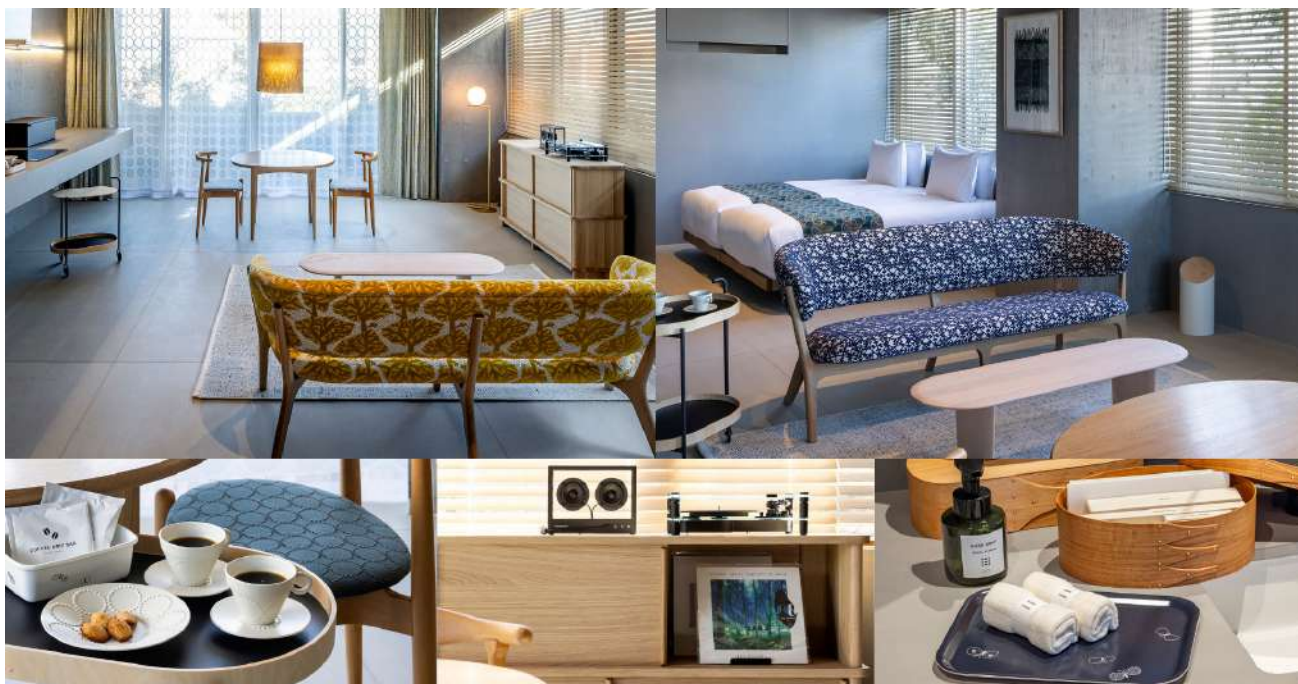


SHIROIYA HOTEL Celebrates 5th Anniversary & Grand Opening of “minä perhonen ovi” New Residence-Style Rooms Produced by “minä perhonen” Designed for Extended Stays, to open April 15, 2025

Shiroiya Hotel, an art destination in Maebashi, Gunma (General Manager: Masaki Horiguchi), celebrates its 5th anniversary this December. In appreciation of our guests and the local community, we will continue to offer a variety of new experiences and forms of hospitality.

As part of this initiative, three new residence-style rooms—ideal for both short and extended stays—open on April 15, 2025, in an adjacent building. Two of the rooms have been designed under the creative direction of minä perhonen, one of Japan’s leading fashion brands. Known for its innovative approach and collaborations with international interior labels, minä perhonen marks its own 30th anniversary this year. A third room showcases masterpieces of contemporary furniture and lighting design, complemented by works from Japanese artist baanai, renowned for his distinctive text-based repetition.

To celebrate the launch, a special accommodation plan will be available through May 30, 2025. Additionally, on May 2, “minä perhonen ovi”, a new store on the ground floor of the adjacent building, will celebrate its grand opening.



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Introducing Three New Residence-Style Rooms at Shiroiya Hotel Designed for Comfortable Extended Stays in Maebashi

Shiroiya Hotel is pleased to unveil three new residence-style guest rooms, thoughtfully designed for guests seeking an extended stay in Maebashi. These spacious accommodations feature open, light-filled layouts that seamlessly integrate a bedroom, living area, and dining kitchen.

Each room is equipped with a luxurious Simmons 8.25-inch pocket coil mattress for optimal sleeping comfort. A drum-style washer-dryer is also installed in each bathroom to support longer stays. All rooms come with a private balcony offering views towards Gunma’s iconic Akagi Mountain range.

