

# karimoku



CASE STUDY 09

## BELLUSTAR TOKYO

KEIJI ASHIZAWA DESIGN AND NORM ARCHITECTS

PRESS RELEASE MAY 2023



*KARIMOKU INTRODUCES CASE STUDY 09,  
BELLUSTAR TOKYO, A HOTEL ATOP THE  
GREAT TOKYO SKYLINE, WITH AN INTERIOR  
DESIGN CONCEPT BY KEIJI ASHIZAWA DESIGN  
AND NORM ARCHITECTS AS WELL AS BESPOKE  
FURNITURE ITEMS BY KARIMOKU.*

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The Japanese lifestyle brand Karimoku is proud to present its 9th case study, the furnishing of the new hotel BELLUSTAR TOKYO, A Pan Pacific Hotel, at the Tokyu Kabukicho Tower in central Tokyo. Brand initiators Keiji Ashizawa Design and Norm Architects have developed a bespoke interior design concept for the various spaces at the luxurious hotel, including three restaurants, a spa as well as five unique penthouse suites, all of which have been fitted out with items from the Karimoku collections. Additionally, new items have been designed by Keiji Ashizawa Design and Norm Architects specifically for the project, from which a selection of pieces will be added to the Karimoku collection.

The concept of BELLUSTAR TOKYO perfectly blends traditional Japanese

culture and contemporary comfort. Offering guests the finest in Japanese-style hospitality, the spaces evoke a sense of peace and serenity thanks to the thoughtful interior aesthetic of soft hues and delicate textures accompanied by a subtle decor, soft furnishings, and attention to detail.

This new case study by Karimoku once again exemplifies the holistic approach that constitutes the philosophy of Karimoku: Developing a coherent interior design concept as well as bespoke items of furniture based on a given architectural framework. The new hotel project BELLUSTAR TOKYO marks the 9th case study by Karimoku, following the completion of bespoke retail, hospitality as well as private housing projects.

CASE STUDY 09  
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BELLUSTAR TOKYO

