

September 6, 2018

For immediate release

 Mitsui Fudosan Co., Ltd.
 Mitsui Hotel Management Co., Ltd.

Mitsui Garden Hotels Premier Series Hotel to Open in Nihonbashi,
 Known for Tradition and Innovation

Mitsui Garden Hotel Nihonbashi Premier Opening on September 13, 2018

Tokyo, Japan, September 6, 2018- Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today that they have decided on an opening date of Thursday, September 13, 2018 for the Mitsui Garden Hotel Nihonbashi Premier with 264 guest rooms located in Nihonbashi Muromachi, Chuo-ku, Tokyo.

The government, private sector, and local community of Nihonbashi, Tokyo, are working together on the Nihonbashi Revitalization Plan. With the concept of “Proceeding to Create While Retaining and Reviving,” the project aims to develop an attractive and vibrant new neighborhood while maintaining the culture and traditions of Nihonbashi, which prospered as a cultural, economic, and commercial center in the Edo period. The plan also seeks to establish a harmonious and symbiotic relationship between the local community, Japanese sensibility, and heritage buildings.

Mitsui Garden Hotel Nihonbashi Premier will open on the upper floors (1F and 9F–15F) of OVOL Nihonbashi Building, a new mixed-use building with offices, hotel, and retail stores. Completed in June, OVOL stands at the northern gateway to the Nihonbashi area. The location has many stores and heritage buildings dating back to the Edo period, allows for sampling the best of Japanese cuisine in trendy restaurants and is ideal for tradition meeting innovation.

OVOL is conveniently located for public transport. It offers direct access by underpass to Tokyo Metro Mitsukoshimae Station and JR Shin-Nihonbashi Station. It is an excellent location for tourists from Japan and overseas as well as business travelers visiting offices in Nihonbashi and near Tokyo Station.

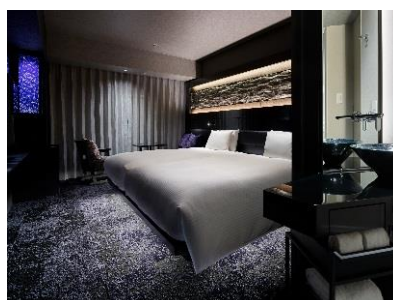
The hotel is a premier class facility in the Mitsui Garden Hotels group, a hotel brand of Mitsui Fudosan Co., Ltd. Premier hotels provide superior quality, comfort, and services.

<Features of Mitsui Garden Hotel Nihonbashi Premier>

- **Located at the northern gateway to Nihonbashi, with easy access to public transport. Visitors can enjoy the Nihonbashi district’s many stores and heritage buildings dating back to the Edo period.**
- **With “connection” as the development concept, interior spaces were designed in a way that encourages visitors to enjoy the value and appeal of Nihonbashi (Nihonbashi Value) with all five senses.**
- **Asada by ASADAYAIHEI SHOTEN Co.,Ltd is a Japanese restaurant serving Kaga cuisine that traces its history back to an inn that opened in Kanazawa in 1867. It will open its first hotel restaurant in Mitsui Garden Hotel Nihonbashi Premier, serving formal Kaga lunches and dinners, and Japanese-style breakfasts with traditional Japanese hospitality.**



OVOL Nihonbashi Building



Guest room (superior twin)



9th floor Nihonbashi Asada

■ Overview of Mitsui Garden Hotel Nihonbashi Premier

1. Location

Situated at the starting point of Japan's five main historic highways, Nihonbashi prospered in the Edo period as a center of culture, economy, and commerce. Today it is still rooted in Japanese culture and traditions, seeking a harmonious and symbiotic relationship between the local community, Japanese sensibility, and heritage buildings as it continues to evolve as a commercial and business district.

The hotel is at the northern gateway to Nihonbashi, near the intersection of Chuo-dori and Edo-dori avenue. It occupies the upper floors (1F and 9F–15F) of OVOL Nihonbashi Building, a new mixed-use building with offices, hotel, and retail stores completed in June.

OVOL Nihonbashi Building is conveniently located for public transport, offering direct access by underpass to Tokyo Metro Mitsukoshimae Station and JR Shin-Nihonbashi Station. It is also within walking distance from Tokyo Station, being 11 minutes on foot from the Nihonbashi.

