

**Grand Opening of HOTEL IL PALAZZO on October 1, 2023
and Media Preview on September 26, 2023**

Ichigo is a sustainable infrastructure company dedicated to building sustainable communities and enriching people's lives. One Five Hotels, Ichigo's wholly-owned subsidiary, launched a Re-Design project in January 2022 to renovate the Ichigo-owned Hotel Il Palazzo in Fukuoka City.

The hotel re-opening is scheduled for October 1, 2023. Prior to the grand opening, Ichigo is holding a preview for the media on September 26th.



EL DORADO – The Legendary City of Gold that Gives Birth to New Creations

From discotheques to event halls, the basement floor of Hotel Il Palazzo that has promulgated its own unique culture depending on the era and needs, will transform into a large lounge with approximately 130 seats. The hotel's original design is incorporated throughout, including stripes, columns, and red, blue, and green color schemes. The underground space was re-designed and given the name EL DORADO. The golden façade that stands in the center at the far end of the lounge has been relocated from the original EL DORADO, a bar of the same name designed by Aldo Rossi. In front of it is an installation created by Shigeru Uchida entitled "Dancing Water." The legendary duo has collaborated again. EL DORADO is formerly known as a place that westerners went on adventure to seek. Deep within the new Hotel Il Palazzo, a charming symbolic space has been designed.



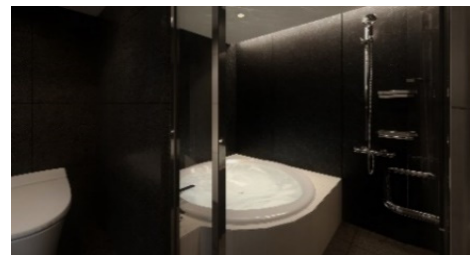
On the left: a bar counter designed with Shigeru Uchida's design perspective.
 On the right: a spacious lounge area. The lounge has newly designed tables and chairs with 130 seats.



On the left: box seats along the wall.
 On the right: Aldo Rossi's sketches and a 11-meter buffet table.

Guest Rooms

The second floor features new guest rooms. In addition to the rich atmosphere produced by the 4-meter-tall ceilings, a balcony has also been installed. All the guest rooms from the 3rd floor to the 8th floor have been fully refurbished. We are using the highest class of Slumberland's double cushion bed; the designs of the sofa and table are a revival of the original design and color scheme of those at the time of the initial opening.



Restaurant and Bar

EL DORADO is a lounge with approximately 130 seats of various styles connected in one space. The lounge can be used from 7 a.m. to 3 a.m. depending on the number of people, time, and purpose. From breakfast until dinner there is a buffet-style food presentation, and from 9 p.m. onwards, the lights from the lounge are dimmed, transforming it into the perfect bar for a relaxing evening. Guests staying at the hotel can make themselves at home as if it were their living room, while visitors can also access the lounge. A space designed down to the smallest detail that offers extraordinary cuisine, the EL DORADO lounge offers guests an experience that cannot be replicated elsewhere.



Uniforms

Akiyoshi Onozuka, the founder of ZUCCa, selected products from his own brand "HAKUI" for the hotel staff. Onozuka studied design under the late Issey Miyake and created uniforms for the hotel's opening in 1989. The aim is not solely to present a good visual impression to our guests. We believe that the uniform will help cultivate appreciation and pride for Hotel Il Palazzo among hotel staff.



About Hotel Il Palazzo

Hotel Il Palazzo opened in 1989 at its current location as Japan's first design hotel. Aldo Rossi's first architectural creation in Japan was supported by the participation of world-famous creators such as Shigeru Uchida, Ettore Sottsass, Gaetano Pesce, Shiro Kuramata, Ikuyo Mitsuhashi, and Ikko Tanaka.

In 1990, Hotel Il Palazzo won the Pritzker Architecture Prize, considered the Nobel Prize of architecture, as well as the Fukuoka Urban Beautification Award. In 1991, the hotel became the first building outside the U.S. to ever win an American Institute of Architects (AIA) Honor Award.

Hotel Il Palazzo Re-Design Project

One of the leading architects of the 20th century, Italy's Aldo Rossi, and the path-breaking master of Japanese interior design, Shigeru Uchida, came together to revolutionize the aesthetic of Haruyoshi district of Fukuoka City by building Japan's first design hotel Il Palazzo in 1989, demonstrating the power of urban architecture and design.

Partnering with the Uchida Design Institute (www.uchida-design.jp), a design studio that inherits the design principles of Shigeru Uchida, we have been conducting large-scale renovations from January 2022. Hotel Il Palazzo once again enters a new era through the Re-Design project, which carries forward Hotel Il Palazzo's original philosophy and recognizes the historical value of the building.

We are publishing the stories of the Re-Design project in Japanese on our website. Episode I is currently available. Please enjoy the episodes.

Re-Design Project HOTEL IL PALAZZO

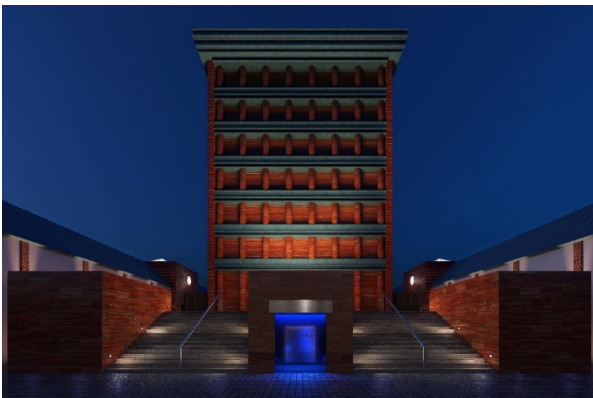
www.ichigo.gr.jp/business/il_palazzo

(Japanese only)



Hotel Details

Name	Hotel Il Palazzo, 77 guest rooms
Location	3-13-1 Haruyoshi, Chuo-ku, Fukuoka City
Representative	7 minute-walk from Nakasu Kawabata Station on the Fukuoka Municipal Subway Kuko Line 6 minutes by taxi from JR Hakata Station
Website:	https://ilpalazzo.jp



Hotel Operator Details

Name	OneFive Hotels (Ichigo wholly-owned subsidiary)
Location	3-13-1 Haruyoshi, Chuo-ku, Fukuoka City
Representative	Minoru Ishihara, Representative Director & Chairman Takanobu Kitazaki, Representative Director & President
Main Businesses	Hotel operations, restaurant operations, related consulting services, outsourcing services, property management, and asset management
Number of Employees	427
Website:	www.onefivehotels.co.jp

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