

September 16, 2025

To Members of the Press

Nippon Steel Kowa Real Estate Co., Ltd.
NSKRE Hospitality Co., Ltd.

“&Here (And Here)” Residential Hotels
The Brand’s Third Hotel “&Here SHINJUKU” to Open in
Shinjuku, Tokyo on September 25 (Thu), 2025

A New Hotel to Meet Inbound Demand with Playfulness and Tranquility

Nippon Steel Kowa Real Estate Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Masahiro Miwa) hereby announces that it will open “&Here SHINJUKU (And Here Shinjuku),” (65 guest rooms) on Thursday, September 25, 2025, the third hotel to open under the “&Here (And Here)” brand of residential hotels.

The hotel will be operated by NSKRE Hospitality Co., Ltd. (headquartered in Minato-ku, Tokyo; led by President and CEO Tatsuo Goto), a 100% owned subsidiary of Nippon Steel Kowa Real Estate. This marks the third hotel to be operated by NSKRE Hospitality, following “&Here TOKYO UENO (And Here Tokyo Ueno),” which opened on Friday, March 15, 2024, and “&Here OSAKA NAMBA (And Here Osaka Namba),” which opened on Thursday, April 24, 2025.



&Here SHINJUKU Entrance

Taking advantage of its unique location between the bustling entertainment areas of Kabukicho, Golden Gai, and Shinjuku Station, as well as the rich greenery of Shinjuku Gyoen, this hotel seeks to combine the playfulness of the lively commercial district with the tranquil atmosphere of the garden, blending two contrasting themes under the concept “**Neo Public House: A New Social Gathering Space Surrounded by Green Spaces.**”

Inspired by the traditional concept of a “public house” as a place of emotional belonging, the hotel provides a space where guests can relax and socialize within the eclectic atmosphere of Shinjuku. In addition, the word “Neo” embodies the idea of creating new value by incorporating modern elements into Shinjuku’s historical character.

“&Here SHINJUKU” encapsulates the multifaceted charms of Shinjuku, offering all visitors a special experience that feels both new and familiar at the same time.



Features of “&Here SHINJUKU”

- 1) A dual-character location that blends the playfulness of the bustling entertainment district with the tranquility of Shinjuku Gyoen
- 2) Designed based on the concept called “**Neo Public House: A New Social Gathering Space Surrounded by Green Spaces**”
- 3) A community space that captures the culture of Shinjuku

1) A dual-character location that blends the playfulness of the bustling entertainment district with the tranquility of Shinjuku Gyoen

“&Here SHINJUKU” is located in an entertainment district where the bustling commercial districts of Kabukicho, Golden Gai, and Shinjuku Station meet the rich greenery of Shinjuku Gyoen National Garden area, allowing guests to immerse themselves in the charms of Shinjuku’s unique blend of culture and nature.

The hotel is a three-minute walk from Shinjuku-sanchome Station, served by the Tokyo Metro Marunouchi and Fukutoshin Lines and the Toei Shinjuku Line, and a six-minute walk from Shinjuku-gyoemmae Station, offering convenient access to multiple rail lines. JR Shinjuku Station is also within a 12-minute walk, offering smooth access to the Shinjuku Expressway Bus Terminal.



2) Designed based on the concept “Neo Public House: A New Social Gathering Space Surrounded by Green Spaces”

Guided by the concept dubbed “Neo Public House: A New Social Gathering Space Surrounded by Green Spaces,” the hotel delivers a new kind of social gathering space where visitors can unwind in the midst of lush greenery while staying in the heart of the city.

• A community space that brings together Shinjuku’s nightscape, music, and social scene, embodying the “Neo Public” concept

In line with the “Neo Public” concept, the 11th-floor front lobby serves as a social gathering space that enriches the time guests spend outside of their guest rooms. The outdoor terrace extending from the lobby features spaces designed for different purposes, including the “Fireplace,” where guests can enjoy conversation around a fire, the “Lounge,” a space for socializing, and the “Private” space, where guests can enjoy a moment of privacy. Moreover, guests can enjoy sweeping views of the dazzling Shinjuku nightscape, including the NTT Docomo Yoyogi Building and Kabukicho Tower. In addition, there is a DJ booth next to the front desk, where DJs are invited to hold music events on weekends and for seasonal occasions. The hotel aims to provide a social gathering space that facilitates organic interaction among guests, as well as with staff.



Outdoor Terrace



DJ Booth

• **A rich range of guest rooms that offer out-of-the-ordinary experiences unique to Shinjuku**

The hotel offers a total of 65 guest rooms, including 19 triple rooms, 44 quad rooms, and two suites that accommodate six people. A total of 61 standard triple and quad rooms are available in 11 different room types, such as bunk bed rooms and rooms with raised tatami seating areas. The rooms feature materials designed to create a calm atmosphere. However, at night or for a change of pace, guests also have the option to switch on the neon art lighting to bring out another side of the room, transforming it into a space that reflects the nighttime character of Shinjuku.

The lineup of guest rooms is ideal not only for families but also for friends and group stays, accommodating a wide range of travel styles and purposes, from single-night stays to longer-term accommodations.

