

Karuizawa Prince Hotel

Starting Major Renovation of East and West Cottages: Transforming Cottages into Villas with Expansion, Reconstruction, and New Construction

- **East Area villas scheduled to open in May 2027; West Area villas scheduled to open sequentially from spring 2028 onward**
- **Expanding dog-friendly restaurants, doggy daycare, and other dog-friendly facilities to become one of the largest dog-friendly areas in Karuizawa, Nagano-Prefecture**
- **Architecture and design by world-renowned architect Shigeru Ban, pursuing harmony with nature and environmentally friendly design**

Karuizawa Prince Hotel, owned by Seibu Real Estate Inc. (Head Office: Toshima-ku, Tokyo; President: Tomohide Saito) and operated by Seibu Prince Hotels Worldwide Inc. (Head Office: Toshima-ku, Tokyo; President: Yoshiki Kaneda), is pleased to announce that it has invested approximately 29 billion yen in renovating the cottages in the East and West Areas of Karuizawa Prince Hotel into villas, located in Nagano Prefecture. The new East Area villas will open in May 2027 and the West Area villas will open sequentially from spring 2028 onward (as of the current schedule).

This renovation will enhance the value of the existing cottages on the grounds of Prince Grand Resort Karuizawa in the aim of further developing the resort into a facility that is loved both in Japan and around the world. In order to achieve a more private atmosphere, the units will be spaced farther apart and the floor space per unit will be larger, transforming the cottages into villas that provide a comfortable environment to relax. The renovation will also enhance functions that will attract families, dog lovers, and the luxury demographic. In addition to a total of 13 types of villas that accommodate from two to eight guests, there will also be a new central building in the East Area with dog-friendly restaurants, an indoor dog run, a spa, and more. With design by world-renowned architect Shigeru Ban, the renovation will dramatically improve the resort's design while also ensuring that the area's forests can be passed down to future generations thanks to a design that pursues both harmony with nature and environmental considerations, including reusing existing cottages (expansion and reconstruction) in addition to new construction.



Central building exterior [conceptual image]

Through this renovation, Seibu Real Estate and Seibu Prince Hotels Worldwide will further enhance the value of the Seibu Group's assets in the Karuizawa area while also meeting the needs of a wide range of customers in a place with an overwhelming locational advantage, which is one of the strengths of the Seibu Group.

Renovation Overview

Key Points of the Large-Scale Renovation

1. Upgrade the cottages to villas to increase value and provide a comfortable environment to relax

- Provide a comfortable environment to relax with a larger floor space per unit and more space between units
<East Area> 97 cottages (now) → 41 villas (31 new buildings, 10 expansion and reconstruction)
<West Area> 136 cottages (now) → 83 villas (4 new buildings, 79 expansion and reconstruction)
- New central building in the East Area (for hotel reception, dog friendly restaurants, indoor dog run, private sauna, spa, ski reception, etc.)

2. Shift to targeted zoning

- The East Area will cater to dog lovers, ski-loving families, and the luxury demographic.
- The West Area will cater to the needs of two- and three-generation families as well as golfers, inbound travelers, and similar groups.

3. Architecture and design by world-renowned architect Shigeru Ban, pursuing harmony with nature and environmentally friendly design

- Designed by world-renowned architect Shigeru Ban, the layout takes advantage of the features of the terrain and the thoughtful design fosters a worldview of harmony with nature.
- Existing cottages will be reused (expanded and reconstructed) out of consideration for the environment.

■ East Area

Concept: Wellness-based healing - “Experience the forest with all five senses for an unforgettable getaway”

Breakdown: Central building (new construction), 41 villas (31 new buildings, 10 expansion and reconstruction)

*Current breakdown: 97 cottages

Key Points

- New construction will include a central building, which consists of a dog-friendly reception building with dog-friendly restaurants and lounge, doggy daycare facilities, and an indoor dog run as well as an activity building with a private sauna, spa, and other facilities for a more enjoyable stay.
- The ski school, rental desk, and lockers are located in the activity building. Rental items will be delivered to villas.
- All villas will be equipped with hot springs and wood stoves.
- The location is adjacent to Karuizawa Prince Hotel Ski Resort.
- To meet the needs of multi-pet families, the renovation includes the development of dog villas equipped with private dog runs as well as new dog pools in the outdoor dog run.



