

Tokyo Shop Design Report And Trend Analysis

TOPPAN

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C-lab.

Toppa Creative Laboratory

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C-lab.

Toppan Creative Laboratory

Based on our cumulative experiences in a long history of planning and creating surface designs for living spaces, we at Toppan have established "C-lab. (Toppan Creative Laboratory)" where we develop 2D surface designs as well as 3D space designing. Through our expertise, we develop new products and new spatial images to satisfy your needs.

At "C-lab." , we survey and analyze the consumer's current living space, and based on our proprietary network and cutting-edge information, and taking into account the latest trend in residential, commercial, and global markets.

Now, we present Tokyo shop design report and trend analysis. We would be grateful if you would enjoy deeper insight of the most recent trend of shop design in Tokyo!

Traditional Essence



In recent years, many Japanese shops have been supported by tourists from overseas, and so there arose many "entertaining" spaces that were made to host and welcome those tourists. Key expectations the tourists in Japanese shop spaces anticipate are experiencing Japanese culture, style and traditional methods. The beauty of Japan that you can feel comes from the deep attention to technique and details, and the carefully calculated space composition.

The use of domestic wood species is becoming more popular led by the Japanese government.

The appearance rate of coniferous trees especially cedar has increased, and it has a wide range of application such as walls, ceilings, and store fixtures, creating a "Japanese" atmosphere in a modern shop spaces.

On the other hand, technology of the digital society has created convenience and comfort, and expectations for technology as hospitality are becoming another aspect of the essence of Japanese.

Raw Material



A space that is "finished" without hiding elements such as the ceiling with exposed structural materials and pipes. Embracing the raw beauty of building components as an intentional decorative effect.

The space where you can feel the texture of the raw materials as they seem fit and accepted by consumers as "undecorated" and "as what they are".

By exposing them on purpose, it also hints you a "story" - from the incomplete to the complete-.

In addition, the choice of `unfinished` is also a feeling that this is good enough, and we do not have unnecessary things, no waste, and avoid things that are not good for the environment as we are global citizens. It seems that it is a point of creating a space that reflects the sense of the times.

Mortal Variation



Loose strokes, natural color and gradations with intonation, trowel marks, crack marks and crack patterns, paints and mixes of different materials ...

Various facial expressions and variations in mortar finish are expanding.

Many PVC and ceramic tiles that reproduced the design of mortar were also confirmed.

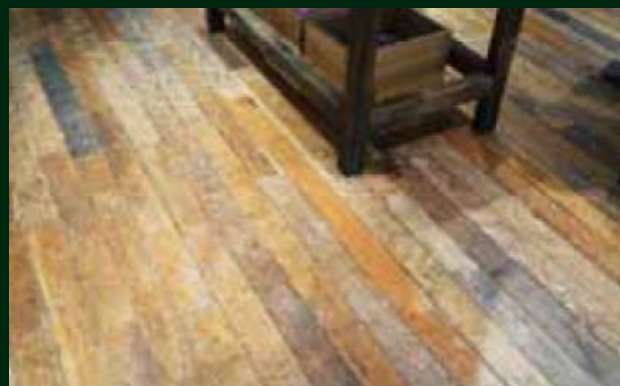
The background of the expansion seems to be the subtle expression and the natural and neutral color.

Featured biophilic design makes use of research to help human beings heal by reminding us of nature at the DNA level.

From this point of view, nature is not only green, but also rocks, dunes, coastlines, soil and pottery are also granted to be nature.

The texture, color, and image of each mortar variation may be accepted from a biophysical point of view that leads to healing.

Well Used



There seems to be a unique sense of attachment behind the expansion of "Well used".

The wooden floor with old texture that seems to make a squeak, the counters and fixtures that have been carefully used for many years, the grain of furniture. Rough sawn finish that feels some nostalgic materials and colors, traces of the creator. A retro feeling and timelines that leads to the past.

Rather than seeking value from something convenient and new, we seek the feeling of something familiar, even if it is not novel and somewhat inconvenient. Respect for the times when it was used. Customers are looking for a sense of warmth in a familiar store and a relationship.

