



HOTEL INDIGO TOKYO SHIBUYA

ICA was in charge of the overall public artwork for Hotel Indigo Tokyo Shibuya, which opened its doors in the heart of Shibuya.

The artworks follow the neighborhood story of Indigo Shibuya, a continuously changing Jungle city with unique character and color. We were inspired by the lively street culture of Shibuya and brought that essence into this upper upscale hotel with a touch of sophistication.

Project Name
Hotel Indigo Tokyo Shibuya

Opened
August, 2023

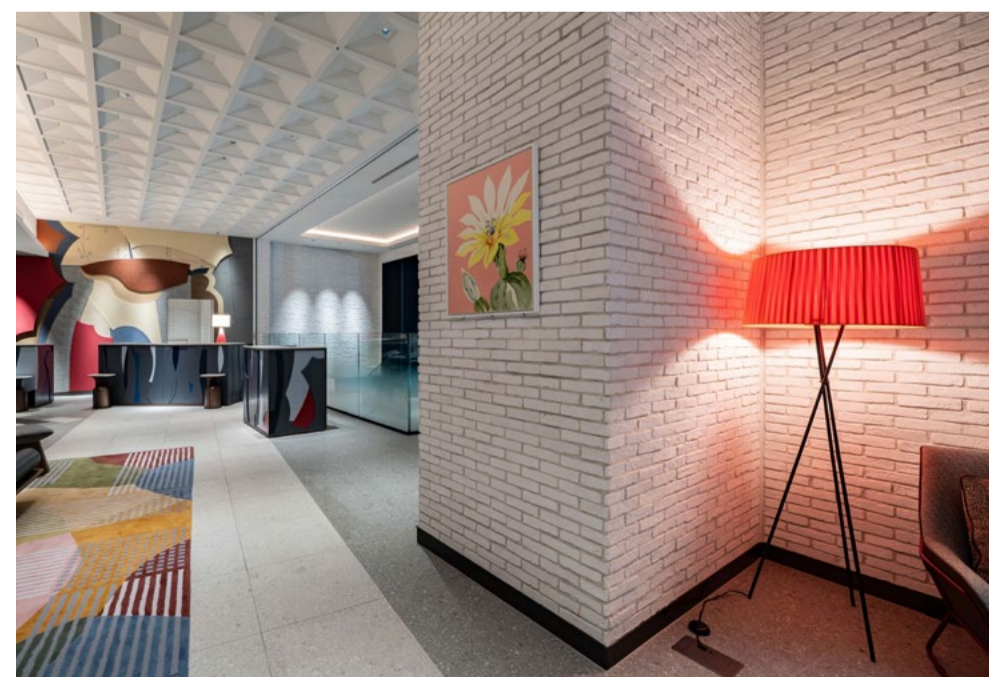
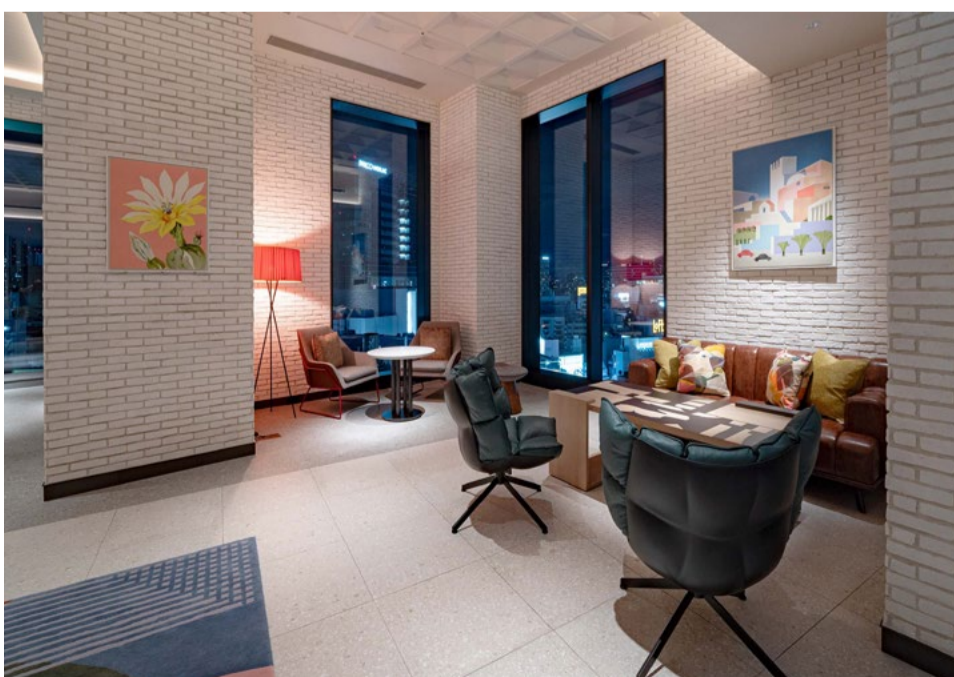
Owner
Pan Pacific International Holdings Corporation

