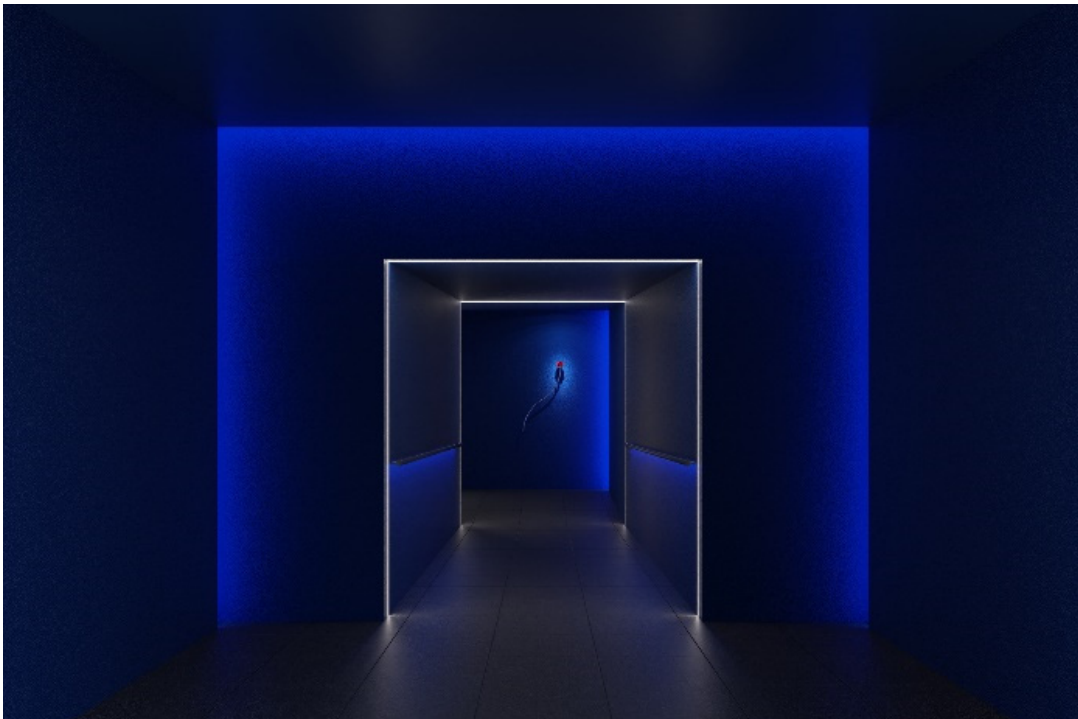


**Grand Opening of HOTEL IL PALAZZO on October 1, 2023
~ Ichigo's Re-Design Value-Add Project ~**

Ichigo is a Japanese sustainable infrastructure company dedicated to making the world more sustainable. OneFive Hotels Inc., Ichigo's wholly-owned subsidiary, launched the Re-Design value-add project in January 2022 to renovate Ichigo-owned Hotel Il Palazzo in Fukuoka City, and is opening the hotel on October 1, 2023.

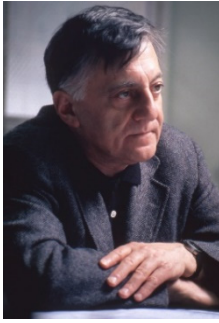


The Hotel Il Palazzo was Japan's first design hotel built in 1989 by renowned architect Aldo Rossi and designed by leading Japanese interior designer Shigeru Uchida as the art director.

Rooted in the local community, the hotel's development created a buzz when it was first built because of the renowned creators involved, which included Ettore Sottsass, Gaetano Pesce, Shiro Kuramata, Ikuyo Mitsunashi, and Ikko Tanaka. In 1990, the hotel won the Pritzker Architecture Prize, considered the Nobel Prize of the architecture world, as well as the Fukuoka Urban Beautification Award. In 1991, the hotel became the first building outside the U.S. to ever win an American Institute of Architects Honor Award.

The Re-Design project aims to conduct value-add mainly in the areas where the hotel concept changes have occurred along with changes in owners, while preserving the original hotel concept by making adjustments to match the modern times, in order to build a sustainable future.

The Re-Design project focuses not only on the hotel design, but also views the hotel as a valuable social asset, and for this project, OneFive Hotels has partnered with Uchida Design Inc. (www.uchida-design.jp), an interior design studio that preserves Shigeru Uchida's legacy and design philosophy.



