

# AN

L'ARREDO NEGOZI  
SHOPFITTING MAGAZINE

The international  
magazine  
of shop furnishing  
and innovation

Rivista internazionale  
di arredamento  
e innovazione  
del punto vendita

156

IN PRINT • ONLINE • SOCIAL

• Year 27 March / April 2020

SACRAMENTO VAULT



ABDUL HALDER  
FLAGSHIP STORE

Pantone Collective Design Studio





## NIWAKA Tokyo, Ginza

Ginza flagship store of NIWAKA, luxury jeweler from Kyoto  
Interior design by **GARDE Co., Ltd.**

**GARDE Co., Ltd.**, a branding and design company with a reputation for a wide variety of space designs in sectors such as retail, hospitality, large-scale commercial facilities, residences, offices, etc., worked on the general, structural, and interior design of the large NIWAKA jewelry flagship store recently opened in Ginza, Tokyo.

Coordinating with NIWAKA's creative team in the process, GARDE's main duties were to provide drafting, technical verification, material proposals, basic planning consultations, and more. Making use of cutting-edge technology and a wide range of knowledge gained by working on numerous projects around the world, GARDE helped express the philosophy and worldview of a jeweler from Kyoto, with a special focus on incorporating local materials sourced in Japan.

Befitting a place where you can experience the fantastic world of NIWAKA jewelry, NIWAKA's new concept store in Ginza is an extraordinary space that reinterprets Japanese motifs in a modern way, reflecting the jeweler's future vision of global expansion. This original expression of classic design styles embodies the spirit of tradition and innovation that NIWAKA has inherited from its birthplace of Kyoto. The exterior of the building is inspired by wisteria flowers, evoking the image of a tiered wisteria trellis through a wavy mesh structure that covers the outer walls of the six-floor building. The flowers themselves are represented by abstract bundles of light that appear to sway gently in the wind. The interior design of the store has a different theme for each floor, boldly incorporating traditional Japanese architectural features like latticework and sliding paper doors into modern design.



#### A comfortable space harmonizing the traditional and modern

As you step into the store, the first thing to catch your eye is a fine mesh chandelier shining white in the center of the dark coffered ceiling. With an emphasis on the use of untreated wood, this warm space is an embodiment of Japanese hospitality. The wisteria trellis theme from the exterior continues here in the form of the chandelier as well as the wooden walls, creating a luxurious and modern impression.

The 1st floor's main showcase is decorated with the same mesh material as the center chandelier, and the interior of the case is lined with brocade from Kyoto's famous Nishijin textile district. The coffered ceiling is the type often found in historical Japanese buildings, and various other traditional design elements are scattered throughout. The reception area is separated from the main store area by delicate metal blinds, which helps create a relaxed atmosphere within.

**A calm space created by curved lines of lattice**  
The 2nd, 3rd, and 4th floors, dedicated to bridal jewelry, are designed to allow customers to select their jewelry in comfort and to confer with specialist staff in an open, airy space. Large showcases are placed in the center with sets of tables and chairs arranged on the sides, separated by screens for privacy.

Each floor has a different interior design theme that expresses Japanese elements with luxury and style appropriate for such a sophisticated space.

The 2nd floor is designed to highlight the sort of latticework commonly used by traditional Kyoto townhouses (*kyo-machiya*). Reinterpreting this familiar lattice as curved rather than straight has opened up new possibilities of interior design. On the ceiling, an artistic installation of Nishijin brocade with a *karahana* flower pattern can be seen through an undulating line of wooden slats. Behind a wall of vertical latticework on the far end of the showroom Kyoto's Mt. Daimonji is depicted with a purple gradient, giving the impression that you are looking at the famous scene just outside a window. The customer consultation area seems wrapped in wooden lattice, creating a tranquil and peaceful atmosphere.

#### A *shoji*-themed floor with a refreshing purple and white contrast

The key element of the 3rd floor is *shoji*, sliding doors made of translucent paper on wooden frames, so familiar to those who grew up in Japanese homes. Against a background of NIWAKA's distinctive purple brand color, various features evoking the *shoji* construction create glowing white shapes, placed in a perfect balance throughout the space to create a modern design.

#### A floor expressing the wisteria trellis with dazzling crystals

The 4th floor once again highlights the overarching theme of wisteria that inspired the Ginza Store, with approximately 600 crystal strands in the shape of wisteria flowers sparkling elegantly overhead against a rich purple ceiling. Natural, untreated wooden floors and walls in a more Eastern design blend seamlessly with the Western touches brought by crystal, creating a very luxurious modern Japanese style by combining dissimilar materials and elements. The back wall of the showroom is done in the traditional *yorobari* ("clinker building") architectural style, which utilizes slightly overlapping panels of natural wood and diffused lighting to add depth to the space.

#### A fantastic Kyoto-style pathway that invites you to the world of high jewelry

The 5th floor is designed exclusively to showcase NIWAKA's high jewelry collections. When you step off the elevator, a *kyo-koji* (Kyoto alley) is laid out in front of you, with a Nishijin brocade textile woven with opal threads as the focal point at the end. The sides of the path are created by folding handmade Japanese washi paper to give the impression of a bamboo grove through the play of light and shadow. Beyond this grove of light are three private rooms, each with its own chic design, where clients with reservations can explore the charms of NIWAKA's high jewelry.



**NIWAKA Ginza store**

Design NIWAKA

Architectural Design IAO TAKEDA ARCHITECTS ASSOCIATES

Construction TSUBOI Industry Company

Interior Design and Construction GARDE Co., Ltd.

Building Owner YASUDA REAL ESTATE Co., Ltd.





