



美食と
本との
出会い

Encounter of
gastronomy and books



Brand Book

Confidential

Since 1948
Shiba Park Hotel

<https://www.shibaparkhotel.com/en/>

Shiba Park Hotel Brand Book

Confidential

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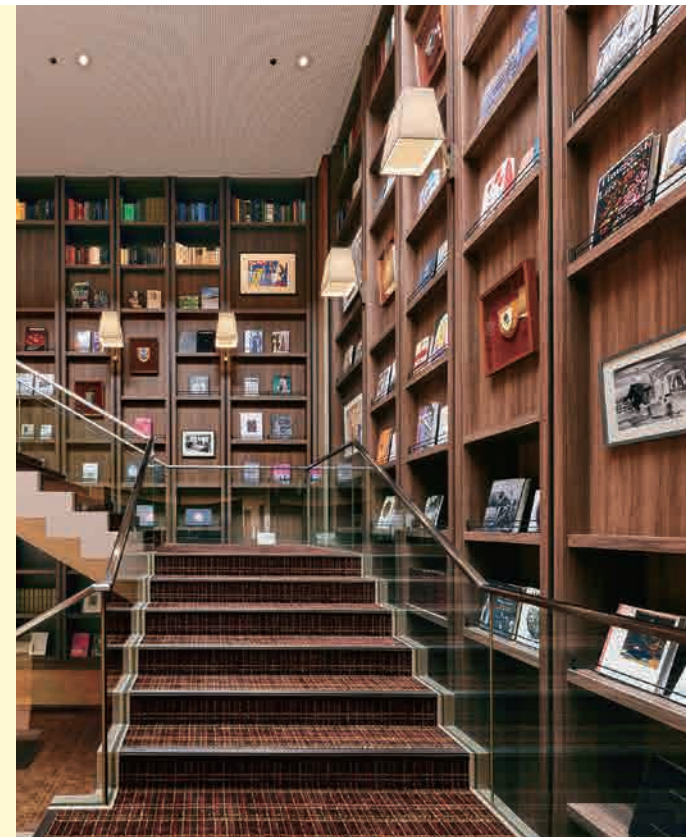
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Hotel Concept



Tagline

A Graceful Cozy Hotel Like Auberge with
Delectable Culinary Experience and Books

いつまでも居たくなる、
美食と本との出会い
オーベルジュのような都心の閑雅なホテル

<https://www.shibaparkhotel.com/en/hotel-concept/>



A Library Hotel That Connects People, Towns, and History

人、街、歴史をつなぐ Library Hotel

Hotel Concept



Concept Story

Even now, Shiba area of Tokyo is where the atmosphere of Edo still exists.

Shiba Park Hotel is a good old hotel that has spelled out history in a way that breathes into the traditions and culture of this area.

The hotel retains its comfort, but has the face of a “Library Hotel” with a new collection of books centered on the climate, people, and history of the city.

We at Shiba Park Hotel aim to be a hotel where history and culture are spelled out over time and lead to a better and more prosperous tomorrow.

Design Concept

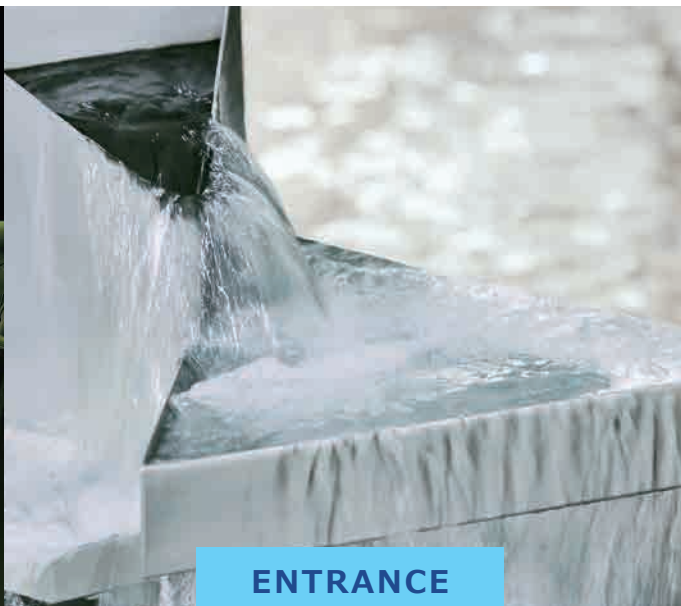


RECEPTION

WELCOME LOBBY

Creating a "hospitality"
space that welcomes customers with warm light
Calm design that makes you feel the tradition of the hotel

