

*[Provisional Translation Only]*

*This English translation of the original Japanese document is provided solely for information purposes.  
Should there be any discrepancies between this translation and the Japanese original, the latter shall prevail.*

December 9, 2020

**Ichigo Inc.** (Tokyo Stock Exchange First Section, 2337)  
Representative: Scott Callon, Chairman  
Inquiries: Takanori Sakamatsu, Senior Statutory Executive Officer  
Telephone: +81-3-3502-4818 [www.ichigo.gr.jp/en](http://www.ichigo.gr.jp/en)

## **Opening of Ichigo's Fourth THE KNOT Boutique Hotel THE KNOT HIROSHIMA**

Ichigo is opening its fourth THE KNOT boutique hotel, THE KNOT HIROSHIMA, on December 10, 2020, near the Peace Memorial Park on Heiwa Odori.



Ichigo introduced THE KNOT, a new class of boutique hotels in 2017, consistent with its mission to preserve and improve real estate. 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 HIROSHIMA, Ichigo's fourth THE KNOT hotel, is a joint project between Ichigo, Toa Jisho, and Genba Kanri Systems. The guest rooms were launched on August 1, 2020, and the all-day dining restaurant, MORETHAN, is being launched on December 10, 2020, marking the grand opening of the hotel.

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. Under the philosophy of “Untitled,” THE KNOT HIROSHIMA collaborated with local companies and artists in Hiroshima to create the interior, furniture, art, amenities, and services. The hotel captures the essence of Hiroshima and aims to promote the local culture.

The hotel has 201 guest rooms, primarily moderate twin-bed rooms (25m<sup>2</sup>) capable of accommodating the diverse needs of leisure and business travelers, with the lobby on the 14<sup>th</sup> floor overlooking the Peace Memorial Park. MORETHAN, the all-day dining restaurant, is located on the first floor. Kei, the rooftop bar, features seasonal local spirits, including sake, shochu, and craft beers.

## THE KNOT HIROSHIMA Design Concept and Overview

### 1. Design Concept

#### HIROSHIMA LIVE-ING

A place to discover the true Hiroshima,  
instead of relying on worn-out information.

Savor dishes prepared onsite that showcase each ingredient.

A place where you can listen to live music instead of digital music.

A comfortable, yet lively place for small discoveries and big wonders.

A place connecting the people who live, work, and visit Hiroshima.

Based on the design concept of HIROSHIMA LIVE-ING,

THE KNOT HIROSHIMA is designed to be a lively place where people can meet and connect.



### 2. Public Area

A space that transforms from a place to enjoy a refreshing morning to a place to enjoy some music and drinks at night. The public area includes the rooftop bar and front desk, and was designed as a place for locals and visitors to connect, with an emphasis on the lighting and high ceilings. Showcasing local materials such as Hiroshima wood and shells of Hiroshima oysters, the space evokes the concept of HIROSHIMA LIVE-ING.



### 3. Guest Rooms

In contrast to the liveliness of the 14<sup>th</sup> floor, the warm gray of the guest room floors conveys a sense of calm. With a total of six room types, guest rooms are primarily twin-bed rooms, double beds, and deluxe rooms, and the simple room design and muted

lights create a relaxing atmosphere. The lights in the guest rooms were made exclusively for the hotel.

#### 4. Rooftop Bar and Restaurant Kei

*Kei*

Add some luxury to everyday life. Rooftop Bar Kei on the 14<sup>th</sup> floor features a great view of the city, nice music, and carefully selected drinks, including seasonal Japanese sake from Hiroshima and the Chugoku region.



#### 5. All-Day Dining MORETHAN

**MORETHAN**

CAFE RESTAURANT BAR

MORETHAN offers all-day dining from breakfast to dinner. The restaurant features fresh prosciutto, oven-baked pizza, charcoal-grilled dishes, pasta, and natural wines. MORETHAN is a place where people can casually gather with friends, family, and colleagues.



