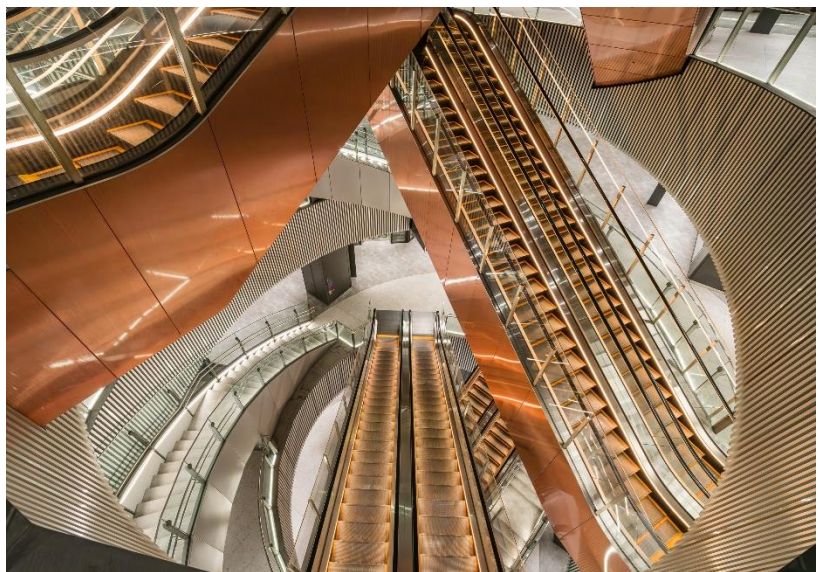


September 25, 2024
FUJITEC CO., LTD.

Completed 102 Elevators and Escalators for Shibuya Sakura Stage
 ~Highly Original Elevators Create **Unique Mobility Experience**~

Fujitec Co., Ltd. (Hikone, Shiga Prefecture; Masayoshi Harada, President and CEO) delivered a total of 102 elevators and escalators to Shibuya Sakura Stage. Shibuya Sakura Stage is a large-scale complex facility in Shibuya, Tokyo, that opened on July 25, 2024. This project is the second project for the Fujitec Group consisting of over 100 units in Japan.

Fujitec delivered original, custom-designed elevators and escalators that are distinctive to this cultural facility, creating unique and exciting moving spaces. The escalators are located in the Urban Core, a six-story atrium with a vertical axis conduit that stands out in the valley shape of Shibuya, contributing to vertical movement.



Exterior view of the Shibuya Sakura Stage (left) and the cherry blossom-colored exterior of the escalators installed in the Urban Core, a vertical-axis conduit (right)

Project Overview

1. Installed a total of 102 elevators and escalators in a large-scale redevelopment project in Shibuya

Shibuya Sakura Stage is a large-scale complex that represents the final stage of the so-called "once in a century" Shibuya Station area redevelopment. Fujitec completed 102 elevators and escalators for the three buildings of Shibuya Sakura Stage. This project is the second project for the Fujitec Group consisting of over 100 units in Japan.

Breakdown of		Elevators	Escalators	Total
Completed Units	SHIBUYA Tower	19	39	58
	Central Building	9	8	17
	SAKURA Tower	20	7	27
	Total Units Installed	48	54	102

2. Original and custom-designed elevators and escalators

The delivered office elevators feature mirror ceilings that project an endless reflection of lights. The escalators feature skirt guard LED lighting for the office entrance art installation.

3. Urban Core vertical axis conduit to support mobility

Shibuya topography has a distinct difference in elevation. To overcome this difference, the building features the Urban Core, a six-story vertical atrium built between the second basement floor and the fourth floor above ground. Fujitec delivered our 10 escalators to the Urban Core. This atrium functions as a pedestrian network that enhances vertical movement and circulation to and from other areas.

Overview of Custom Elevators and Escalators

Fujitec delivered original, custom-designed elevators and escalators that are distinctive to this cultural facility, creating unique and exciting moving spaces.