Room Details:

- **Room 301:** minä perhonen Residence “valo” – Designed by minä perhonen (valo means “light” in Finnish)
- **Room 302:** minä perhonen Residence “metsä” – Designed by minä perhonen (metsä means “forest” in Finnish)
- **Room 401:** Premium Residence

*Guests staying in the residence rooms will check in at the main Shiroiya Hotel front desk. Although the rooms are located in the adjacent building, guests have full access to all Shiroiya Hotel facilities.

Shiroiya Hotel

Address: 2-2-15 Honmachi, Maebashi, Gunma 371-0023, Japan

Phone: +81-27-231-4618

Website: <https://www.shiroiya.com/en/>

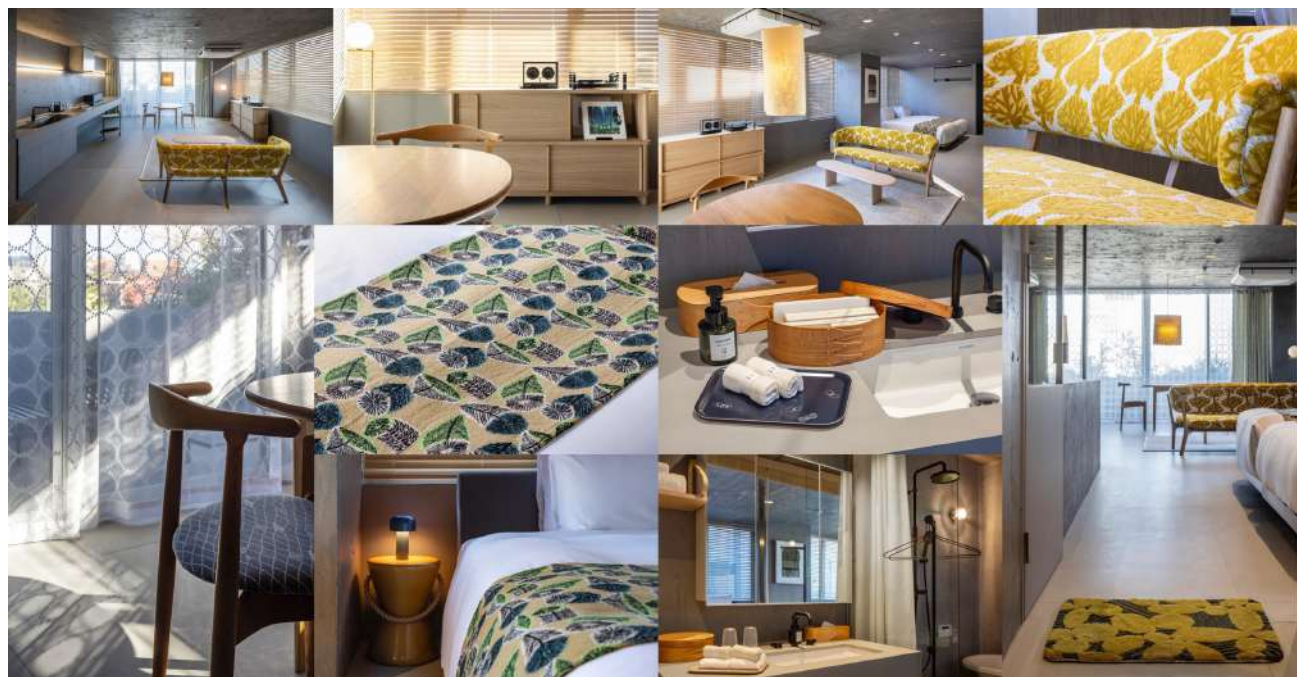
minä perhonen Residences

◎ Room 301: minä perhonen Residence “valo”

Designed under the creative direction of renowned fashion and textile brand minä perhonen, this room features the brand’s signature aesthetic throughout—from vintage chairs upholstered in original fabrics to bed throws, curtains, and artwork by minä perhonen designer Akira Minagawa.

Named “valo”, the Finnish word for “light,” Room 301 is bathed in a bright and uplifting color palette. Guests are invited to relax in this thoughtfully curated space, while enjoying a peaceful moment listening to records on the in-room turntable.

- Beds: 2 Semi-Double “Simmons BP Custom Royal” Mattresses
- Capacity: 1–2 guests
- Room Size: 59 m²
- Rate: From ¥86,400 per night



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◎ Room 302: minä perhonen Residence “metsä”

Also designed by minä perhonen, Room 302 features the same attention to detail and artistic expression, with vintage furniture, bespoke textiles, and original artwork by minä perhonen designer Akira Minagawa. Named “metsä,” meaning “forest” in Finnish, this room is styled in calm, earthy tones that evoke a sense of serenity. Guests can unwind and enjoy the tranquil ambiance while listening to vinyl records on the in-room player.