For guests visiting Tokyo on vacation, the hotel offers easy access to popular tourist destinations like Asakusa and shopping and entertainment districts like Tokyo Skytree, Ginza, Shibuya, and Shinjuku. It is also conveniently located for business travelers wishing to visit offices in Nihonbashi and near Tokyo Station.



Aerial photograph of the Nihonbashi area

2. Development Concept

As the starting point of the five main highways, Nihonbashi was historically a place of myriad connections—between people, between people and goods, and people and information. These connections formed the appealing quality of Nihonbashi, which continues to reinvent itself without being held back by tradition.

In developing the hotel, the Company defined the value and appeal of Nihonbashi, which continues to develop in a fusion between tradition and innovation, as Nihonbashi Value. Applying the concept of connections, a team of professionals from all fields (see attachment 2) was invited to create and refine the design so that guests can enjoy Nihonbashi Value with all five senses.

(1) Hotel makes various connections happen

(i) Connections between people and between people and the neighborhood

The hotel has signed up Salone Vendredi, a restaurant and café/bar run by BALNIBARBI Co.,Ltd, to occupy the first floor of the building as a salon where Nihonbashi visitors, including hotel Guests, can drop in casually. The facility will provide a venue in Nihonbashi where many people can meet and socialize.

Nihonbashi boasts many tourist attractions such as gourmet restaurants and cultural experiences. The Nihonbashi Information Counter on the first floor of the hotel will provide information services to visitors, serving to connect visitors (people) and the neighborhood.

(ii) Connections between the neighborhood and the hotel, and between various spaces of the hotel

The hotel's space is designed with a focus on attention to the continuity of the neighborhood and hotel, seeking to create a seamless spatial flow from the entrance to guest rooms.

The cool and stylish and relaxing atmosphere of the Nihonbashi area is replicated in the hotel by artworks in the first floor entrance hall, including one inspired by a boat floating on the Nihonbashi River. The lobby and lounge on the ninth floor that overlooks the terrace and courtyard form a seamless space with no boundaries. Adorned with many artworks and sophisticated furniture and décor, the space symbolizes the hotel.

(iii) Connecting Nihonbashi and the world

In days past, many cultural treasures were brought to Nihonbashi from around the country. The hotel’s Oriental Modern design theme communicates to overseas visitors the Nihonbashi culture that is still very much alive and artisans’ attention to detail) and a mysterious and exotic atmosphere.

The interior sends a message to the world of Nihonbashi culture and oriental allure, such as lighting with Edo *kiriko* cut glass motifs that combine artisans’ attention to detail with the Oriental Modern theme.

(iv) Connections between works of art

Numerous artworks feature from the first floor entrance hall through to guest rooms, with water motifs (symbolizing Nihonbashi’s history as a shipping hub), using traditional materials such as lacquer, but with a modern twist. The artworks tell a story and provide a sense of continuity.

Smart plates with embedded IC chips are located near some of the artworks. By scanning the chip with a smartphone, it is possible to obtain information about the artwork, serving as a tool to strengthen the connection between people and art.

3. Facility Overview

(1) 1F The SQUARE (entrance)

The first floor entrance leading out to Chuo-dori avenue is a space that welcomes arriving guests with a safe and calm atmosphere. The Square (space facing the entrance) features an artwork with a boat motif that also functions as a bench, demonstrating how Nihonbashi was historically the starting point of five main highways heading north, south, east, and west. The Nihonbashi Information Counter in the entrance is a service that connects guests with the neighborhood. Staff will provide information and communicate the best of what Nihonbashi has to offer.

The elevator hall features lacquer artworks that express the layout of Nihonbashi and scenes of the Nihonbashi River. Brilliant red lacquer art with varying shades give guests a warm welcome.