Digital Experience



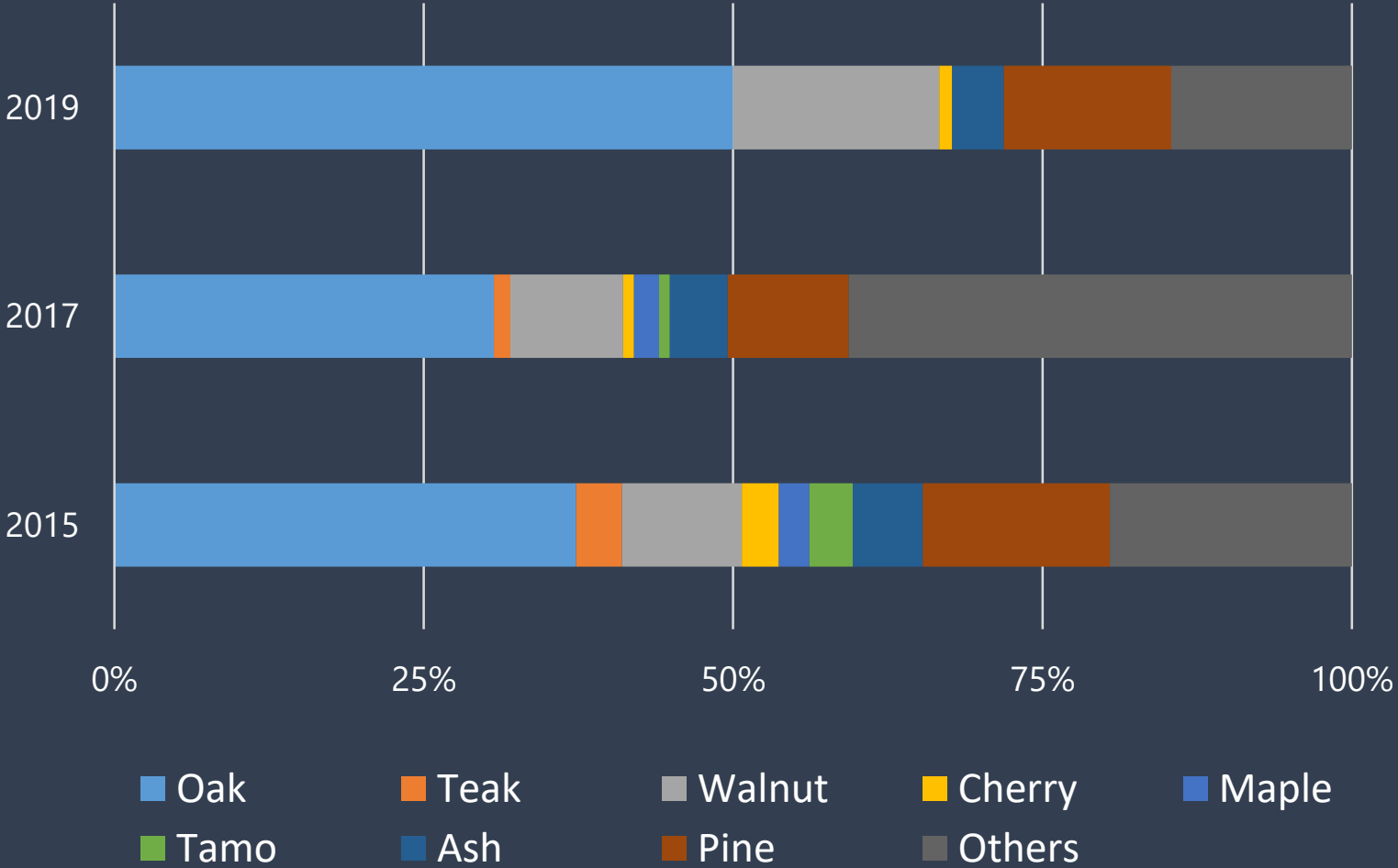
Spaces with art and graphics have become more familiar. It draws people's attention, connects them, and gives space changes and new topics.

In the latest survey, the mechanism of further experience and experience of amusement tailoring were confirmed. The sensor technology responds to the movement of the customer and instantly switches the video content. The type of the customer is identified and the production (color and sound) of the video space is changed individually.

In interactive signage, a digital catalog responds to customers' requests, guides them to the desired products, and introduces recommendations.

The evolution of SNS has changed the form of consumption and realized an approach to smart products that make full use of technology. The impression of excitement that leads customers to experience (trying on, tasting, participation) is becoming more and more important in terms of differentiation from other shops.

Trends of wood grain



↗ **Increase tendency:**
Oak, Walnut, Pine

↘ **Decrease tendency:**
Teak, Maple, Tamo, Ash

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