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For immediate release

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

First Mitsui Garden Hotel to Open in the Hokuriku Area
Mitsui Garden Hotel Kanazawa to Start Operation on January 11, 2019
—A Hotel Where Guests Can Discover the New Appeal of Kanazawa
in a Modern Arrangement of Traditional Local Culture—

Tokyo, Japan, January 8, 2019 - 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 Friday, January 11, 2019 for Mitsui Garden Hotel Kanazawa (158 guestrooms; 1-22 Kamitsutsumicho, Kanazawa City, Ishikawa Prefecture).

The hotel is located in the heart of Kanazawa's downtown area, close to major sightseeing spots such as Kanazawa Castle and Kenrokuen Garden. It is also within walking distance of Kanazawa Station on the JR Hokuriku Main Line, and two minutes on foot from the Minamicho/Oyama Shrine bus stop on the Hokutetsu bus line. This prime location makes the hotel convenient for sightseeing, leisure, or business use.

The hotel is the first of the Mitsui Garden Hotel series to open in the Hokuriku area. Built in a former townhouse area, the hotel will offer a space for experiencing the new appeal of Kanazawa through a modern arrangement of traditional beauty, while retaining the original local style.

Mitsui Fudosan Hotel Management currently operates a total of 6,545 rooms in 25 facilities throughout Japan under Mitsui Garden Hotels (6,041 rooms, 22 facilities), its upper middle-class lodging-focused hotel brand, and THE CELESTINE HOTELS (504 rooms, 3 facilities), its high-class lodging-focused hotel brand. This hotel will be the 26th facility.

<Hotel Features>

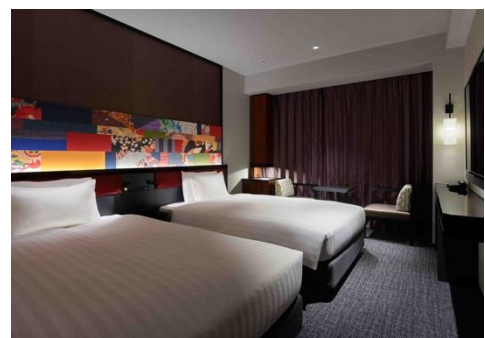
1. Prime location in the heart of downtown Kanazawa within walking distance of major sightseeing spots
2. An elegant space created from a modern arrangement of traditional Kanazawa culture, featuring artwork in each space
3. Guestrooms finely detailed with appealing elements of traditional culture
4. Open-air public bath on the top floor with a view of the lush greenery of Kanazawa Castle Park and the castle town
5. Fine dining restaurant borne of a collaboration with Ishikawa Prefecture food culture promoter Noukaban-zai



Exterior view



Women's public bath (large bath)



Guestroom (moderate twin)

■Features of Mitsui Garden Hotel Kanazawa

1. Prime location in the heart of downtown Kanazawa within walking distance of major sightseeing spots

The hotel is located in the center of an area housing a collection of financial institutions, offices, and commercial facilities, stretching from the Omi-cho Market to the Korinbo area. In addition, the hotel is within walking distance of such major sightseeing spots as Kanazawa Castle and Kenrokuen Garden. The hotel has a prime location within walking distance from Kanazawa Station on the JR Hokuriku Main Line, and two minutes on foot from the Minamicho/Oyama Shrine bus stop on the Hokutetsu bus line, making it highly convenient as a base for both leisure and business activities.

