

New York Report

June,2025

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* Project 1: CIBONE O'TE

1. CIBONE O'TE

Project Overview

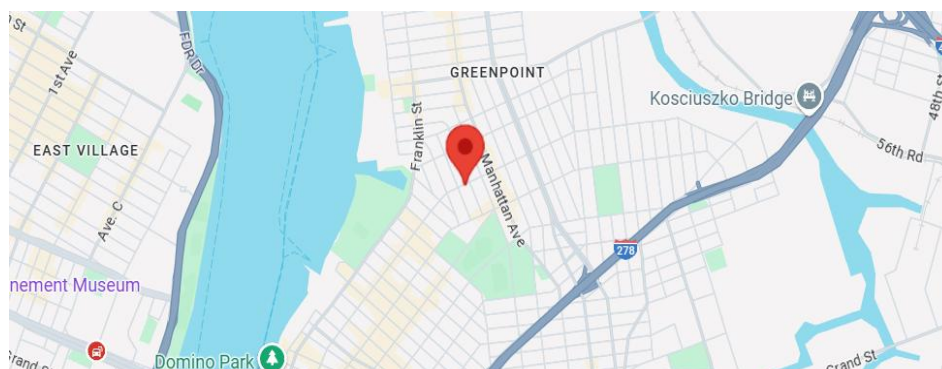
Cibone Brooklyn, which first opened in 2022 as a Japan-to-Brooklyn retail concept, has reopened under the new name Cibone O'te. The project, with the motto "Exporting Japanese Thinking," takes its name from the Japanese word "O'te"—a combination of the honorific "o" and "te" (meaning "hand")—as a tribute to Japanese culture and the artisans who embody it. With the addition of Kamasa Shoten, BALMUDA, and Café O'te, the new store has doubled in size compared to its original location, and a grand unveiling party was held to celebrate the reopening. The space was designed by the Japanese architectural firm Schema Architectural Planning.

The design thoughtfully incorporates scrap wood salvaged from a dismantled minka (traditional Japanese house) in Kyoto, seamlessly blending Japanese elements with the textures and raw charm of a historic Brooklyn warehouse. To emphasize the warmth and universal appeal of Japanese aesthetics, a team of skilled craftsmen from Tank was invited from Japan to complete the high-quality construction on-site in a short time. For example, the café counter features ateshi—a type of washi paper handmade by Japanese paper artisan Wataru Hatano—giving the space a unique and nuanced finish. Nearly 40 artists and master craftspeople are participating in the expanded space, exhibiting and selling works that span from art pieces to antiques and practical household goods that enrich everyday life. A new promotional zone has also been introduced, where regular pop-ups and events will be held to further engage the community. In recent years, Brooklyn's Greenpoint district has come to be known as "Little Tokyo," and this new complex has become a focal point in the neighborhood—highlighting the beauty and richness of Japanese lifestyle across clothing, food, and living.

Project Details

1. CIBONE O'TE
2. STORE
3. Open Date: April 26th, 2025
3. Location: 50 Norman Ave, Brooklyn, NY 11222
4. Target Customer: All
6. Website: https://cibone-us.com/?srsltid=AfmBOoo0iMaecpmiCwo0gbcjTykT-Ql6NmUoNJ1weYdsd6-D_gaEVJV4

Location Map





Expanded space and two separate entrances

Newly opened Café O'te, Kamasa Shoten, and BALMUDA



Japanese tableware handmade by artists and antiques selected by connoisseurs.