"Light" that lights the fireplace

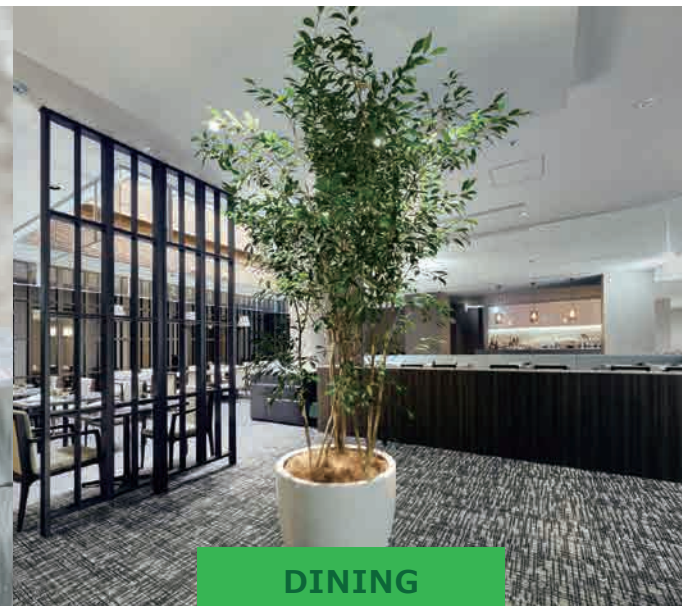


ENTRANCE

POINT OF PREMIUM

Achieve harmony with reception and dining
by adding new elements to the existing interior

"Water" that brings comfort



DINING

GARDEN DINING

Atrium with natural light
Utilizing the space, The Dining creates
an atmosphere that feels nature reminiscent
of the greenery of the lush Shiba Park.

Relaxing "Green"



Hotel collection of 1,500 books



Central staircase



From Edo to Tokyo to modern Tokyo

We are preparing a selection where you can feel the hospitality and history that only Shiba Park Hotel can offer through books.

The history and tradition of the "Shiba area" that changes from Edo to Tokyo to modern Tokyo. Important things are accumulated with the times. We have prepared such a bookshelf that will not fade over time.



Library Lounge 1st floor

"Universal and unwavering beauty"

Even if the times change, there is value that never changes.

We have a selection that can convey what you want to cherish even if the times change.

In the Library Lounge with a fireplace, you can spend a relaxing time in the space where the soft BGM of the original tube amp flows.

Ginza Tsutaya Bookstore Direction Library



Central staircase 1st-2nd floor

Value that is handed down

In the Edo period, it was the place where the school dormitory of Zoujoji was located, and while inheriting the feelings (DNA) of the land and valuing "universal beauty", we will create a better and more prosperous future that is modern and sustainable. It is a space that expresses the "past," "present," and "future."
There is a large bookshelf with a height of about 7m installed around the stairs that go up from the first floor to the banquet floor. You can also pick up a book while climbing the stairs.



Foyer -Book & Culture- 2nd floor

"Connecting people, cities, and history"

You can learn about the city, history and historical background, and you can see the time from Shiba Park Hotel was born to the present time. We have selected books that will give you hints for thinking about the direction you should take from now on, based on the past and present.

Bookshelf ① "Past" valuing the historical background
Bookshelf ② "Present" Always facing the present
Bookshelf ③ "Future" Creating a prosperous future

We will introduce the books recommended
by the Omotenashi Concierge
from about 1500 books in Japan and overseas.

All guests of Shiba Park Hotel can use the library lounge.
From domestic and foreign books, we will introduce the books recommended
by the Omotenashi Concierge. Please pick it up and take a look.