Aldo Rossi (1931 – 1997)

An Italian architect and theorist who left a significant impact on architecture and urban design, and was a leading architect on postmodern theory.

Notable works include a cemetery in Modena, Italy, Carlo Felice Theater in Italy, and the Bonnefanten Museum in the Netherlands. Rossi was involved in a significant number of large-scale projects and won numerous competitions and awards.



Shigeru Uchida (1943 – 2016)

An internationally acclaimed Japanese designer who was constantly setting new trends via his lectures, judging competitions, exhibits, and international design direction.

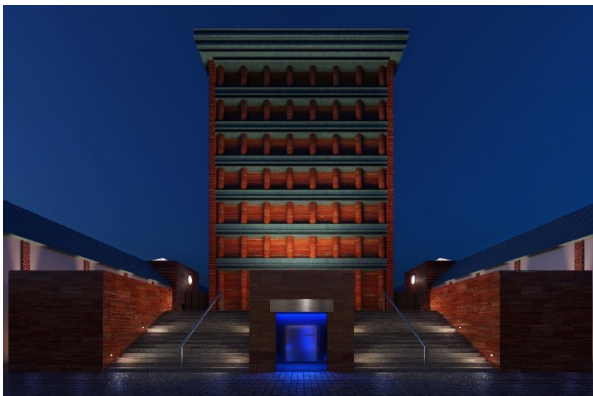
Notable works include Yohji Yamamoto’s boutique, the Kobe Fashion Museum, the Ji-an So-an Gyo-an tea room, and The Gate Hotel Kaminarimon. His works are part of the permanent collections at the Metropolitan Museum and M+ Museum.

Re-Design Project

Renovation Period	January 2022 ~ September 2023
Total Renovation Cost	c. JPY 1.8 billion

Hotel Details

Name	Hotel Il Palazzo (Total 77 guest rooms)
Location	3-13-1 Haruyoshi, Chuo-ku, Fukuoka City
Access	7 minutes from Nakasu Kawabata Station on the Fukuoka City Subway Kuko Line; 6 minutes from JR Hakata Station by taxi
Website	https://ilpalazzo.jp (Please visit the website for reservations)



Comments From the Late Shigeru Uchida

“Our goal was to create a social asset rooted in the community that will continue its existence through the times.” (Ichigo translation)

“Aldo Rossi and I agreed that we wanted to create the same image for the interior and exterior of the building.” (Ichigo translation)

Major Features of the Re-Design Project

The original hotel logo design at the time of opening in 1989 has been revived.

The exterior design by Aldo Rossi has been partially restored while respecting the original design.

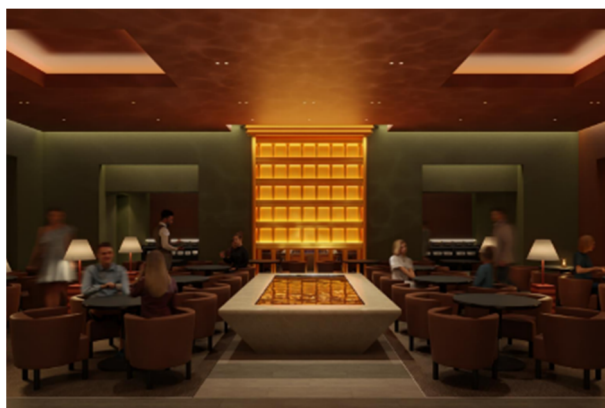
The basement floor which incorporated the needs and culture transmitted through the years has been reformed from a dance hall to an event space and it will be reborn as a large lounge with 130 seats.

The entrance that used to require climbing the stairs can now be approached directly from the first floor.

The entrance, which follows the original color scheme of 1989, is an image of a sacred boundary (“kekkaï,” a notion originating in Buddhism).

In addition to two former types of guest rooms, Superior Queen and Deluxe King, guest rooms with balconies have been introduced.

H O T E L
IL PALAZZO



Hotel Operator Details

Name	OneFive Hotels (Ichigo’s wholly-owned subsidiary)
Location	3-13-1 Haruyoshi, Chuo-ku, Fukuoka City
Representative	Minoru Ishihara, Representative Director & Chairman Takanobu Kitazaki, Representative Director & President
Main Businesses	Hotel operations, restaurant operations, related consulting services, outsourcing services, property management, asset management
No. Of Employees	427 (as of July 2023)
Website:	www.onefivehotels.co.jp

Inquiries (Japanese & English): Ichigo Communications at +81-3-3502-4800