



The large hanabi crystal chandelier, inspired by cascading fireworks, crowns the lobby of The Peninsula Tokyo

The image shows a low-angle, upward-looking view of a modern interior space. A large, cylindrical pillar with a warm orange or terracotta finish dominates the right side of the frame. The ceiling is dark and features a grid of horizontal ribbing, with several circular recessed lights scattered across it. On the left, a decorative light fixture consists of numerous thin, vertical rods, each ending in a small, clear, spherical pendant light. The overall atmosphere is sophisticated and contemporary.

The making of
**THE
PENINSULA
TOKYO**



The Peninsula Tokyo, the latest addition to the Peninsula family, began as an idea that was conceived in the late 1990s, when The Hongkong and Shanghai Hotels, Limited (HSH) commenced discussions with Mitsubishi Estate Company (MEC) with the objective of building a landmark hotel in Marunouchi, the financial heart of Japan's capital.

It was envisioned that The Peninsula Tokyo would become a key component of the long term revitalisation plan for Marunouchi, an urban redevelopment project spearheaded by MEC.



Marunouchi has been the economic centre of Japan since 1603, generating approximately 20% of Japan's GDP today. The goal of MEC is to turn this financial area into one of the most interactive districts in the world, with a sustainable community which provides diverse facilities both for visitors to and residents working in the district.

The entire Marunouchi area covers about 278 acres between Tokyo Station and the Imperial Palace, and the Peninsula occupies a prime location, on a site of approximately 4,300 square metres. Housed in its own

purpose-designed building, The Peninsula Tokyo occupies a strategic location in Marunouchi, facing the Imperial Palace and Gardens and within a short walk from the famous Ginza shopping and entertainment district.

Opposite page, top: A view of the front desk, hewn from Mizumezakura cherry wood.

This page: The hotel faces the Imperial Palace and Gardens.



In October 2002, HSH entered into a long-term, 50-year renewable ‘partnership lease’ with MEC to develop The Peninsula Tokyo. The land for the site was provided by MEC, who also paid for the shell and core of the building. The interior fit-out and FF&E (furniture, fittings and equipment) of the hotel have been supplied by HSH at an investment cost of approximately Yen 16 billion. Construction commenced in October 2004, the hotel was topped out in September 2006, and the building was handed over to HSH for fit out in May 2007.

From the beginning of the project, the objective was to create a hotel with Peninsula style, grandeur and elegance coupled with Japanese design elements. Every aspect of design was carefully reviewed for aesthetics, operating efficiency and functional convenience. Meticulous attention was paid to every detail: before construction began, a fully functioning model

