Tokyu Plaza Ginza – a “vessel of light” that shimmers in the Ginza cityscape. With its concept of Edo Kiriko cut glass, the façade is integrated with the lighting, and the building itself gives off light like a living organism, continuing its existence as a Ginza symbol long into the future. A new evolution in dynamic LED performance was essential to realize this architectural concept.

Tokyu Plaza Ginza

Ginza is Tokyo’s largest-scale shopping area, with an abundance of global fashion brand storefronts and distinctive department stores. Tokyu Plaza Ginza is a re-developed commercial complex composed of retail stores, restaurants, and a parking lot, facing the Ginza-Sukiyabashi intersection.

With its façade modeled after Edo Kiriko cut glass traditional craftwork, it aims to become a new landmark for the Ginza-Sukiyabashi intersection.
POINT-1

The light intensity presents the 3-dimensionality of the glass and a glow that transmits through the transparency from within and without.

POINT-2

Optical design reduces glare from internal lighting while evenly illuminating the glass face.

POINT-3

Rather than a strong primary-colored light, the light features elegant hues that suit Ginza and a distinctively Japanese saturation.

POINT-4

96 performance patterns shimmer elegantly. The light moves slowly and continuously, like a living organism.

Learn more

For more information about Panasonic’s case study, please visit our website.

http://panasonic.net/ecosolutions/lighting/solutions/

Other Job references featuring Panasonic’s Lighting Solutions

Tokyu Plaza Ginza
Narita International Airport – Terminal 2 Building
Byodoin Museum Hoshokan
Suta City Football Stadium