

Press Release

For Immediate Release

September 25, 2026



“SHIROIYA HOTEL Art Illumination 2026: mirocomachiko at SHIROIYA - Putting Down Roots in the Air”

Exhibition & Limited-Time “mirocomachiko Room”

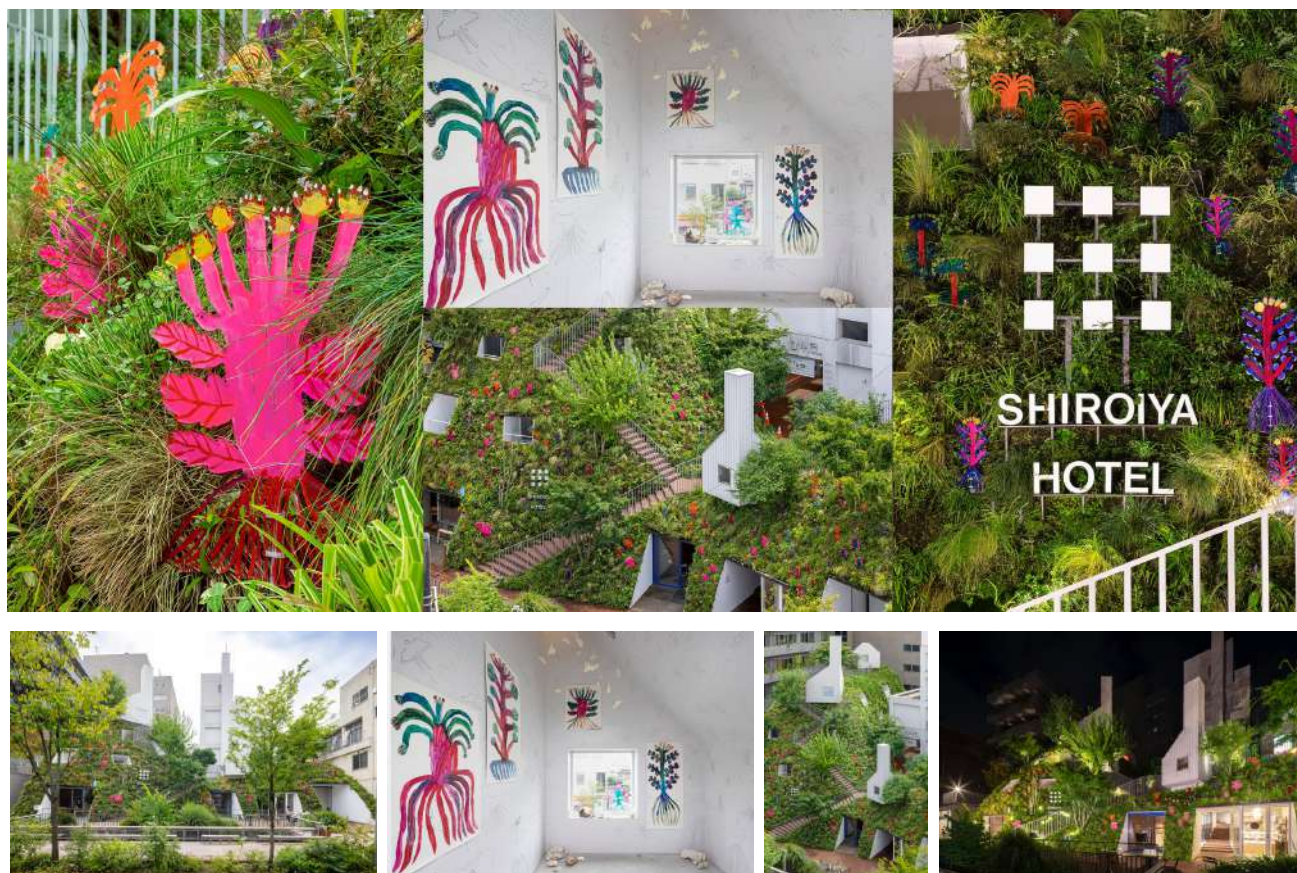
Exhibition Period: Through January 12, 2027

※Collaborative Project with the Maebashi Biennale 2026.

SHIROIYA HOTEL, an art destination in Maebashi, Gunma Prefecture (General Manager: Masaki Horiguchi), is pleased to announce the completion of Putting Down Roots in the Air, this year’s Art Illumination installation by mirocomachiko, the renowned painter and picture-book artist.

A multitude of charming, fantastical seeds have taken root and sprouted across the green hill at SHIROIYA HOTEL. By day and by night, they bring the energy of new growth to passersby and put smiles on their faces. Inside the hut atop the hill, mirocomachiko’s imaginative world also unfolds, where she nurtures seeds and weaves stories. We invite you to enjoy a stroll around SHIROIYA HOTEL and experience the installation for yourself. (Admission: Free)

Putting Down Roots in the Air



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In celebration of the completion of the work, we have also created a limited-time guest room, the **“mirocomachiko Room,”** featuring a pop-up exhibition of mirocomachiko’s works. As a “museum you can stay in,” the room offers guests the opportunity to experience the art in a more intimate way while enjoying an overnight stay surrounded by the works. The artworks by mirocomachiko displayed in the room are available for purchase through the hotel’s partner gallery. These include *Flower Putting Down Roots in the Air*, an original work created for the commemorative cookie tin produced to celebrate the exhibition of the Art Illumination installation *Putting Down Roots in the Air*.

