

February 8, 2024  
Tokyu Land Corporation

Harajuku/Jingumae Area: Location for creating and disseminating culture in Greater Shibuya

## **Tokyu Plaza Harajuku Harakado set to open on April 17**

Place for creating and experiencing new Harajuku culture that inspires diverse people

Tokyu Land Corporation has worked on making Harajuku/Jingumae area a place for creating and disseminating culture to the world in Greater Shibuya.\*1 Tokyu Land is pleased to announce that Tokyu Plaza Harajuku Harakado, which has been developed jointly with Tokyo Metro Co., Ltd., will open on Wednesday April 17, 2024 as a core commercial facility for the project. Along with this, Tokyu Plaza Omotesando Harajuku, currently in operation at Jingumae crossing, will be renamed as Tokyu Plaza Omotesando Omokado.

\*1 Greater Shibuya is an area within a radius of 2.5 km from Shibuya Station as defined in Tokyu Group's strategy to recreate Shibuya.



Harakado exterior (daytime view)



Omokado exterior (daytime view)

Harakado will open as a "place for creating and experiencing new Harajuku culture that inspires diverse people," based on the history of Harajuku/Jingumae area where various cultures have been created, and the current trend that anyone can share and express themselves on social media. To achieve a place for creating and experiencing new Harajuku culture, all the floors from the 1st basement floor to the rooftop terrace will feature a creative scheme that brings together places to "meet," "connect," "experience," and "enjoy" intriguing people, things, and events, as well as 75 ambitious unique shops that share a common passion with Tokyu Land.

### ► Key points of this news release

- (1) The whole Harajuku/Jingumae area will be turned into a place for creating and disseminating new culture through integration of multiple properties around Jingumae crossing and connecting "alleys" where talent germinates and "crossing" where talent blooms.
- (2) To achieve a place for creating and experiencing new Harajuku culture that inspires diverse people, the facility will feature 75 ambitious unique shops that bring together places to "meet," "connect," "experience," and "enjoy" intriguing people, things, and events.
- (3) Three types of innovative new hands-on media will open, going beyond pop-ups and OOH.

**(1) "Alleys" and "crossing" work together and drive creation and dissemination of culture**

Harajuku/Jingumae area has been a place for top creators of the time to get together and create and disseminate culture, as represented by Harajuku Central Apartment in the 1960s. Since the 1990s, diverse cultures have been created and disseminated across Japan and the world, including street brands that emerged in Ura-Harajuku area, more recent "Harajuku Kawaii culture," and a fusion of street culture with fast fashion and luxury brands.



Harajuku Central Apartment

Today, anybody can be creative, sharing and expressing their experiences and empathy on social media beyond just purchasing and consuming fashion and other items. People visiting the area have developed a cycle of wanting to share and express what they like, interact with others who have common interests, mutually support, and foster and share more inspirations.

Based on these, Tokyu Land has integrated multiple properties at Jingumae crossing to build a framework for inviting visitors to join the initiative to create and develop new culture as they get inspired by and empathize with top creators across Harajuku/Jingumae area.



Tokyu Land has opened facilities where creators can learn and present their works. These include UNKNOWN HARAJUKU, a house in an alley in Harajuku/Jingumae area restored as a place for creators to come together, develop plans, and express themselves beyond genres, popularity, and values; and NewMake Labo, where young creators upcycle garments and accessories with the theme of sustainability. These are designed to strengthen support for creators with diverse undiscovered talents, offer opportunities to drive creative activities, and build infrastructures to discover and foster future creators.

Last summer, Tokyu Land collaborated with Realgate Inc. and opened LOCUL, a community-based strip mall that drives the growth of shops and users through symbiosis, empathy, and synergies between them, on the fifth floor of Omokado at Jingumae crossing. Jointly with Harakado, it will function as a place for dissemination through co-creation with creators and connection with companies.

With the opening of Harakado, an ecosystem will be formed for creating and disseminating new culture through organic mutual collaboration between the alleys where individual talent germinates and the crossing where individual talent blooms in Harajuku/Jingumae area. Collaborating with creators and diverse businesses gathering in the area, Harakado will generate a new culture of bringing diverse people together, creating value through co-creation, and disseminating it.

