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For immediate release

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

A Hotel Incorporating the World of Kabuki in Ginza, Where Tradition Meets the Future
Mitsui Garden Hotel Ginza-gochome
to Open on September 26, 2019

Restaurant SHARI offers “new Japanese cuisine” such as fresh rolled sushi

Tokyo, Japan, June 14, 2017 - Mitsui Fudosan Co., Ltd., a leading global real estate company headquartered in Tokyo, and Mitsui Fudosan Hotel Management Co., Ltd. announced today that Mitsui Garden Hotel Ginza-gochome (13-15, Ginza 5-chome, Chuo-ku, Tokyo; 338 guestrooms), will open on Thursday, September 26, 2019.

The hotel location is four minutes on foot from Ginza Station on the Tokyo Metro subway line and one minute on foot from Higashi Ginza Station on the Tokyo Metro and Toei subway lines. Close to the Kabukiza and Shinbashi Enbujo Theatres within Japan’s iconic Ginza commercial district, the location provides a taste of everyday life in modern Tokyo and traditional Japanese culture. Amid a surge in inbound tourism demand, overseas visitors can fully enjoy shopping as well as viewing traditional arts and catching a glimpse of daily Tokyo life.



Interior art featuring a motif inspired by the
Renjishi (“Two Lions”) Kabuki dance

The hotel interior is modeled on the concept of “a stage for people to come together in an elegant urban setting” and the interior art in certain areas is designed under the direction of SHOCHIKU Co., Ltd. (hereinafter “SHOCHIKU”) to express a state-of-the-art “cultivated space” with motifs inspired by the traditional Japanese art of kabuki. The designs of each floor retain a modern air, while evoking a sense of the resplendence and brilliance cultivated in Ginza since the Edo period.

With the opening of Mitsui Garden Hotel Ginza-gochome, the Mitsui Group will have a combined nationwide total of 29 hotels under the “Mitsui Garden Hotels” and “The Celestine Hotels.” In the Ginza area, the Group has already opened Mitsui Garden Hotel Ginza Premier, Millennium Mitsui Garden Hotel Tokyo, and HOTEL THE CELESTINE GINZA, making this the fourth hotel and bringing the total number of guestrooms in this area alone to over 1,000. This is also the first of the Group’s hotels in the Ginza area to offer a large public bath, providing guests with a relaxing and refreshing space to escape from the noise of the city.

<Features of Mitsui Garden Hotel Ginza-gochome>

- **A perfect location for leisure, close to the Kabukiza and Shinbashi Enbujo Theatres, traditional arts centers since Edo period times**
- **Incorporation of the world of Kabuki in some of the interior art, with a design concept of “a stage for people to come together in an elegant urban setting”**
- **Spaces filled with art that expresses the sophistication of Edo in a modern way, including works by the kimono designer Jotaro Saito**
- **The Group’s first large public bath in a Ginza-area hotel, where guests can enjoy Japanese-style relaxation**



Exterior view



Guestroom (Deluxe Twin)

■ Features of Mitsui Garden Hotel Ginza-gochome

1. Location

The hotel has been established on a site near the Kabukiza and Shinbashi Enbujo Theatres, facing Showa Dori street in the luxury brand shopping area of Ginza. In addition to shopping, the location offers a chance to view traditional Japanese arts as well as a sense of everyday life in modern Tokyo and Japanese culture.

Furthermore, as the hotel is four minutes on foot from Ginza Station on the Tokyo Metro subway line and one minute on foot from Higashi Ginza Station on the Tokyo Metro and Toei subway lines with no need to change trains between Haneda and Narita Airports and Higashi Ginza Station, it offers excellent transportation access and can be used as a comfortable base for sightseeing, leisure, as well as various other purposes.

2. Design Concept

The exterior of the hotel is of a simple design constructed with a vertical lattice work of an understated beige color that harmonizes with the townscape of Ginza, a town that symbolizes modern Japan as an intersection of tradition and the future.

The interior design is based on a concept of “a stage for people to come together in an elegant urban setting,” incorporating the world of kabuki, a well-known traditional Japanese art, with the five theme colors of dark green, vermillion, navy blue, gold, and silver to bring together both relaxation and brilliance. The interior art in certain areas is directed by SHOCHIKU to express a state-of-the-art “cultivated space.”



