

July 1, 2024

Tokyu Land Corporation

Pedestrian Network Opening This Summer to Improve Foot Traffic and Access
Shibuya Sakura Stage, the New Gateway to Shibuya
37 Tenants Opening Thu, July 25, 2024
Exciting Events to Commemorate the Opening

Tokyu Land Corporation (Headquarters: Shibuya-ku, Tokyo; President & CEO: Hiroaki Hoshino; “Tokyu Land” below) hereby announces that 37 new shops and restaurants will open in the commercial area of Shibuya Sakura Stage on Thursday, July 25, 2024. Located next to the relocated south ticket gates at JR Shibuya Station, the new tenants will include convenient stores for residents and office workers, tenants that will preserve the Sakuragaoka area's culture of enjoying hobbies, and tenants that will create and set the latest trends and culture.



Key Points in This Release

- On July 21, 2024, the new south ticket gate will open at JR Shibuya Station, and a new West Gate pedestrian underground passage will open, allowing people to walk west along National Route 246 to the West Gate.
- Sakuyon, now open on the fourth floor, is where culture and cuisine intersect. There's also Tsutaya Bookstore, one of the largest booksellers in the Shibuya area, as well as 404 Not Found, a Shibuya hangout with video game roots on the path to becoming an indie creator mecca, and Food Met, a new food hall that makes the most of Sakuragaoka's deeply rooted character as a shopping arcade.
- The 3rd floor features makeup brand Kate's first global flagship store, as well as a Sanrio shop representing Japan's kawaii culture. Together with the Bloom Gate and Nigiwai Stage event spaces and the digital technology, including digital signage and AR, the third floor showcases Japan's incredible content and pop culture to the world both physically and digitally.
- The stores on floors B2 through 2F and on 5F are designed to provide greater convenience to the people who work, play, and live in Shibuya.
- To liven up the new Shibuya Sakura Stage, beginning July 25, there will be interactive content in and around the Shibuya Station area and in the newly connected Sakuragaoka area.

Fourth Floor: Sakuyon, where culture (hobbies/music/art) and cuisine intersect to form new connections

Sakuyon, on the fourth floor of Shibuya Sakura Stage's Shibuya Side, is where culture and cuisine intersect to form new connections. You'll find Tsutaya Bookstore, one of the largest booksellers in the Shibuya area, as well as Shibuya's fourth Share Lounge, where you can enjoy the comfort of a lounge combined with the functionality of a shared office. There's also Re-search, a new art community space by Culture Convenience Club intended to enliven Shibuya in new ways by providing art experiences and fostering culture.



Food Met is a food hall that represents Sakuragaoka's new shopping arcade. It consists of three areas with 17 dining establishments in all.

The first area, occupying the largest area in Food Met, is Shibuya Sakuragaoka Beer Hall. The idea behind the layout is eight restaurants as one, thereby enabling new connections through Sakuragaoka's deep-rooted culinary culture. With the concept that brewing beer makes the town, the Shibuya Brewery has opened in collaboration with Tokyu Land. The aim is to create a unique, fun local beer that is only brewed in Shibuya. Other establishments include a new business venture where Chef Murota from the Michelin-starred restaurant Lature in Omotesando is experimenting with pizza. There's also a new brand, Stand Phở You, serving spicy curry and pho made with Japanese rice in a restaurant operated by the owner of Stand Bánh Mì, the popular dining spot at Gakugei University and in Jiyugaoka. Poulet Frit Tokyo is a bistro-style establishment where you can savor crispy, juicy fried food with Japanese alcoholic beverages.

The second area is 404 Kitchen, a pop-up restaurant that incorporates laboratory elements to explore new culinary possibilities. The theme is about taking on challenges in this area, which supports individuals and start-up restaurants that are opening their first dining establishments. This area will have a variety of pop-up shops from across Japan curated by Rie Narusawa, a former Square Enix game producer who is also a food producer, an author of books about restaurant dining, and supervisor of the popular food blog Meshikue LV34. In addition, the area will host specialty pop-up restaurants and other establishments, with the fare including exquisite dishes by chefs who aren't tied down to any one restaurant. That means you can only savor their culinary creations here. Meanwhile, Akira Shirayama from Jukuseizushi Yorozu, the Michelin-starred sushi restaurant in Shibuya and Hiro, will be opening a pop-up restaurant for one year only, where you can order his sushi a la carte. This is how Food Met is supporting young chefs taking on new challenges.

