

Los Angeles Report

July 2014

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* Project 1: Japangeles – Little Tokyo

1. JAPANGELES – LITTLE TOKYO

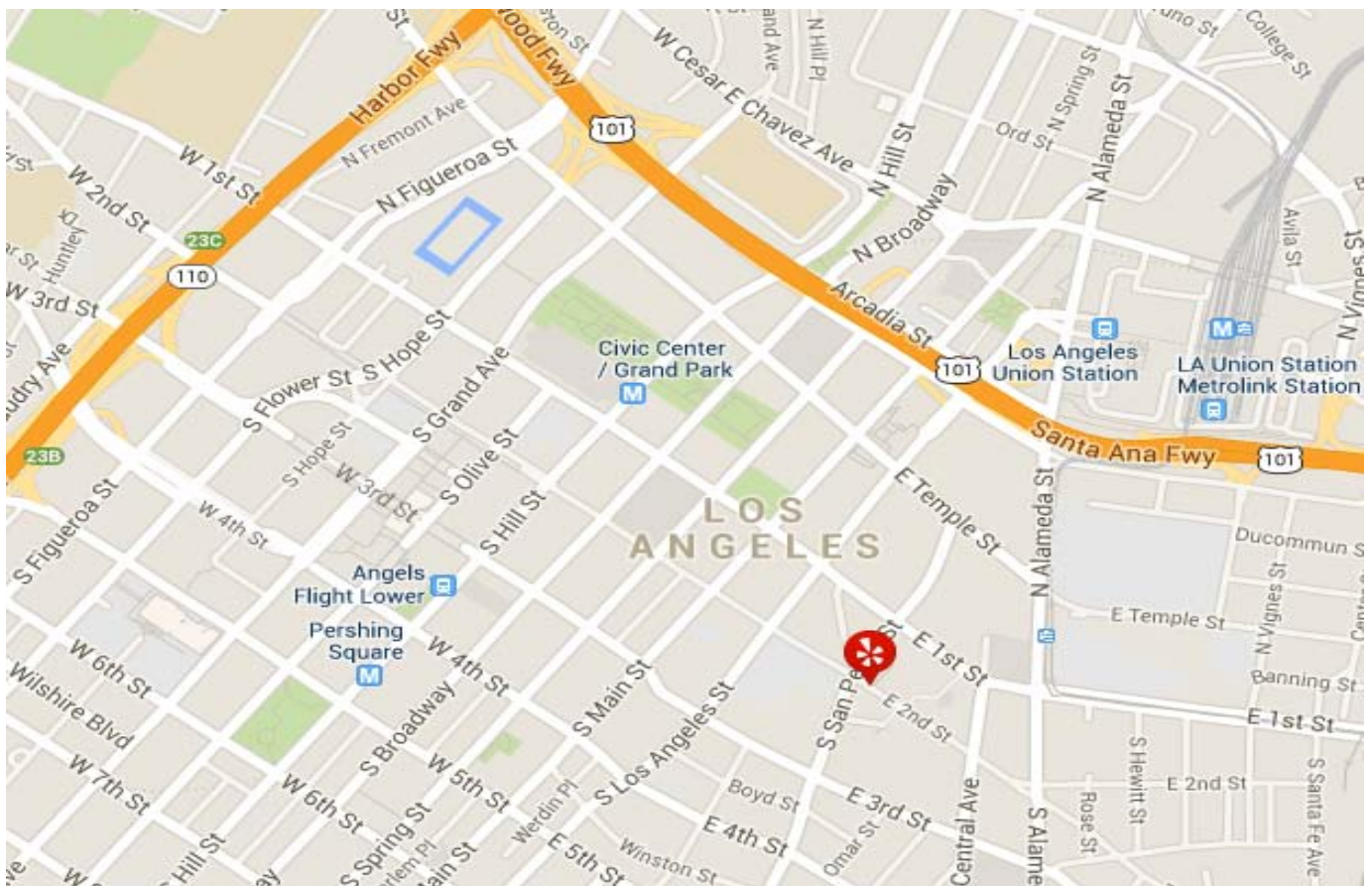
Project Overview

'Japangeles' is an area in Los Angeles that has become very popular after a recent redevelopment. Previously known as Japanese Village Plaza, this retail area was built in 1978 to bring Japanese American culture together in one place. The area features a characteristic Yagura tower and small stores, bakeries and restaurants. When Hilton Hotel acquired New Otani Hotel in 2012, and RTD (Rapid Transit District) moved into a new office building for 2000 employees, the area attracted the general public. It is now a tourist destination for Americans, Chinese and non-Japanese tourists.

Project Details

2. Type of Business: outdoor retail development
3. Open Date: 1978, redevelopment in 2012
4. Location: 335 E 2nd St, Los Angeles, CA.
5. Target Customer: young Americans and tourists
6. Store Concept: Inspired by the Japanese culture

Location Map





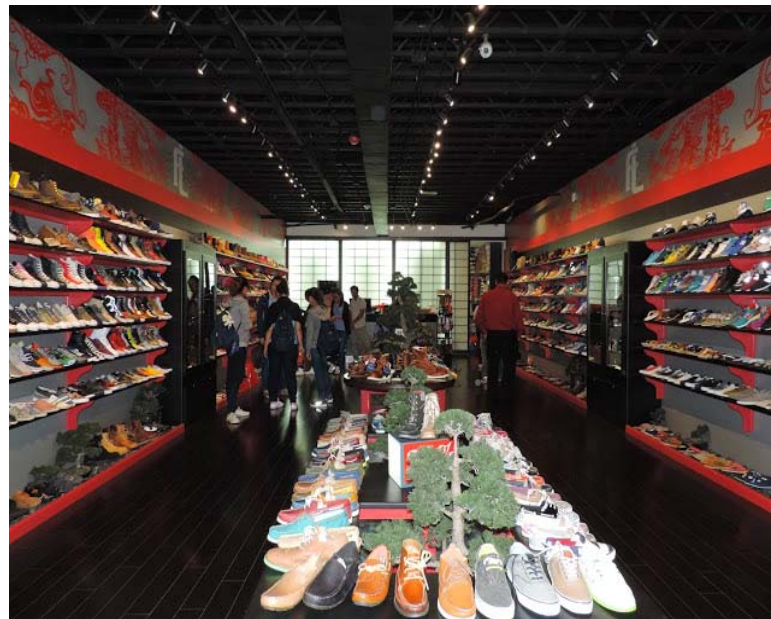
View of the Yagura tower from the Village Plaza and Café Dolce bakery with tourists.



Colorful parking space building and local Izakawa with ramen and udon menu.



Outdoor stands with the 'Japangeles' signage. The graphic design combines the letters LA (in white) and the Japanese character for Japan (in red).



View of the streets and stores in Japangeles: Komasa sushi restaurant and shoe store that offers online customized orders. The street is very popular thanks to the use of social media, word-of-mouth and the internet. It is interesting to notice that this area attracts mainly non-Japanese customers.





The Japanese American Museum is located in the North-East corner of Japangeles. The museum holds exhibitions about the Japanese American concentration camps during the WWII and conveys the peace message