Exterior view



Main lounge (cypress stage)

3. Facility Overview

(1) Reception, Main Lounge, Chitose Lounge (1F)

The first floor reception is the entranceway of the hotel, which serves to welcome the guests, has been designed as a bright space with vermilion tones that express power and strength. In front of the reception is a work of art depicting a scene of Kabukiza in nishijin brocade by the famous Japanese kimono designer Jotaro Saito.

The main lounge features a cypress panel with a beautiful navy blue gradation in a relaxing space designed to provide a moment of recovery to travel-weary guests. A stage beneath the guests' feet evokes a kabuki stage. Amid the atmosphere of harmony and quiet, a work by Jotaro Saito of a different color to that in the reception creates a cultivated space punctuated by a sense of resplendence.

The Chitose Lounge is located further inside the Main Lounge. A slightly lower ceiling and a fixture reminiscent of snow-shutters in shoji sliding doors that alternately reveals and hides the area around the floor create a relaxed atmosphere in the space. The Lounge is equipped to serve as a space for relaxing outside of the guestrooms, and is fitted with power outlets for diverse uses, including business activities.



Reception



Main lounge

■ Reception and Lounge Art Creator



Profile: Jotaro Saito

Born in Kyoto, Mr. Saito was born into a family that has served as a foundation for recent dye artists as the grandson of the late dye artist Saizaburo Saito and the son of modern kimono maker Sansai Saito. Since his debut as the youngest kimono designer at age 27, he has pursued the concept of kimono as fashion suitable for a modern space. He has appeared frequently in the media, including television and magazines, and is currently active as a leading Japanese kimono designer and textile artist. He exercises his talents in multiple areas, extending to product and interior production, promoting the ideas of evolution of tradition and lifestyles that incorporate a love of traditional Japanese style.

(2) Large public bath (2F)

As the operator of three hotels in the Ginza area, in its new hotel the Mitsui Fudosan Group sought to offer a uniquely Japanese-style relaxation experience in the form of a large public bath.

The large public bath totally color coordinated in muted tones, with wall artwork featuring pine and umbrella motifs from traditional Japanese culture. The sophistication of Edo has been reinvigorated in a modern way, in which guests can soak away the fatigue of travel in a relaxing space.

Artwork in the second floor elevator hall adjoining the large public bath depicts a bamboo forest art, while that of the entrance to the large public depicts autumn leaves, creating spaces evoke Japan's natural environment.

<Opening hours> 06:00–09:00 / 15:00–01:00 *For staying guests only



Large Public Bath (for women)



Second floor elevator hall

(3) Restaurant SHARI (2F)

SHARI, opening on the second floor, is an upmarket arm of SHARI THE TOKYO SUSHI BAR on Ginza's Namiki-dori St. Retaining the concept of "Japan as seen by foreigners," SHARI offers original Japanese cuisine using higher grade ingredients and high-quality teppanyaki using Kobe Beef, which is also very popular among foreigners. The breakfast menu features brightly colored rolled sushi or a selection of Japanese and Western breakfast dishes and a half-buffet. Lunch is original Japanese set meals and other meals, while dinner features high quality teppanyaki and other options. SHARI offers a variety of exciting meals incorporating the concept of new Japanese food.



Restaurant



SHARI Japanese food (Image)



SHARI rolled sushi (Image)

Opening hours	Breakfast: 6:30–10:00 (Last entry 10:00) Lunch: 11:30–15:00 (Last entry 14:00) Dinner: 17:30–23:00 (Last entry 22:00)
Seating	Breakfast: 74 seats Lunch and dinner: 80 seats (including 6 counter seats) *All seats non-smoking
Breakfast	Selection of breakfast meals & half buffet: ¥2,200 (including tax) Half buffet only: ¥1,500 (including tax) [Selection of breakfast dishes] SHARI rolled sushi / SHARI Japanese meal / SHARI Western meal [Half buffet] Live teppan kitchen (specialty fried sesame tofu and melt-in-your-mouth French toast), salad, fruit, yoghurt, and various home-baked bread
Note:	Dinner menu is described below. Separate service charge 10% / Dress code applies (smart casual) / No preschool children admitted
Phone	+81-3-6226-5545
URL	https://shari-the-tokyo.jp/shari/
Holidays	Lunch and dinner: Monday (the following day when Monday falls on a public holiday) *Breakfast is served every day all year around

