

# **Shibuya Upper West Project Breaks Ground: New Landmark in “Another Shibuya” Combined with Adjacent Bunkamura Creating a Cultural Complex to Preserve and Develop Local Culture** *The Bunkamura Museum of Art Relocating to New Complex*

Tokyu Corporation  
L Catterton Real Estate  
Tokyu Department Store  
Tokyu Bunkamura

Tokyu Corporation, L Catterton Real Estate (“LCRE”), and Tokyu Department Store have decided to move The Bunkamura Museum of Art, operated by Tokyu Bunkamura, to the 7th floor of a new facility in Shibuya Upper West Project (the “Project”) being developed on the former site of Tokyu Department Store by the three companies through a joint company named Shibuya Nishi Kaihatsu TMK. In which the three companies will invest. The companies are also pleased to announce that the groundbreaking ceremony for this Project will be held on Tuesday, March 11, 2025, to mark the commencement of construction. The Project is due for completion in FY2029.

This Project creates a new large cultural complex, bringing together retail spaces that suggest sophisticated lifestyles, The House Collective—a small luxury hotel brand making its debut in Japan—and rental urban residences, along with closer integration with Bunkamura through the relocation of the Museum to the new facility.

The Project takes its name from the Shibuya Upper West area, where a number of developments are underway and which includes the former Tokyu Department Store site at the intersection of Shibuya Crossing around the station area and Tokyo’s iconic high-end residential area of Shoto, and extends west to the neighborhoods of Tomigaya, Uehara, and Komaba. Particularly, Shoto has been home to highbrow and dignitaries since the Meiji era. Currently, this area features three cultural facilities, namely, Bunkamura, the Shoto Museum of Art, and the Toguri Museum of Art.

Shibuya Upper West area can be described as “another Shibuya” where the “cultural life” of the people has been passed down through generations, clearly distinguishable from the area around Shibuya Station. Located in “another Shibuya,” and on the site of the former Tokyu Department flagship store, which has established deep relationships with discerning customers and the people of the area over the course of 55 years, this Project is inheriting and passing on the fundamental DNA that is deeply rooted in this place where people seek authentic culture, arts, and genuine prosperity.

Norwegian Architecture and design company Snøhetta, which acts as Design Architect for this Project, will also design The Bunkamura Museum of Art, which will be expanded and relocated to the 7th floor of the facility. By integrating both operations and design, the developers are committed to further evolving the Bunkamura brand, which has grown together with customers since its inception in 1989, and making it an iconic museum in Shibuya that symbolizes a new era of creative innovation.



▲ Facility zoning (currently being edited)



▲ Exterior

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## Attachment

### ■ About “another Shibuya”: Shibuya Upper West Area

Shibuya Upper West Project is in progress in an area of urban development that incorporates diverse values and is characterized as “another Shibuya,” a unique intersection of vibrant Shibuya Crossing and Shibuya Station district, and Shoto, Tokyo’s iconic upscale residential area, which is a distinct contrast to the area in front of Shibuya Station where major redevelopment projects are being launched one after another.

In the early Meiji era, the Nabeshima clan, which formerly controlled the Saga Domain, opened a tea garden called Shoto Garden. Named after this garden, the Shoto area later became home to highbrows and dignitaries. Currently, it is a cultural center with three facilities, namely, Bunkamura, the Shoto Museum of Art, and the Toguri Museum of Art in the surrounding area. To the west lies a sophisticated area, including Tomigaya, Uehara, and Komaba, where The University of Tokyo’s campus is located. It is a place where the “cultural life” of the people has been passed down through history.

Set in this historic area, the Project will be integrated with the adjacent Bunkamura, which has *communicated, shaped, exchanged, and fostered* culture for 36 years since it opened as the first large cultural complex in Japan. It will be a new landmark that inherits and passes on the fundamental DNA deeply rooted in this place where people seek authentic culture, arts, and genuine prosperity.

### ■ About the Project’s key concept “Tokyo’s Urban Retreat”

As an urban oasis where people can find respite from the hustle and bustle of Shibuya, recharge, and inspire creative discoveries, it will be a place for a holistic sense of well-being that nurtures physical, mental, and intellectual fulfillment.

