

**A New Landmark Opens in Osaka:  
A Department Store that Will Continue to Evolve  
for the World and Toward the Future**

**Grand Opening of the “Main Building of the Daimaru Shinsaibashi Store”  
Schedule moved up to open at 12:55 pm  
as some 5,000 customers waited for the doors to open**

Daimaru Matsuzakaya Department Stores is pleased to announce that it held a grand opening of the “main building of the Daimaru Shinsaibashi store” on Friday, September 20, 2019. An actress and TV talent Ms. TAMARU Maki joined the ribbon-cutting ceremony held to mark the grand opening.



<Ribbon cutting ceremony photo session (L-R):>

Ribbon cutting ceremony members (6 members in total)	
Traditional performing arts that represent Osaka, Bunraku puppets “Sanbaso” puppeteers	Mr. YOSHIDA Tamayo Mr. YOSHIDA Kazuto
President and Representative Director, Daimaru Matsuzakaya Department Stores Co. Ltd.	Mr. YOSHIMOTO Tatsuya
Director, President and Representative Executive Officer, J. Front Retailing Co. Ltd.	Mr. YAMAMOTO Ryoichi
Executive Officer, Executive Store Manager of Daimaru Osaka Shinsaibashi and Executive General Manager of Shinsaibashi New Store Planning Office, Daimaru Matsuzakaya Department Stores Co. Ltd.	Mr. NISHISAKA Yoshiharu
Model and actress	Ms. TAMARU Maki

Invited to take part in the ribbon-cutting ceremony was a model and actress Ms. TAMARU Maki, a native of Izumi City, Osaka Prefecture. Ms. Tamaru spoke about fond memories associated with Daimaru, saying the store had been a place she had longed to visit since she was a little girl. The ribbon cutting was then performed together with *Sanbaso*, a puppet that makes an appearance in a dance with wishes for prosperity.

About 5,000 customers queued outside the “main building of the Daimaru Shinsaibashi store” awaiting its first rebuilding in 86 years, and the doors were opened five minutes ahead of schedule for the grand opening. A lively atmosphere ensued as customers indulged in the dramatic perspectives offered by the numerous works of art, which serve as a highlight at the main building. Customers may come and enjoy the Vorries architecture, restored beautifully using the latest technology, “Ho/Oh,” a new work by a sculptor Mr. NAWA Kohei, and “D-Wall,” a symbol created by Rhizomatiks Design as an expression of the main building.

Savor the new values that may only be encountered here and look forward to “the main building of the Daimaru Shinsaibashi store” that will be reborn as a “department store that evolves for the world and toward the future.”

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## An opening ceremony was also held on September 18 ahead of the grand opening.

An opening ceremony had also been held on September 18, ahead of the grand opening, to celebrate the completion of the new main building of the Daimaru Shinsaibashi store, which embodies its concept “Delight the World: Shinsaibashi, Adored by the World.” More than 300 guests, including those associated with the Daimaru Shinsaibashi store, gathered from Japan and abroad to take part in the celebration.

During the ceremony, presentations were made on the Daimaru Shinsaibashi store’s commitments in various forms under the title “Promise.” It began with speeches by Mr. YAMAMOTO Ryoichi, Director, President and Representative Executive Officer, J. Front Retailing Co., Ltd. and Mr. YOSHIMOTO Tatsuya, President and Representative Director, Daimaru Matsuzakaya Department Stores Co. Ltd. Addresses were also given by Mr. INOUE Tomoo, Director-General, Kinki Regional Development Bureau, Ministry of Land, Infrastructure, Transport and Tourism and Mr. TANAKA Seigo, Vice Governor, Osaka Prefectural Government, as well as Mr. NAWA Kohei, who created the sculpture that will be a new symbol of the main building, a product designer Mr. KITA Toshiyuki, who has a deep connection with Osaka, a fashion designer Ms. KOSHINO Hiroko, and an actress Ms. MIZUNO Maki.



### Organizer address (1):

**YAMAMOTO Ryoichi, Director, President and Representative Executive Officer, J. Front Retailing Co. Ltd.**

“To see the opening of the main building of the Shinsaibashi store, I feel both a sense of joy and a renewed sense of motivation on being at the receiving end of everyone’s expectations. Since the start of this project, there are two things that we have been aiming to achieve:

One is to “present the very image of what a physical store should be.” In a society where questions are being raised on the meaning of physical stores to exist, the main building of the Daimaru Shinsaibashi store is an initiative that gives form to a “store that offers ‘special values’ that may be found only there” and a “store where making purchases at the site in itself will become a ‘special experience.’” The key words are “inheriting traditions and innovation.” While inheriting Vories architecture, hospitality, and other things that people have loved for generations, we are also introducing the latest when it comes to things like a building and business models. As to our efforts for the environment, we use LED to power the entire building, employ renewable energy, and have created a store that will serve as a model for generations to come.

