

Announcement Materials

ツナガル・ギンザ・ハブ

Ginza Connection Hub



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For a limited time, this facility consisting of a parking lot and urban amenities will be used by a diverse range of people, including people with disabilities, to enhance the experience of strolling through Ginza, aka "Gin-bura". Demonstrations and workshops will be held to create a space where everyone can connect.

Ginza's charm lies in its timeless blend of narrow and wide streets, offering a diverse array of stores and attractive contents. Even before the introduction of cars, this district has remained cherished, ensuring a safe and delightful experience for all who wander its streets.

On the other hand, Ginza faces the following issues:

- Parking lots are cutting off the bustle of the street.
- The parking lots for disabled people are rarely used.
- For people with disabilities such as wheelchair or stroller users, the elderly, and foreigners to enjoy Gin-bura, there are many issues to be considered, such as: sidewalk conditions, guidance methods, and urban amenities including restrooms and rest areas.

Chuo City is currently in the process of revising Ginza parking lot rules, and creative ideas are needed to restore a sense of continuity to the bustle of the street by consolidating parking lots, and at the same time, allowing a diverse range of people to enjoy Ginza.

As one solution to this problem, we are planning a facility called HUB that combines "a parking space where a wide variety of people can safely get in and out of their cars and go out of town" and "urban amenities that allow people to enjoy Gin-bura". This facility is only for demonstration purposes but will be installed for a limited time. The nickname is "Tsunagaru Ginza Hub", meaning "Ginza Connection Hub". Our hope is that people from all backgrounds will feel free to use the facility and enjoy Ginza, and that it will become a place where connections with Ginza and between people can be made.

During the installation period, many people including people with disabilities will be invited to use the system and we will monitor the responses.

July 12, 2023

Furthermore, we will hold workshops that invite not only people with disabilities but also the residents of Ginza to participate. Through the "Ginza Connection Hub" experience, we aim to deepen mutual understanding and gather valuable insights to enhance the future of Gin-bura. This initiative goes beyond addressing parking issues; it is a steppingstone towards experiencing the real Ginza and creating enjoyable experiences for diverse individuals. We look forward to your anticipation and support for the future of Ginza,

We would be very grateful if you would consider covering or publishing this workshop in your media.
Thank you.

Outline of the demonstration experiment:

A demonstration facility will be set up in front of the building in front of the Ginza 7-chome redevelopment project, and its use will be constantly monitored by cameras and other equipment, and interviews and questionnaires will be conducted as necessary.

Demonstration period: **July 12 - 30, 2023**

Personnel will be stationed from 10:00-16:00 during the period

*From 13:30 on the first day

Hulic Ginza 7-chome Showadori Building (7-13-10 Ginza, Chuo-ku, Tokyo)

If you wish to attend, please contact us in advance at the address below.

Planning and implementation: Ginza Next Project Team: Kobayashi & Maki Design Workshop, Keio University, WHILL, Times24, Hulic

Cooperation: Ginza Machidukuri Council

Exterior graphic pattern: Asao Tokolo

Contact: Izumi Maekawa <maekawa@kmdw.com>