- Beds: 2 Semi-Double “Simmons BP Custom Royal” Mattresses
- Capacity: 1–2 guests
- Room Size: 59 m²
- Rate: From ¥86,400 per night



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About minä perhonen

Founded in 1995 by designer Akira Minagawa, minä perhonen is a fashion and textile brand that transcends conventional boundaries, working across fashion, furniture, interior design, and spatial design.

The brand is known for its original textile patterns inspired by nature and society, often created in collaboration with textile producers across Japan. Its unique designs are the result of deep observation and thoughtful craftsmanship, and the brand frequently collaborates with both Japanese and international manufacturers and designers.

In 2024, minä perhonen held exhibitions at the National Museum in Stockholm, Sweden, and the Dongdaemun Design Plaza (DDP) in Seoul, South Korea.

2025 marks the 30th anniversary of the brand. To commemorate this milestone, an exhibition titled "Hane to Hana" (Feathers and Flowers) will be held from May 28 to June 15, 2025 at Hillside Terrace in Daikanyama, Tokyo, celebrating both the brand and the work of Akira Minagawa.

Additionally, a major exhibition titled "Tsugu minä perhonen" will open at the Setagaya Art Museum in Tokyo on November 22, 2025.

NEWS: New minä perhonen store “minä perhonen ovi” to open in May
NEWS: New minä perhonen store “minä perhonen ovi” to open in May



On Friday, May 2, 2025, minä perhonen will open a new store on the ground floor of Babakkawa Square, adjacent to Shiroiya Hotel in Maebashi. The store is named "ovi," the Finnish word for "door," symbolizing a new connection between Maebashi and minä perhonen—and between the brand and its visitors. This charming boutique invites guests to discover everyday treasures like bags and lifestyle accessories, designed to enrich daily life.

Store Information

minä perhonen ovi
2-2-4 Honmachi A, Maebashi, Gunma 371-0023, Japan
Hours: 10:00 a.m.–6:00 p.m.
Open daily
Official website: <https://www.mina-perhonen.jp/>

Premium Residence

© Room 401: Premium Residence

Room 401 is a refined, design-forward space in a calm palette anchored with black. It is thoughtfully curated with iconic pieces from the world's most celebrated design houses, including Italian furniture company Cassina. The centerpiece of the room is the artwork "EMERGE" (BCF 019G-108 2nd) by contemporary artist baanai, known for his striking works featuring the repeated phrase "ARIGATOUGOZAIMASU" (THANK YOU).





©Shinya Kigure

The room is a design connoisseur's dream, furnished with vintage Brazilian desks, Pierre Jeanneret's Chandigarh chairs and benches and iconic pieces by Le Corbusier, Charlotte Perriand, and Jean Prouvé, including "Tabouret" stools and the classic tubular chaise longue, designed in 1928 by Le Corbusier, Pierre Jeanneret, Charlotte Perriand. Completing the scene are designs by Philippe Starck, Isamu Noguchi, George Nelson, and Miguel Milà. It's a rare opportunity to live among these timeless masterpieces. Every detail has been considered, down to the black-accented accessories. The curtains, designed by textile artist Yoko Ando (who also worked on the main interiors of the Shiroiya Hotel), are rendered in elegant silver tones, subtly blending the interior palette with the outside scenery while maintaining a sense of cohesion in color and texture.

baanai

「EMERGE」 (BCF 019G-108 2nd) 2024
Acrylic on canvas 53.2 x 45.7 x 3.7 cm
Signed, titled, and dated on the reverse

The *EMERGE* series is a new experiment in which letters are made to "emerge" by painting in black over a vividly colored surface. After the surface is painted over, the letters that appear in unpredictable color combinations are intended to incorporate an element of chance.

<https://www.makigallery.com/artists/3933/>



©Shinya Kigure

- Bed: "Simmons BP Custom Royal" Queen x 1
- Capacity: 1-2 guests
- Room Size: 56m²
- Room Rate: From ¥76,400

Shiroiya Hotel 5th Anniversary & Opening of "minä perhonen ovi" – Special Campaign

Grand Opening Offer: Exclusive Stay Plan for the New Residence Rooms

To celebrate the grand opening of our new Residence Rooms on **Tuesday, April 15, 2025**, Shiroiya Hotel is pleased to offer a special accommodation plan for a limited time.

Booking Period: April 15 (Tue) – May 30 (Fri), 2025

Check-out by Saturday, May 31

Reservations:

Please book via the Shiroiya Hotel official website and reservation portal.