The second thing that we aim to achieve is to “enhance the potential of the area.” We would like to add new value to Shinsaibashi and make it “Shinsaibashi, Adored by the World.” The year that Ginza Six that we built opened, the number of passengers who got off at Ginza subway station increased by six percent and we received tremendous praise from people in the area that the flow of people actually changed. We would like to generate huge changes in Shinsaibashi as well.

The Shinsaibashi store has been operating at its present site since 1726. We promise that for the next century as well, we will continue to fulfill our responsibilities as a member of this area.”

### Organizer address (2):

**YOSHIMOTO Tatsuya, President and Representative Director, Daimaru Matsuzakaya Department Stores Co. Ltd.**

“I have had a strong desire to unveil the new main building of the Daimaru Shinsaibashi store to all of you as soon as possible. I am proud to say that a fabulous department store has been created.

You take one step inside and are overwhelmed by an area that inherits the designs of Vories architecture, numerous shops that allow you to indulge in the world view generated by the brands, world-class product lineups and hospitality, a stylish food hall area for adult tastes of the kind that had never before existed — I would like you to come and see how the five philosophies of the main building of the Daimaru Shinsaibashi store and its store concept have taken form and actually experience an “image of a new and evolved department store.”

We are partial to this “image of a new department store” because as the Daimaru Shinsaibashi store, which has been rooted in this location for three hundred years, we have strong feelings about surviving as a “department store” for the next three hundred years as well and to grow together with the Shinsaibashi area. We promise you that we will continue to evolve and always present to you new images of our establishment as a department store.”

# Vories architecture, restored beautifully using state-of-the-art technology

State-of-the-art technology has made it possible to reveal the whole picture of the newly reconstructed Vories architecture. We have created a space that inherits the Vories design and will begin to make history in Shinsaibashi.



1F Ceiling



1F Elevator hall



1F Windbreak chamber by the central entrance facing Midosuji Street

## “Ho/Oh,” a collaboration work with a sculptor NAWA Kohei

“Ho/Oh,” a new work by NAWA Kohei that merges tradition with modern art, will be displayed in the special stage area on the first floor\*.

### <About the work>

This sculpture piece takes an Eastern mythical phoenix or *ho-oh* as its motif. Images of the two phoenixes were created using 3D modeling technology, after which a Kyoto sculptor of Buddhist images created the actual pieces, applied lacquer, then added gold and platinum leaf.

The phoenixes' bodies are completely enveloped in fire, the pair depicted with one open-mouthed and one closed-mouth as is often seen in Japanese *a-un* statue pairs. The gems on their necklaces are in the shape of bamboo fruit, which a phoenix is said to have liked, and the wood used for the sculptures is taken from Meiji Shrine camphor trees.

\*The work is scheduled to be displayed in the window on the Midosuji entrance side of the main building from Friday, October 11, 2019.



photo : Nobutada OMOTE | SANDWICH



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### NAWA Kohei

Sculptor, Director of Sandwich Inc.,  
Professor of Kyoto University of Art and Design

### <Comments on the origin of the work>

The “peacock” relief is a symbol of the Daimaru Shinsaibashi store designed by William Merrell Vories. When the initial store building was lost in a fire, Daimaru initially requested a new relief of immortal mythological bird “phoenix” from an American company to symbolize a new start. However, for reasons lost to history, the company proposed a “peacock” instead of a phoenix, and the fashionable peacock with a larger than life image was chosen for the store. Reflecting that story, this work was created based on a “*ho-oh*,” an Eastern version of “phoenix” also known as the Chinese phoenix (*fenghuang*).

## “D-Wall,” a symbol of the main building created by merging a sculpture and projected image in collaboration with Rhizomatiks Design

“D-Wall,” a huge installation measuring four meters in width and 50 meters in height, has been set up to soar through the escalator area (rising from floors one to 10) at the center of the main building, changing the escalator area that had previously only existed for people to move to an area of experience that welcomes customers. Visitors will be offered a dramatic world view.

### <About the work>

The beautiful design of the stained glass, which had adorned the pillars and ceilings of the Vories architecture as an icon of the Shinsaibashi store for more than 80 years, was recreated by merging a sculpture and projected image.