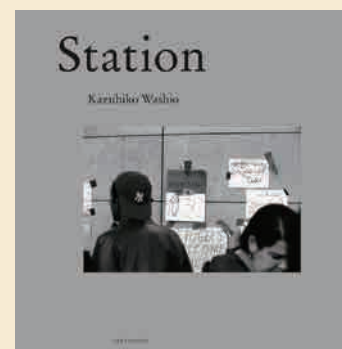
東京（都市四部作）TOKYO

写真家：William Klein / ウィリアム・クライン
出版社：Akio Nagasawa Publishing
/ アキオナガサワパブリッシング



高田賢三 Kenzo Takada

著者：高田賢三、増井和子
/ Kenzo Takada, Kazuko Masui
出版社：Acc Art Books



Station

写真：鷺尾和彦 / Kazuhiko Washio
寄稿：梨木香歩 / Kaho Nashiki
デザイン：須山悠里 / Shuri Suyama
出版社：夕書房 / SEKI SHOBO



海の風
Makani Pili Touching Wind

著者：佐藤傳次郎 / DENJIRO
発行：ブエノ！ブックス / Bueno!Books



江戸木目込人形 × 人形造花

萌

Vol.2
[MOYURU]

職人ものごと

Book & Culture

Book & Culture Tale of Artisans
Vol.2 "Moyuru"
"Edo Kimekomi Dolls" × "Artificial Flowers"



1階 ライブラリーラウンジ / 2階 ホワイエ
1F Library Lounge / 2F Foyer 11:00 am - 8:00 pm



Book & Culture

Tale of Artisans

We hold an exhibition called "Tale of Artisans" which tell stories of traditions (tales) that they have developed and nurtured. The exhibition has different themes for each season and it has a focus on Japanese culture and is displayed with books. Since ancient times, Japan has been a country rich in nature and rich in changes. In Japan, you can feel the changes of the four seasons are naturally and sensitively reflected in various places including the changing natural scenery, plants, festivals, traditional crafts, and traditional culture. Japanese people have come to appreciate the beauty, enjoyment, and harshness of the changing seasons, as well as respect the blessings of nature. In addition to the traditional crafts and culture nurtured by nature's bounty, we also bring you the characteristics and attractions of traditional events that have been carefully passed down from generation to generation throughout Japan.

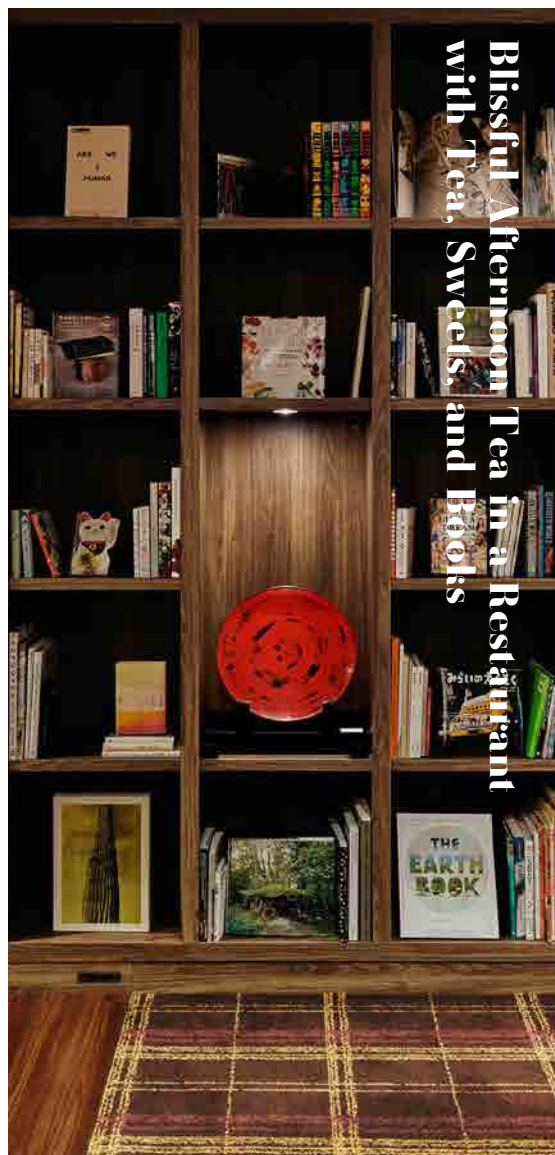
We welcome our guests from our heart with Japanese warm hospitality for all four seasons so that our guests can have such a sustainable experience that "history and culture are spun through the ages, leading to a better and richer tomorrow."



