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**HYATT REGENCY TOKYO EMBARKS ON
A STUNNING TRANSFORMATION**

*In the making: A fresh perspective infused with modernity and the essence of Shinjuku
and a vibrant social hub in the iconic Lobby*



New Lobby Lounge Image Rendering

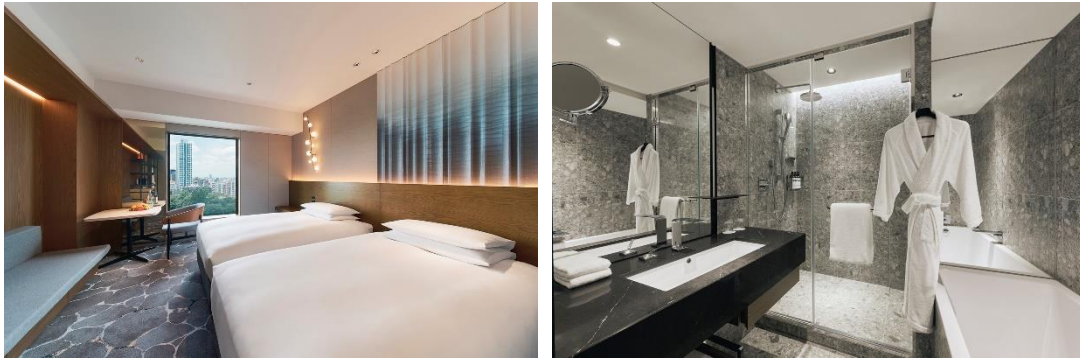
TOKYO, Japan (August 9, 2024) – Located in the heart of the Nishi-Shinjuku business district, nestled beside the lush greenery of Shinjuku Chuo Park, Hyatt Regency Tokyo has embarked on the most extensive transformation in its 44-year history. Taking inspiration from the essence of Shinjuku, the phased year-long redesign, which commenced in June, will infuse a sense of modernity and contemporary style into the majority of the hotel's 712 guestrooms and many of the hotel's expansive facilities. A focal point of the transformation is the majestic Lobby with the creation of a convivial Lobby Lounge and Bar and a vibrant new look for the adjoining all-day Caffé overlooking Shinjuku Chuo Park. The hotel remains open during the renovations*, which will be completed by 30 June 2025, with the transformed areas reopening in phases.

Hyatt Regency Tokyo Managing Director Claus Pedersen shares, "This marks the most comprehensive renovation of Hyatt Regency Tokyo since the hotel opened in 1980. While preserving iconic features of the hotel, the transformation will infuse a fresh perspective with timeless designs inspired by Shinjuku's rich heritage and vibrancy. Our goal is to enhance every aspect of the guest experience by creating a refreshed ambience that fosters approachable service and connection, signatures of the Hyatt Regency experience."

A design vision that melds heritage and modernity

The essence of Shinjuku – its dynamism, spirit of reinvention and resilience throughout its history – is the core inspiration behind the hotel's redesign. The design narrative by G.A Group for the Lobby and Caffé and by NAO Taniyama & Associates for the guestrooms also pays homage to the rich heritage of the hotel, with iconic elements infused with contemporary flair and a modern sensibility.

Modernized Guestrooms and Bathrooms – a Japanese Aesthetic with Shinjuku Heritage Textiles



New Guestroom and Bathroom Image Renderings

Nao Taniyama, President of NAO Taniyama & Associates, his eponymous interior design firm specialising in global luxury hotels, is conceptualizing the modernisation of Hyatt Regency Tokyo's 712 guestrooms including 18 suites, 17 corner deluxe and 17 family studio rooms. As per Nao Taniyama, "The vision for the guestrooms was to create a timeless design that showcases the unique character of Shinjuku. To achieve this, we are creating luxurious textile wall coverings handcrafted using local dyeing techniques unique to the waters of Shinjuku's Kanda River, once a hub for fabric dyeing shops and studios along its banks." The calming water motif of the traditionally crafted fabric in delicate ombré shades of blue, grey and aqua, symbolises the glistening waters of the Kanda River, thus bringing this outside element inside the guestroom. In Park view guestrooms, the beauty of nature is further captured through views of the seasonal foliage in Shinjuku Chuo Park, which contrast the magnificent city skyline.

Incorporated into the living area of the contemporary guestroom design is a studio couch that can become a bed for a third guest, while selected room categories are redesigned to accommodate up to four guests. Enhancing the sense of spaciousness are open closets with generous storage space. In addition, the bathrooms are being totally modernized with sleek black marble countertops, rectangular trough wash basins, speckled quartz wall and floor finishes and the inclusion of new room types with separate stall showers and bathtubs.

The Lobby – A heritage of grandeur transformed into a convivial social hub

Emblematic of Hyatt Regency Tokyo, the majestic Lobby is renowned for its trio of spectacular chandeliers, adorned with approximately 115,000 Swarovski® crystals that hang eight floors (28 meters) overhead the intricately inlaid marble floor in a showcase of meticulous craftsmanship and grandeur. Preserving these classic elements while infusing them with contemporary elegance and a sense of intimacy, Adrian Curry, Director of G.A. Group, a leading hospitality interior design practice, is transforming this palatial space into a convivial urban oasis and social hub for international and local residents.