Interior Design
Hirsch Bedner Associates



12F Reception

For the reception, we created a fashion-themed art wall that illustrates the fashion-oriented side of Shibuya. Oversized textiles and patterns for dressmaking tell a story of creating a new and exciting wardrobe. The adjacent waiting lobby draws attention to "Oku-Shibu," the more mature and elegant side of Shibuya culture. Here, the artworks create a more relaxed and welcoming visitor experience.



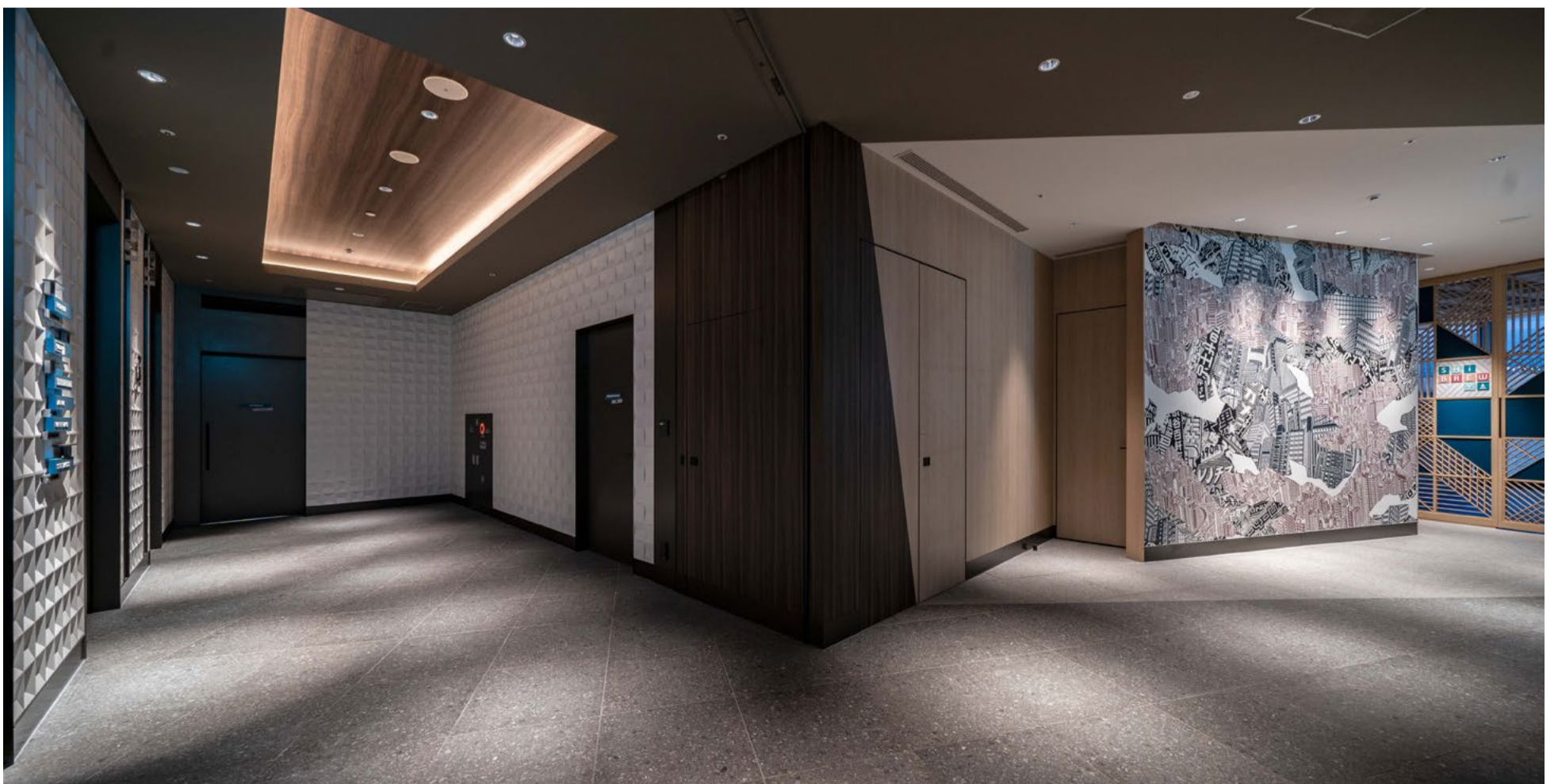
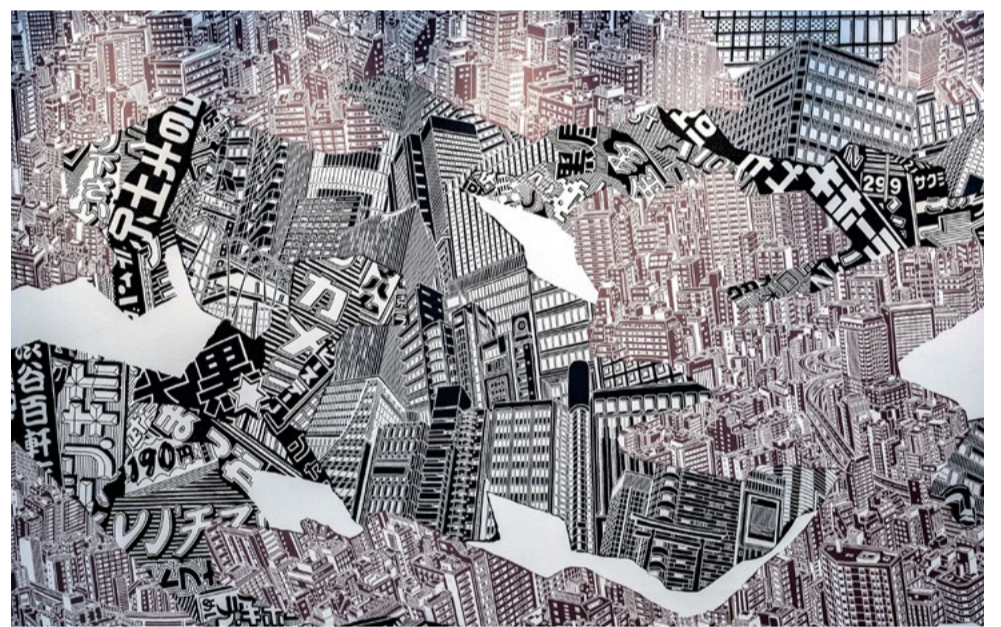
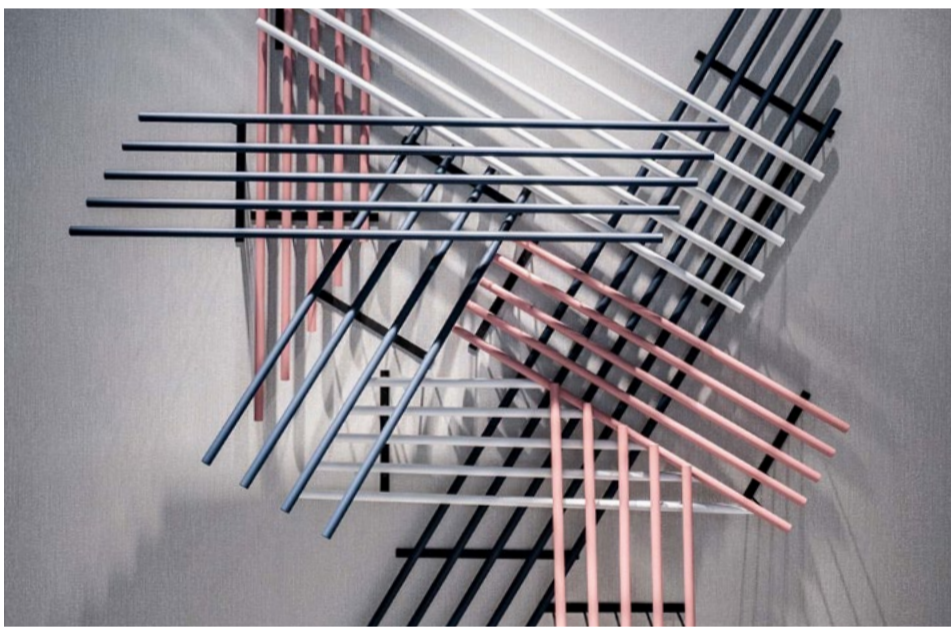
12F
Reception
/ Lift Lobby / GYM