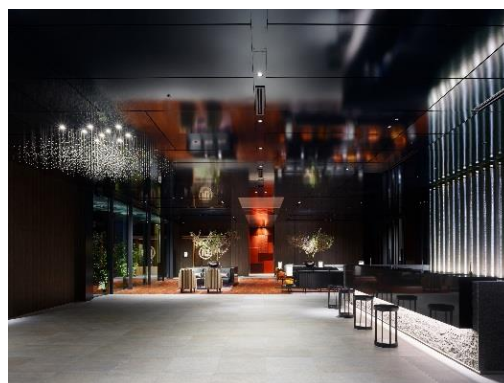


Artwork “Chairs of Water Reflection” (entrance)

(2) 9F Lobby

An elevator for hotel use only goes directly from the first floor entrance to the ninth floor, which has an expansive lobby space. The glass art on the ceiling is reminiscent of clouds and the soft, delicate Japanese aesthetic, while the design board with bubbles as a motif on the wall behind the reception desk reminds guests of rain falling from clouds.

The lobby has features that invite guests to enjoy Nihonbashi with all five senses, such as the scent of Japanese roses (an original fragrance) and a background music playlist created by a music designer to fit the image of the hotel.



Lobby (reception desk)

(3) 9F Lounge

A spacious lounge opens out beyond the lobby with views of the courtyard and terrace. The space is designed to encourage passersby to linger. The terrace is adorned by glass artworks expressing traditional Japanese gardens, creating ever-changing effects of light and shade according to the time and season.



Lounge

(4) 9F The COURT (courtyard garden)

The courtyard garden in the center of the hotel is filled with plantings that change with the seasons. Nihonbashi has a long tradition of growing plants in pots. Thus the flower stand at the center of the courtyard functions like a large plant pot, with different plantings according to the season to allow guests to feel the changing seasons.



The COURT (courtyard garden)

(5) 9F Restaurant Nihonbashi Asada

Asada, a Japanese restaurant of distinction serving Kaga cuisine, traces its history to an inn that opened in Kanazawa in 1867. An Asada restaurant will open in Mitsui Garden Hotel Nihonbashi Premier following those in Akasaka and Aoyama in Tokyo and in Nagoya. It is the first time for Asada to open a hotel restaurant and serve a breakfast menu.

The restaurant's interior is colorful, yet forms a calm and modern space, with liberal use of natural materials such as genuine plain wood, Chinese quince, and stone. The private dining rooms available for various occasions are named after the five colors associated with Kutani-ware (green, yellow, violet, navy, and red). The restaurant offers views of the terrace, which is planted with flowering shrubs, entertaining diners with colors that change from season to season.



Restaurant Nihonbashi Asada

Nihonbashi Asada serves breakfast based on the traditional one soup and three side dishes, made from fresh, seasonal ingredients mainly from Kanazawa and other parts of the Hokuriku region such as vegetables from Kaga and Koshihikari rice from Ishikawa Prefecture. Dishes served in small bowls, an Asada specialty, are served buffet style. Guests can also enjoy a "box of three dishes," which is a dish served in small bowl, hot fish dish, and *chawanmushi* steamed savory egg custard dish. Freshly baked bread salad, fruit, and original coffee blend are also served for breakfast.

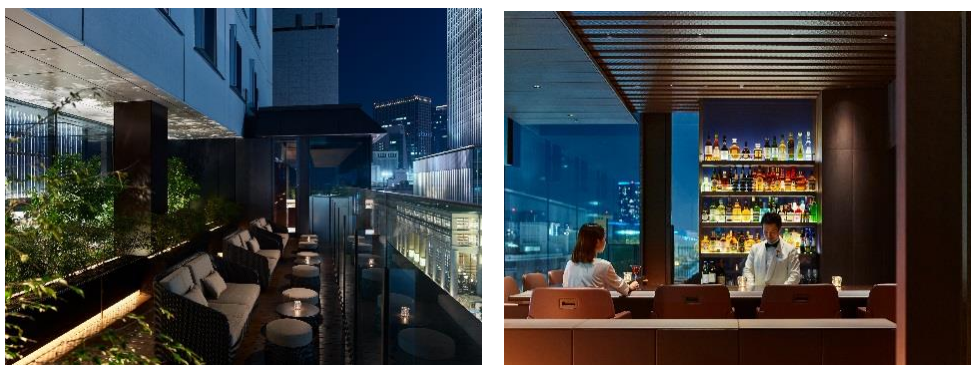
Hours of Operation	Breakfast: 6:30-10:00 (Last entry 9:30) Lunch: 11:30-14:00 (Last entry 13:30) Dinner: 17:00-22:30 (Last entry 21:30)
Seating	Breakfast: 65 (All seats non-smoking) Lunch and dinner: 5 private rooms, counter seats
Breakfast	¥2,500 (¥2,700 including tax)
Tel	03-5542-1700



