NEWS





FOR IMMEDIATE RELEASE: February 20th, 2025

Imperial Hotel Co., Ltd. announces the name of its new hotel to open in the famed Gion district of Kyoto in Spring 2026:

Imperial Hotel, Kyoto

Tokyo, Japan: February 20th, 2025: Imperial Hotel Co., Ltd. unveiled the name and the logo of its new hotel to open in the Gion district, the center of the world-famous Maiko area in spring 2026: Imperial Hotel, Kyoto.

The Imperial Hotel, Kyoto, set to open in the prestigious serenity of The Gion Kobu Kaburenjo in Kyoto, will preserve and integrate the Yasaka Kaikan. As the fourth property under the Imperial Hotel brand, following the iconic hotels in Tokyo, Kamikochi and Osaka, it represents a significant milestone as the first new Imperial Hotel to debut in 30 years since the Imperial Hotel Osaka opened in 1996.

Designated as a nationally registered tangible cultural property and a historical landmark by the city of Kyoto, Yasaka Kaikan, a stunning venue originally designed for theatrical performances, had fallen into disuse in large part due to aging and seismic issues. The Yasaka Kaikan, a beloved landmark for the local community and visitors, is undergoing a transformation. It is being revitalized as a hotel, with the aim of responding to the needs of today's travelers while respectfully honoring its historical and cultural significance. This initiative aims to preserve part of the original exterior walls, reuse the exterior tile and terra cotta reliefs, and restore the roof, ensuring that the historical scenic appearance of 90 years ago will be there for future generations.

(continues)

Page 2 Imperial Hotel, Ltd. February 20th, 2025

Preserving the Craftsmanship and Design Legacy of the Yasaka Kaikan

Since it was confirmed that the Yasaka Kaikan lacked adequate earthquake resistance, it is currently undergoing a revitalization project that involves a partial preservation of the building frame and the preservation and expansion of two exterior walls for its transformation into a hotel. To preserve the landscape and design, a number of unprecedented moves were made at the site.

Preservation of the Exterior Walls

To preserve the landscape from Hanamikoji Street, it was necessary to preserve the southwest wall. Demolition and reinforcement of the structure were carried out in parallel to ensure that the wall could withstand a major earthquake during construction.

Roof Restoration

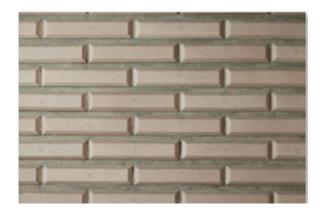
The iconic roof of the Yasaka Kaikan, which had deteriorated, was restored to its original condition. As in the original, copper sheet tiles were used for the rebuilding. The roof's color will undergo a natural shift over decades, changing from gold to brown, then to black, and eventually to green. This transformation will create a distinctive and memorable appearance for the local community. The eaves tiles, engraved with the character "歌"* representing the Gion Kobu Kaburenjo, have also been restored. *歌: Pronounced as "uta." It means singing and dancing.



Page 3 Imperial Hotel, Ltd. February 20th, 2025

Preservation of Exterior Wall Tiles

The majority of the exterior wall tiles on the southwest side of the building, which can be readily viewed from Hanamikoji Street, consist of two types: those that were left in their original location, and those that were carefully removed and reused to preserve the architectural integrity. A total of 16,387 original tiles were reused, accounting for 10.6% of the total number of tiles prior to demolition.



Preservation of Exterior Terra Cotta Reliefs

Another feature of the exterior is the terra cotta reliefs that are decorative elements on the walls. Those in good condition are fixed in place with anchor pins, while those in need of restoration are removed, repainted, and reused. The motif showcases an ancient Japanese arabesque pattern called "Hosouge," which symbolizes nature and harmony.



Page 4 Imperial Hotel, Ltd. February 20th, 2025

Yasaka Kaikan

Completed: 1936

Registered: Registered Tangible Cultural Property of Japan (2001)

Designated: Historic Scene by Kyoto City (2011)

The Yasaka Kaikan was built to complement the singing and dancing hall for geiko and maiko and in response to the need for an association hall that would reflect to the progress of society. It was designed by Tokusaburo Kimura of the Obayashi Corporation. Each floor is covered with a copper-tiled roof, and the center of the tower-like front has a design reminiscent of a castle keep with its attached tsukebisashi eaves and hogyo-zukuri roof. This skillfully incorporates traditional Japanese design features. Initially used for theatrical performances and Ningyo Joruri (traditional Japanese puppet theater), the building was later used for various entertainment purposes that included movie theater, dance hall, and concert hall, becoming a landmark of the local community.

* * * * *

Imperial Hotel, Ltd.

February 20th, 2025

Reference

Imperial Hotel, Kyoto

Outline of Imperial Hotel, Kyoto (as of January 29, 2025)

Project Details

The hotel will be constructed and operated using the Yasaka Kaikan.

Landlord: Yasaka Nyokoba Gakuen Educational Foundation

Imperial Hotel, Kyoto Building Overview

Project Site Area: 3,623.17 m² Total Floor Area: 10,804.24 m²

Number of floors: 7-storey building with 2-storey basement

Height: 31.50 m

Structure: Steel frame-reinforced concrete, reinforced

concrete, steel frame structure

Main uses Hotel: Guest rooms (55 rooms), restaurant, bar,

Wellness facilities (spa, pool, fitness gym), etc.

Construction start time: April 2022 Completion time: October 2025

Total project cost (estimate): Approximately 12.4 billion yen.

*This is an estimate as of today and may change depending on future decisions on the details of the plan.

Schedule

June 2021: Demolition and preservation work on the existing building

(Yasaka Kaikan) begins

April 2022: Land leasing begins, construction work on the hotel begins

December 2022:Tomoyuki Sakakida * is appointed as the architect responsible for

the interior design. (*Director of New Material Research

Laboratory)

October 2025: Completion

Spring 2026: Imperial Hotel, Kyoto opens

^{*}This is the current plan and may be subject to change.

Page 6 Imperial Hotel, Ltd. February 20th, 2025



Imperial Hotel, Kyoto Logo