**(2) 75 ambitious unique shops will bring together places to "meet," "connect," "experience," and "enjoy" intriguing people, things, and events**

Tokyu Land will open Harakado as a "place for creating and experiencing new Harajuku culture that inspires diverse people," based on the history of Harajuku/Jingumae area and the current trend that anyone can share and express their thoughts. To enable this, Harakado will work with 75 shops across 9 floors from the 1st basement floor to the rooftop terrace to co-create a place where diverse people get inspired and create and experience new culture by bringing together opportunities to "meet," "connect," "experience," and "enjoy" intriguing people, things, and events.

"Kado" in "Harakado" represents three Chinese characters: "角" is the corner of Jingumae crossing where Harajuku and Omotesando meet; "才" is the talent of diverse people who get inspired and grow; and "門" is a gateway to new Harajuku culture.

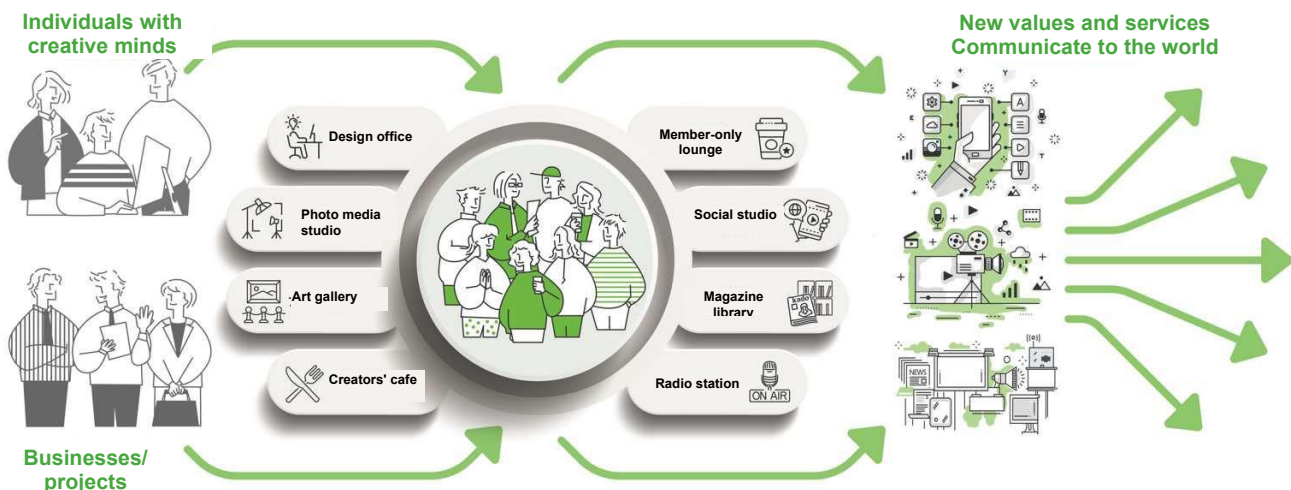
**• Creators' Platform**

**Harakado will create a place where diverse companies and people meet, collaborate, and explore new businesses with top creators (3rd floor).**

What plays a key role for creating and disseminating culture at Harakado is Creators' Platform on the 3rd floor. It will be equipped with functions that enable diverse people and companies with creative minds to generate new culture through co-creation and disseminate it to the world.

BABY THE COFFEE BREW CLUB, an exclusive creative lounge for members, will be a creative social space for creators to gather physically and drive co-creation. In addition, STUDIO SUPER CHEESE, with a small standing-only bar designed by OOAACC; STEAM STUDIO, a social creative studio by HakuHodo Kettle Inc.; and J-WAVE ARRTSIDE CAST, a new form of studio with a podcast studio and art gallery by J-WAVE radio station, will support creative activities of individuals and businesses.

COPY CORNER by Kokuyo Co., Ltd. and KanroPOCKeT Lab by Kanro Inc. will open for enabling new forms of collaboration and communication. Creative companies will open 17 unprecedented ambitious shops, including HOW'z creative cafe & laboratory by Shunkado Co., Ltd., manufacturer of UnagiPie (open date TBD), and OSHI BASE Harajuku, the first physical shop by BookLive Co., Ltd. to create a place for new encounters and dissemination among creators and fans.





