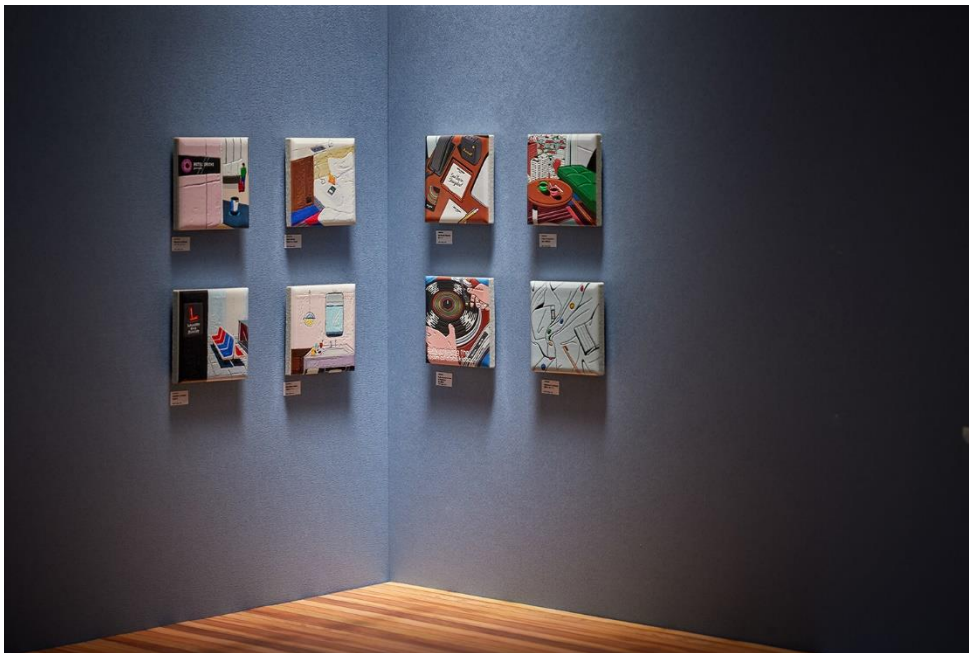


12 February, 2025

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel

Commemorating THE GROOVE STORE's 1st Anniversary
Take Your Hotel Memories with Capsule Toy Art Magnets
Goes on Sale From 21 February



See here for details: <https://www.hotelgroove.jp/en/topics/capsuletoy/>

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel, (Shinjuku, Tokyo; General Manager: Katsushi Nishikawa), will be selling capsule toy art magnets that allow you to take home your memories of the hotel as miniature pieces of art starting on the one year anniversary of opening of THE GROOVE STORE in-hotel shop on Friday, 21 February, 2025,.

Vending machines with the art magnets will be available at THE GROOVE STORE, HOTEL GROOVE SHINJUKU's antenna shop that embodies the uniqueness of its location in a place filled with the reverberations of entertainment and the town. With eight different pieces allowing you to take home your favorite scenes from the hotel and experience the afterglow of your stay in your everyday life, you will want to collect them all.

As an ethical product, the art magnets feature a tactile embossed design and are made using tiles upcycled from Mino ware pottery waste products. The capsules they come in use earth-friendly biodegradable plastic that will break down naturally in the environment.

The art featured on the magnets was created by artist Nao Tatsumi and graphic designer and illustrator Yunosuke. They each created four pieces that capture memorable scenes from their own stays at HOTEL GROOVE SHINJUKU.

Together with these mementos of your stay with us, we also hope you will take with you your memory of the excitement and suspense at not knowing which of the pieces you will get as you turn the vending machine's knob.

Introduction to the Artists and a Selection of Their Works

Nao Tatsumi



Artist

Born in Fukushima Prefecture, Nao received her BFA in 2005 from the University of Tsukuba, majoring in the architectural design of art. Using acrylics and oils, she paints commonplace yet poignant scenes she has collected from the backstreets and street corners of the world on her virtual journey around the globe using online maps. In addition to holding numerous exhibitions in Japan and overseas, her broad range of work includes producing advertising creatives and wall art for restaurants and hotels.

Official website: <https://naotatsumi.net/>

Instagram : https://www.instagram.com/nao_tatsumi/



Good morning

Based on the interior of our guest rooms, *Good morning* is a snapshot of the moment Nao woke up in her room during her stay at HOTEL GROOVE SHINJUKU.

