

SHIROIYA HOTEL In Maebashi, Selected as One of the “Forbes JAPAN Destinations of the Year 2026”

Shiroiya Hotel, a leading art destination in Maebashi, Gunma Prefecture (Honmachi, Maebashi, Gunma; General Manager: Masaki Horiguchi) has been selected for “The 30 Collection” of the “Forbes JAPAN Destinations of the Year 2026” awards.

The awards were established by J-CAT Inc. (Head Office: Minato-ku, Tokyo; CEO Founder: Ryu Iikura) and Forbes JAPAN (published by linkties Co., Ltd.; Publisher: Kento Ueno). Rather than focusing on conventional indicators such as visitor numbers and name recognition, the awards recognize challengers who uncover the intrinsic value of the cultures, craftsmanship, and ways of life rooted in communities across Japan and create distinctive **“experiential value”** unique to each destination.



Twice a day, hotel staff offer guests a guided hotel tour, sharing stories about Maebashi’s history and culture, as well as the stories behind the art throughout the hotel.

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The awards ceremony and reception were held at The Tokyo Station Hotel on August 6, attended by approximately 90 people, including the award recipients, members of the advisory board, government and local government officials, sponsors, and other stakeholders involved in tourism and regional development.



■Forbes JAPAN Destinations of the Year



This award is not simply about recognizing popular tourist destinations or accommodation facilities. Rather, it honors businesses and organizations that strive to create sustainable communities by refining locally distinctive resources—including culture, nature, food, craftsmanship, and connections among people—and transforming them into new forms of “experiential value.” For more details, please see the link below.

https://forbesjapan.com/feat/destination_award/

Shiroiya Hotel has been undertaking a wide range of initiatives in collaboration with local residents to contribute to the revitalization of central Maebashi. In our efforts to preserve the history and culture of a long-established inn dating back to the Edo period while creating new value, we collaborate with people active both locally and internationally across a wide range of fields, including art, architecture, design, and cuisine.

We are deeply honored to be among the inaugural recipients of this prestigious award, and we would like to express our sincere gratitude to everyone who has supported and worked with us over the years. Going forward, we will continue to grow alongside the local community and further develop our creativity and initiatives as a destination offering rich cultural experiences. We will also participate in the **Maebashi Biennale 2026**, which will be held for the first time this September, creating a variety of opportunities for visitors to experience the unique value of Maebashi.

About Shiroiya Hotel

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.



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