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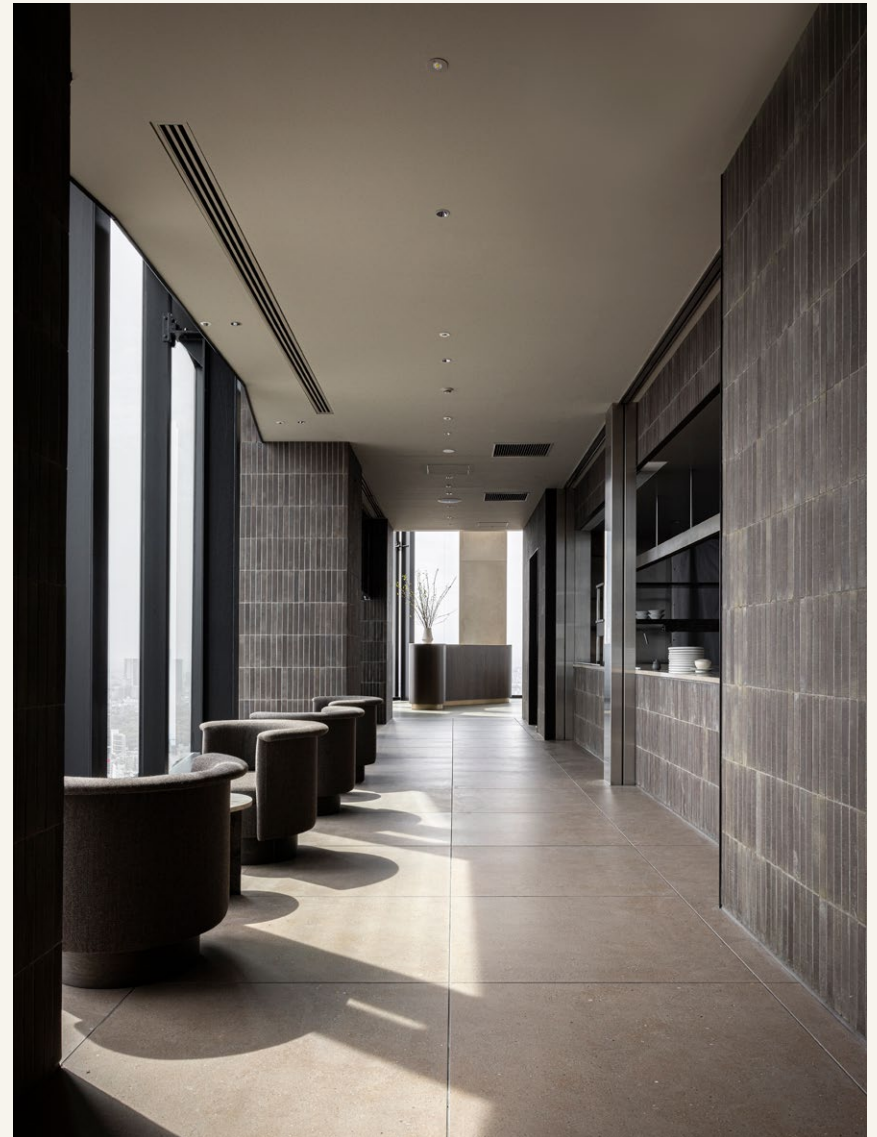
Perched atop the great Tokyo skyline, within the new landmark of Shinjuku, the 5-room penthouses at the new BELLUSTAR TOKYO, a Pan Pacific Hotel, is a secluded refuge of human-centric luxury at the Tokyu Kabukicho Tower. Collaboratively designed by Keiji Ashizawa Design and Norm Architects and furnished by Karimoku Furniture, the secluded luxury guesthouse elevates guests 200 meters above ground level for unbroken views of the megapolis all the way to Mount Fuji. Ascending to the 45th floor, one is instantly enveloped in a world of captivating beauty and tranquility as the stress of the outside world melts away.

The grand penthouse space features three restaurants, one of which is 3 levels tall with stunning views, a spa where one can experience the 4 seasons and bounty of Japan's soil, as well as