The wall art beside the reception counter shows the ever-changing Shibuya through photos of Shibuya under construction, newly built skyscrapers, and the scrambled crossing that connects the city. Moreover, in the guestroom lift lobby, we selected a piece by Enlightenment, a leading graphic team in Japan. The display brings excitement leading to the guestrooms. The liveliness of the stencil art in the gym depicts the energy of athletes.



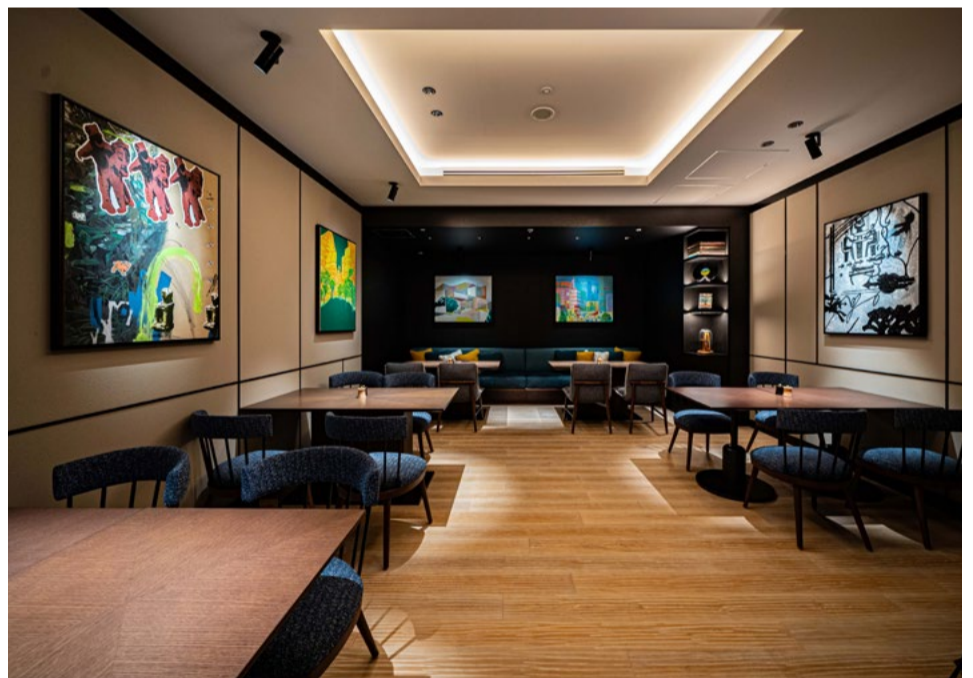
1F / 3F Entrance

The metal statue designed by ICA is installed at the 1F entrance from the "Dogen-zaka street". It is inspired by the iconic scramble crossing in Shibuya. It was created to be a symbolic work of art as a crossing point for guests arriving to the hotel through scramble crossing. Moreover, there is collage art done by Portuguese artists to draw the town of Shibuya. There are elements of Shibuya in the artwork such as "Hachi-kou", "Dohgen-zaka" or the "Hyakken-dana"