※Maebashi Biennale 2026: <https://maebashi-biennale.com/>

SHIROIYA HOTEL Art Illumination 2026

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

■ Exhibition Period

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

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

※The installation can be enjoyed both during the day and at night.

■ Venue

SHIROIYA HOTEL

2-2-15 Honmachi, Maebashi, Gunma Prefecture

Telephone: 027-231-4618

■ Admission

Free

“For a time, I put down roots in a place far from everyday life. I surrender myself to that place, drawing sustenance from even the smallest glimmer of light. The plants that grow on the southern islands must withstand strong winds. To support themselves, they send out roots both below and above the ground. Like those plants, I become a seed carried on the wind, gathering light as I travel. Floating through the air, I extend my roots, nourished by what I take in from the atmosphere itself. What kind of shoots will emerge? What kind of flowers will bloom? From within Shiroiya Hotel, I nurture these seeds and let their roots spread outward into the world.”

mirocomachiko

mirocomachiko Room

The guest room features works by mirocomachiko, a painter and picture-book artist known for her free-flowing depictions of living creatures and for holding solo exhibitions both in Japan and abroad. Alongside mirocomachiko’s Art Illumination installation outdoors, take your time and enjoy having the artworks inside the room all to yourself. The artworks displayed in the guest room are also available for purchase, just as they would be in a gallery.

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■ Guest Room

Deluxe Twin Room

Limited to one room. Accommodates 1-2 guests.

■ Booking Period

Through January 11, 2027

■ Reservations & Inquiries

SHIROIYA HOTEL

2-2-15 Honmachi, Maebashi, Gunma, Japan

Tel: +81-(0)27-231-4618

Email: info@shiroiya.com

Limited-Time “mirocomachiko Room” Reservation Link

https://www.shiroiya.com/?tripla_booking_widget_open=search&room_type_code=29&type=rooms

※When making your room reservation, you may also select a two-meal package. You can also enjoy dinner at the hotel’s main dining restaurant, which is featured in the prestigious gastronomy guide Gault & Millau.



the RESTAURANT ©Shinya Kigure / ©Shinya Kigure / ©Shinya Kigure / ©Yusuke Kagayama

■ Exhibiting Artwork at mirocomachiko’s Room



※Delivery of purchased artworks is scheduled to begin in mid-January 2027. ※Artwork sales and handling are managed by noie.cc.

■mirocomachiko

mirocomachiko is a painter and picture-book author known for her free and dynamic depictions of living creatures. She has held solo exhibitions in Japan and overseas. Her picture book *The Day the Wolf Flies* (Okami ga Tobu Hi; East Press) received the Grand Prize at the 18th Japan Picture Book Awards. At the Biennial of Illustrations Bratislava (BIB), *Ore to Kiïro* (Me and Yellow; WAVE Publishing) received the Golden Apple, while *Kemono no Nioi ga Shitekita zo* (Beasts Smelling; Iwasaki Publishing) received a BIB Plaque. She has received many other awards and published numerous books, including the 41st Iwaya Sazanami Literary Award. Her work also includes illustrations for books, CD jackets and posters. Since 2020, her exhibition *Creatures Are My Mirror* has toured museums across Japan. Deeply attuned to the movements of nature, she creates works that seem to carry the presence of the unseen and the vivid shimmer of life.

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Limited Time “mirocomachiko Cookie Tin”

The lid of this special cookie tin features *Flower Putting Down Roots in the Air*, an original artwork created by mirocomachiko especially for the Biennale. As a tribute to mirocomachiko, who lives on Amami Oshima, the pastry chefs at the PATISSERIE have carefully baked five varieties of cookies by hand, including polvorón made with a generous amount of Amami brown sugar.



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- **Sales period:** September 19, 2026 (Saturday) – January 12, 2027 (Tuesday)
- **Price:** ¥5,800
- **Contents:** Assortment of five varieties of cookies
Miso Walnut, Matcha Sablé, Brown Sugar Polvorón, Coconut Sablé, Cacao Sablé
- **Size:** 125 × 175 × 45 mm
- **Online orders:** <https://shiroiya.thebase.in/items/153952624>

- **Available at:** SHIROIYA the PATISSERIE (on the SHIROIYA HOTEL premises, along Babagawa-dori)
- **Hours:** 10:00–18:00
- **Closed:** Mondays
(Open when Monday is a public holiday; closed the following Tuesday instead.)
- The cookie tin is also available for purchase at the SHIROIYA HOTEL front desk.
- Best before: approximately one month.
- Store below 20°C, away from high temperatures, humidity, and direct sunlight.
- A complimentary gift bag is included.

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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