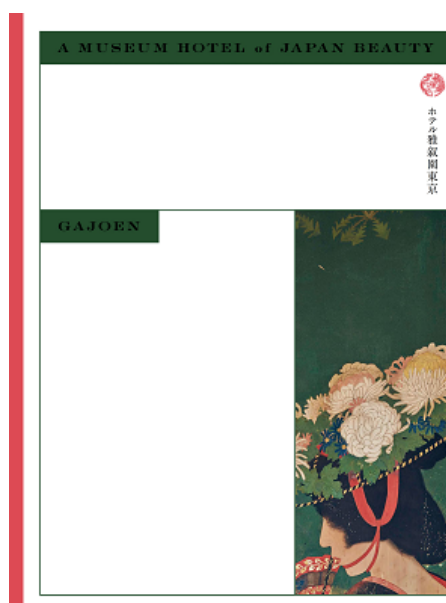

HOTEL GAJOEN TOKYO releases its first brand book
“A MUSEUM HOTEL of JAPAN BEAUTY GAJOEN”

[Tokyo, January 16, 2019] Hotel Gajoen Tokyo (operated by K. K. Meguro Gajoen, Address: Meguro-ku, Tokyo) is proud to announce the release of its first brand book “A MUSEUM HOTEL of JAPAN BEAUTY GAJOEN” in commemoration of the hotel’s 90th anniversary. The book introduces the philosophy of the hotel as well as selected artworks from Gajoen’s rich collection of approximately 2,500 art and crafts including 700 Japanese paintings that adorn the premises. The book is available for purchase at bookstores in Japan and abroad, from January 17, 2019.



The brand book “A MUSEUM HOTEL of JAPAN BEAUTY GAJOEN”

Rikizo Hosokawa, the founder of Meguro Gajoen (Hotel Gajoen Tokyo as we know it today), opened the venue as a restaurant in 1928. With the ambition to create an exceptional place where guests could enjoy original art and be carried away to a world of enchantment, he invited a number of both well-known master Japanese painters and emerging artists of the time to participate in creating this magnificent place. Ninety years on, the original paintings and artworks, decorating the walls, ceilings and transoms created by those talented and dedicated artists and artisans, remain intact and make Hotel Gajoen Tokyo a genuinely unique Museum Hotel of Japan Beauty.

The new brand book “A MUSEUM HOTEL of JAPAN BEAUTY GAJOEN” introduces artworks at Hyakudan Kaidan – The Hundred Stairs, a historical wooden building designated as Tangible Cultural Asset of Tokyo, as well as other pieces decorating the hotel according to categories such as “Bijinga (pictures depicting beautiful women)”, “Ougi-e (pictures painted on a fan)”, “Animals and birds” and “Fruits”. The book will be available in bookstores in Japan and abroad including France, US and Taiwan. Please enjoy and be immersed in Japanese Beauty nurtured in 90 years of history of Hotel Gajoen Tokyo.

【Product details】

Title: A MUSEUM HOTEL of JAPAN BEAUTY GAJOEN

Planning/ Editorial Supervision: Hotel Gajoen Tokyo

Language: Japanese and English (French commentary on each artwork is also included).

Number of pages: 112 pages

Price: 3,500 yen (Consumption tax not included)

Date of release: January 17, 2019

ISBN: 978-4-568-12084-4

Publisher: BIJUTU SHUPPAN-SHA CO., LTD

The book is also available online at Amazon.co.jp, from January 18 onward.

<https://www.amazon.co.jp/dp/4568120845>

About Hotel Gajoen Tokyo

Celebrating its 90th Anniversary in December 2018, Hotel Gajoen Tokyo is a one and only Museum Hotel of Japan Beauty, where the guests can enjoy enchanting Japanese traditional artworks in the entire premises. All 60 rooms are suites and over 80 sqm size.

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