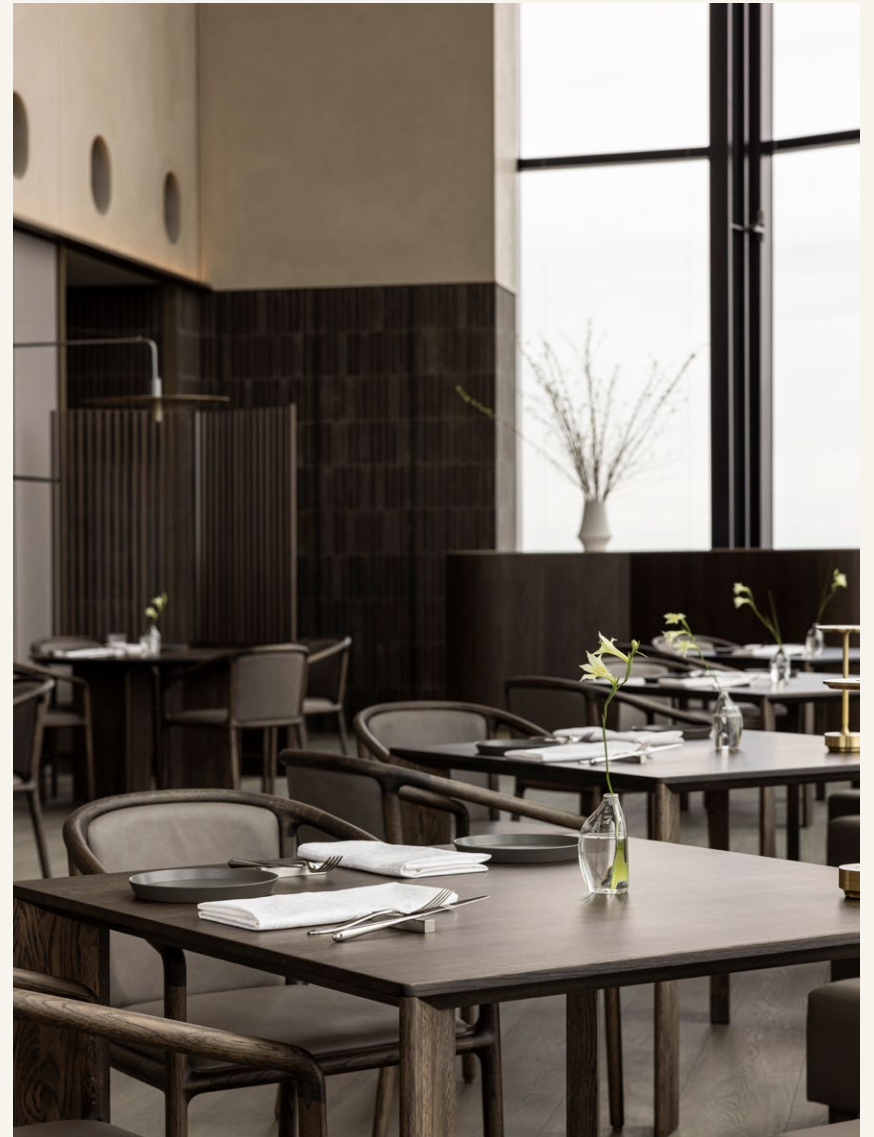
5 unique penthouse suites. Offering a perfect harmony between the modern and the ancient, each suite is designed to provide the ultimate leisure experience with breathtaking views of the bustling city that surround the hotel.

#### RESTAURANT BELLUSTAR

Designed by Keiji Ashizawa, the restaurant "Restaurant Bellustar" boasts a stunning 13-meter-high ceiling and with an unbroken view of the Tokyo skyline. The space is elegantly furnished with minimalist bespoke designs from Foster + Partners for Karimoku, whose organic forms and appreciation of the material wood are in line with the use of natural materials like wood and stone throughout the space. This can be seen as an antidote to the city that serve as artworks through the grand windows. With just 36 seats, the space feels both









intimate and grand. Working with a layout that offers both intimacy as well as togetherness for the Restaurant Bellustar, Norm Architects developed a bespoke Lounge Chair for Karimoku. The warm and welcoming chair allows visitors to effortlessly look towards the striking view of the Tokyo skyline and then to the person sitting next to them – all in one smooth movement.

#### BAR BELLUSTAR

Bar Bellustar is dedicated to offering guests an unforgettable experience of the highest quality and skill. Designed with equal respect for shadows and light, the dark color palette for the furniture items from Karimoku create a balanced palette that corresponds to the colors of the wooden furnishings, floor, walls and textiles. The rich materials and beautifully simple details of the space make for a stay that is both relaxing and extraordinary, despite being in the middle of Tokyo.

#### THE SUSHI AND TEPPANYAKI RESTAURANT

In addition to the main restaurant, the penthouse area boasts 2 intimate restaurants: a Sushi and a Teppanyaki venue. Designed to feel like small hidden and intimate traditional city

restaurants but transformed into contemporary places hovering above Tokyo, the 2 restaurants have their own character and material palette. At the sushi restaurant, the space is bathed in the soft glow of Hinoki wood, while the Teppanyaki “Tenyu” Restaurant feels even more intimate and moody with its dark brick walls adorned in intricate patterns.