Book & Culture

職人ものがたり

職人が紡いできた伝統（ものがたり）を季節ごとにテーマを設けて、書籍とともに日本文化を軸とした「職人ものがたり」展を開催しております。日本は古来より、変化に富む自然豊かな国として、日々変化していく自然風景や植物、祭礼、伝統工芸や伝統文化など、自ずと季節の変化を鋭敏に反映しており、季節のうつろいを楽しみ、楽しみ、厳しさを感じ取るとともに自然の恵みを尊んできました。自然の恵みから育まれた伝統工芸や伝統文化とともに、大切に継承されてきた全国各地の伝統行事の特徴や魅力も季節ごとにお届けいたします。「時代を超えて歴史や文化が紡がれてゆき、より良い豊かな明日へとつながる」そんな持続可能な体験をして頂けるような四季折々のおもてなしでお客様を心から迎えたいします。



Blissful Afternoon Tea in a Restaurant
with Tea, Sweets, and Books



Collaboration Cocktail
コラボレーション カクテル

Book & Culture
職人ものがたり
×
カクテル



お茶とお菓子と本のある
至福のアフタヌーンティー

Book & Culture
職人ものがたり

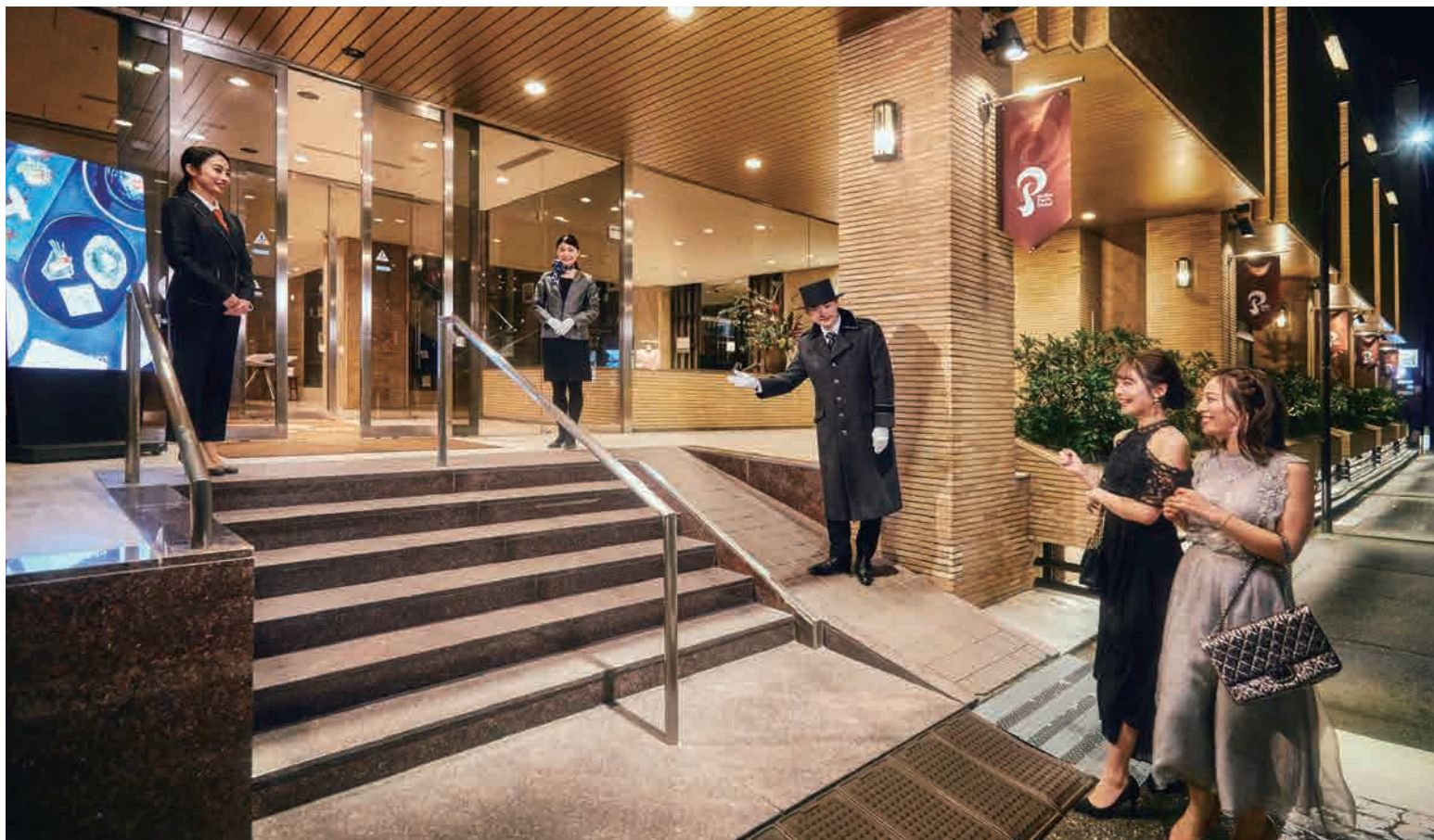
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アフタヌーンティー