Shibuya By Street is the third area, where you'll find a row of six establishments bursting with personality like those you'd see along the streets outside, creating a lively public atmosphere. They include a sophisticated bar with an enticing live music club ambience where you can watch a Japanese chef prepare your meal. There's a casual sushi restaurant with soul music playing in the background. The teppan steak restaurant has a "live kitchen." You can also dine on popular Mexican food with homemade tortillas. Each restaurant has its own specialty, but together they create the Shin Shokudo-gai that offers a good time whenever you visit, whether on your own or with companions.



404 Not Found

This is a creation center for indie creators. The idea is to become a mecca for indie creators working in cultural domains such as video games, art, music, and food. 404 Not Found will support their creative activities and generate opportunities for collaboration with them through projects that include exhibitions, workshops, live music, and pop-up restaurants.



re-search

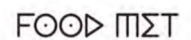


For more information, visit each restaurant's website.

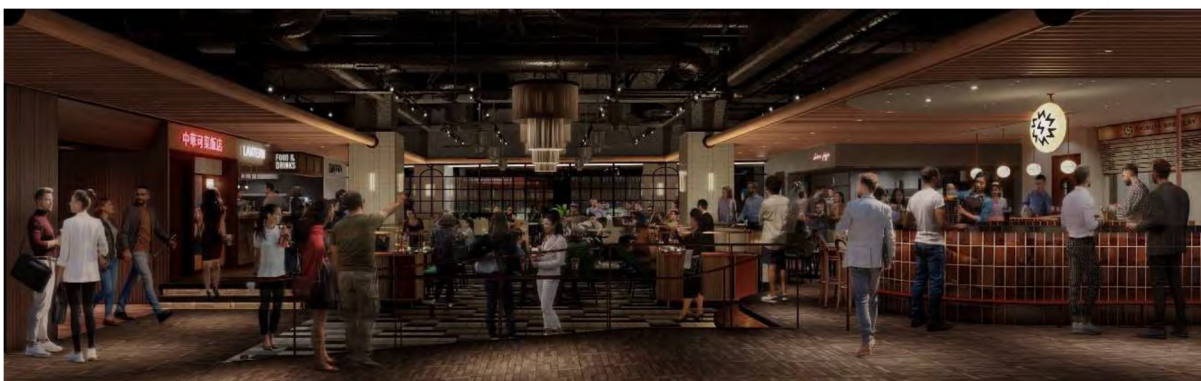
Food Met

Sakuragaoka was a chaotic place where local residents, businesspeople, young folks, and all kinds of people gathered. With the idea of creating a chaotic yet fun place where people can experience a diverse range of delicious food, the Food Met was designed as a food hall serving a new Sakuragaoka shopping arcade. Food Met will have three areas with 17 establishments.

In addition, Shibuya Sakuragaoka Beer Hall offers mobile ordering so customers can order take-out food from all eight restaurants. That means for dinner, you can savor food from all the hall's restaurants without having to get up from your seat. Just order on your phone!



For more information on the restaurants, see the documentation attached to this release.



Shibuya Sakuraqaoka Beer Hall: a fun place for craft beer and quick meals



404 Kitchen: an area with pop-up restaurants open for limited times



Shibuya By Street: a relaxing place to enjoy food and drinks



Third Floor: a floor showing the world Japanese contents and pop culture in physical and digital formats

In addition to the first global flagship store for Kate, the global makeup brand from Kanebo Cosmetics offering makeup that transcends trends and the times with the brand slogan "no more rules," as well a pop-up store showcasing the latest trends from Sanrio, the brand bringing Japan's kawaii culture to the world, an interactive zone with the Bloom Gate event space and Nigiwai Stage will feature the latest technology, including AR. This floor provides physical and digital introductions to Japan's fantastic content and pop culture.