#### THE BELLUSTAR PENTHOUSES

The 5 penthouses stretching across the skyscape are inspired by the four seasons in Japan and named after a different element of the term “Kacho Fuugetsu” – Flowers, Birds, Wind, and Moon. Traditional Japanese culture is woven into the interior aesthetic, while windows 7 meters wide offer an amazing panorama of Tokyo spread out before you. All penthouses are furnished with Karimoku furniture collections designed by Keiji Ashizawa, Norm Architects and Norman Foster, actualizing the timeless spaces by adding pleasant furniture and the natural warmth and comfort of the house.

With small changes in colors, materials, wall coverings, fabrics and artworks, each room is given its own unique features, while moving from one area of the hotel to another feels like a





seamless and natural journey.

In the "kaze" (wind) suite, large windows stretch from the floor to the ceiling, providing a panoramic view of downtown Tokyo below. The Kaze suite is characterized by the simple yet elegant design that emphasizes the beauty of the surrounding sky and landscape by incorporating natural oak wood for the furnishings and furniture items by Karimoku and carefully considered empty spaces.

Facing east, the "tsuki" (moon) suite overflows with bright spaciousness that is contrasted by the use of dark wood tones, thereby offering a harmonious balance between light and shadow.

The "Tori" (bird) suite is a 186 sqm maisonette format room, featuring incredibly spacious living and dining rooms with atrium cutaways. The dining table A-DT02 designed by Keiji Ashizawa becomes the centre piece for this welcoming space.

The northwest maisonette corner suite called "hana" (flower) combines Japanese and Scandinavian design principles and aesthetics. A shared belief in the use of natural materials and a muted color palette lies as the foundation of the space, characterized by the focus on tactile materials and the use of items from the Karimoku collections in dark, smoked oak.

The "sora" (sky) suite reflects the

meaning of the celestial "Tenku" skyscape, boasting the largest floor space among all five penthouses with its 277 sqm. The entire room spans across eastern facing windows, in front of which the minimalist bench A-B01 designed by Keiji Ashizawa has been installed to enjoy the magnificent city views.

#### SPA SUNYA

Located on the topmost floor of the Kabukicho Tower, the SPA sunya is available to hotel guests and outsiders alike. The 4 private treatment rooms as well as the spa lounge are designed as a secluded escape from the hustle and bustle of the city below.

#### PENTHOUSE LOUNGE

The PENTHOUSE Lounge serves as a comfortable communal space for the residents of the 5 penthouse suites. Working closely with the talented stylist Yumi Nakata, who has handpicked pieces from an array of Japanese craftsmen, the space is now layered with elegant furniture from the Karimoku collections, unique objects, and interesting art pieces to create an atmosphere that resembles a private apartment.



#### ABOUT KARIMOKU

Emerging from shared design values, Karimoku is a contemporary lifestyle brand based in Japan and born out of admiration and love for serene beauty, material richness and timeless appeal. The different collections are brought to life by the world's leading architects through individual cases, and the story of each collection is told through its native setting. With Karimoku, Karimoku Furniture introduces its fourth high-end, contemporary furniture brand, following Karimoku New Standard, MAS and Ishinomaki Laboratory by Karimoku.

#### KARIMOKU FURNITURE

The origins of Karimoku Furniture date back to 1940, when Shohei Kato took over a longstanding timber company and established a small woodworking shop in the town of Kariya, Aichi. The company produced various wooden parts in the ensuing decades, developing a range of techniques before launching its own line of wooden furniture in the 1960s. Building upon the concept of manufacturing high-tech and high-touch products, the company established bases in timber production areas and soon developed into one of Japan's leading manufacturers of wooden furniture.

#### KEIJI ASHIZAWA DESIGN

Keiji Ashizawa Design is an architectural and product design studio based in Tokyo, Japan. Formed in 2005 by Keiji Ashizawa, following 10 years' working experience in both architecture and steel fabrication, the studio is comprised of both architects and designers, each bringing unique skills to the team. Through logical thinking and open-mindedness, the studio presents works of "honest" design: simple yet refined, thoughtful and of a light manner—and derived naturally through the process of maximising the potential of each material and its functions.