Newly opened Kamasa Shoten sells Japanese kitchenware



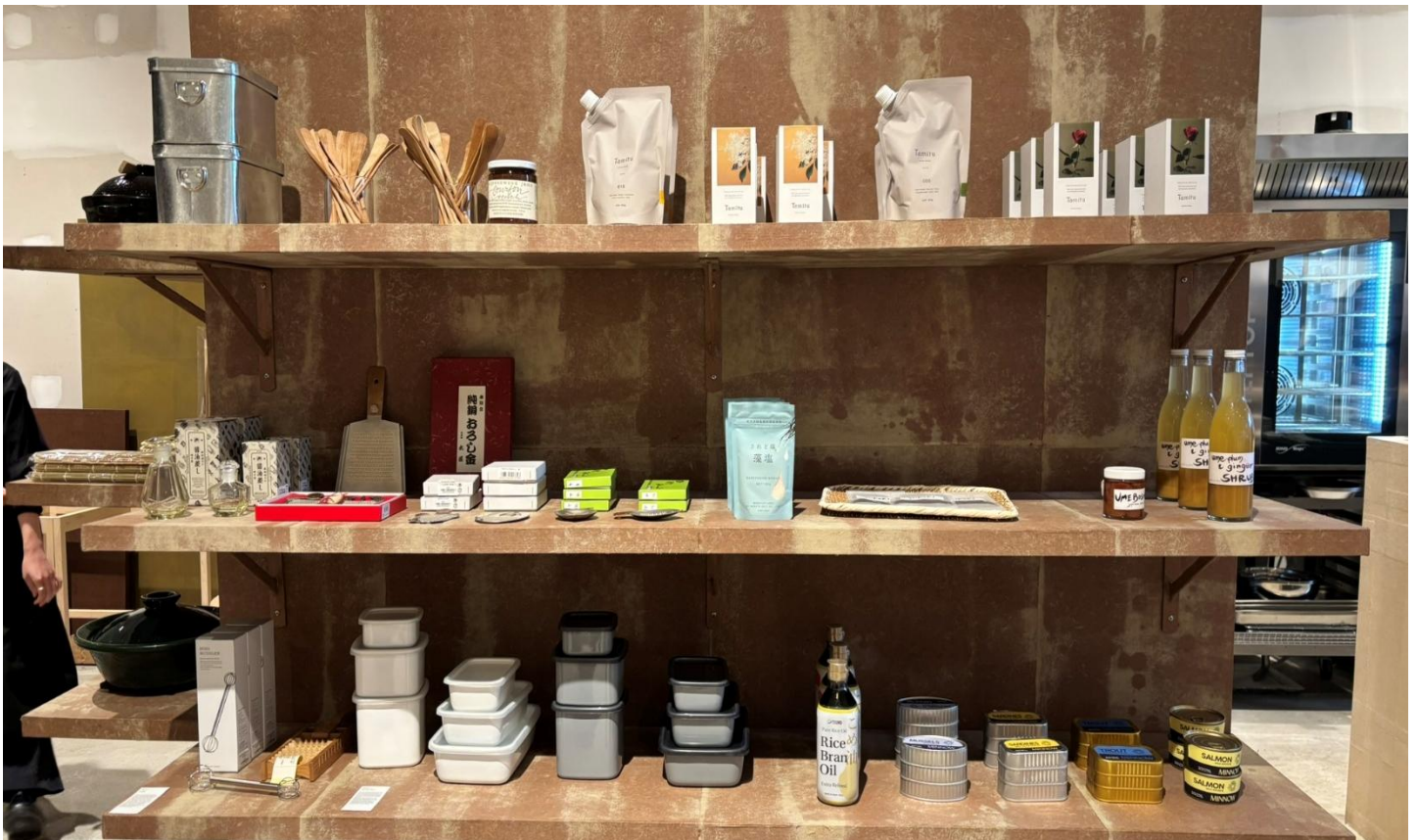
Corner for Japanese knives, which are becoming increasingly popular in the U.S.



Actively introducing distinctive Japanese household items, such as earthenware pots.



Japanese appliance maker BALMUDA is also new to the market.



The new store offers an extensive selection of Japanese food products.



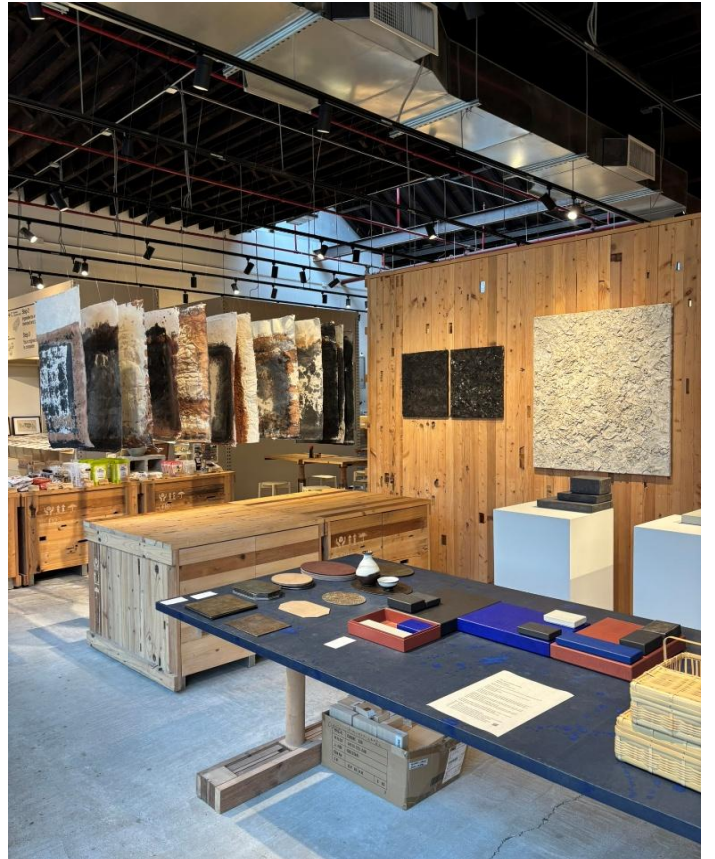
Café O'te is located at the center of the interior space.



The counter is made of Ate paper, crafted by Japanese paper artisan Wataru Hatano..



The expanded space is noticeably more spacious than before.



At the opening, an exhibition of Japanese paper by Wataru Hatano, who also designed the store's furniture, was held.