026, when Watanabe led an Omotenashi training session for a group of managers from Mexico, Peru and Guatemala, commissioned by a Japanese organization that trains overseas professionals. Participants sat through a tea

gathering held in silence, then the preparation room was opened and every hidden decision named in sequence, before they whisked tea themselves.

Watanabe holds the rank of jun-kyoju in the Omotesenke school, belongs to the Chiba branch of the Omotesenke Domonkai and is a certified Hospitality Coordinator of the Japan Hospitality Movement Association (JHMA). He teaches under the principle of shushin-chado, the study of tea as self-cultivation, at public tea rooms across central Tokyo and in three neighboring prefectures.

Omotesenke maintains four overseas branches, all in the United States, while more than 1,500 of its members are spread across 25 countries. Access to Omotesenke practice outside Japan is therefore limited. SIN LLC designs its programs for international participants and delivers them with English-speaking members of the school, with interpretation arranged where required.

Engagements are quoted individually, based on the condition of the space, the number of participants and the frequency of programs. SIN LLC is accepting consultations now.

ABOUT SIN LLC
SIN LLC is a Tokyo company engaged in art dealing, gallery operations and cultural programming. Through the Watanabe Tea Ceremony School, it provides tea ceremony instruction, corporate hospitality training and the operation of tea rooms for companies and institutions in Japan.

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