

Project: Goldwin Harajuku Building

Team: Studio Hashimura

Size: 392 m²

Location: TOKYO, JAPAN



Feature:

Project - Located along Meiji Dori in the heart of Harajuku, Tokyo, this slender building designed by Studio Hashimura serves as the headquarters for outdoor sportswear company Goldwin. The architectural intention was to express the brand's identity of "functional minimalism" while overlaying an organic imagery onto the modernist building archetype.

Constrained on a small warped site, the facade became the sole outlet for architectural expression. Careful modulations in bay widths and floor heights give a sense of expandability and openness. The curtain wall grid divides the narrow frontage into accurate one-third segments, with slight deviations on the corner bays to achieve visual equality. The loftier ceilings on upper levels allude to the yearning for more light and air, not unlike the upward growth of plants.

The exposed interior behind the glass, where sturdy braces replace beams to minimize visual clutter, essentially forms part of the layered facade. Vertical cut-through voids connect the split retail floors into singular spaces, most notably the entrance level which is left almost floorless, preparing visitors for an art installation floating in the voluminous air.

Overall, rather than closing in, the sensitive treatment of the facade and section lends this compact building a valiant lightness against its dense urban surroundings.

Design Team - Founded in 2023 by director Yuichi Hashimura, Studio Hashimura is an architectural design firm based in Tokyo, Japan. Hashimura brings over a decade of international experience, having previously worked at leading firms like Tony Fretton Architects and Carmody Groarke in London, as well as the New Material Research

Laboratory in Japan.

Studio Hashimura takes on projects across a wide range, including residential, commercial, office, and art-related commissions. Their portfolio covers new construction, renovations, and temporary installations. Underpinning their design approach is a commitment to uncover the unique spatial potential within each brief, free from stylistic limitations. Materials and forms are always driven by purpose rather than preference.

As a Tokyo-registered architectural office, Studio Hashimura offers comprehensive services encompassing architectural design, project management, and consultancy. Whether adapting historical structures or building anew, Hashimura translates creative visions into functional built form with sensitivity and precision. The firm actively pushes boundaries while respecting budgetary realism, to create enriching spaces focused on human experience.