This includes the creation of a stylish bar and lounge with cozy seating areas designed to inspire connection and relaxation over craft beverages and spirits, afternoon tea and freshly brewed coffee. The new Lobby Lounge will also offer an enticing all-day menu of elevated comfort food with popular Japanese, Asian and international selections.

The design blends rich wood finishings accented by studded leather and velvet furniture, marble tabletops and floral touches that delicately pick-up colours in the majestic Lobby. As per designer Adrian Curry, "A focal point above the bar will be an imposing railway-inspired clock, reminiscent of the original Shinjuku train station, a historic meeting place which catapulted the area's massive development, ultimately making Shinjuku station the world's busiest urban transit hub."

Caffé – The essence of Shinjuku with a vibrant open kitchen contrasting serene scenery

Seamlessly adjoining the Lobby Lounge, the popular all-day Caffé, overlooking the seasonal foliage of Shinjuku Chuo Park, is undergoing a metamorphosis designed by G.A Group. The transformation contrasts the vibrancy of the grand open kitchen and bountiful buffets with the scenic beauty and serenity of Shinjuku's lush gardens, in a space that transitions from bright and airy in the daytime to dramatic and theatrical at night, setting the stage for a showcase of culinary mastery at the open kitchen.

In the main dining room, an ambience of contemporary sophistication comes alive with cut glass details, screens and artwork, including an art wall showcasing vintage photography of Shinjuku printed on frosted acrylics, offering historical context and a sense of place. Rich wood panelling and floors add layers of texture, echoing the natural beauty of the surrounding park while creating a distinct yet harmonious environment that seamlessly transitions from the Lobby Lounge, an extension of Caffé during peak breakfast hours.

The Fitness Center and Regency Club Lounge will also be totally renovated as part of the phased hotel transformation, scheduled for total completion by 30 June 2025.

***Renovation Notice:** During weekdays between 10am and 5pm, there is expected to be some loud construction work occurring. This may also occur periodically outside these hours. Changes in the operation of some facilities are planned during the renovation period.

For the latest information, please check the official website of Hyatt Regency Tokyo:
<https://www.hyatt.com/hyatt-regency/en-US/tyoty-hyatt-regency-tokyo>

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Please note that the image renderings are for illustrative purposes only. Actual interiors may vary based on the final construction.

About Hyatt Regency Tokyo

Part of a global network of Hyatt properties spanning 78 countries. Hyatt Regency Tokyo, which opened on September 15, 1980, was the first Hyatt Hotels & Resorts property in Japan and a pioneer amongst foreign affiliated hotels. Three magnificent Swarovski® crystal chandeliers elegantly hang from the eight-storey Lobby atrium as an enduring symbol of the hotel's grandeur. All 712 guestrooms embody a modern Japanese aesthetic with the focus on warmth, texture, quality and functionality. Hotel facilities includes the Regency Club Lounge, Fitness Center, five restaurants, a bar and 18 banquet halls of varying sizes catering to diverse occasions with every detail crafted for a seamless and memorable experience.

The hotel is located in the heart of Shinjuku, a thriving business, shopping and entertainment district in the center of Tokyo, adjacent to the Tokyo Metropolitan Government Building, while nestled amongst the lush foliage of Shinjuku Chuo Park and a nine-minute walk from the west exit of Shinjuku station. Hyatt Regency Tokyo continues to innovate and reinvent itself, much like vibrant Shinjuku, while offering a tranquil oasis with skyline vistas, seasonal garden views and approachable service rooted in tradition with guest comfort at its core.

About Hyatt Regency

The Hyatt Regency brand is a global collection of hotels and resorts found in more than 230 locations in over 40 countries around the world. The depth and breadth of this diverse portfolio, from expansive resorts to urban city centers, is a testament to the brand's evolutionary spirit. For more than 50 years, the Hyatt Regency brand has championed fresh perspectives and enriching experiences, while its

forward-thinking philosophy provides guests with inviting spaces that bring people together and foster a spirit of community. As a hospitality original, Hyatt Regency hotels and resorts are founded on openness—our colleagues consistently serve with open minds and open hearts to deliver unforgettable celebrations, effortless relaxation and notable culinary experiences alongside expert meetings and technology-enabled collaboration. The brand prides itself on an everlasting reputation for insightful care—one that welcomes all people across all countries and cultures, generation after generation. For more information, please visit hyattregency.com. Follow @HyattRegency on [Facebook](#), [Twitter](#) and [Instagram](#), and tag photos with #HyattRegency.

About Adrian Currie / G.A Group: Designer, the Lobby Lounge and Caffé



Originally from London, Adrian Currie, holds a Bachelor's degree in Interior Design from Leeds Metropolitan University (currently Leeds Beckett University). After gaining experience with multiple interior design firms specializing in hospitality, in the 1990s he joined G.A. Group, a leading global hospitality interior design company with over 30 years of award-winning work in luxury hotel and residential interior design, planning and product design.

About Nao Taniyama / NAO Taniyama & Associates: Designer, Guestrooms



Born in Nagoya, Nao Taniyama, graduated from Musashino Art University with a degree in Spatial Design. After working with SUPER POTATO CO., LTD. for several years, in 2011 he established NAO Taniyama & Associates, which specializes in conceptualizing and designing diverse global projects, including five-star hotels and restaurants.

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