### ■ Environmental initiatives

With this Project, the developers seek to receive international environmental and sustainability certifications, working toward achieving the sustainable development goals of Tokyu Group and LCRE. Among the environmental initiatives is the use of living walls for construction hoardings.

#### - Use of moss for living hoardings

As construction begins on this Project, the companies are focusing on increasing the green coverage rate by using temporary walls in line with the key concept “Tokyo’s Urban Retreat.” In December 2024, moss sheets were installed on the construction site hoardings. By adopting a modular magnetic system that allows for easy attachment and detachment for flexibility to support layout changes as the construction progresses, approximately 130m<sup>2</sup> out of 320m<sup>2</sup> of hoardings were converted into living walls as of March 12, 2025.

To preserve the cityscape of Shibuya, the walls feature a design with 50cm wide striped patterns of green moss sheets and white temporary walls that create a gentle slope visually blending in with the surroundings. The moss sheets also help prevent graffiti on the construction site. In response to the strong interest in the moss sheets, an interactive zone was opened in February 2025 where visitors can touch the moss and learn about the performance of the moss sheets and greening activities. The developers will continue initiatives using hoardings throughout the construction process.

Use of the moss living walls is a joint CSR activity with Green’s Green, winner of the Tokyu Alliance Platform 2023 Shibuya Award. The Tokyu Alliance Platform is an initiative by Tokyu Corporation to promote business co-creation among companies, mainly startups. The moss used for the Project is woolly fringe moss, which is highly resilient and adaptable, surviving in extreme environments ranging from -20 °C to 70 °C and capable of holding water up to ten times its own weight. Without the need for constant watering like typical living walls, it essentially receives moisture from rainfall and is watered only once a week. With semi-permanent CO<sub>2</sub> fixation potential, moss is a promising material to address environmental challenges such as the urban heat island effect. In this Project, the developers plan to collaborate with Green’s Green to study multi-faceted functions of living hoardings as a part of environmental conservation activities.



## ■ Project overview

Developers	Tokyu Corporation, L Catterton Real Estate, Tokyu Department Store
Address	2-24-1 Dogenzaka, Shibuya-ku, Tokyo
Use	Retail, hotel, residential, museum, etc.
Site Area	Approx. 13,675m <sup>2</sup> (includes Bunkamura)
GFA	Approx. 119,000m <sup>2</sup> (includes Bunkamura)
Floors	New development: 34 floors above ground, 4 floors underground Bunkamura: 7 floors above ground, 2 floors underground
Height	155.7m
Design Architect	Snøhetta
Executive Architect	Nikken Sekkei Ltd.
Contractor	Obayashi-Tokyu-Seibu Construction JV
Completion	FY 2029 (scheduled)

## ■ About the developers

### Tokyu Corporation

Tokyu Corporation is a conglomerate that is the main part of Tokyu Group, which, as of the end of September 2024, consists of 216 companies and seven other institutions and foundations. With the group slogan “Toward a Beautiful Age,” Tokyu has been promoting business in areas closely related to the daily lives of customers, mainly along the Tokyu Railway lines. In Shibuya, with the aim of realizing “Japan’s most visited city” and “Entertainment City Shibuya,” Tokyu is working to improve the overall attractiveness of the Greater Shibuya Area\* through the development of complex facilities and other activities.

\*Greater Shibuya Area is the area within a 2.5km radius of Shibuya Station defined by Tokyu Group in its Shibuya City development strategy.

### L Catterton Real Estate

With 18 offices around the world and more than \$36 billion assets under management, L Catterton is the largest and most global consumer-focused private equity firm. Leveraging deep category insight, operational excellence, and a network of diverse partners, L Catterton’s team of over 380 investment and operating professionals works with management teams around the world in executing management strategies and fostering growth of investment projects. Since 1989, the firm has made approximately 300 investments in industry-leading consumer brands. L Catterton Real Estate, part of L Catterton, is a global real estate development and investment firm. Established by LVMH and Agache, LCRE deploys iconic next-generation complex facilities in key cities around the world, including Ginza SIX in Ginza, Tokyo, the Miami Design District in Miami, and Royalmount in Montreal, Canada.

