PRESS RELEASE

November 25th, 2026
Park Hotel Tokyo

Park Hotel Tokyo (Art Hotel Rebranding Project - Japanese Aesthetics Strategy) Selected as a Finalist for “ART & BUSINESS AWARD 2026,” Organized by Japan’s Ministry of Economy, Trade and Industry

～ An award organized by Japan’s Ministry of Economy, Trade and Industry — co-creating with artists to carry Japanese Aesthetics to the world ～

Park Hotel Tokyo (Operated by Shiba Park Hotel Co., Ltd. / Minato-ku, Tokyo / President: Noriyoshi Tanaka), which proposes stays filled with art as a Hotel Like a Museum, announced that its “Art Hotel Rebranding Project - Japanese Aesthetics Strategy” has been selected as a finalist in the Art Engagement category of the “ART & BUSINESS AWARD 2026,” organized by Japan’s Ministry of Economy, Trade and Industry (METI).

The hotel was recognized for its work connecting the hotel stay with Japanese art through co-creation with artists and galleries, under the concept of “Infinite time and space amid cognizant Japanese beauty.”



The view from the Executive Museum Lounge at Park Hotel Tokyo

The “ART & BUSINESS AWARD,” organized by METI, honors companies and projects that create new economic value through co-creation with art and artists. The award ceremony is scheduled for December 1 (Tue.), 2026, from 5:00 p.m. to 6:30 p.m. at TOKYO NODE HALL (Toranomon Hills Station Tower).

■The Selected Project and Its Economic Value

Park Hotel Tokyo runs a project that uses art not as mere decoration but as a management resource connecting the hotel, artists and the tourism economy. Through co-creation with artists and galleries, it has raised the hotel stay into an experience of touching Japanese Aesthetics and has cultivated a structure that generates value for both the hotel and the artists.

Economic value for artists: Through the exhibition and sale of more than 400 works within the hotel and more than ten curated exhibitions a year, the hotel creates opportunities for artists to show and sell their work. About 90% of artwork sales by value are purchases by international visitors to Japan, and the hotel has developed into a market interface connecting Japanese artists with overseas customers.

Economic value for Japan and for tourism: About 95% of guests are international visitors to Japan, and the hotel records approximately 128,000 guest nights a year. By welcoming guests from overseas and circulating both lodging spending and art spending back to Japanese artists — so that new work in turn raises the hotel’s appeal — the hotel has built a circular business model of economy and culture.

■Artist Rooms — Staying Inside a Work of Art

The Artist Rooms that symbolize the art experience at Park Hotel Tokyo grow out of “Artist in Hotel,” the hotel’s own version of an artist-in-residence program, in which an artist stays at the hotel for a set period and creates the guest room itself as a work of art. Rooms in which each artist has expressed Japanese aesthetics through their own sensibility are sold as guest rooms, and 52 were in operation as of November 1, 2026. Creation continues today, and guests can experience Japanese culture and contemporary art as the stay itself — not only viewing the works, but spending their time surrounded by them.



The13th artist room “Cherry blossoms”



The 9th artist room, “Geisha Goldfish”

■In-House Exhibitions — The Whole Hotel as a Place to Encounter Art

Through co-creation with galleries and artists in Japan, the hotel has set up a total of 11 exhibition spaces across its floors, with more than 400 works of art on permanent display and available for purchase. In fiscal 2025 it held more than ten curated exhibitions, with a cumulative total of more than 60 artists taking part. By presenting a wide range of work, it offers guests from Japan and abroad the chance to encounter, view and purchase Japanese art. The hotel also continues its support for art by people with disabilities and its partnerships with companies and organizations, working to create a place where economy, culture and art coexist.



Taking in the art and the view at the same time.



A stay where strolling among the art is a pleasure.

Encouraged by this selection as a finalist, Park Hotel Tokyo will continue to deepen its co-creation with artists and galleries and to carry Japanese art to the world. We look forward to welcoming you to a Hotel Like a Museum, where Japanese Aesthetics meet contemporary art.

▶ For more about art at Park Hotel Tokyo, please see the Park Hotel Tokyo art page:
https://parkhoteltokyo.com/art-at-park-hotel-tokyo

About the ART & BUSINESS AWARD

The award has been held continuously since last fiscal year by Japan's Ministry of Economy, Trade and Industry as part of its "Demonstration Project for Building Foundations to Broaden Corporate Engagement with Art."

By honoring companies that have created solutions to issues and economic value with art as their starting point, it aims to build the foundations on which art and the economy and society can each develop sustainably.

https://art-business-meti.go.jp

Organizer: Ministry of Economy, Trade and Industry (https://www.meti.go.jp/english/index.html)

Secretariat: Culture Vision Japan Foundation (https://cvj.or.jp/en/)

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About Park Hotel Tokyo

Park Hotel Tokyo is a sister hotel of Shiba Park Hotel, founded in 1948. Located on floors 25–34 of Shiodome Media Tower, it offers panoramic views of Tokyo Tower and Mt. Fuji. The hotel has 268 guestrooms, including 52 Artist Rooms where artists paint directly on the walls. These Artist Rooms, designed as spaces to experience Japanese aesthetics, have received the Excellence Award in the Japan Tourism Awards

https://parkhoteltokyo.com



Exterior of Park Hotel Tokyo

Media inquiries regarding this matter should be directed to:
Shiba Park Hotel / Park Hotel Tokyo Brand Promotion Strategy Division Contact: Kitao, Tsunoda
pr@shibaparkhotel.com
TEL: +81 (0)3 3433 4141 (main) FAX: +81 (0)3 5470 7515