In addition, we offer two special suites that will further enrich the time guests have to themselves. The Premier Bar Suite Room and Premier Theater Suite Room have been designed to capture the atmosphere of the bars and cinemas found across Shinjuku. The hotel also offers two guest rooms with saunas, providing a space to refresh body and mind. Step away from the bustle of the city and indulge in an exceptional moment of relaxation in a private space.

Suites

Sauna Rooms



Premier Theater Suite Room [Ginmaku]



Premier Bar Suite Room [Utage]



Deluxe Sauna Room [Totonou]



Family Rooms



Superior Family Modern Japanese-Style Room



Deluxe Family 4 Bunk Bed Room



Deluxe Family 2 Bed & 2 Bunk Bed Room





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Deluxe Family Western-Style Room



Deluxe Family Modern Japanese-Style Room



Accessible Deluxe Family Room

Triple Rooms



Superior Triple Bunk Bed Room



Superior Terrace Triple Bunk Bed Room

3) A community space that captures the culture of Shinjuku

The interior of the hotel is decorated with artwork that allows guests to experience Shinjuku's culture and arts scene.

- **A tapestry dyed using traditional dyeing techniques passed down through generations in Shinjuku**

Adorning the entrance is a tapestry produced by Tomita Sen-Kogei, a dyeing workshop located in Shinjuku City. Along with Kyoto and Kanazawa, Shinjuku was one of Japan's three major historical dyeing hubs. This tapestry reinterprets this tradition with a modern touch, reflecting the hotel's "NEO" concept. The graphics featured on the tapestry were created by artist Keita Miyairi. The design is also featured on the room keys. Inspired by the city and its people, as well as nature, it reflects Shinjuku's duality.



- **Artistic photos of Shinjuku that offer a new perspective on the day-to-day**

The walls of the elevator hall on the first floor are decorated with artistic photographs that feature scenes of Shinjuku captured from unique perspectives. They capture the hidden charms of Shinjuku concealed in everyday life, inspiring guests to develop an interest in the city and feel a connection to it.

Photographer: Mina Daimon

Work Title: Sunshine and Rain / SHINJUKU





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• “Neo Public House” art that colors the lobby

The 11th-floor lobby entrance features a dynamic wall art installation themed around the hotel’s “Neo Public House” concept. Representing the hotel as a new social gathering space, the artwork powerfully expresses connections between people, vibrancy, and a sense of tranquility. The artwork embodies the hotel’s concept, creating a space where visitors can enjoy organic interactions and spend their time in comfort.

Artist: Reiko Kamiyama

Work Title: Words and Journeys on the Piano Night to Create the Forest



■ Overview of “&Here SHINJUKU (And Here Shinjuku)”

Address: 2-15-14-2 Shinjuku, Shinjuku-ku, Tokyo

Access: 3-minute walk from Shinjuku-sanchome Station on the Tokyo Metro Marunouchi and Fukutoshin Lines and the Toei Shinjuku Line

12-minute walk from JR Shinjuku Station

Number of Guest Rooms: 65 (2 suites, 44 quad rooms, and 19 triple rooms)

Design: Tokyu Architects & Engineers Inc.

Construction: Asanuma Corporation

Interior: UDS Ltd.

Start of Operations: September 25 (Thu), 2025

■ About &Here (And Here)

The new “&Here” brand of residential hotels was born from the desire to bring together two key elements of travel – **enjoyment (“enjoy”)** and **relaxation (“relax”)** – and to create a place that **“attracts and connects” (“&”)** what guests value most, including meaningful moments with family, friends, and other important people in their lives.

By offering travelers moments for both enjoyment and relaxation beyond the hotel, we aspire to leave them with special memories of their journey. The ampersand (&) featured in the logo embodies the concept of a hotel that connects travelers to the local community, to a wide range of experiences, and to the hotel staff. The design is inspired by *mizuhiki*, which are traditional Japanese decorative cords used to tie and adorn gifts. It also resembles a path, reflecting the hotel’s aspiration to guide guests to spectacular destinations.

Brand Logo



Three Key “&Here” Concepts to Enhance Comfort Throughout Travels

“enjoy + relax = only here” - A hotel that ties enjoyment and relaxation together to deliver special stays -

- 1) enjoy: Enjoying the town, enjoying the hotel, enjoying trips together
- 2) relax: Relaxing in spacious settings, relaxing together with peace of mind
- 3) only here: Experiences only offered at the hotel, experiences only found in the town

■ Future Development Plans

- “&Here FUKUOKA HAKATA (And Here Fukuoka Hakata)” scheduled to open in February 2027
- “&Here TOKYO ASAKUSA (And Here Tokyo Asakusa)” scheduled to open in May 2027



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- “&Here (And Here)” Brand Website: <https://andherehotels.jp/>

Brand Website



- Official Website for “&Here SHINJUKU (And Here Shinjuku)”:

<https://andherehotels-shinjuku.com/>

Note: Stays can be booked through the official website.

Official Website



- Social Media Links

- Facebook: https://www.facebook.com/@hotelandheretokyo/?locale=ja_JP

- Instagram: https://www.instagram.com/and_here_hotels_tokyo/

Facebook



Instagram

