

## SHIROIYA HOTEL Launches “Maebashi Biennale 2026 Passport, Original Merchandise and Breakfast Stay Package”

Reservations open Tuesday, July 21, 2026

SHIROIYA HOTEL, an art destination in Maebashi, Gunma Prefecture (General Manager: Masaki Horiguchi), has been appointed an official accommodation partner of the inaugural Maebashi Biennale, taking place across central Maebashi for 80 days from Saturday, September 19 to Sunday, December 20, 2026.

As a base for visitors attending the art festival, SHIROIYA HOTEL will launch a special accommodation package that includes an event passport, original merchandise, and breakfast. Reservations will open on Tuesday, July 21.



Left : Maebashi Biennale 2026 Official Image Right : Sou Fujimoto Room ©Shinya Kigure

Maebashi Biennale 2026 will bring together 70 participating artists and groups working across contemporary art, architecture, music, poetry, theatre, food and other creative fields. More than 20 additional programs will be presented in collaboration with local Maebashi creators. Guests are invited to use SHIROIYA HOTEL as a base for exploring the artworks, venues and events located throughout central Maebashi, while discovering the city on foot.

SHIROIYA HOTEL will also present its annual art illumination, now a familiar feature of Maebashi's winter season. This year, painter and illustrator mirocomachiko will travel from her home in Amami Oshima to present *mirocomachiko at SHIROIYA: Putting Down Roots in the Air*, a free installation presented as part of the festival program. Together, the biennale and illumination will bring art and colour to the streets of central Maebashi.

## SHIROIYA HOTEL Maebashi Biennale 2026 Passport, Original Merchandise and Breakfast Stay Package

### ■ Package Benefits

- Breakfast at SHIROIYA HOTEL
- Maebashi Biennale 2026 passport
- Original Maebashi Biennale 2026 merchandise

Press Release

For Immediate Release

July 21, 2026



※Biennale passports and original merchandise will be provided for each guest booked at the adult rate.

※Reservations will be accepted until Saturday, December 19, 2026.

※As a general rule, paid art festival venues will be closed on Wednesdays. Venues will be open on Wednesday, September 23 (a public holiday) and be closed the following day, Thursday, September 24, in lieu. During the Maebashi Biennale 2026 on Saturday, October 10 and Sunday, October 11, some venues may be closed to assist with crowd management.

Closing days vary by venue. Please check the official festival website for the latest details:

<https://maebashi-biennale.com/>

### ■Accommodation Reservations

Choose from a selection of distinctive guest rooms created by internationally renowned artists, architects and designers.

SHIROIYA HOTEL

2-2-15 Honmachi, Maebashi, Gunma Prefecture

Telephone: 027-231-4618

Email: [info@shiroiya.com](mailto:info@shiroiya.com)

Online reservations:

[https://www.shiroiya.com/?tripla\\_booking\\_widget\\_open=search&hotel\\_plan\\_code=16994073&se arch\\_type=undated](https://www.shiroiya.com/?tripla_booking_widget_open=search&hotel_plan_code=16994073&se arch_type=undated)

※Guests wishing to dine at SHIROIYA the RESTAURANT, the hotel's main dining venue, which has been featured in the international restaurant guide *Gault & Millau* for five consecutive years, are asked to make a separate reservation. Head Chef Hiro Katayama serves a course menu of Joshu cuisine that makes full use of ingredients from Gunma Prefecture. Dishes are prepared in the open kitchen, with carefully selected alcoholic and non-alcoholic beverage pairings also available.

### <Restaurant Information>

Fridays, Saturdays and evenings before public holidays: two sittings

17:00–19:30

20:00–22:30

Mondays to Thursdays, Sundays and public holidays:

Start times available at 18:00, 18:30, 19:00 and 19:30

Price: ¥18,150, including tax and service charge

※Drinks are charged separately.

※Except for private bookings, the restaurant welcomes guests aged 13 and over.

※Reservations must be made by the previous day.

Restaurant Website

<https://www.shiroiya.com/dine/>

Restaurant Reservations

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<https://www.tablecheck.com/shops/shiroiya-restaurant/reserve>

### ■ Complimentary Hotel Tour for Staying Guests

This complimentary tour introduces guests to the hotel's architecture by Sou Fujimoto, its collection of artworks, and the history of Shiroiya.

A knowledgeable member of staff will guide participants through the property, sharing stories and insights along the way. The tour is available exclusively to staying guests.

#### <Tour Information>

Tour Times: 17:00 (on check-in day) and 10:00 the following morning

※Duration: Approximately 30 minutes

※Advance reservations are available.

### ■ Guest Access to the Lounge

From 17:00 to 23:00, staying guests may enjoy complimentary drinks and snacks in the Lounge. Relax in Sou Fujimoto's dramatic four-storey atrium, where abundant planting is combined with works by leading contemporary artists, including Leandro Erlich's pipe installation.

#### <Lounge Information>

17:00–23:00 – Beer, wine, local sake, soft drinks and snacks

21:00–22:30 – *Okkirikomi*, a traditional Gunma noodle dish is served

From 21:00, guests can also watch the changing colours of Leandro Erlich's light installation.