Breakfast

(6) 9F Bar MATSU

MATSU is the first bar operated by Asada, adjacent to the restaurant. Guests can relax and savor the authentic Japanese interior gazing from the large windows from the counter or sofa, or while enjoying the openness of an outdoor terrace seat. The drinks menu includes 1603, a cocktail specially created for the hotel. MATSU also has an original food menu. Two artworks with *matsu* (pine tree) motifs add accents to the bar interior. Guests can admire *SHIKII* by flower artist Makoto Azuma, and a painting by Allan West alongside the Nihonbashi nightscape.



Bar MATSU

Hours of Operation	Monday to Saturday, day before national holidays: 17:00-24:30 (Last entry 24:00) Sundays and national holidays: 17:00-24:00 (Last entry 23:00)
Seating	Indoor: 24 Outdoor terrace: 12 (All seats non-smoking)

(7) 10F – 15F Guest rooms

Nine types of guest rooms (264 in total) are located on the 10th to 15th floors to fulfill diverse guest needs. All guest rooms are spacious, with a minimum floor area of 215 ft² (20 m²), and separate bath and toilet to provide highly functional and habitable accommodation.

The interior design themes are oriental mystique and traditional Japanese aesthetics expressed in soft shadows and deep glaze. To incorporate images of Edo, the Nihonbashi River, and artisans' attention to detail, features such as Edo *kiriko* patterns and art expressing the Nihonbashi River are incorporated in the interior, and washbasins are custom-made Shigaraki ware bowls.

Complimentary Nihonbashi-style amenities and original design towel and Japanese-style socks adorned with a leaf pattern are provided in each room. Original bath amenities that evoke a sense of Edo aesthetics are also provided in some rooms.

<Guest Rooms>

Type	Area	Bed size	Guest capacity	Number of room(s)	Floor(s)
Comfort	215 ft ² (20 m ²)	59 × 77" (1,500 mm × 1,960 mm)	1-2	64	10F-15F
Moderate double	252 ft ² (23.5 m ²)	63 × 77" (1,600 mm × 1,960 mm)	1-2	50	10F-12F
Superior double	252 ft ² (23.5 m ²)	63 × 77" (1,600 mm × 1,960 mm)	1-2	51	13F-15F
Accessible double	265 ft ² (24.7 m ²)	63 × 77" (1,600 mm × 1,960 mm)	1-2	1	10F
Moderate twin	284 ft ² (26.4 m ²)	47 × 77" (1,200 mm × 1,960 mm)	1-2	35	10F-12F
Superior twin	284 ft ² (26.4 m ²)	47 × 77" (1,200 mm × 1,960 mm)	1-2	41	13F-15F
Three bedroom	284 ft ² (26.4 m ²)	43 × 77" (1,100 mm × 1,960 mm)	1-2	10	10F
Corner twin	317 ft ² (29.5 m ²)	47 × 80" (1,200 mm × 2,050 mm)	1-2	10	10F-15F
Premiere twin	601 ft ² (55.9 m ²)	55 × 80" (1,400 mm × 2,050 mm)	1-2	2	14F and 15F

Check-in: 15 : 00 / Check-out: 12 : 00

All rooms are equipped with a 43-inch LCD TV^{*1}, refrigerator, free Wi-Fi, air treatment system with humidifier, kettle/thermos, hair dryer, universal multi-device charger, iron, nightwear, and other amenities.

^{*1} Premier twin rooms are equipped with 60-inch 4K TVs.



Guest room (superior double)



Guest room (premier twin)



Washbasins (superior twin)



Closet (premier twin)



Mini bar (premier twin)

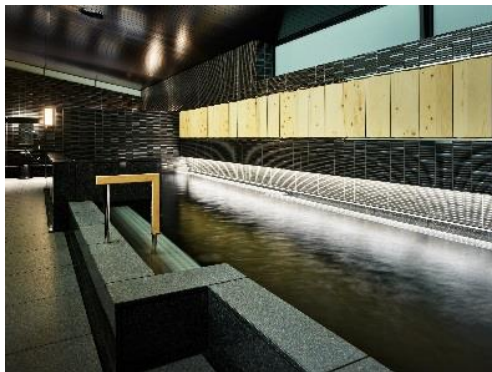
(8) 9F Japanese Bath

The Japanese Bath on the ninth floor is a symbolic feature of Japanese culture. Exclusive to hotel guests, the Japanese Bath provides a space to relax and unwind after travels.