Second Floor: creating culinary excitement and new interactive encounters through cuisine

The floor is built around stores offering greater convenience for the people who work, play, and live in Shibuya. In addition to a new business from Kaldi Coffee Farm operator Camel Coffee, Culture Convenience Club, which has concluded a community planning agreement with Tokyu Land, is involved in planning Cheet Tokyo. This new store uses food to support local communities and producers. It will create new encounters with excitement through Shibuya cuisine and novel culinary experiences.



CHEAT TOKYO

KALDI
COFFEE FARM

B2 – 1F, 5F



HAIR DRESSER
by atelier haruka



■ Opening Events

Starting July 25th, there will be events throughout the facilities to celebrate the opening. Everyone is welcome to participate and enjoy.

● Shibuya Beer Festival

The Shibuya Beer Festival is a new event in Shibuya/Sakuragaoka where you can sample beers from Japan and abroad. Along with the unveiling of the Shibuya Brewery, the event will have stalls in Nigiwai Stage where everyone can revel with a beer in hand. There will also be fun for children, so people of all ages, nationality, and gender are invited to Sakuragaoka and raise a toast!

Dates:

15:00-20:00 on Thursday, July 25 – Friday, July 26, 2024

12:00-20:00 on Saturday, July 27 – Sunday, July 28, 2024

Where: Nigiwai Stage



- Open the Gate Live

The Urban Core at Shibuya Sakura Stage will host live street performances. The Sakuragaoka area, home to numerous music stores and live music clubs, has always attracted many music lovers. Come down to the new Sakuragaoka and discover up-and-coming indie bands and artists!

Dates: Friday, July 26 – Sunday, July 28, 2024

Where: 2F Urban Core



For information on other events, visit the facility's official website.

Shibuya Sakura Stage official website: <https://www.shibuya-sakura-stage.com/en/>

- Shibuya Open City: "machibiraki" events to open up the city

As part of the Shibuya Machibiraki 2024 New Landscape Creation Project involving collaboration with local residents, businesses, schools, and government, the Shibuya Station Area Management Association will be holding an event beginning Saturday, July 8th to promote Shibuya's new allures. Machibiraki is an initiative to boost the city's appeal and promote the new Shibuya, in conjunction with the opening of new public facilities and large buildings. This is the project's third phase. Events were held around Shibuya Station in Phase I (FY2018) with the slogan "Shibuya River Fes" and in Phase II (FY2019) with the slogan "Hello Neo Shibuya."



In this phase, the slogan is "Shibuya Open City." Events will promote Shibuya's new appeal after improving the flow of foot traffic. The pedestrian network in the area around Shibuya Station has been connected in all four directions through the construction of decks and underground passages. The opening of Shibuya Sakura Stage and the relocation of the south ticket gates at JR Shibuya Station have provided easier access from Sakuragaoka area toward Daikanyama and Ebisu, while the opening of Sakura Axsh offers better access to the east side of Shibuya Station. To provide opportunities to experience how spacious Shibuya has become in all directions, there will be events around the station: Open Live, the Open Art - Shibuya Indépendants Exhibition, Open City Taiken, and more.

For more information about events, visit the Shibuya Machibiraki 2024 website.

Shibuya Machibiraki 2024 website: <https://shibuyaplusfun.com/machibiraki/>

■ Available Sunday, July 21: new south tickets gates at JR Shibuya Station,
West Gate underground passage

On Sunday, July 21, the relocated south ticket gates at JR Shibuya Station will open between Shibuya Sakura Stage and Shibuya Stream. This relocation opens up direct access to both the Yamanote and Saikyo lines, thus resolving the fragmentation that has been an issue in the Sakuragaoka area.

In addition to its location next to the new south ticket gates at JR Shibuya Station, Shibuya Sakura Stage is connected to the train stations and other major facilities via the pedestrian decks and urban development roads. On the second basement level, the West Gate underground passage that crosses under National Route 246 from north to south will open on Sunday, July 21st. This will enable smoother connections with other areas.