Illustrative image of STEAM STUDIO



Illustrative image of KanroPOCKeT Lab



**• Local cafeteria in Harajuku: Experience diverse food culture and art, get inspired, and come together (5th, 6th, 7th floors)**

The 5th and 6th floors will be reserved for food and beverage that suggest new ways of spending time and hands-on value in Harajuku/Jingumae area as a new "local cafeteria in Harajuku" where diverse people gather and create encounters with new food culture and people.

The 5th floor will have an alley-like atmosphere where restaurant interiors inspire creative minds, as well as artworks found here and there. On the 6th floor, people can spend time as they like in the green grass-covered zone seamlessly connected with an open rooftop terrace. In collaboration with Kosugi-yu Harajuku sento public bathhouse on the 1st basement floor is a project called "sento meshi (public bathhouse food, tentative name)" for eating and drinking after taking a bath. Harakado will disseminate such unique food culture. The 5th and 6th floors are open from 11:00 a.m. to 11:00 p.m., supporting both lunch and dinner demand. From the rooftop terrace on the 7th floor, people can overlook Jingumae crossing. In the bustling urban atmosphere, it offers a stunning cityscape and relaxing greenery. The 5th through the 7th floor are named HARAJUKU KITCHEN & TERRACE. With a total floor area of over 2,800 square meters, the food floors and rooftop terrace have 23 restaurants serving diverse cuisines.



Illustrative image of HARAJUKU KITCHEN & TERRACE

On the 5th floor are unique diverse food elements, including inexpensive restaurants people would want to frequent and cozy izakaya-style bars like the ones in small alleys, which are not commonly found in Harajuku/Jingumae area.

It houses 11 unique restaurants: PRETTY PORK FACTORY & KATSU Prepo produced by Tokyo Nikushabu Ya serves brand pork selected from more than 150 types of pork in shabu-shabu, samgyeopsal, and tonkatsu (pork cutlet) styles. Maguro-Donya Megumi serves extremely fresh tuna prepared by chefs (shokunin) in the restaurant. It also features restaurants loved by many, including Shikin Hanten, a local Chinese restaurant in Harajuku operating since 1966, and Talking Gorilla, a standing restaurant designed by Kengo Kuma and operated by Video Information Center, producer of Harmonica Yokocho alley in Kichijoji.



Illustrative image of the 5th floor



Illustrative image of PRETTY PORK FACTORY & KATSU Prepo menu



Illustrative image of Shikin Hanten menu

With the theme "Unwind at Jingumae crossing," the 6th floor offers a laid-back "hangout spot" at Jingumae crossing, just because it is a place inundated with cutting-edge trends. This area is seamlessly connected with the open rooftop terrace. People can spend time freely alone or with friends, getting a large plate of food for sharing, or alcohol and soft drinks to go from a selection of 11 unique restaurants.

Diverse unique foods will be served: "beet eat" will offer popular curry and wild game meat courses from wild animals that the restaurant owner hunts. Hao Hao Chi is the first casual Chinese dining produced by Leading Communication, which has expertise in creating fans and communities on TikTok and other social media platforms. Other foods include authentic Neapolitan pizza, Mexican grill with avocado, falafel, bánh mì, and Italian gelato.

Overlooking Jingumae crossing, the rooftop terrace is surrounded by vibrant plants in harmony with greenery in the area, making your stay comfortable.



Illustrative image of the 6th floor



Illustrative image of "beet eat" menu



Illustrative image of Bánh mì Sandwich menu



- **Variable entertainment experience: Editing diverse attractive themes in Harajuku's own way (4th floor)**

The 4th floor will be a place where people of all nationalities, genders, and ages can experience various cultures and new forms of entertainment edited in Harajuku's own style. As the first project, the entire floor will be named "Harappa (open field)" with the themes of "nature/chill-out" & "Harajuku experience." Content representing nature and sustainability, including an installation like a bonfire that attracts people to gather around, will be showcased in an area of about 1,030 square meters in front of Jingumae crossing. This will also be connected with TENOHA Daikanyama (in Forestgate Daikanyama), a sustainable activity hub in front of Daikanyama Station, consisting of a cafe and event space.