Book & Culture Tale of Artisans × Afternoon Tea



Book & Culture Tale of Artisans



“Omotenashi” Concierge

With the heartfelt hospitality of the “Omotenashi Concierge”, you can enjoy a once-in-a-lifetime dining experience of “only now, only here, only you”.

Foods & Beverages



The Dining

The restaurant "The Dining" is a new style restaurant where you can choose from three types of dishes, Western, Chinese and Japanese, according to the mood of the day and place.

A restaurant floor where the expression changes depending on the season and time of day, which is woven by the sunlight and the light of the lamp. A charming restaurant where you can enjoy a unique experience.



Primula



<https://www.shibaparkhotel.com/en/restaurant-the-dining/>



The Dining (All Day Dining)



The Dining (All Day Dining)



Chinese Restaurant PEKING 中國料理 北京

～色香味俱全～ スーシャンウェイチュウチェン

It is beautiful to look at, full of fragrance, and tastes the best in the world.

Peking opened in 1960 as the first Chinese restaurant directly managed by a hotel in Japan. Beijing cuisine, which is one of the four major Chinese cuisines, is a court cuisine that has been developed in northern China, centered on the Beijing court. The pride in the history and tradition of Peking's cuisine is condensed into the splendid taste production that takes time and effort, and the high-quality style that has been enhanced to the extent of art.

The Dining (All Day Dining)



Japanese cuisine Hanasansho 江戸料理 花山椒

Offering a variety of dishes that allow you to enjoy the four seasons of Japan

Japanese cuisine that takes time and effort to make the best use of the colorful and richly attractive ingredients of the four seasons. "Hanasansho" cherishes the changing scenes such as running, season, and remnants, and delivers Japanese techniques woven by traditional delicate craftsmanship and simple seasoning that does not look strange.

Please enjoy the depth of Japanese cuisine to your heart's content in a modern space.

The Dining (All Day Dining)



Primula



brasserie Primula ブラッスリー プリムラ

Providing a certain taste that has been loved for many years, with tradition and hospitality that has been passed down from 1965 to generations.

The restaurant opened as the main dining in 1965. In 1972, it started operation as a steak restaurant "Primula". We have been operating as a hotel restaurant that is familiar to local residents, businessmen and foreigners visiting Japan who use Shiba Park Hotel. Please experience a variety of dishes made with reliable techniques that have been loved for many years.

The Dining (All Day Dining)



The Dining (All Day Dining)

Reception & Rooms

Rooms

客室



<https://www.shibaparkhotel.com/en/rooms/>



Reception



The design incorporates delicate and Japanese elements in a modern and new atmosphere. For hair care and body care, we select products that emphasize sustainable environmental protection in the natural environment, such as adopting organic products (90% or more) that consider self-care and products that reduce the use of plastics. In addition, anyone can use the library lounge in the property. A free drink service is available for guests. Find your favorite book and enjoy relaxing time.