[https://www.shiroiya.com/guest\\_privileges/](https://www.shiroiya.com/guest_privileges/)

### ■ BREAKFAST

Breakfast is carefully prepared by SHIROIYA HOTEL Head Chef Hiro Katayama.

"Freshly cooked rice, miso soup to warm the body and spirit, the rolled omelette my grandmother used to make, the nukazuke pickles I inherited from my mother, and side dishes prepared with an abundance of local ingredients: a breakfast filled with love for our region.

We love this place.

For those who have made the journey to Maebashi, Gunma, we hope to welcome you with the best that the prefecture has to offer.

May the experiences and encounters you enjoy at SHIROIYA HOTEL become a memorable page in the story of your journey." —Hiro Katayama, Head Chef, SHIROIYA HOTEL

#### <Breakfast Information>

Breakfast Hours: 7:00–10:30

Last Order: 9:30

※The menu may change depending on ingredient availability.

## SHIROIYA HOTEL Art Illumination 2026

### mirocomachiko at SHIROIYA: *Putting Down Roots in the Air*

SHIROIYA HOTEL presents an annual art illumination as part of its anniversary celebrations, with the aim of bringing a sense of light and warmth to the people of Maebashi and visitors to the city. This year, mirocomachiko, renowned for her vibrant and dynamic portrayal of flora and fauna, will present an installation entitled *Putting Down Roots in the Air*.

mirocomachiko's imaginative world will unfold across the Green Tower of the hotel, a planted structure designed by architect Sou Fujimoto in reference to the river terraces that once characterised the site. Taking inspiration from the art festival's theme of *Mebuku*, meaning "to bud" or "to sprout," Miroco envisages "seeds of fantasy" being carried from her southern island home. As these seeds take root and grow, they create a vibrant story, sharing the energy of new growth with passers-by.

#### ■ Exhibition Period

Saturday, September 19, 2026–Tuesday, January 12, 2027

Illumination Hours: Daily, 17:00–23:00

#### ■ Venue

SHIROIYA HOTEL

2-2-15 Honmachi, Maebashi, Gunma Prefecture

Telephone: 027-231-4618

#### ■ Admission

Free



mirocomachiko ©Yayoi Arimoto

#### ※Further Information

<https://www.shiroiya.com/news/news-topics/20260608-2/>

※mirocomachiko's installation will remain on view until Tuesday, January 12, 2027, following the conclusion of the festival.

## The First Maebashi Biennale 2026

The first Maebashi Biennale 2026 will be held over 80 days, from Saturday, September 19 to Sunday, December 20 in the central district of Maebashi, Gunma Prefecture.

This international art festival takes as its starting point *Mebuku*, Maebashi City's urban development vision established in 2016. In response to the private-sector-led urban renewal process that has since taken shape in the city, the festival uses art to explore Maebashi's present and envision its future.

The theme of the inaugural event is *Mebuku: Where Good Things Grow*. Moving beyond contemporary art, the festival will feature 70 artists and groups from various fields, including architecture, music, poetry, theater, and food. In collaboration with local creators, the festival will present over 20 programs.

The city's public contemporary art museum, Arts Maebashi, will serve as the main venue, alongside distinctive locations such as the Shiroiya Hotel, designed by architect Sou Fujimoto; the Maebashi Galleria, designed by architect Akihisa Hirata; hotels; galleries; shops; vacant buildings; covered shopping arcades; and publicly accessible open spaces. The festival will create a walkable art experience through the city by bringing together contemporary architecture and artworks within an area of roughly 500 square meters.

※As a general rule, paid festival venues will be closed on Wednesdays.

※SHIROIYA HOTEL's art illumination and selected public artworks can be viewed at any time.

※Please check the official festival website for the opening hours and closing days of individual venues:

<https://maebashi-biennale.com/>

## SHIROIYA HOTEL (2-2-15 Honmachi, Maebashi, Gunma

### ART DESTINATION

A Museum-Like Hotel Filled with Inspiration for the Senses

After 300 years as a long-standing ryokan in Maebashi, Gunma Prefecture, the Shiroiya reopened in December 2020 as the Shiroiya Hotel. Designed by architect Sou Fujimoto, the hotel was created to contribute to the revitalization of central Maebashi.

The former building, which had been left vacant, was renovated to create a dramatic atrium of exposed concrete where a dreamlike "light art" installation by Leandro Erlich hangs. Throughout the hotel, guests can enjoy contemporary art and design in a lush, green setting, from guest rooms displaying various artworks to public spaces featuring a diverse art collection.

The property also includes a restaurant, café lounge, patisserie, bakery, tea room, and three types of private saunas. The hotel's main dining venue, SHIROIYA the RESTAURANT, has been listed for five consecutive years in the gourmet restaurant guide *Gault & Millau*. With a wide range of activities available inside and outside the hotel, the Shiroiya Hotel offers a stay filled with inspiration.

<https://www.shiroiya.com>



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