### Tokyu Department Store

TDS is Tokyu Group’s retail company and operates department stores, shopping centers, and specialty stores mainly in Shibuya and other areas along the Tokyu Railway lines. In Shibuya, TDS operates Shibuya Hikarie ShinQs, Shibuya Tokyu Food Show, +Q, and Tokyu Food Show Edge. Celebrating its 90th anniversary in November 2024, TDS continues to create new customer value, leveraging its curation know-how and sales capabilities developed through its department store business. TDS promotes activities encompassing food, beauty, e-commerce, and out-of-store sales, and contributes to the fostering of thriving local communities.

## ■ About the museum to be expanded and relocated to the new facility

The museum, which will move to the new facility, will be designed by Snøhetta, Design Architect for the Project. Snøhetta is a global design firm with studios in nine cities: Oslo, New York, San Francisco, Innsbruck, Paris, Adelaide, Melbourne, Hong Kong, and Shenzhen. The museum is characterized by the open space that is seamlessly connected with the Project. The unique multi-room museum will have a planned exhibition area of approximately 1,000m<sup>2</sup> and ceiling heights of up to approximately 6m in some exhibition rooms. An expanded exhibition area and state-of-the-art equipment make the museum an ideal venue for large-scale exhibitions in diverse fields.

Following the conventional exhibition themes of The Bunkamura Museum of Art, namely, Western modern art, Japanese art, photography, design, and fashion, the new museum will feature contemporary art and other art forms that deserve to be highlighted today, through a new curational approach to create a truly inspiring experience.

### <Snøhetta interview>

We are honored to design The Bunkamura Museum of Art, which will be situated atop Shibuya Upper West Project's podium.

The design concept of SUW draws inspiration from the image of a single stroke, symbolizing the pulsating energy of Shibuya. This concept captures the excitement and vibrancy of Shibuya's dynamism, as the structure gracefully spirals and ascends from ground to sky. Envisioned as both landmark and landform, SUW aspires to become a green destination in Tokyo.

As the building that aims to connect its many complex programs and communities in one single gesture, a ribbon wall will equally meander through exhibition rooms together, guiding art and gallery lovers around the Museum. The open plan design is poised to embrace a myriad of artistic expressions and performances, supported by a flexible system to cater diverse requirements.

Within the confines of the museum, our vision is to create a space where dualities converge: City and Sky, Urban and Ethereal, Past and Future, Digital and Physical, Commerce and Culture. This convergence hopes to bring a sensory journey where differences are juxtaposed, elevating the cultural fabric of both SUW and Shibuya at large.

## ■ About Bunkamura

Bunkamura was established in 1989 as the first large-scale cultural complex in Japan showcasing culture and arts in diverse genres in one place. Along with the uncommon complex facility style at the time, the modern architectural design by the world-renowned French architect Jean-Michel Wilmotte attracted attention. With the overall project management by Ishimoto Architectural & Engineering Firm, Bunkamura splendidly represents Wilmotte's iconic simplicity and serene beauty. Since it opened its doors, Bunkamura has been a cultural platform for diverse cultures and arts where people can discover new cultures and exceptional artistry. Currently, Bunkamura is closed temporarily, except for Orchard Hall. Using this time as an opportunity to take on new challenges with an open mind, Bunkamura continues to create and share culture and arts that inspire its valued customers through facilities in Shibuya and along the Tokyu Railway lines as well as establishments of Tokyu Group. As a part of its efforts to pass on culture to future generations, Bunkamura is seeking out emerging talents and providing spaces to support their future endeavors, along with opportunities for learning and experiences to help them discover their potential.

When Bunkamura is fully reopened, this project will start a new chapter as a cultural complex with Shibuya Upper West Project. Snøhetta, a design firm that acts as the architect both for the new facility and The Museum, redefines the museum as a more attractive, unified space, incorporating Jean-Michel Wilmotte's approach to building and space represented in Bunkamura's architectural design.

## ■ About Tokyu Bunkamura

As a core function of Tokyu Group's cultural business, Tokyu Bunkamura engages in business with cultural and artistic creation and expression as part of its relationship with society. Acting as a bridge between creators and audiences, Tokyu Bunkamura strives to support culture and arts, delivers inspiring experiences through live events, and brings the highest levels of satisfaction and excitement to all of its customers. The company operates three cultural facilities in Shibuya, Bunkamura, Tokyu Theatre Orb, and Cerulean Tower Noh Theatre. At these facilities, the company creates and share fine cultural experiences with focus on unique special programs leveraging the unique characteristics of each facility.