

Project: Meet Tree GINZA

Team: Naruse-Inokuma Architects

Size: 80 m²

Location: TOKYO, JAPAN



Feature:

Project - Nestled in the heart of Ginza lies a forest - meet tree GINZA, the new shop designed by Marui Namiki for the sweets and cosmetics brand meet tree. Behind meet tree stands a timber company in Nakatsugawa, Gifu Prefecture, with over 100 years of history sustainably nurturing the revered hinoki cypress forests of the Kiso River upstream region. To showcase the allure of their treasured cypress wood, the company envisioned this shop as a sanctuary where customers can experience goods thoughtfully crafted from the blessings of the forest.

The outstanding environment of the first floor with 5.3m high ceiling inspired an audacious wooden vaulted roof that immerses customers in a deep green hinoki forest. Two powerful 105-sided cypress vaults float over the space, emanating a unique sense of levitation while asserting an imposing presence on the cityscape. The vaults gently delineate areas for sweets and cosmetics.

Every piece of the vaults is built from Nakatsugawa cypress, imaginatively cut into trapezoids and fixed together with long screws to form the sweeping arcs. Suspended from the walls and slender steel pillars, the vaults are engineering marvels transposing the wonder of the forest into the concrete jungle of Ginza.

Design Team - Founded in 2007, NARUSE • INOKUMA ARCHITECTS is an award-winning Tokyo-based architectural design firm led by president and CEO Yuri Naruse and president Jun Inokuma, both first-class licensed architects. Their design philosophy centers on creating shared spaces that redefine richness in life through innovative architecture adapting to our

rapidly changing society.

They have extensive experience designing diverse housing, lodging connecting regions, commercial facilities focused on experience, and other spaces promoting sharing and community. Their design process emphasizes close dialogue and interactive modeling to ensure spaces fulfill their intended uses.

With over 15 skilled architects and designers, NARUSE • INOKUMA ARCHITECTS offers full-service planning, design, and supervision for architectural, landscape, and interior projects. They also provide product design, business consulting, seminars, and workshops sharing their unique perspective. The firm aspires to shape future society through thoughtful, human-centric design.