- **Room 301 or 302:**
https://www.shiroiya.com/?tripla_booking_widget_open=search&room_type_code=25&type=rooms
Guests will stay in either Room 301 or 302 (minä perhonen Residence).
Specific room requests cannot be guaranteed.
- **Room 401:**
https://www.shiroiya.com/?tripla_booking_widget_open=search&room_type_code=26&type=rooms

Inquiries:

Shiroiya Hotel

Phone: +81-27-231-4618

Email: info@shiroiya.com

Website: <https://www.shiroiya.com/en/>

Shiroiya Hotel (2-2-15 Honmachi, Maebashi, Gunma)

Art Destination – A Museum-Like Hotel That Awakens the Senses

Originally established as a traditional ryokan over 300 years ago, Shiroiya Hotel in Maebashi, Gunma, has been reborn through the visionary design of architect Sou Fujimoto. The hotel is built on the site of a historic 300-year-old ryokan, which had stood vacant for several years before being reimagined as a destination for art, architecture, and hospitality. The main building was transformed into a bold and modern space with raw concrete and soaring ceilings, now home to *"Lighting Pipes"* by Leandro Erlich and a collection of individually curated guest rooms featuring unique contemporary artworks. Throughout the museum-like premises, guests can experience the restaurant, cafe lounge, patisserie, bakery, bar, tea room, and three private sauna suites, creating an inspiring and immersive stay.

The hotel's main dining venue, **SHIROIYA the RESTAURANT** has been featured in the renowned French culinary guide Gault & Millau for four consecutive years. Guests can savor an innovative take on Gunma's regional *"Joshu Cuisine"* paired with carefully selected beverages, using the finest local ingredients from dedicated producers.

Shiroiya Hotel is proudly featured in the Michelin Guide hotel selection.



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SHIROIYA HOTEL

General Manager: Masaki Horiguchi

Established: December 12, 2019 (Hotel Opening Date: December 12, 2020)

Address: 2-2-15 Honmachi, Maebashi, Gunma 371-0023, Japan

Website: <https://www.shiroiya.com/en/>

Tips for International Press

About Shiroiya Hotel

Shiroiya Hotel is a design-led hotel located in Maebashi, Gunma, approximately 75 minutes from Tokyo by train. The property opened in December 2020 following a major architectural transformation led by **Sou Fujimoto**, one of Japan's most internationally recognized contemporary architects. The hotel is built on the site of a historic 300-year-old ryokan, which had stood vacant for years before being reimagined as a destination for art, architecture, and hospitality.

Fujimoto's redesign includes a striking concrete-and-glass atrium, sculptural staircases, and open-plan communal spaces that bring natural light into the heart of the structure. The renewed hotel preserves key elements of the original building while establishing a place where local people and travelers gather and interact.

An Art-Driven Concept

Art is a central component of the hotel's identity. Site-specific works by international and Japanese artists—including **Leandro Erlich**, whose large-scale installation *Lighting Pipes* is a focal point of the atrium—are displayed throughout the hotel's public spaces and guest rooms. Each guest room features curated furniture, original artworks, and textiles, positioning the hotel as both an accommodation for discerning travelers and a platform for creative expression.

Design Collaborations and Cultural Engagement

Shiroiya Hotel continues to collaborate with leading figures in Japanese design. In 2025, the hotel launched two new guest rooms in partnership with the fashion and textile brand **minä perhonen**, founded by designer **Akira Minagawa**. These rooms incorporate custom fabrics, artwork, and furniture that reflect the brand's design philosophy and connection to nature. A new minä perhonen retail space will open adjacent to the hotel in May 2025, offering an additional point of engagement for guests and visitors.

Culinary Experiences

The hotel's flagship restaurant, SHIROIYA the RESTAURANT is led by Chef **Hiro Katayama** and has been recognized by Gault & Millau for the past four consecutive years. The menu focuses on "Joshu Cuisine," an original culinary concept developed to highlight the local ingredients and food traditions of Gunma, interpreted through a French-Japanese lens. Wine and non-alcoholic pairings are also available, featuring selections from local producers.

Additional Facilities

The property also includes a patisserie, bakery, tea room, café lounge, a private bar, traditional tea room, and three types of private-use saunas. All spaces are designed to offer guests a multi-sensory experience that reflects the region's evolving creative culture.

Why Maebashi

Maebashi is the capital of Gunma Prefecture and is increasingly recognized as a destination for contemporary culture and design. With its proximity to nature, hot springs, and mountain landscapes, as well as new investment in cultural infrastructure, the city is drawing renewed interest as a hub for creative tourism outside Japan's major urban centers.

Recent Recognition

Shiroiya Hotel is proud to be featured in the **Michelin Guide's** hotel selection and continues to attract attention from international design and travel media.

Story opportunities

- New openings: minä perhonen ovi store
- Shiroiya Hotel's 5th anniversary
- New residence-style rooms and limited opening offers
- Easy access from Tokyo
- Michelin Guide Hotel Selection and Gault & Millau accolades
- Opportunities for exclusive media previews, and interviews with key staff and creative collaborators