Continuous patterns have been extracted from the geometric designs of Vories' work to create the sculpture, and by designing the depth and aperture ratio to match the axis of movement of the elevators, light is reflected according to visitors' eye movements. The combination of the sculpture with the image on its back as one is a colorful reproduction of Vories designs of the past. Images of seasonal plants and adornments that decorate the main building and the hues and shadows that change in synchronicity with varying weather give organic expressions of light to the sculpture and express the “present” of Daimaru that constantly changes.

The universal strength of objects that have inherited tradition; the fragility of variable light that uses modern technologies — this work has been created by merging these contrasting concepts and embodies the concept of the new Daimaru: “inheritance, creation, and dissemination.” The escalator area that had only existed for the purpose of movement has been changed to an area of experience where customers are welcomed and has generated a unique space that may only be expressed at the new Daimaru.



## An event on design “Osaka × Milano Design Link” is about to get underway Yamaha works unveiled at Milan Design Week to be on exhibit

We are now in partnership with Milano Fuorisalone, the biggest design event in the world held in Milan, Italy, a sister city of Osaka, and will launch a new design festival in the Shinsaibashi area aiming for long-term development. This inaugural year, special content presented at “Milano Fuorisalone” will be brought to multiple areas in Shinsaibashi centered on the main building of the Daimaru Shinsaibashi store. Out of the four works that were exhibited by Yamaha Corporation (“Yamaha”) for the first time in 11 years at Milan Design Week held in April, 2019, two works will be on display: “Pianissimo Fortissimo” and “Sound Gravity.” They will be available for viewers to experience the unique “dynamic moves of the mind,” as suggested in the exhibition title “pulse” inspired by the immersive experience that each work provides, at Honmachi Garden City from October 12 through 16, 2019.

■About Milano Fuorisalone

Milano Fuorisalone refers to exhibitions, events, and installations held at various locations in Milan during the “Milan Design Week” period held every April. Combined with “Milano Salone\*,” the largest furniture trade fair in the world, more than a million people visit from all parts of the globe.

\*Proper name: Salone Internazionale del Mobile di Milano”

●Yamaha works to be exhibited:



**Title of work: Pianissimo Fortissimo**

A “wall-mounted work of art that can be played like a musical instrument” while being immersed in its pictorial world for deeper emotional connection.



**Title of work: Sound Gravity**

An “object that envelops the body in the sounds and vibrations of the musical instrument” that offers a strange sense of comfort by holding the cello in the arms and diving into the sounds that it produces.

● Overview of “Osaka x Milano Design Link 2019”

Event date: Saturday, October 12 through Monday (a substitute holiday), November 4, 2019

Official website: <https://o-designlink.jp/2019/> \*Information on exhibits and others to be updated as they become available.

### About the main building of the Daimaru Shinsaibashi store

Situated along the 44-meter-wide Midosuji Street and with lively Shinsaibashi-suji Shopping Arcade visited by about 150,000 pedestrians on weekends, “Shinsaibashi” is a world-class commercial area close to America-mura (American Village) and distinct districts like Minamisenba and Horie. About three hundred years since its first opening of business in this area, the “main building of the Daimaru Shinsaibashi store” was rebuilt and held its grand opening on Friday, September 20, 2019 as a “department store that will continue to evolve for the world and toward the future.” A total of 368 unique specialty shops\* have opened business in the main building and it will be reborn as a new landmark in the Shinsaibashi area, a cutting-edge site that bustles with Kansai’s first shops and shops in new formats.

\*As of September 20, 2019

Name of facility	The main building of the Daimaru Shinsaibashi store
Location	1-7-1, Shinsaibashisuji, Chuo-ku, Osaka
Total floor area	Approx. 66,000 m <sup>2</sup> (former main building: 49,000 m <sup>2</sup> )
Total sales area	Approx. 40,000 m <sup>2</sup> (former main building: 31,000 m <sup>2</sup> )
Number of floors	11 floors above ground, 3 underground floors (approx. 60 meters high)
Sales areas	10 floors above ground, 2 underground floors
Opening date	Friday, September 20, 2019
Business hours	Shops: 10:00–20:30 Food hall: 10:00–23:00 Restaurants: 11:00–23:00 *Hours may vary depending on the shop.
Days closed	New Year’s Day and others (unfixed)
Access	Direct connection via underground route from No. 4 exit of Shinsaibashi Station on the Osaka Metro Midosuji line



● Official website: [https://www.daimaru.co.jp/shinsaibashi/honkan\\_special/](https://www.daimaru.co.jp/shinsaibashi/honkan_special/)