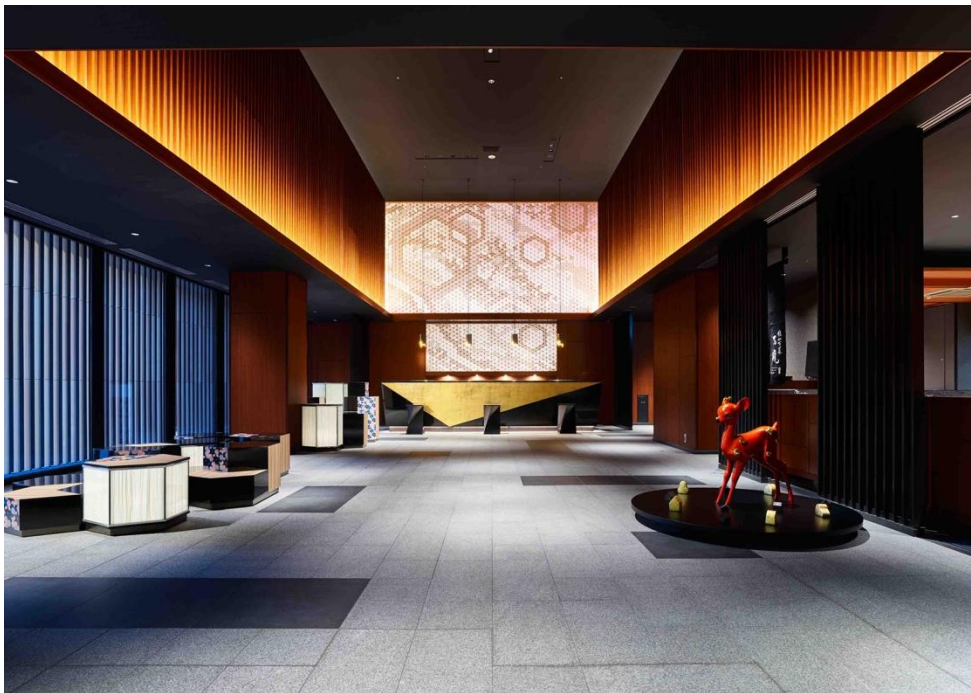
2. An elegant space created from a modern arrangement of traditional Kanazawa culture, featuring artwork in each space

(1) Common area design

Guests are welcomed to an innovated and elegant space created from a modern arrangement of traditional Kanazawa culture featuring traditional decorations and craftsmanship represented by samurai culture.

The exterior of the first floor is adorned with the vertical lattice motif of a townhouse, recreating the warm nostalgic atmosphere and sights of the one-time townhouse area.

In addition, the lobby emanates a concentration of Kanazawa's style and appeal. Features include a floor paved with flagstones modeled on those of Kanazawa's castle town, a light wall with mullions inspired by traditional Kaga Yuzen kimono patterns, vertical lattice work in an illuminated cutaway wall, and a front counter with gilded panels and automatic entrance door finished with gold leaf created by Hakuza, a local gold leaf manufacturing and sales company.



Lobby



First-floor exterior



Entrance



Front counter

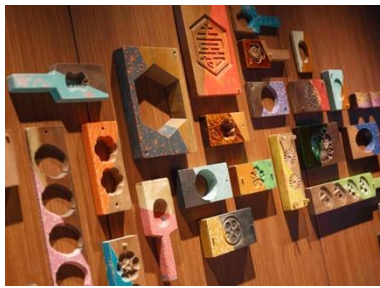
(2) Artworks

Embracing the theme of “Alternative Kanazawa,” several works by 12 artisans and emerging artists with links to Kanazawa are displayed throughout the hotel. The sensitivity and nostalgia of traditional craftwork is blended with the innovation of modern art to create an original world view, allowing guests to enjoy the new and traditional aspects of Kanazawa art as they walk through the building.

■ Introduction of artworks (partial)



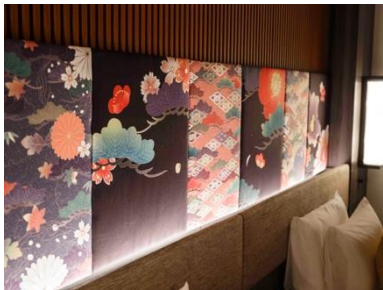
Peace Vehicle (first-floor lobby)
The motif is a lucky deer. It is a dry lacquer work bearing a message of peace for the people of the world.



Candy Boxes (first-floor elevator foyer)
Traditional Japanese confectionery molds arranged with innovative lacquer techniques. Patterns are accentuated by the juxtaposition of modern colors.



