

*[Provisional Translation Only]*

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## **Opening of Ichigo's Second Boutique Hotel THE KNOT TOKYO Shinjuku**

Ichigo is opening its second boutique hotel, THE KNOT TOKYO Shinjuku, on August 8, 2018, following the inaugural launch of THE KNOT YOKOHAMA last December. Ichigo acquired the Shinjuku New City Hotel in September 2016 and has completed a full-scale renovation and transformation to bring it to the quality and experience standards of THE KNOT.

### **1. Overview**

Consistent with its mission to preserve and improve real estate and contribute to a sustainable society, Ichigo has introduced a new class of boutique hotels in line with the Japanese government's tourism promotion initiatives and Ichigo's Power Up 2019 mid-term business plan. As a boutique hotel, Ichigo's THE KNOT is positioned between Japan's luxury hotels and budget hotels and represents a new form of accommodation for Japanese and global tourists in Japan.

THE KNOT TOKYO Shinjuku is Ichigo's second THE KNOT hotel. It opens onto Shinjuku Central Park and brings together Shinjuku's diversity of communities and cultures and the beauty of a city park location. Based on the concept of "We are the People's Park," THE KNOT is a gathering place for where a variety of urban lifestyles come together.

Ichigo has partnered with hotel operator Ikeda Sogyo to provide the highest quality hotel experience and branding for THE KNOT TOKYO Shinjuku.

THE KNOT TOKYO Shinjuku website: <https://hotel-the-knot.jp/tokyoshinjuku>

### **2. THE KNOT Brand Identity**

The KNOT brand identity is as follows:

"A Hotel Journey"

There are many discoveries to be made traveling throughout Japan.

THE KNOT was born through dialogue and discussion with local communities, learning distinctive histories and experiencing unique cultures.

Just as there are countless forms of travel, each distinctive THE KNOT takes a different form and character unique to its location.

Visitors, communities, and the old and the new come together to create the city's story.

An experience unique to the city awaits.

Nurture the appeal of cities and deliver the wonder of Japan to the world.

### 3. THE KNOT TOKYO Shinjuku Key Improvements

#### A. Full-Scale Renovation, Including Seismic Reinforcement and New Water Systems

Ichigo did a full-scale renewal of this 39-year old hotel, leaving the core structure intact but otherwise fully dismantling the building to carry out seismic reinforcement and install new water systems and plumbing. Ichigo converted an under-used banquet hall into guest rooms (which will drive higher earnings) and invested to increase energy efficiency and lengthen the building's useful life. The renovations addressed and resolved issues such as soundproofing, ventilation, internet connectivity, climate control, and water pressure, along with increasing guest rooms from 400 to 408, including one suite room.

The new interior design incorporates elements from the former Shinjuku New City Hotel, such as the use of its tiles for the new welcome area floor.



#### B. A Park-Like Hotel

Flowstone Creative Industries, a company specializing in supporting the development of creative cities, contributed to the hotel's project design and planning, including the concept of "We are the People's Park."

Guest rooms were designed using a green color palette reminiscent of parks, including THE KNOT SUITE on the third floor. To connect THE KNOT guests to the city and park, THE KNOT offers a bicycle rental service in collaboration with tokyobike. THE KNOT also provides other opportunities for guests to enjoy Shinjuku, including local bicycle routes, a local area map of small historical shops not typically featured in travel guides, and fitness events such as Yoga in the Park.



### C. Welcome Area MORETHAN

THE KNOT's welcome area spans the first and second floors and features a café, restaurant, lounge, and lobby, allowing guests to relax away from the bustle of the city in a spacious interior. MOTHERS, a restaurant and hospitality services company, will manage the welcome area.

Free high-speed internet is available to all guests throughout the building. MORETHAN (short for More Than Just A Hotel) features a bakery, tea stand, 24-hour dining, and a grill restaurant. Photography and art exhibits will be held to support young artists as part of THE KNOT's cultural promotion efforts and goal of connecting people and art.





## THE KNOT TOKYO Shinjuku Details

Location	4-31-1 Nishi Shinjuku, Shinjuku-ku, Tokyo
Access	4-minute walk from Tochomae Station on the Oedo Subway Line
Land Area	3,107.41m <sup>2</sup>
Total Floor Area	13,809.03m <sup>2</sup>
Zoning	Commercial
Structure	Steel-Reinforced Concrete & Reinforced Concrete, 14 Floors
Builder	Shimizu Corporation (Seismic Reinforcement, Room Interiors, Facility Upgrades)
	Tanseisha Co., Ltd. (Restaurant Interior)
Hotel Operator	Ikeda Sogyo KK
Date Built	1979 (fully renovated 2018)
Guest Rooms	408