スタンダードキング Standard King

【Room Size】 21 m²

【Number and size of Bed】 One W : 2,000mm/L : 1,950mm

【Room Capacity】 2 people



スタンダード ツイン Standard Twin

【Room Size】 21 m²

【Number and size of Bed】 Two W : 1,100mm/L : 1,950m

【Room Capacity】 2 people



スタンダードトリプル Standard Triple

【Room Size】21 m²

【Number and size of Bed】Three W : 1,000 mm/L 1,950 mm

※Two bunk beds in the triple room

【Room Capacity】3 people



D^{デラックスキング} eluxe King

【Room Size】 32 m²

【Number and size of Bed】 One W : 2,200mm/L : 2,050mm

【Room Capacity】 2 people



デラックスツイン Deluxe Twin

【Room Size】 32 m² ~ 39 m²

【Number and size of Bed】 Two W : 1,200mm/L : 2,050mm

【Room Capacity】 2 people ※Extra bed can be used



ジュニアスイート Junior Suite

【Room Size】 44 m²

【Number and size of Bed】 Two W : 1,100mm/L : 1,950mm

【Room Capacity】 2 people ※Extra bed can be used



Inglenook イングルヌック

Inglenook means "a warm and comfortable small room". Next to the elevator on the guest room floor, we have prepared a small reading area where guests can spend their time comfortably.

Please enjoy with books with themes for each floor.

11F	Art	アート
10F	Fashion	ファッション
9F	Travel	トラベル
8F	Photography	写真
7F	Architecture	建築
6F	Crafts	工芸

SDGs activities in Shiba Park Hotel

How we can contribute to sustainable vacations

We have set four key goals that aim to contribute to the 17 Sustainable Goals (SDGs) as follows:

We will steadily implement initiatives to fulfill our social responsibility to our guests, employees, business partners, and communities.





Sustainable amenities

Millennium Organics Blue Label

Items:

Shampoo, conditioner, body wash, and hand wash

* Body lotion is a Millennium Organics product.

We offer the amenities of "Millennium Organics Blue Label" containing 90% or more of plant and mineral derived ingredients. It is scented with natural essential oils without using synthetic fragrances, uses carefully selected raw materials according to organic standards, such as not using ethylene, and does not use harsh preservatives such as parabens and MIT, and has antibacterial properties. It has a formula (ingredient composition) that maintains antibacterial properties due to the blend balance of essential oils and plant extracts, and we have adopted products that have a low environmental burden as a whole.

Unused ingredients:

Paraben / MIT, petroleum-based surfactants, synthetic polymers, synthetic colorants, animal raw materials, nickel.

* Products that have not been tested on animals

Eco-amenity / Straw mixed with raw materials

Items:

Toothbrush, bi-fold hairbrush, razor, vanity kit, body towel

It is a product that uses raw materials that contain natural straw.

It is an amenity that reduces the burden on the environment by reducing the plastic usage by about 40%.

Straw is mixed with the raw material. The amount of plastic used is reduced by about 40%.

* SintoWorld Co., Ltd. PP Reduction rate from single raw material products

Packaging OP film part changed to paper. Reduced plastic usage by 35%

* SintoWorld Co., Ltd. OP Reduction rate from mat packaging



Organic certified product ART OF TEA

Art of Tea is a tea brand located in Los Angeles, California.
The finest tea produced by carefully hand-blending the highest quality organic tea leaves and black tea selected carefully with organic botanicals (plants).

Items:
Sencha Green, English Breakfast, French Lemon Ginger

Uses environmentally friendly bamboo products

Items:
Shoehorn, brush, bath trash can, trash can (2 pcs), hair dryer & hand towel holder, amenity case BOX, notepad holder, tissue case, hanger, ballpoint pen for guest room.

In order to reduce the use of plastic, we have adopted products that use bamboo material for the body.

We have adopted an environmentally friendly bag

Items:
Laundry bag, sanitary bag.

LIMEX is a new material made mainly from limestone.
By using Limex as a bag, the amount of plastic can be reduced.