The interior has muted colors and a gabled ceiling. The use of plain hinoki wood on parts of the wall and head rests on the edge of the bath give the space a quintessentially Japanese aroma.

The corridor leading to the Japanese Bath is designed to resemble a Nihonbashi alleyway, with artfully positioned lotus flower metalwork creating an evocative scene.

<Hours of Operation> 15:00-1:00, 6:00-9:00



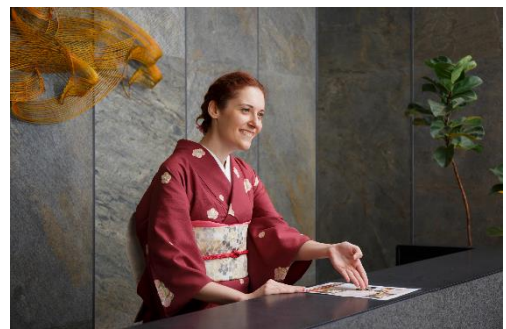
Japanese Bath



Corridor

(9) 1F Nihonbashi Information Counter

The 1F entrance has an information counter, whose role is to connect tourists with activities in the Nihonbashi area. Staff members dressed in kimono provide information on tourist destinations, restaurants, and more to visitors from Japan and around the world, as well as guiding them through multilingual hands-on content.



Nihonbashi Information Counter

(Reference) OVOL Nihonbashi Building

<1F>

(1) SALONE VENDREDI (130 seats)

Also serving as the hotel lobby. Salone Vendredi (meaning “Friday salon”) is a new social hotspot in Nihonbashi. The restaurant serves quality cuisine, centered on French dishes. It is also equipped with a grand piano, and with the theme of “people, wine, and music,” regularly hosts live music and performances.



SALONE VENDREDI

(2) Pondoya, a “meat by weight” restaurant (39 seats)

A reasonably priced specialty black wagyu restaurant for adults. Serving a wide range of small plates matching organic wine and other alcoholic beverages, Pondoya is a new style of bar/meat restaurant. All food is cooked using natural seasonings only.



Pondoya, a “meat by weight” restaurant

(2) Seven-Eleven

Convenience store Seven-Eleven is open 24 hours.



<B1>

(1) Locanda MEAT & ITALY (160 seats)

A chic, 160-seat casual dining restaurant serving Central Italian cuisine using fresh seasonal produce and excellent grilled meat using select ingredients.



Locanda MEAT & ITALY

(2) Table tennis salon bar (150 seats)

The popular Kuramae table tennis bar opens in Nihonbashi! Enjoy sweet and sour Chinese food and hotplate cuisine with excellent wine and other beverages in a relaxed space just like a friends’ living room, and have fun with table tennis and karaoke.



Table tennis salon bar: RIBAYON ATTACK

■ Mitsui Garden Hotel Nihonbashi Premier Facility Overview

Opening date	Thursday, September 13, 2018
Location	4-4 Muromachi 3-chome, Nihonbashi, Chuo-ku, Tokyo
Access	Direct underground access to Mitsukoshimae Station on the Tokyo Metro Ginza and Hanzomon Lines Direct underground access to Shin-Nihonbashi Station on the JR Sobu Line 11 minutes' walk via the shortest route from the Nihonbashi Exit of JR Tokyo Station Approx. 7 minutes' walk from the East Exit of JR Kanda Station Approx. 8 minutes' walk from exit B12 of Nihonbashi Station on the Tokyo Metro Tozai and Toei Asakusa Lines
Guest rooms	264 rooms
Adjoining facilities	Restaurant, bar, Japanese bath and other
Reservation	TEL: 03-3270-1131 URL: https://www.gardenhotels.co.jp/nihonbashi-premier/eng/

■ Map