“It’s quite a luxurious and blissful thing to wake up naturally to the morning light, then doze off while thinking about your plans for the day.” –Nao



LAUNDRY & SUNDRY

HOTEL GROOVE SHINJUKU has a laundry area to make guests’ stays more comfortable. *LAUNDRY & SUNDRY* captures Nao’s memory of waiting for her laundry to dry.

“The retro furnishings in a modern space gave me the feeling that I was not only travelling physically but in time, too. Combined with the unique smell of laundry, this is one memory I feel will stay with me forever.” –Nao

Yunosuke



Illustrator & Graphic Designer

Born in Hiroshima Prefecture, Yunosuke now lives in Tokyo. After graduating from a sport university in the metropolitan area, he worked for five years at a graphic design firm. He became a freelancer when he went to study on the US west coast and is currently involved in both illustration and graphic design in a wide range of areas that include advertising, apparel, CD artwork and logo design.

Official website: <https://yunosuke.design/>

Instagram: <https://www.instagram.com/yunosk/?hl=ja>



Fully enjoying the town of Kabukicho

The “GROOVE” in HOTEL GROOVE SHINJUKU’s name refers to appealing music. This piece is the embodiment of Yunosuke’s memory of the hotel’s obsession with music, which he experienced during his stay with his eyes and ears through the hotel’s music-related furnishings and background music.

“From the DJ booth to the record jackets on display, I got a sense of the hotel’s passion for music. In this piece I drew the moment a groove is about to be played and included the hotel’s rainbow logo on the record label.” –Yunosuke



Coffee & Kabukicho

With large floor to ceiling windows, panoramic views of the Tokyo skyline spread out before each guest room at HOTEL GROOVE SHINJUKU. This piece captures the memory of one of those breathtaking views enjoyed with coffee.

“It’s truly inspiring being able to see Shinjuku and the rest of Tokyo from your room. I focused on including the room’s cool furniture and interior in a compositionally sound way.” –Yunosuke

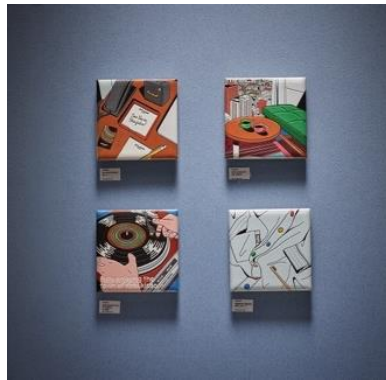
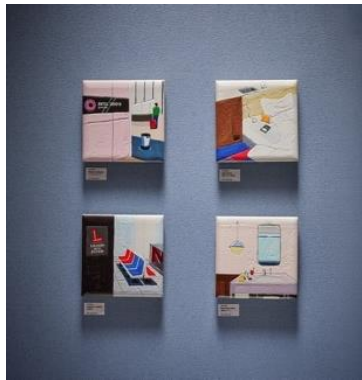
Product Information

On-sale date: 21 February 2025

Price: 1,000 yen/capsule

Description: Miniature art magnet (8 designs total)

*Capsule toys are dispensed one at a time at random, and as such a specific design cannot be chosen.



Store Information

THE GROOVE STORE

An ‘antenna shop’ for the HOTEL GROOVE SHINJUKU that embodies the uniqueness of its location in a place filled with the reverberations of entertainment and the town. It offers limited-edition collectables created in collaboration with the modern artists who have produced art on display throughout the hotel as well as hotel-exclusive merchandise.



Location: 18th Floor Lobby

Hours: 10:00 a.m. – 10:00 p.m.

Telephone: 81 3 6233 8888 (Main)

Official website: <https://www.hotelgroove.jp/thegroovestore/>

*All prices shown include consumption tax.

*Hours of operation and other information contained in this press release are subject to change.

*Information contained in this press release is current at the time of its release. Details may differ from the most up-to-date information.

For press-related inquiries concerning this release, please contact

HOTEL GROOVE SHINJUKU, A PARKROYAL Hotel

Contact person: Ayabe (Public Relations, Marketing Department)

E-mail: pr.ppbtk@panpacific.com / Tel: 81 3 6233 7693