Hotel experience story

Shiba Park Hotel is located in Shiba Park, Minato-ku, Tokyo, where more than 1,500 books directed by Ginza Tsutaya Bookstore can be read freely in the hotel or in your room. We will introduce a hotel experience where you can refresh yourself while enjoying reading with your family or friends.





Encounter of Gastronomy and Books Tokyo hotel stay with 1500 books

We will deliver experiences at Shiba Park Hotel, where you can enjoy serendipity encounters with books and enjoy gastronomy like an auberge.

How do you spend your time reading books? There are probably many people who immerse themselves in the world of books while relaxing on their sofas, beds, cafes, etc. At the Shiba Park Hotel, located in Shiba Koen, Minato-ku, Tokyo, you can find more than 1,500 books directed by Ginza Tsutaya Bookstore can be freely read in the hotel's public spaces and guest rooms. You don't have to worry about returning home or preparing meals. We promise to provide a Tokyo hotel stay experience where you can be away from daily life and spend your time to read your favorite books.

PM 3 : 00 Stroll around the library area after check-in

At Shiba Park Hotel, you can choose your favorite book from about 1,500 books. Many of the books on Japanese culture, architecture, photography, art, etc. are rarely seen in the regular bookstores. This is a special library directed by Ginza Tsutaya Bookstore.



PM4 : 00 Reading in the room

Relax and read your favorite book in your room.
Don't forget to look stylish for dinner.

The guest rooms, which were renewed in December 2021, promise a comfortable stay for our guests.

PM6 : 30

Hotel dinner where you can choose Japanese, Western,
and Chinese according to your mood on the day

Please choose your favorite course from the Japanese, Western, and Chinese dinner courses according to your mood on the day.
Enjoy Japanese, Western, and Chinese cuisine at the same table in a calm atmosphere that is different from the daytime.



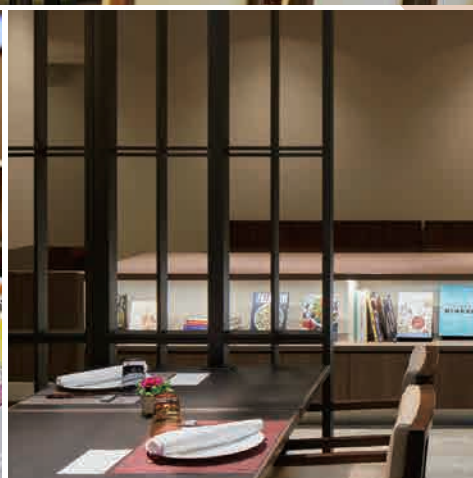


PM10:00 Midnight Book Forest

After dinner, the hotel theory is to go back to your room and relax, but how about staying up late tonight?
Enjoy an extraordinary reading experience in the hotel's library lounge, which is safe even at night with warm lights in the quiet night city.

AM9:30 Late hotel breakfast

The next day after staying up late, enjoy a slightly later breakfast at the restaurant "The Dining".



AM11:00 Sightseeing

The Shiba Park Hotel is located in the center of the city, yet in a quiet area, and is very close to the lush green Shiba Park. The hotel is located a 5-minute walk to Zojoji Temple and a 10-minute walk to Tokyo Tower. You can walk to Ginza and the Imperial Palace in about 30-40 minutes. There are traditional shops and shrines in Shimbashi and Toranomon area that you pass along the way, so you can enjoy a walk in Tokyo with a sense of exploration.



Location



《電車の場合》

JR 浜松町駅（北口）東京モノレール浜松町駅徒歩約 8 分
都営地下鉄大門駅（A6 出口）徒歩約 4 分
都営地下鉄御成門駅（A2 出口）徒歩約 2 分

《お車の場合》

首都高速都心環状線 芝公園出口より約 5 分
羽田空港より約 30 分、成田空港より約 90 分

交通案内

Location





美食と
 本との
 出会い
 Encounter of
 gastronomy and books

Publisher
 Editor in Chief
 Art Director
 Design

Noriyoshi Tanaka
 Atsushi Ono
 Yoshitomo Fujikawa
 Design Studio SPH

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01/2023

Brand Book

Since 1948
Shiba Park Hotel