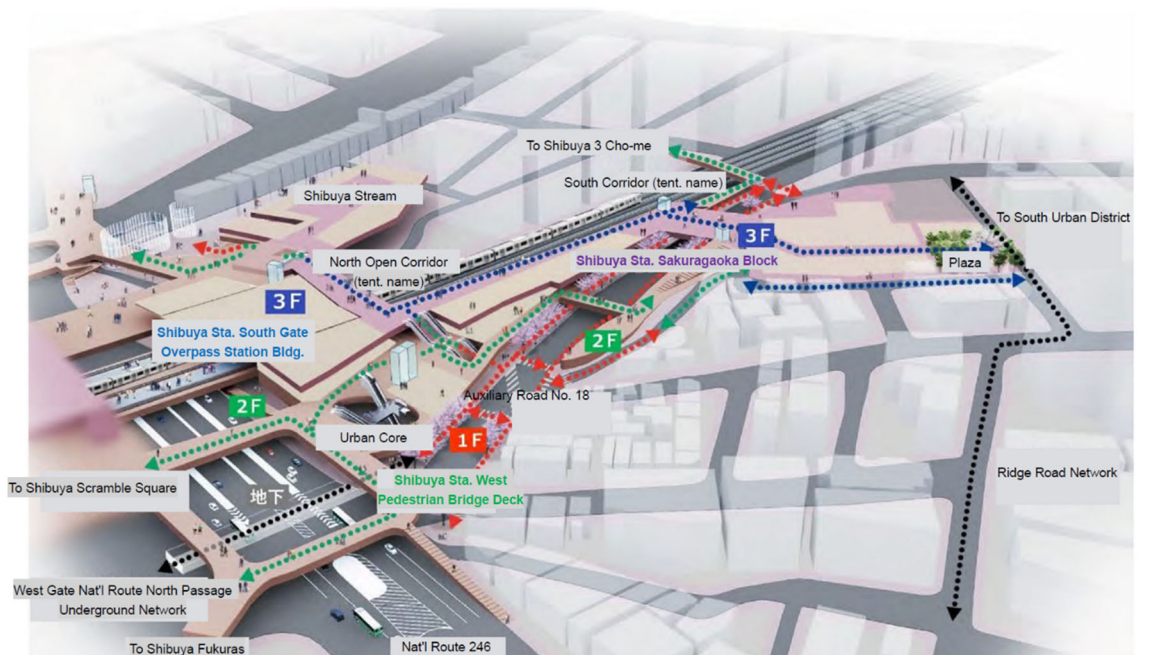
Note: The current pedestrian routes will be closed for a certain period of time due to construction in the surrounding area when the West Gate underground passage opens.

For further information, check the following company websites.

