

[Provisional Translation Only]

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Opening of Ichigo's Third **THE KNOT** Boutique Hotel **THE KNOT SAPPORO**

Ichigo is opening its third THE KNOT boutique hotel, THE KNOT SAPPORO, on August 1, 2020, on the original site of Sapporo Senshuan, a renowned Hokkaido confectionery shop.



Ichigo introduced THE KNOT, a new class of boutique hotels in 2017, consistent with its mission to preserve and improve real estate and contribute to a sustainable society. 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 aims to create and provide facilities and services that are not bound by traditions within the hotel industry in an era where workstyle, traveling trends, and the definition of happiness are drastically changing.

THE KNOT SAPPORO is Ichigo's third THE KNOT hotel, and offers opportunities to travelers, business people, and locals to discover and rediscover the city of Sapporo. Based on the concept of "In a big city within nature," THE KNOT SAPPORO aims to promote the regional culture of Sapporo and Hokkaido Prefecture.

Located on the original site of Sapporo Senshuan, the hotel has 140 guest rooms,

primarily standard double and twin-bed rooms capable of accommodating the diverse needs of travelers, with the lobby located on the second floor. LES BOIS, a restaurant by Michelin-starred chef Nobumasa Mieda, is also opening within the hotel. Located on the first floor are Sapporo Senshuan's new main store; Secoma, a local Hokkaido-based convenience store; and KADO gallery, a multi-purpose gallery space.

THE KNOT SAPPORO Design Concept, Design Theme, and Guest Rooms

THE KNOT SAPPORO's fusion design concept is based on the history of the development of Sapporo and how it has transformed over the years and is connecting towards the future. There are stories to be told, and unique characteristics to be explored. A place where new ideas are formed by merging existing elements. This fusion found in Sapporo inspired the design concept.

Based on the design theme of modern nature, the interior of the hotel merges modern elements with organic shapes found in Hokkaido's natural landscape, creating a warm, comfortable environment that reimagines Sapporo. New perspectives and expressions emerge combining materials that are typically not used together. The fusion of Hokkaido-made materials that evoke a sense of warmth with simple materials is unique to THE KNOT SAPPORO.



The front desk features natural organic shapes and is made with natural materials including Hokkaido cedar wood and soft stone from Sapporo as well as materials such as brass, stainless steel, and copper sheets. It is marked with the THE KNOT SAPPORO logo carved into soft Sapporo stone. The walls are covered in brick tiles from Ebetsu City, and the modern design was achieved by reducing waste that is typically produced when using brick tiles. The brick tile walls evoke a natural warmth, and the modern design anchors the overall interior design of THE KNOT SAPPORO.





THE KNOT SAPPORO promotes Sapporo and Hokkaido's food, music, and art, and offers a new, unique hotel experience that can also be enjoyed by locals.

Under Michelin-starred Japanese chef Nobumasa Mieda's supervision, Restaurant LES BOIS features dishes and desserts using ingredients sourced from different regions in Hokkaido.

KADO Gallery promotes culture not only as a place for artists to showcase their work, but also as a pop-up shop for fashion, music, and food.

Ebisu Team (Tosaken&Ligh.) developed the overall direction of the hotel's interior design based on the theme of "Modern & Nature," combining modern elements with organic shapes found in nature to create a warm, comfortable environment.

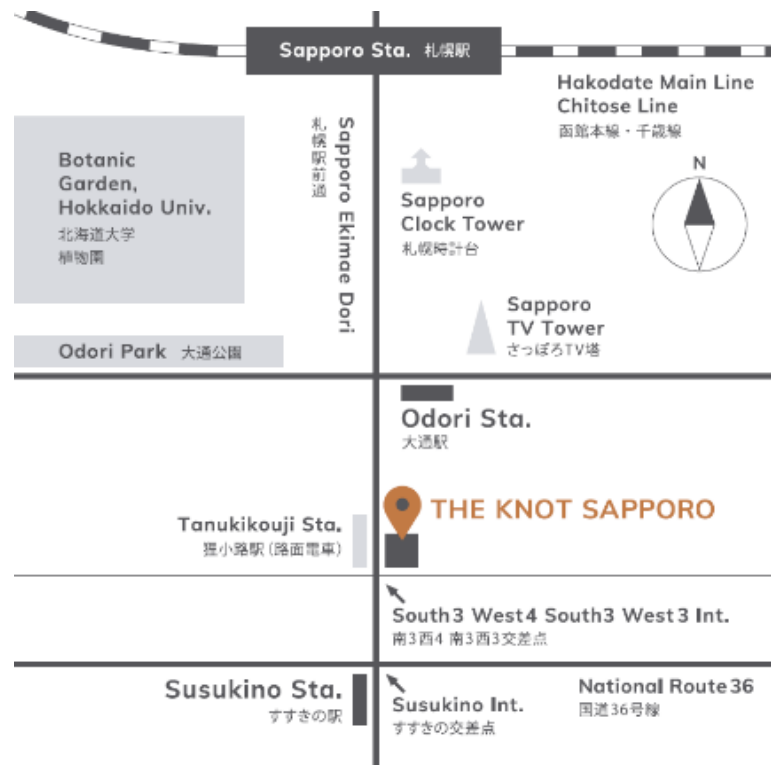
Cultural producer Tetsuya Kino served as the art curator for the exhibit featuring works by four Hokkaido artists that are displayed in the stairway from the B1 floor to the second floor. The exhibit is a new art initiative based on THE KNOT SAPPORO's philosophy.

Musician Calm oversaw the sound design, selecting music that showcases the urban essence of Sapporo as a major music city, as well as music that evokes Hokkaido's vast natural landscape.

THE KNOT SAPPORO Details

www.instagram.com/hoteltheknotsapporo/

Location	16-2, Minami 3 Nishi 3, Chuo-ku, Sapporo, Hokkaido
Access	5-minute walk from Odori Station on the Sapporo City Subway Line
Land Area	609.29m ²
Total Floor Area	5,184.46m ²
Zoning	Commercial
Structure	Steel-Reinforced Concrete & Reinforced Concrete, B1F/13 Floors
Builder	Iwata Chizaki Inc. (Joint Architecture with Kume Sekkei Co., Ltd.)
Hotel Operator	AB Accommo Co., Ltd.
Total Direction & Interior Design	Tosaken Inc.
Total Direction & Art Design	Ligh.
Date Built	March 2020
Guest Rooms	140



Official photos for press use are available for download at the following link:
<https://hotel-the-knot.jp/theknotsapporo/photo.zip>

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