## **GARDE**

An international branding and design company, GARDE designs spaces in sectors such as retail, hospitality, large-scale commercial facilities, residential and office facilities, and beyond. With a vast global network, a team of talented designers, a deep insight into diverse cultures, and cutting-edge knowledge of the latest trends, GARDE is able to support its clients' design needs via three pillars of expertise: consulting, design, and coordination, creating spaces that combine outstanding design and functionality. The company is based in Tokyo with offices in Osaka, Hong Kong, Shanghai, Singapore, Kuala Lumpur, Milan, Paris, New York and Los Angeles.

Lo Studio giapponese Garde, specializzato in interior design e branding, opera nel settore del retail, per la realizzazione di uffici, abitazioni, hotel, ristoranti, nonché di elaborate soluzioni per strutture urbane. Avvalendosi di un team di creativi con sedi a Tokyo, Osaka, Milano, Parigi, Hong Kong, Shanghai, Singapore, Kuala Lumpur, New York, Los Angeles, sono in grado di soddisfare ogni richiesta con professionalità e competenza.

## **GARDE Shunji Sakuta**

Brand Second Operations Division, Design Division, Chief Architect. Taking the role of the local architect for overseas luxury brands such as GUCCI and VALENTINO, Shunji Sakuta worked with the store planning department at the Italian headquarters and with design offices designated by the brands. He also contributed to several flagship stores and shop-in-shop concepts. Proficient in coordinating with developers and general contractors in projects where architectural and other regulations are strict, he worked as the local architect for the GUCCI Ginza store, Shinjuku store, VALENTINO GINZA SIX store, etc. This time, he took charge of the NIWAKA Ginza Store's interior design.

## **Shunji Sakuta, architetto capo di Garde**

Si occupa principalmente di progettare boutique di marchi di moda come Gucci e Valentino. Ha svolto la sua attività presso la sede italiana di Garde, adoperandosi al coordinamento ed al completamento di punti vendita, flagship store e shop in shop. Ha contribuito alla creazione di progetti per la boutique Gucci di Ginza, la boutique di Shinjuku, la boutique Valentino Ginza Six, nonché alla definizione dell'interior design della gioielleria Niwaka di Ginza.



**GIOIELLERIA NIWAKA TOKYO GINZA**



Il flagship store del brand di gioielli NIWAKA di Kyoto è stato realizzato da **GARDE Co., Ltd.**, lo Studio internazionale di interior design che vanta progetti nel settore del retail ed immobiliare, strutture ricettive e grandi aree commerciali.

Gli architetti di Garde, avvalendosi di competenze professionali ed innovative tecnologie, hanno progettato questa raffinata gioielleria per NIWAKA. Il concept store, sviluppato in sinergia con la direzione artistica del brand giapponese, ha dato vita ad una boutique a sei piani che incarna l'immagine e le tradizioni tipiche del territorio asiatico. La facciata esterna si caratterizza per i pannelli luminosi che, da cima a fondo, la rivestono completamente, diffondendo e distribuendo effetti di luce in modo astratto, a ricordare i riflessi prodotti dal glicine: la pianta che simboleggia l'amicizia e la disponibilità.

Il layout di ogni piano è contraddistinto da un particolare tema di design che integra audacemente grafiche tradizionali ed arredi dell'architettura giapponese.

## **Un ambiente accogliente dal design tradizionale e contemporaneo**

La semplice geometria dell'ingresso introduce al primo piano: caldo ed ospitale. Qui, prevalgono i toni chiari e scuri dei vari materiali naturali; notevole l'impiego di elementi di design giapponese come i delicati separé e "shoji" (pergamene traslucide su cornici reticolari) situati nell'area della reception; originale è il soffitto a cassettoni, recuperato da un vecchio edificio, dal quale emerge un lampadario con composizione di luci a canne asimmetriche che ricordano i racemi del glicine; l'illuminazione si concentra sulla sottostante vetrina espositiva dalla base ondulata e dai piani rivestiti in tessuto broccato di Kyoto Nishijin color glicine.

I tre successivi piani sono completamente dedicati ai gioielli per il matrimonio: ampi e sofisticati spazi, ciascuno dal proprio distinto design. La postazione centrale è occupata dalla vetrina espositiva ai cui lati sono organizzati tavoli e poltroncine per le contrattazioni.

## **2° piano - uno spazio dalle grate in legno**

Il secondo piano abbraccia lo stile "machiya", cioè quello delle tradizionali abitazioni in legno del Giappone. Gli interni di quest'area sono stati abilmente ricoperti dalle tipiche grate in legno, a creare l'effetto ottico di separazione; questo motivo, a sottili doghe ondulate, è stato usato anche per schermare l'illuminazione centrale.

## **3° piano - contrasti di tinte bianche e viola**

L'ambiente trasuda della classica architettura di interni giapponesi: bianchi e luminosi pannelli shoji (telai in legno coperti di carta di riso) alle pareti si alternano a superfici tinteggiate di viola.

## **4° piano - cascata di grappoli di gocce di cristallo**

L'espressione del lusso giapponese si estrinseca nell'unione di vari elementi e strutture in legno bianco magistralmente risciaricate dalla luce diffusa del sontuoso lampadario composto da oltre 600 pendenti in cristallo lilla.

## **5° piano - il mondo dell'alta gioielleria**

L'ambiente ispirato alla foresta di bambù di Kyoto, è qui riprodotto dal mix di pareti di carta giapponese ripiegata a mano e pareti in tessuto broccato Nishijin; accanto all'area centrale sono stati ricavati tre salottini destinati a trattative private dei più esclusivi gioielli Niwaka. •