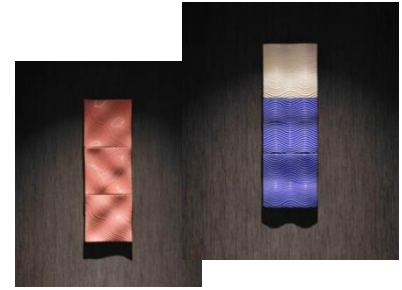
Single Petals (first-floor restaurant)
A lacquer work with a petal motif, made with traditional methods utilizing the lightness and texture of linen and Japanese paper.



Scattered Flowers in the Yuzen Kimono Style (guestroom, deluxe twin)
A well-known motif of Kaga Yuzen kimono design dynamically arranged using digital technology.



Flower Chest (guestroom, triple)
Against the backdrop of traditional five Kaga-style kimono colors, a twisted paper cord forms a delicate floating pattern representing a flower.



Pattern of Changing Light (guestroom, corner twin)
The reflection of light forms a delicate wave pattern according to the viewing angle in this porcelain work grounded in traditional Kaga-style kimono colors.

3. Guestrooms finely detailed with appealing elements of traditional culture

All guestrooms are designed to provide enough space to accommodate two or more guests, so that they can be used by families and friends traveling together.

The interior design includes a headboard adorned with Kaga Yuzen-style patchwork art, flagstones of the kind used in samurai homes, and a floor finish inspired by the stone walls of Kanazawa Castle. In addition, Wajima black lacquerware-style elements and furniture with coated fabric finished in Kaga-style kimono colors are complemented by a modern arrangement of lighting featuring gold leaf and Echizen-style Japanese paper, a minibar in the style of a tea ceremony room kitchen, and other design elements and materials originating from traditional Hokuriku area culture centered on Ishikawa Prefecture.

The room design is relaxing and exudes a sense of comfort and hospitality. It has been carefully detailed with a view to creating spaces with photogenic appeal. Some of the rooms also feature artworks from creators who have links with Kanazawa.



Guestroom (deluxe twin)



Guestroom (superior twin)

4. Open-air public bath on the top floor with a view of the lush greenery of Kanazawa Castle Park and the castle town

On the 13th floor, which is the topmost floor, an artificially heated public bath (large bath) with a view has been created. Wide windows provide an expansive field of vision to form a panoramic view. In the morning, guests can enjoy views of the sunrise and the rolling greenery of Kanazawa Castle Park and Kenrokuen Garden, while evening bathers can gaze out at the stunning Kanazawa City nightscape. The bathing facility also includes a lie-down bath to sooth travel fatigue.

A relaxing powder corner provided in the women’s bathing facility is replete with a large dresser and various amenities.



Public bath (large bath) (men’s)



Powder corner (women’s)



Changing area (women’s)

5. Fine dining restaurant borne of a collaboration with Ishikawa Prefecture culinary culture promoter Noukabanzai

The restaurant on the first floor is a collaboration with the Noukabanzai brand, which promotes the appeal of Ishikawa Prefecture’s culinary culture. The restaurant serves Japanese cuisine that makes generous use of Kanazawa’s unique local seafood, freshly picked vegetables from Kaga, and other local seasonal ingredients, served on specially selected tableware.

The Obanzai Buffet for breakfast provides a uniquely local menu including temarizushi (bite-sized sushi), dashi-rolled omelets prepared in front of the guests, and handmade obanzai dishes prepared with seasonal vegetables.

Moreover, seated at a long counter made with Wajima Kirimoto lacquer, guests look out over a courtyard garden created with the concept of a “modern porch,” while the wide-berthing windows allow guests to satisfy their senses with seasonal colors.

Noukabanzai

Noukabanzai is a local brand for foods originating in Ishikawa Prefecture, proposed and supplied in new forms. The brand adds an original touch to the appeal of local Ishikawa Prefecture culinary culture and food, from Noto and Kaga’s seasonal ingredients such as seafood from the Sea of Japan and Notoushi wagyu beef to tableware made by traditional local craftspeople and seasonings such as salt and fish sauce from the city of Suzu.