■ First Fujitec Elevators With Mirror Ceilings to Project an Endless Reflection of Lights



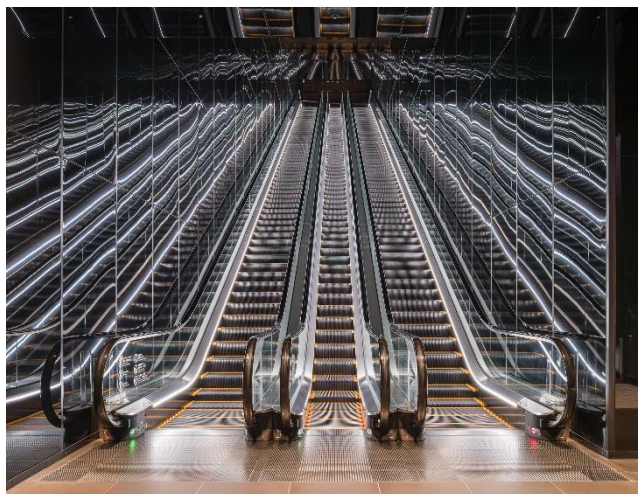
Mirror ceiling that reflects endless lights
Gradient lighting available through remote

The elevators feature mirror ceilings that project an endless reflection of lights.

These ceilings consist of a two-layered suspended ceiling using mirrors and magic mirrors. LED lighting illuminates the space between these layers. Users see the replicated reflections between the two layers of the ceiling through the magic mirror. This project is the first project undertaken by Fujitec that utilizes mirror ceilings with magic mirrors.

The light from the ceiling and the reflections creates an otherworldly atmosphere, akin to a time capsule warping into the future.

■ Escalator With Skirt Guard LED Lighting for Art Experience



High-rise escalators featuring skirt guard with LED lighting to illuminate steps

The 11.9-meter-high high-rise escalator positioned at the office entrance of the building functions as part of a permanent art installation by art unit NONOTAK Studio.

These escalators are equipped with skirt guard LED lighting that illuminates the escalator steps to enhance both safety and design. The LED lights reflect off the ceiling and surrounding walls while the lighting motion of the lights embedded in the walls triggers electronic music, creating an immersive installation.

Visitors to the offices enjoy this special light and sound art experience for the approximately one-minute ride between the 3rd and 5th floor lobby.

▼ Reference Video: NONOTAKSTUDIO Official YouTube Channel

[NONOTAK Permanent art installations for Tokyu Sakura Stage Building in Shibuya, Tokyo JAPAN.](#)

Production work provided by NONOTAK
Interior design: ILYA

Direction planning and design: TANSEISHA
Architectural design: KAJIMA DESIGN

Building Overview

Shibuya Sakura Stage is located adjacent to the south side of Shibuya Station, one of Japan's most popular terminal stations. The large-scale complex facility spans a 2.6-hectare area in Sakuragaoka, an area with good access to Daikanyama and Ebisu. Fujitec is committed to working together with other existing facilities in the central district of Shibuya Station to enhance the area's international competitiveness while expanding transportation infrastructure and introducing various functions to improve centrality and enhance disaster prevention capabilities.



Building Name	Shibuya Sakura Stage
Contracting Party	Urban Renewal Associations for the District of Shibuya Station's Sakuragaoka-guchi
Location	123 Sakuragaoka-cho, Shibuya-ku, Tokyo (main addresses)
Project Area	Approx. 2.6 ha
Facility Use	Offices, stores, residences, serviced apartments, parking lots, etc.
Districts	A. SHIBUYA Side (SHIBUYA Tower, Central Building) B. SAKURA Side (SAKURA Tower, SAKURA Terrace) C. United Church of Christ in Japan and UCCJ Naka-Shibuya Church
Completed	Construction: November 2023 Grand Opening: July 2024

About Fujitec

Fujitec is a specialist manufacturer of elevators, escalators, and moving walks. Fujitec provides safe, secure, and comfortable moving spaces in 24 countries and regions around the world through an integrated system of research and development, manufacturing, sales, installation, maintenance, and modernization.

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