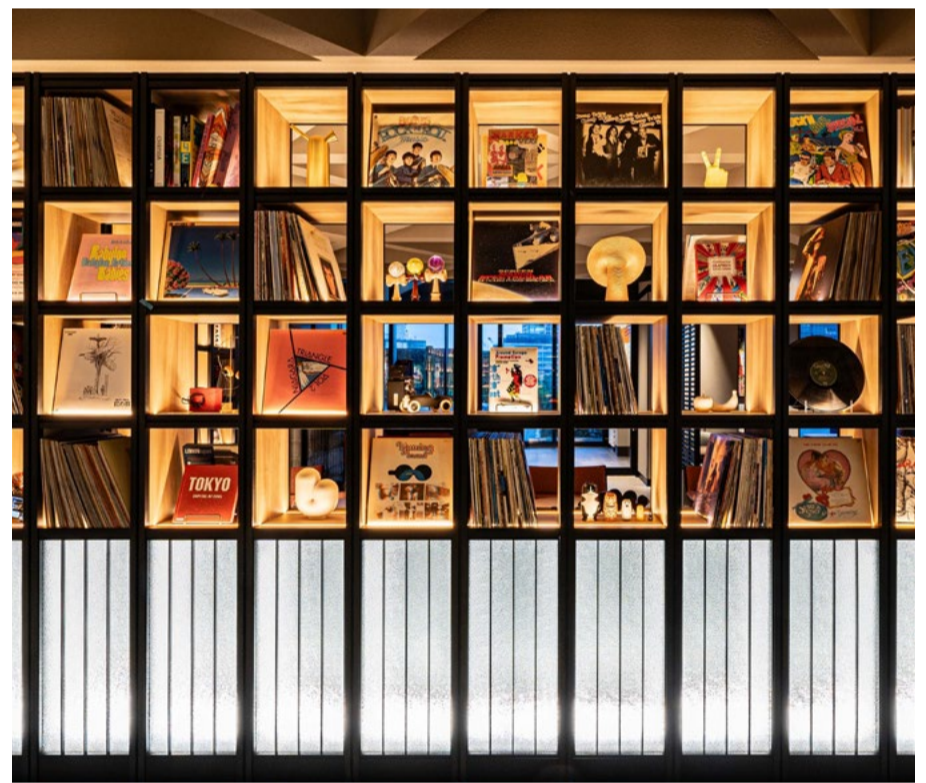
11F Restaurant "Gallery 11"

For the 11th-floor restaurant "Gallery 11," we installed artworks by various artists, as the name suggests. Through the exhibition "The Wave," curated by Kintaro Takahashi and Hiro Sugiyama, representatives of Japanese creator fields, we selected 15 artists. Fifteen different versions of Shibuya through the eyes of the artists make this exciting space precisely express the story of the neighborhood of Indigo Shibuya: a continuously changing Jungle city with unique character and color.

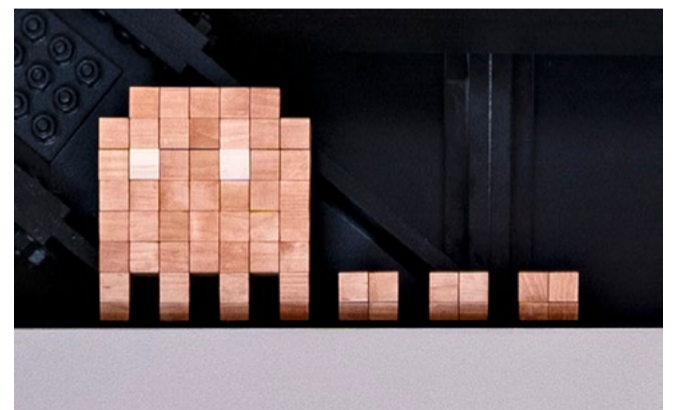


11F Restaurant "Gallery 11"

A large shelf installation welcomes you into the restaurant Gallery 11. Carefully selected items, such as records, books, and unique objects, represent music, fashion, and the one-of-a-kind culture of Shibuya. The shelf styling and wall art accentuate "the vibe" of the restaurant. The stencil art mural in front of the staircase leading to the terrace expresses the lively spirit of Shibuya.



HOTEL INDIGO TOKYO SHIBUYA



EXTRA: 11-12F Elevator Hall Hidden Characters (ICA design)

ICA

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