#### NORM ARCHITECTS

Norm Architects was founded in 2008. The multidisciplinary design studio works within the fields of industrial design, residential architecture, commercial interiors, photography and art direction. Much like human well-being, the essence of Norm Architects' work is found in balance—between richness and restraint, between order and complexity.







*“In our collaboration with Karimoku Furniture, we are fortunate to be developing furniture that is born from real needs that occur in our architectural projects – and then have these produced in the highest quality and with the best know-how, offering the pieces to customers as well. A truly wonderful set-up that we would never have dreamed of.”*

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NORM ARCHITECTS







*“BELLUSTAR TOKYO, A Pan Pacific Hotel is a high quality space composed of simple, authentic materials without decoration. The addition of tactile furniture by Karimoku and the warmth and comfort of the house create a space with a timeless Japanese feel that will never grow tired, no matter how many times guests visit.”*

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BELLUSTAR TOKYO, A PAN PACIFIC HOTEL

















*“As you sink into the aesthetics of the space where noise is removed, you will find the mind at ease. We believe that the experience of traveling can bring a sense of wellbeing, both through the exuberance of the city and the quietness of a home.”*

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KEIJI ASHIZAWA





## BESPOKE FURNITURE ITEMS AND PROTOTYPES



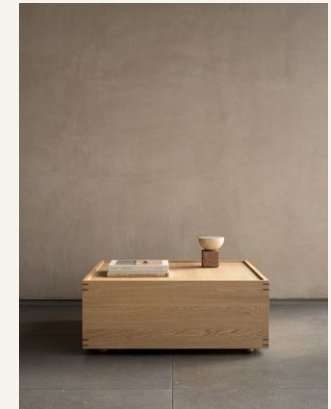
N-ST01 (SMOKED OAK)  
BY NORM ARCHITECTS



N-ST01 (PURE OAK)  
BY NORM ARCHITECTS



TROLLEY  
BY KEIJI ASHIZAWA



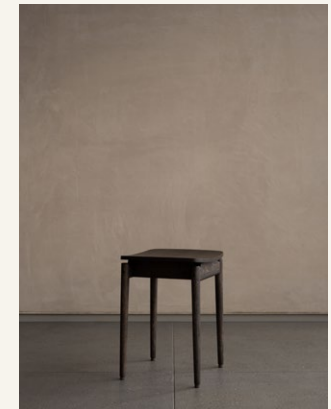
SIDETABLE  
BY NORM ARCHITECTS



N-ST01 (SMOKED OAK)  
BY NORM ARCHITECTS



LOUNGE CHAIR  
BY NORM ARCHITECTS



STOOL  
BY KEIJI ASHIZAWA



INTERIOR ARCHITECTURE

LEAD ARCHITECTS:

KEIJI ASHIZAWA DESIGN :  
KEIJI ASHIZAWA, FOUNDER AND ARCHITECT  
MARIKO IRIE, ARCHITECT  
KENJII KAWAMI , ARCHITECT  
YUICHIRO TAKEI, ARCHITECT

NORM ARCHITECTS :

JONAS BJERRE-POULSEN, FOUNDING PARTNER & ARCHITECT  
PETER ELAND, PARTNER & ARCHITECT  
FREDERICK WERNER, PARTNER & DESIGNER

BELLUSTAR PENTHOUSE (5 PENTHOUSES) :

KEIJI ASHIZAWA DESIGN AND NORM ARCHITECTS

BELLUSTAR RESTAURANT & BAR : KEIJI ASHIZAWA DESIGN

SPA SUNYA : KEIJI ASHIZAWA DESIGN

FFE: KEIJI ASHIZAWA DESIGN AND NORM ARCHITECTS

LIGHTING DESIGN :

IZUMI OKAYASU LIGHTING DESIGN OFFICE

STYLING

YUMI NAKATA

PHOTOGRAPHY

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NACÁSA & PARTNERS INC.

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