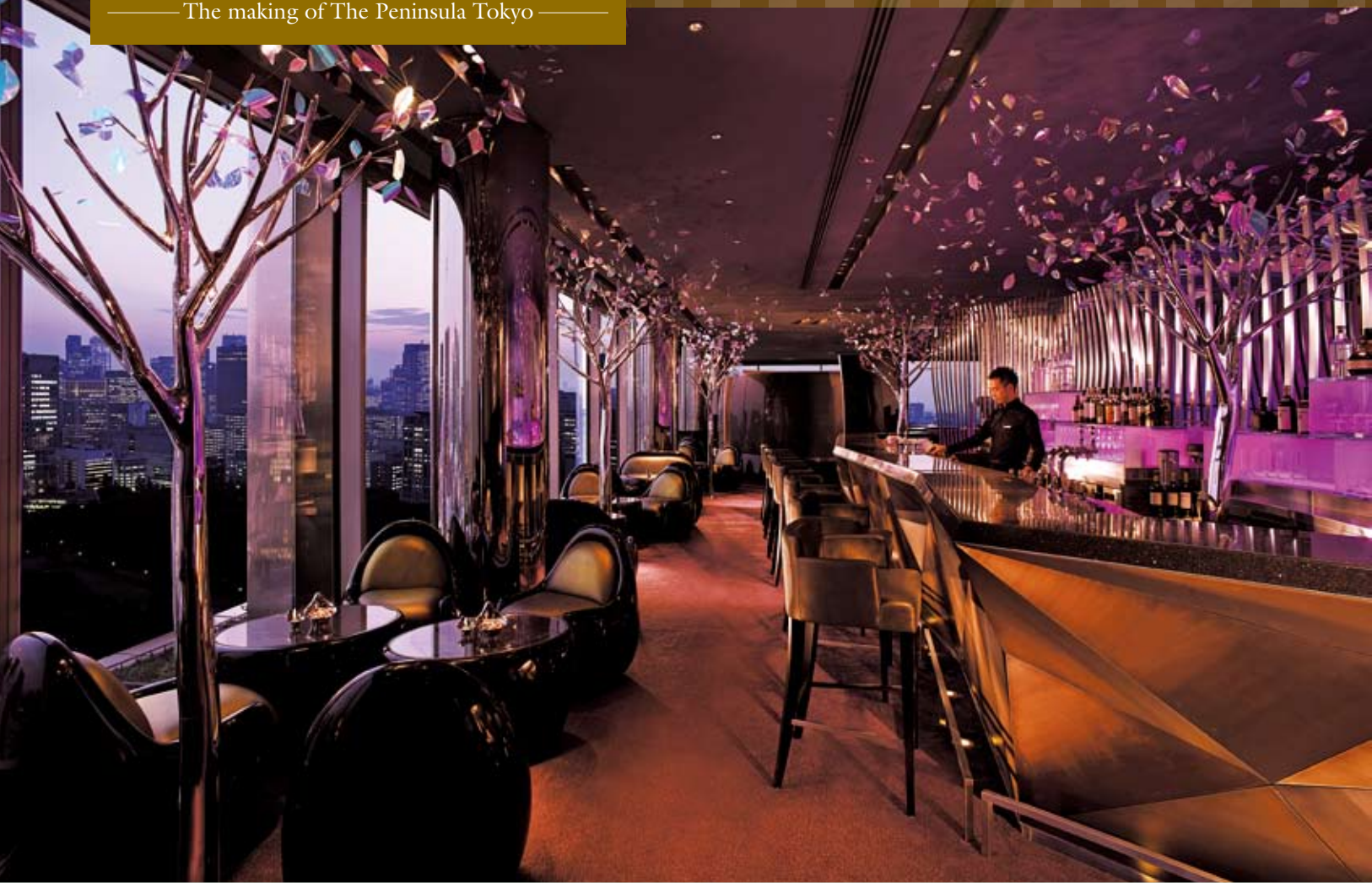


guestroom was built, fully reviewed, extensively tested and improved before being approved.

The Peninsula Tokyo stands 24 storeys high. It features 314 guestrooms, of which 47 are suites. The guestrooms are among the largest and most technologically advanced rooms in Tokyo and embody for the first time the new Peninsula layout which comprises, in addition to the sleeping area, living room and bathroom, a separate dressing room with dressing, luggage and wardrobe space.



*Opposite page: A guestroom (above) and a suite bedroom (below).
This page: Suite bathroom (above); a dressing room with space for
luggage and wardrobe (right).*



There are four restaurants, a café and a lounge bar, each offering a distinctive character. Situated on the 24th floor is Peter, which provides a 360-degree view of Tokyo city. Peter's cuisine is international, the setting modern and avant-garde. The second-floor Hei Fung Terrace restaurant, meanwhile, provides the atmosphere of a Suzhou garden as a backdrop for serving authentic Chinese cuisine. There is also the Lobby, where famous Peninsula afternoon teas are served to the accompaniment of live classical music; the Peninsula Café in the basement; and Tsuruya, the famous Kyoto restaurant. The Seven Seas Pacific Aviation Lounge, which shares the 24th floor with Peter, is a Peninsula signature and takes as its theme the history of Japanese civil aviation.

Catering to guests' health and fitness needs is The Peninsula Spa, which occupies 900 square metres of the fifth floor. The centrepiece is the 20-metre heated swimming pool positioned beneath a spectacular



swirling ceiling light; the pool, adjacent ‘vitality pool’ and indoor-outdoor balcony provide views of nearby Hibiya Park and the Imperial Gardens. In addition there are five function rooms, two ballrooms, a Japanese ceremony room, wedding centre and a chapel. Unique Peninsula signatures can also be found in the vintage Rolls-Royce; a fleet of bespoke, Peninsula-green Rolls-Royces for transporting guests; and the pair of door lions which stand guard at The Peninsula Tokyo’s front doors.

The Peninsula Tokyo is a vision melding traditional Japanese art with contemporary 21st century ethos. While advanced technology is evident in the guestrooms, much time has been devoted by 60 artists towards creating more than 1,000 pieces of artwork throughout the hotel: these include a large hanabi crystal chandelier in the lobby which was inspired by cascading fireworks; the front desk hewn from Mizumezakura cherry wood; a bamboo dragon in the



*Opposite page: Peter (above) and Hei Fung Terrace (below).
This page: Two views of the indoor swimming pool (above);
the Peninsula Spa (below).*



lobby; the torn pine needle emblem, or ore-matsuba, woven into the carpet; gold-leaf ceilings in the elevators; hand-cut horse chestnut timber sliding doors in each guestroom; and most spectacularly, a 70-metre high glass fibre sculpture called the Void, suspended in the core of the building and which can be seen from the windows of all elevator landings.

Our staff, the Group's most important asset, is the ultimate key to a Peninsula hotel. General Manager Malcolm Thompson was appointed in spring of 2006, and led a pre-opening team of 25 personnel, the number of which grew to more than 500 by the time the hotel opened in September 2007. HSH also selected a group of 20 Peninsula Ambassadors from

3,000 graduate applicants and sent them to overseas Peninsula hotels for intensive training prior to returning to Tokyo for the opening. Together with the management and other Peninsula Tokyo staff, this new team plays a critical role in carrying on the tradition of high quality personalised services which characterises the Peninsula brand.

On 1 September 2007, The Peninsula Tokyo opened its doors to its first guests. The night before, Peter was formally launched to an audience which included Tokyo's elite and celebrities. Three months later, on 14 December 2007, the hotel celebrated its grand opening with an open house gala which welcomed more than 2,000 guests from Japan and all over the world.



*Opposite page: The Void, a 70-metre high glass fibre sculpture suspended in the hotel's core.
This page: The Peninsula Tokyo family on 1 September 2007.*