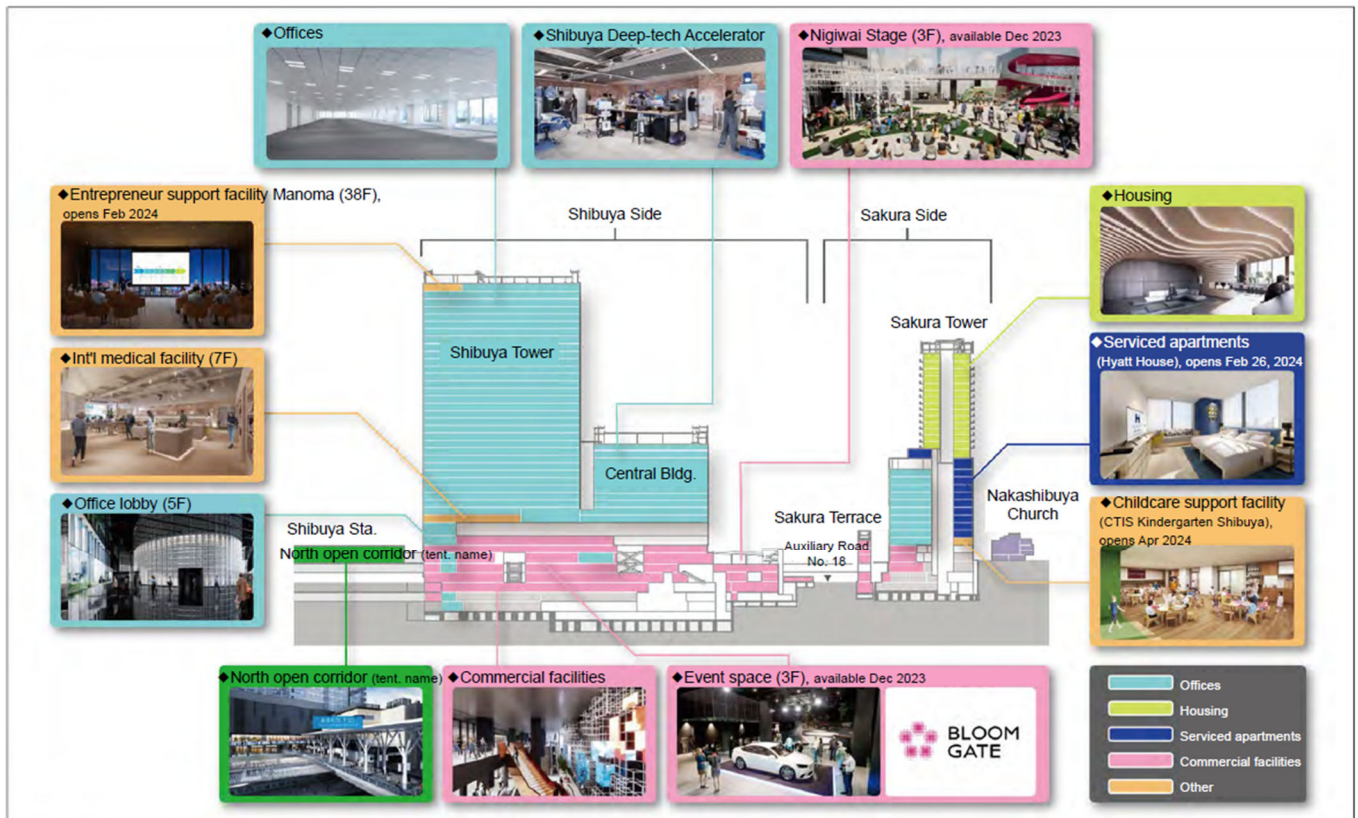
East Japan Railway Company release (Japanese):

https://www.jreast.co.jp/press/2024/tokyo/20240423_to03.pdf

Tokyo National Highway Office website (Japanese): <https://www.ktr.mlit.go.jp/toukoku/>



■ Facility Overview: Shibuya Sakura Stage



Name	Shibuya Sakura Stage		
Operator	Shibuya Sakuragaoka Block Urban Redevelopment Association		
Address	1-1 Sakuragaoka-cho, Shibuya-ku, Tokyo (and elsewhere)		
Land Area	~2.6 ha		
Completion	November 2023		May 2020
Districts	Shibuya Side (District A)	Sakura Side (District B)	Nakashibuya Church (District C)
Primary Use	offices, stores, parking, etc.	housing, offices, stores, serviced apartments, parking, etc.	church, etc.
Floor Space	~184,700 m ²	~69,100 m ²	~820 m ²
Floors	39 floors above ground (Shibuya Tower) 17 floors above ground (Central Building) 4 floors below ground	30 floors above ground, 1 floor below ground (Sakura Tower)	4 floors above ground
Height	~179 m (Shibuya Tower) ~90 m (Central Building)	~127 m (Sakura Tower)	~16 m

■ Project Life Land Shibuya, a Tokyu Land initiative in the Greater Shibuya Area

Project Life Land Shibuya is a Tokyu Land project in the Shibuya area based on the concept of “starting with people.” Through co-creation with diverse people and companies, along with the creation of mechanisms and places for interaction, we will create a cycle of creation, dissemination, and accumulation, and we will build partnerships and alliances with people and companies who share our vision.

The Company plans to launch projects in the Shibuya Sakuragaoka, Harajuku/Jingumae, Daikanyama, and Yoyogi Park areas by fiscal 2024. Taking a long-term view, we will enhance the city's appeal by linking areas in the Greater Shibuya Area.

Note: The Greater Shibuya Area is within a 2.5 km radius from Shibuya Station, as defined in the Tokyu Group's Shibuya urban development strategy.



Project Life Land Shibuya

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