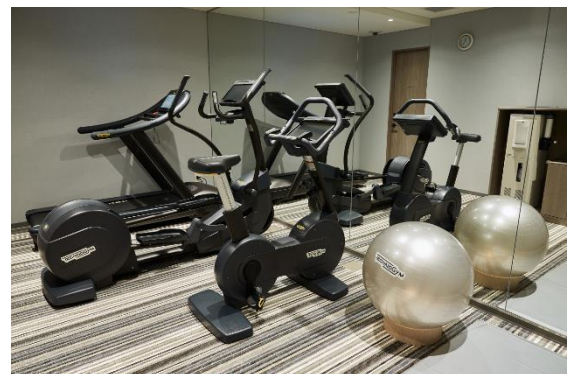
(4) Fitness Room (2F)

The second floor has a fitness room, which is a facility in high demand among long-staying overseas guests. The fitness room is fitted with running machines, upright bikes, cross trainers, balance balls, and various other exercise equipment.

<Opening hours> 6:00–22:00

<Fee> Free of charge (for staying guests only)

*Guests are asked to provide their own training wear, shoes, etc.



(5) Guestrooms (3F–15F)

The 3rd to 15th floors are for guestrooms. These feature various art and designs with a kabuki motif. The total of 338 guestrooms comprises six types to meet customers' needs, including double, twin, and triple. Each room features furniture and fabric coordinated with the colors of dark green, vermillion, and navy blue, in a traditional Japanese style. Moreover, the deluxe twin rooms are fitted with an elevated seating area that offers the warm feel of tatami mats and wood, to create a relaxing space with a sense of traditional Japanese culture.

In addition, the carpet in the corridors leading the guests to their rooms and in the elevator halls is patterned with brush strokes seen in calligraphy, a well-known traditional Japanese art form, while the corridor walls feature crimson, which has been used in cosmetics since ancient times. The elevator hall walls are hung with Japanese washi paper decorated with falling cherry blossoms that has been carefully made by artisans. These features impart a sense of emotion and activity to the space.



Guestrooms that incorporate Japanese style with an elevated seating area (Deluxe Twin)



Corridors and elevator halls that use traditional cultural



Guestroom with vermillion Renjishi kabuki dance design (Triple)



Guestroom with navy blue Renjishi kabuki dance design (Moderate Twin)

<Guestroom Types>

Type	Floor area	Bed size	Guest capacity	No. of guestrooms
Standard	186.2 ft ² (17.3 m ²)	55.1 × 77.2 in (1,400 × 1,960 mm)	1–2	104
Moderate Double	199.1 ft ² (18.5 m ²)	63.0 × 77.2 in (1,600 × 1,960 mm)	1–2	91
Moderate Twin	265.9 ft ² (24.7 m ²)	47.2 × 77.2 in (1,200 × 1,960 mm)	1–2 (up to 3 people)	103
Triple	302.5 ft ² (28.1 m ²)	43.3 × 77.2 in (1,100 mm × 1,960 mm)	1–3	26
Deluxe Twin	372.4 ft ² (34.6 m ²)	47.2 × 77.2 in (1,200 × 1,960 mm)	1–2	13
Accessible	266.0 ft ² (24.7 m ²)	55.1 × 77.2 in (1,400 × 1,960 mm)	1–2	1

Check-in: 15:00 / Check-out: 11:00

All rooms are equipped with a 43-inch LCD TV, refrigerator, free Wi-Fi, air treatment system with humidifier, kettle/thermos, hair dryer, universal multi-device charger, U.S. No. 1-selling bed made by Serta, Inc., iron, nightwear, and CS television

*All rooms are non-smoking

■ Facility Overview of Mitsui Garden Hotel Ginza-gochome

Opening date	Thursday, September 26, 2019
Location	13-15, Ginza 5-chome, Chuo-ku, Tokyo
Access (closest stations)	1 minute on foot from Higashi Ginza Station on the Tokyo Metro Hibiya and Toei Asakusa subway lines 4 minutes on foot from Ginza Station on the Tokyo Metro Hibiya, Ginza, and Marunouchi subway lines
Structure	Steel structure: 15 floors above ground
Guestrooms	338
Adjoining facilities	Restaurant SHARI (2F), Large Public Bath (2F), Fitness Room (2F), Laundry (2F), etc.
Phone	+81-3-6226-5131
Official website	https://www.gardenhotels.co.jp/ginza-gochome/