

DESIGN HOTELS™ PRESS RELEASE



TRUNKS OF SOCIAL GOOD *Trunk Hotel grows local roots in Tokyo*

Berlin, February 22, 2018 – Located at the end of a pedestrian-only street, between Omotesando-dori and the subculture capital of Shibuya and Harajuku/Jingumae districts of Tokyo, Trunk Hotel leads with socially-conscious hospitality. From community-spun workshops, events, and exhibitions to an in-house music series and hyper-localized connections, the two four-story structures include an abundance of open communal environments for co-creation and gathering. Here, the hip and in-the-know will find a hive of socialization within the hotel's fifteen guestrooms, four banquet rooms, two restaurants, a lounge, a co-working area, and a store. www.designhotels.com/trunkhotel

At the heart of Trunk Hotel is the desire to create a community hub, with meaningful social impact central to the concept. Achieved through thoughtful design, open, fluid spaces foster an environment rich with engagement. Two four-story structures include communal open environments including a lounge, a dining space, and an exhibition/pop-up space designed by local husband-and-wife team, Mount Fuji architects. And if all that socializing goes especially well, there is a rooftop chapel among fragrant herb gardens with bird's-eye views.

DESIGN HOTELS™ PRESS RELEASE

Jamo Associates designed the 15 guest rooms, ranging from single rooms to suites with private terraces and kitchens. Local elements are brought right to guests with a lauded award-winning mini-bar, including Japanese dried fruit snacks and organic locally-made amenities. Upcycled materials have new life at Trunk, the bustling terrace houses boast repurposed white boat sails which have become oversized cushions, and staff aprons are made from deadstock denim.

Dining options at the hotel's two restaurants include distinct Shibuya soul food Kushi, meticulously prepared and grilled skewers under the guidance of long-established restaurateur, Yakiniku Yuji—a leader in meat culture in Shibuya. The uniquely Japanese standing-style dining encourages a sense of ties to the culture and the interaction of diners. Trunk Kitchen on the other hand, is a cosmopolitan mix of Tokyo's western and Japanese flavors—using a health- and eco-conscious mix of seasonal ingredients and crockery in a bistro environment.

Trunk Hotel's Core

To activate community engagement, the hotel hosts Brand collaborations, a Trunk Music series, exhibitions, and workshops that draw lively gatherings in the lounge. Nomadic workers relish in tranquil work spaces, while the Trunk Store draws those in the market for eco-friendly essentials ranging from organic-made lunch boxes to recycled earthenware mugs. Designed by Torafu Architects, the store provides accessible ways for shoppers to contribute, offering selections like onigiri rice balls, wines made in Tokyo, and Trunk-branded products.

Trunk's signature series of activity programs intends to immerse travelers in regional customs, culinary delights, and Japanese pop-culture. From watching live sumo wrestling and dining with the wrestlers themselves, and touring one of Japan's destination favorites - Tsukiji fish market, to home stays with locals.

Neighborhood

The neighborhood of Shibuya itself is considered the center of Tokyo's youth culture, with an abundance of traditional Izakaya gastropubs, karaoke venues, arcades, restaurants, boutique stores, manga cafés, and art galleries. The neighborhood's main attraction is the frenetic Shibuya crossing, where all traffic lanes are stopped for pedestrians to scramble across the road in every direction, epitomizing the silver-screen image of the hectic Japanese capital. Shibuya is also famous for its fashion scene and is home to such shopping malls as the famed Shibuya 109, Hikarie, and Parco department stores, and shop-lined streets such as Koen Dori, Center Gai, and Takeshita Street. The fastest access from the Tokyo Metro, Shibuya station is via the exit with iconic Hachikō dog statue, crossing north toward Yoyogi/Jingu-mae.

DESIGN HOTELS™ PRESS RELEASE



NOTES FOR EDITORS

For high resolution images and more information on our member hotels, please register on the Design Hotels™ Virtual Press Office designhotels.com/press.

To download the images directly, [click here](#).

For additional information, please contact us via email press@designhotels.com or phone at +49 30-8849 400 91.

For reservations, please refer our website designhotels.com or find the appropriate Design Hotels™ toll-free number designhotels.com/toll-free-numbers.

ABOUT DESIGN HOTELS™

Design Hotels™ represents and markets a curated selection of over 300 independent hotels in more than 50 countries across the globe. More than a collection of hotels, the company is a collection of

DESIGN HOTELS™ PRESS RELEASE

stories. Each property reflects the ideas of a visionary hotelier, an "Original," someone with a passion for genuine hospitality, cultural authenticity, thought-provoking design and architecture. Each "Original" stands for the individual, aesthetic and service-driven experience that his or her hotel provides.

Founded by Claus Sendlinger in 1993, Design Hotels™ offers its members insightful travel industry knowledge, from market trend consultancy to international sales representation. The company has its headquarters in Berlin and branches in London, Barcelona, New York and Singapore.

In 2015, Design Hotels™ joined forces with Starwood Preferred Guest (SPG®), enabling its member hotels to have both a greater and more selective reach while offering its Community the benefit of the industry's leading loyalty program. In every participating member hotels, SPG® members can earn and redeem Starpoints on every stay.

www.designhotels.com

www.designhotels.com/original-experiences