Central building interior [conceptual image]



East Area villa interior [conceptual image]



East Area dog villa [conceptual image]

■ West Area

Concept: Active healing - “Experience the forest with all five senses and inspire new memories”

Breakdown: 83 villas (4 new buildings, 79 expansion and reconstruction)

*Current breakdown: 136 cottages

Key Points

- Build villas with views of Mt. Asama.
- At the scenic peak of the West Area, build four new large villas with superb views of Mt. Asama as well as butler service and a sauna, a gym, and spa treatment rooms.



West Area mountain-view villa exterior [conceptual image] West Area mountain-view villa interior [conceptual image] West Area villa interior [conceptual image]

■ Areas to be renovated



Architecture and design by world-renowned architect Shigeru Ban, pursuing with considerations for nature and the environment

With design by world-renowned architect Shigeru Ban, this renovation will leave the existing trees intact, employ a layout designed that takes advantage of the features of the terrain, and utilize existing cottages for less environmental burden while paying homage to the history of the area, thereby creating a comfortable space that stimulates all five senses while also protecting the rich natural environment of Karuizawa.

<Profile of Shigeru Ban>

Born in Tokyo in 1957, Ban graduated from the Cooper Union with a Bachelor of Architecture in 1984. He founded Shigeru Ban Architects in 1985 and later established offices in New York and Paris. Since 1985, Ban has developed a unique structural system using recycled paper as a building material and, alongside his architectural work, has been engaged in disaster relief efforts worldwide. In 1995, he founded a nonprofit organization named Voluntary Architects' Network (VAN). He is the recipient of le grade de commandeur of L'Ordre des Arts et des Lettres, France (2014), the Pritzker Architecture Prize (2014), the Mother Teresa Social Justice Award (2017), the Princess of Asturias Award for Concord (2022), and the Praemium Imperiale for Architecture (2024). His major works include Centre Pompidou Metz (2010, France), Cardboard Cathedral (2013, NZ), La Seine Musicale (2017, France), Mt. Fuji World Heritage Centre Shizuoka (2017, France), Tainan Art Museum (2019), SIMOSE (2023), and Toyota City Museum (2024). Currently, he serves as Special Guest Professor at Shibaura Institute of Technology. In March 2025, he was named a new member of the Japan Art Academy.



East Area Plan Overview

Owner: Seibu Real Estate Inc.

Operator: Seibu Prince Hotels Worldwide Inc.

Designer: Shigeru Ban Architects

Construction: Seibu Construction Co., Ltd.

Start of operation: May 2027 (planned)

*Details are subject to change as the plan progresses.

West Area Plan Overview

Owner: Seibu Real Estate Inc.

Operator: Seibu Prince Hotels Worldwide Inc.

Designer: Shigeru Ban Architects

Construction: TBD

Start of operation: Sequentially from spring 2028 onward (planned)

*Details are subject to change as the plan progresses.

Prince Grand Resort Karuizawa: Constantly Evolving

Located on a vast property just in front of Karuizawa Station, Prince Grand Resort Karuizawa and its Karuizawa Prince Hotel consist of four hotels with various types of rooms and banquet halls as well as two members-only hotels, eight golf courses, a ski resort, a wedding hall, and a shopping mall, providing guests with the full resort life experience. We are clarifying the zoning of each hotel by implementing value-enhancing measures and strengthening their individual functions. By continuing to increase the value of Prince Grand Resort Karuizawa, we are creating new value for tourism, including golf, skiing, shopping, weddings, and MICE (meetings, incentives, conferences, and exhibitions) in Karuizawa, a traditional summer resort.