Illustrative image of Harappa on the 4th floor

Leading creators in diverse fields collaborate to create Harappa. Taichi Saito (representative director, DAISHIZEN) of SOLSO is in charge of greenery and spatial design. Masamichi Toyama (representative of The Chain Museum) spearheads arts, and Kosei Komatsu and Nao Nishihara create artworks. Naoki Ito (representative director of PARTY) is responsible for digital arts, while Takaya Mitsunaga and Honmaru Michido (representative directors of HYTEK) supervise interactive content. Satoshi Yashima (representative director of RGB Inc.) oversees sustainable planning across the floor.



Taichi Saito



Masamichi Toyama



Naoki Ito



Satoshi Yashima

- **Co-creation with unique business partners**

A set of businesses from a public bathhouse to luxury brands provide Harakado's way of "having fun" (1st basement - 2nd floor).

The G, 1st, 2nd, and 1st basement floors feature unique businesses that entertain and inspire visitors in Harakado's own way, mainly including retail and service shops as well as many ambitious shops such as e-commerce and local brands' first physical store or first store in Harajuku.

On the G floor, CASBA, a member-only bar where well-known Japanese and international celebrities and fashion designers have gathered to create Tokyo culture at night, will open an apparel brand shop in collaboration with diverse creators.

The 1st floor will house rit. TOKYO, the first store in Tokyo by a craft chocolate factory from Hiroshima known for carefully selected raw materials, processes, and in-house design work. Hitotubu Kanro will open its second permanent store in Tokyo after the one at Tokyo Station. ALL GOOD FLOWERS will open a circular flower shop



Illustrative image of the 1st floor

on the 1st floor, which will deal in items recreated at the lab on the 3rd floor using flowers that would otherwise be discarded, thus eliminating losses.

The 2nd floor will feature Harakado's unique lineup including the first physical stores of brands that have mainly offered products online, such as Glam Lips, SEPLÚMO, and THREE TREASURES. YUBUNE, which sadly closed its doors due to dilapidation of a building, will open its first shop in Harajuku. TENGA, with a vision of "bringing sexuality to main street and transforming it to something everyone can enjoy," will open TENGA LAND.

A business set to open on the 1st basement floor is striving to create new culture and lifestyle. Kosugi-yu, a long-established sento public bathhouse in Koenji, will open Kosugi-yu Harajuku, suggesting a life with sento at Jingumae crossing.



Illustrative image of Kosugi-yu Harajuku



In the zone facing Omotesando and Meiji-dori, the UK-based fragrance and lifestyle brand Jo Malone London will open its flagship store, which will be one of the largest in the world. In autumn 2024 (schedule), Dior Jingumae will open, a space inspired by 30 Montaigne, a flagship store in Paris.



JO MALONE  
LONDON



DIOR

**(3) Three types of innovative new hands-on media will open, going beyond pop-ups and OOH**

- 7th floor, rooftop terrace: Hands-on media using Jingumae crossing, one of Japan's busiest, as a stage
- 2nd floor: Hands-on media in collaboration with all kinds of magazine content at Jingumae crossing, one of Japan's busiest
- 1st basement floor: New hands-on media maximizing enjoyable experience of Japan's unique yuagari (post-bath) culture

Harakado will deploy three different types of influential hands-on media fully leveraging physical value. Instead of just using OOH, the media will incorporate events and sampling in this attractive location. Focusing on interactions and conversations only possible in a physical environment will enhance the value of experience as media.

Hands-on experience delivers deeper and more memorable information to visitors and touches a chord. Today, everyone shares and expresses themselves via social media. Visitors' empathy leads to their own information-sharing activities, which helps information to spread. For businesses that want to communicate information, this will create a new PR opportunity.

For visitors, it will be a place to get inspiring information through hands-on experience. This will create a place for unprecedented firsthand experience that encourages people to support and spread information with each other.