Restaurant Mantei



Restaurant Mantei courtyard garden



Obanzai Buffet for breakfast

Restaurant Mantei Overview

Opening hours	Breakfast 7:00-10:30 (last entry 10:00) Dinner 18:00-23:00 (last entry 22:30)
Seating capacity	86 (all non-smoking)
Breakfast	Japanese style buffet ¥1,944 (including tax)
Website	https://www.gardenhotels.co.jp/kanazawa/eng/restaurant/



■ Courtyard garden

With a design inspired by the Nomura Samurai Family Residence of Kanazawa, the courtyard garden presents a “modern porch” that feels integrated with the restaurant.

Ornamental stones of hornblende andesite from Ishikawa Prefecture are placed among Japanese maples alternating vibrant colors with the passing of the seasons. Together with a perimeter of Japanese blue oak and Ternstroemia japonica, the garden forms a relaxing Kanazawa-style scene. Guests can also enjoy the expression of the passing seasons with spike winter hazel, Japanese yellow rose, and rhododendrons blooming in spring; Japanese ekianthus leaves changing color in fall; and snow blanketing the scene in winter.



Courtyard garden

Commemorative Opening Event

—Special Concept Rooms—

(1) The Gunjo Room

Inspired by the reading room commonly referred to as the Gunjo Room, inside Seisonkaku, the interior residence of the Kaga Maeda family adjacent to Kenrokuen Garden, as a modern hotel guestroom. This traditional deep, rich, and vibrant Japanese color creates a relaxing space.



Concept room “The Gunjo Room”

(2) Hakuza Gold Leaf Room

Created through collaboration with Hakuza, this room is designed as a luxurious space decorated with gold leaf where occupants can fully experience the style of Kanazawa.

The rooms also feature accessories and amenities embellished with gold leaf.



Amenities made by Hakuza



Concept room “Hakuza Gold Leaf Room”

—Special Offerings Unique to Mitsui Garden Hotel Kanazawa—

(1) Gold leaf for beautiful skin—Accommodation with the Gold Spa package (booking required)

For female guests, we offer an accommodation package with a Gold Spa package produced by popular Kanazawa beauty salon SyuAddIctIon, which is frequented by various famous patrons.

The procedure is performed in the guest’s room by a professional esthetician, enabling them to enjoy a premium spa session for skin beauty treatment or lightening while staying in the hotel. Facial and full-body courses are available.



Gold Spa (computer-generated image)

(2) A stunning Gold Menu meal decorated with gold leaf — Gold Shabu-Shabu (booking required)

Created in collaboration with NoukabanZai, this luxury restaurant meal is a visual and taste sensation. In commemoration of the hotel’s opening, the first offering on the Gold Menu will be Gold Shabu-Shabu, featuring meat eaten together with 24-carat gold leaf, for a vivid and luxurious taste experience.



Gold Shabu-Shabu (computer-generated image)

■Facility Overview

Name of hotel	Mitsui Garden Hotel Kanazawa
Location	1-22 Kamitsutsumicho, Kanazawa City, Ishikawa Prefecture
Tel.	+81-76-263-5531
Access	2 minutes' walk from the Minamicho/Oyama Shrine bus stop on the Hokutetsu bus line 17 minutes' walk from Kanazawa Station on the JR Hokuriku Main Line
Structure	Steel frame with 13 levels above ground, 1 level below ground
Guestrooms	158 rooms
Adjoining facilities	Restaurant Mantei (1st floor), Public bath (large bath) (13th floor), courtyard garden
Official website	https://www.gardenhotels.co.jp/kanazawa/eng

■ Guestroom Composition (Each guestroom hosts two people, only the triple room hosts three people)

Room type	Size	Guestrooms
Deluxe twin	50.8 m ²	1 room
Accessible	26.7 m ²	1 room
Triple	31.5 m ²	9 rooms
Moderate twin	21.3 m ²	44 rooms
Corner twin	26.7 m ²	10 rooms
Superior twin	23.5 m ²	61 rooms
Moderate double	21.3 m ²	22 rooms
Superior double	27.3 m ²	10 rooms
		Total 158 rooms

■Map