## 6. City Guide Desk and Artwork

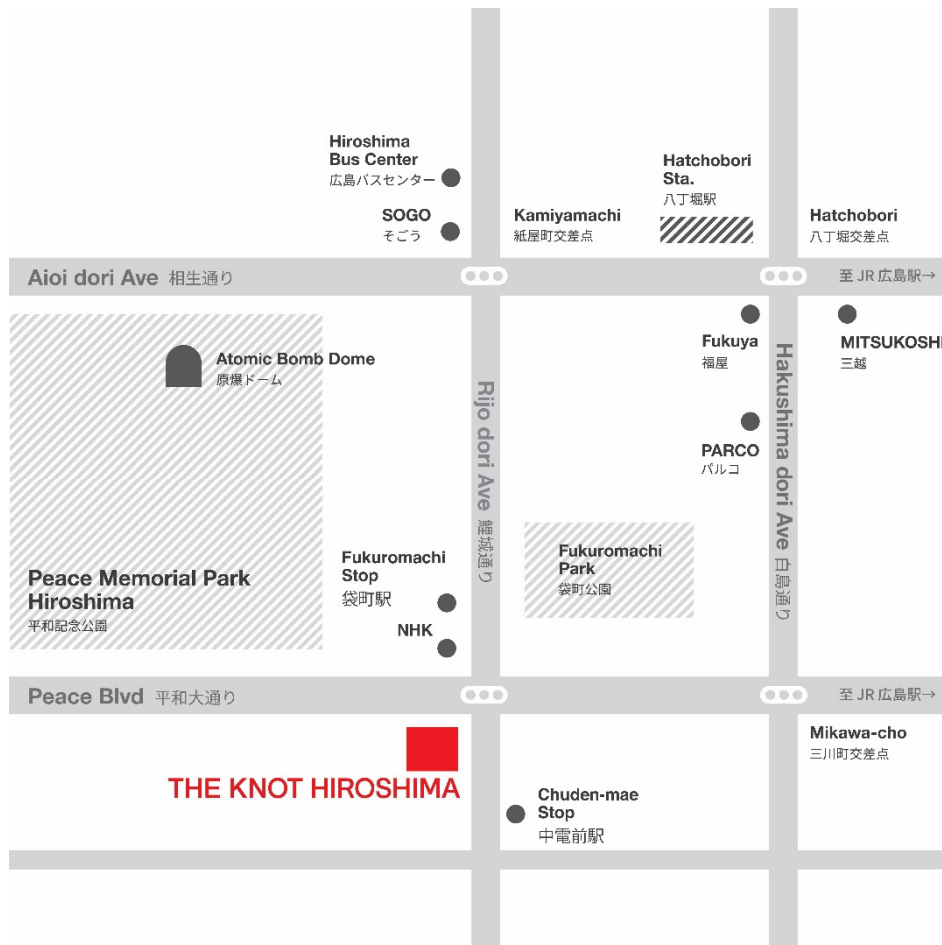
The City Guide Desk near the first floor entrance provides local sightseeing information and displays works by artist Fumio Tachibana. From a repertoire spanning over 30 years, Tachibana selected works that were inspired by Hiroshima especially for THE KNOT HIROSHIMA.



### THE KNOT HIROSHIMA Details

[www.instagram.com/hoteltheknothihiroshima](https://www.instagram.com/hoteltheknothihiroshima)

|                                   |   |
|-----------------------------------|---|
| Location                          | 3-1-1 Otemachi, Chuo-ku, Hiroshima City, Hiroshima              |
| Access                            | 3-minute walk from Chuden-Mae Station on the Hiroden Ujina Line |
| Land Area                         | 831.65m <sup>2</sup>  |
| Total Floor Area                  | 7,485.40m <sup>2</sup>  |
| Zoning                            | Commercial  |
| Structure                         | Steel, 14 Floors  |
| Builder                           | Genba Kanri Systems Co., Ltd.                                   |
| Land Owner                        | Toa Jisho Co., Ltd. / Genba Kanri Systems Co., Ltd.             |
| Hotel Operator                    | AB Accommo Co., Ltd.  |
| MORETHAN Restaurant               | MOTHERS   |
| Total Direction & Interior Design | Tosaken Inc.  |
| Total Direction & Art Design      | Ligh.   |
| Date Built                        | April 2020  |
| Guest Rooms                       | 201   |



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

For inquiries, please contact the Ichigo Communications Team:  
[bc@ichigo.gr.jp](mailto:bc@ichigo.gr.jp)