Three new types of hands-on media from Harakado will also be connected with Omokado diagonally across the road. In front of Jingumae crossing, where about 89 million people pass by every year, a new value of media in combination with experience will be offered both for visitors and businesses, creating synergies. This new hands-on urban media will create cultural movement that represents Harajuku/Jingumae area full of diversity and uniqueness and disseminate it to the world.

- **7th floor, rooftop terrace: Hands-on media using Jingumae crossing, one of Japan's busiest, as a stage**

The 7th-floor rooftop terrace of Harakado is the only intersection media capable of communications using the whole Jingumae crossing, where about 89 million people pass by every year. Here, a rare urban green garden space and POP UP SPACE that serves food and drinks come together, making it a place for collaborative events with various businesses and brands.

In addition, Omokado Vision signage to be installed above Omokado main entrance (scheduled in March 2024) can be seen from the rooftop terrace of Harakado, enabling spatial promotional campaigns using the two facilities diagonally across from each other at Jingumae crossing.

- **2nd floor: Hands-on media in collaboration with all kinds of magazine content at Jingumae crossing, one of Japan's busiest**

The 2nd floor will have COVER, a new event space for collaborative events with magazine feature articles for all ages and genres beyond the boundaries of publishers. It is produced by "Bunkitsu" team of Hiraku, a subsidiary of Nippon Shuppan Hanbai Inc. Tie-ins with multiple feature articles by about 20 magazine publishers will be updated monthly to disseminate fresh information. In addition, the window space facing Jingumae crossing will provide businesses with



Illustrative image of terrace on the 7th floor and Omokado Vision



Illustrative image of rooftop terrace on the 7th floor



Illustrative image of COVER on the 2nd floor



promotion opportunities like no other, connecting ads in magazines and at the intersection, and hands-on experience.

Collaborative events with various magazine feature stories will create opportunities for visitors to see the value through hands-on experience.

- **1st basement floor: New hands-on media maximizing enjoyable experience of Japan's unique yuagari (post-bath) culture**

The 1st basement floor will house Kosugi-yu Harajuku by Kosugi-yu, a sento public bathhouse in Koenji with 90 years of history since 1933. As a place deeply rooted in everyday life, the sento will be a community space for people "living, working, and playing" in Harajuku. As part of its initiatives to promote co-creation between sento public bathhouse and local businesses, Kosugi-yu will collaborate with diverse businesses and brands as a "local sento," which will lead to deep sharing and powerful spread of information by visitors.



Illustrative image of the event space on the 1st basement floor

**(4) About the facility**

Name	Tokyu Plaza Harajuku Harakado
Completion	August 31, 2023
Scheduled opening	April 17, 2024
Location	6-31-21 Jingumae, Shibuya-ku, Tokyo
Number of shops	75
Business hours	Retail, service 11:00 a.m. - 9:00 p.m. Restaurants, bars 11:00 a.m. - 11:00 p.m. * Some shops have different business hours.
Project partner	Tokyo Metro Co., Ltd.
Operator	TOKYU LAND CORPORATION * Including floor space owned by Tokyu Land SC Management Corp., Tokyo Metro Co., Ltd., and Colombin Co., Ltd. (In addition, some floor space in the building is owned by Shibuya Ward and Kyu Plan.)

**(5) PROJECT LIFE LAND SHIBUYA - Tokyu Land's project in Greater Shibuya**

PROJECT LIFE LAND SHIBUYA is Tokyu Land's project in Greater Shibuya with a concept "Let's start with people."

It creates a cycle of "creation," "dissemination," and "integration" through co-creation with diverse people and businesses and by building frameworks and places for interaction, thus establishing partnerships and alliances with people and businesses with a shared passion.

Tokyu Land schedules to open four projects by FY2024 in Shibuya Sakuragaoka, Harajuku/Jingumae, Daikanyama, and Yoyogi Park areas. By connecting these areas in Greater Shibuya, Tokyu Land strives to boost the attraction of this city from long-term perspectives.



PROJECT LIFE LAND SHIBUYA

Website: <https://life-land-shibuya.com>

Urban Development in Greater Shibuya

Website: <https://www.tokyu-land.co.jp/urban/area/shibuya.html>