



Management Strategy > Innovation of Parco Business

Rendering of the exterior of Shibuya Parco ©2019, Takenaka Corporation

“Next-generation” Parco That Will Enhance Brand Value



New Shibuya Parco as a symbol of next-generation Parco

Shibuya Parco has addressed “Incubation,” “Urban Revitalization” and “Trends Communication” and has played a part in developing Shibuya stimulating and at the same time being stimulated by the area since its opening in 1973. These three initiatives are Parco’s DNA and point of origin and also the belief of evolving Parco.

We started to study this project as a rebuilding plan of Shibuya Parco in 2007. It was approved as an urban planning project of special urban renaissance district in December 2015 and we have proceeded with the plan



Rendering of “Parco Museum Tokyo” on the 4th floor of Shibuya Parco

as an urban redevelopment project. In order to create next-generation commercial space, we will increase experiential content by opening Japan’s first official Nintendo shop “Nintendo Tokyo” and expanding Parco Theater, renew fashion offering with a mix of luxury, mode and street culture, and create future-oriented sales space using ICT.

Shibuya Parco is designed not to meet needs, but to create them, and in doing so, provide new consumption proposals and values. We aim to surpass the traditional concept of a commercial facility, sharing the sense and creativity of the designers and creators and conducting new initiatives to propose fresh stimulation and excitement as experience value. In this way, we will create a global center for trends communication. We selected mainly specialty shops with high quality design, art and entertainment to develop Shibuya Parco’s own identity. We will not narrow down a target to certain age groups or gender but aim to create a commercial complex that attracts urban consumers “looking for something new, something different, something interesting and something individual” from across the world. About 180 unique and attractive shops will operate there. It consists of five pillars including “Fashion,” “Art & Culture,” “Entertainment,” “Food”

and “Technology.” We will create sales floors by mixing them so that they will elicit each other’s appeal.

We hope it will evolve “Parco brand” as a flagship store for the next generation and that such brand power will spread through other stores.

Fusion of shopping and technology

On the 5th floor of the new Shibuya Parco, we will create an omnichannel space “Cube (tentative)” for e-commerce as well as over-the-counter sales. Eleven small shops will open in this about 130-tsubo-area. Using digital technology, we will try to create a zone with shops that have smaller space and fewer products on the shelf than traditional sales space so that customers can find what they want. As a next store with enhanced function of showroom, it will mainly carry strategic items and limited items and the stock of other products will be controlled digitally and sold in “Parco Online Store” (e-commerce). Data will be transmitted directly to a smartphone from large signage in the common use area and in-shop signage and customers can always buy online products not on the shelf. Thus we have developed a system that allows customers to shop on the spot without stress.



Rendering of “Cube (tentative)” on the 5th floor of Shibuya Parco

We will display 3D works created by a computer using XR*1 technology. Customers will be able to see them through smartphones or AR glasses as if they really exist there. We plan to display an installation art work created by VR space designer Discont who received the Parco Award at “NEVVUE AWARDS 2018,” a VR content competition held in 2018 and it is being created.

*1 XR is a collective term for technologies such as VR (Virtual Reality), AR (Augmented Reality) and MR (Mixed Reality).

In addition, on the first floor, Japan’s first experimental AI showroom using cloud funding “Booster Studio by Campfire” will open. Here customers can actually touch and try IoT products and other unique digital products and ideas from across the world before they hit the market.

Contribution to the local community both in terms of hardware and software

The building that will be occupied by the new Shibuya Parco with a total floor area of approximately 64,000 square meters and 19 floors above the ground and three under the ground consisting of commercial part on the first basement to the 8th floors and part of the 10th floor, a creative studio (talent incubation facilities) on the 9th floor, an entrance on the 1st floor and offices on part of the 10th floor and the 12th to the 18th floors will contribute to “Urban Revitalization” both in terms of hardware and software as a symbolic facility on Koen-dori street.

In terms of hardware, we will create a pedestrian-friendly environment by creating a walkway around the building and a plaza on the premises and thereby expanding space for pedestrians to enliven the area. We addressed issues in the area such as disposal of goods and bicycle parking on streets, which prevent people from walking around, by installing an area logistics center and a bicycle parking lot in the building. Furthermore, this building has been evaluated highly by the Ministry of Land, Infrastructure, Transport and Tourism for (1) creation of attractive outdoor spaces with the outdoor plaza and elevated walkway, (2) highly efficient energy system based on a co-generation system (CGS: Collective term for the systems that generate and supply electricity and heat from a heat source), and (3) initiatives to promote efficient energy use through digital communications and it was selected as a “Leading Sustainable Building Project (CO₂ Reduction Leader).” We realized a CO₂ reduction complex whose operating efficiency was improved by “visualization” using energy management system as well as introducing the latest equipment. We will spread sustainability to other complexes as a “CO₂ reduction leading project in urban fashion complexes.”

In the meantime, in terms of software, in the outdoor plaza in the building, we will hold a wide range of events in coordination with the local community, fashion shows, music, and food events, to help create excitement in the area.



Rendering of outdoor plaza on the 10th floor of Shibuya Parco
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