



TRUNK (HOTEL) YOYOGI PARK
YOYOGI PARK

Go here!
Ahru Store
The place to go for wine in Oku-Shibuya ("inner Shibuya"). They don't take reservations, so be ready to wait in line!

Yuhi Komiya
Member of Hoff Dylan

Pork Vindaloo Taberu Fuku-daityouryo
This curry restaurant specializes in pork vindaloo. There's only one dish on the menu.

Toguri Museum of Art

CHEZ MATSUE
cuisine et vin aruru
A casual bistro located in the Shoto district. Both the ambience and flavors are superb.

The Shoto Museum of Art

Takashi Yokoishi
SHIBUYA maru-maru BOOKS
Tokyo Work Design Week (TWDW) Organizer

Counter Sharing imantokoro
This cheese bar in Dogenzaka is where I go for drinks on my way home from work.

Go here!
Kobo-yu Monument
This monument marks the spot of a therapeutic bathing facility, Kobo-yu, which is said to have existed in the Shinsen district long ago.

Go here!
Kitchen Hasegawa Shibuya
Their hamburger steaks and pork and chicken dishes are superb.

TOKYU STAY Shibuya



Hibari-go aerial cable car, 1952 ©Tokyu Corporation, photo by Teiji Akaishi
Shibuya Station in 2013
Future vision for the area in front of Shibuya Station ©Shibuya Station district co-developer

Yoyogi National Stadium, 2nd Gymnasium
Yoyogi National Stadium

Yoyogi Park-PFI
Operatorship scheduled to start in February 2025

Go here!
THE GREAT BURGER
This restaurant sparked the gourmet burger boom in Japan.

Laura Yokozawa
Singer-songwriter
Gift resident

CATs Cleanup
People who work in and around Cat Street and other involved parties get together to pick up litter.

Go to HARAJUKU!
Ota Memorial Museum of Art
A museum in Harajuku dedicated to exhibiting ukiyo-e woodblock prints.

Go here!
Biwa Pond
This pond remains at the site of the former Aoyama Hospital. It has been here since the Edo period (1603-1867).

Sunrockers Shibuya
You can watch Sunrockers games at the Aoyama Gakuin Memorial Hall.

Aoyama Gakuin University

Go here!
The Coffee Hangar (Double Tail Roastery)
A coffee stand and roastery in a residential area.

Jissen Women's University

Go here!
TOKYO FAMILY RESTAURANT

Go here!
Uotama Fishmonger
We recommend their take-out grilled fish bento, which is freshly prepared in-store.

Kokugakuin University Museum

Go here!
Shibuya Folk and Literary Shirane Memorial Museum
This is the place to learn about Shibuya's history.

Go here!
Konno-zumo
This is a sumo ring located within the grounds of Hikawa Shrine.

Go here!
Infinity Love Bench
A love bench designed by Kaeta Kimura.

Go here!
Yumi Morino PR Specialist at MIX!

Go here!
Kairyuu-yu
Stopping by for a bath on the way home from work to wash away the sweat of the day is my ideal routine. There's a sauna, too.

Yamatane Museum of Art

NHK Hall
NHK Broadcasting Center

Shibuya City Office

Site of Doppo Kunikida's residence
Get a glimpse into the life of the novelist who wrote masterpieces such as Musashino.

SHIBUYA PARCO
THEATER
PARCO MUSEUM TOKYO

HOTEL INDIGO TOKYO SHIBUYA

Go here!
Site of Koibumi Yokocho ("Love Letter Alley")
It's said that if you pray to this monument, you'll be successful in love!

EN HOTEL Shibuya
EuroLive
EUROSPACE
Cinema Vera Shibuya

Go here!
Oden Kappo Hide
A highly valued establishment where you can invite geisha to put on entertainment and play games.

SHIBUYA SOLASTA

Go here!
Kitchen Hasegawa Shibuya

Go here!
La.mama Shibuya
A live music venue that has given many popular artists their start in the business.

Go here!
Space Cherry Blossoms
Cherry blossom trees germinated from seeds that were flown to and from the International Space Station.

Go here!
Kiss Tokyo Bench Art Piece
A new photo-worthy spot in Shibuya.

Go here!
SHIBUYA BRIDGE
This building was constructed on the site of a former railway line along a curve.

Go here!
Shibuya Fureal Botanical Center
The center will be renovated and reopened in 2023 as a communication hub for agriculture and food.

Amazon Music Studio Tokyo

Go here!
Jingu-Dori Park Toilet
Designed by renowned architect Tadao Ando.

SHIBUYA PARCO
CYBERSPACE SHIBUYA

Located across the entire sixth floor of Shibuya PARCO, CYBERSPACE is home to several stores dedicated to popular anime and video games. It attracts many international visitors, too.

SHIBUYA109

Go here!
Shibuya Marui
Scheduled for completion in FY2026

SHIBUYA MARK CITY

Go here!
Shibuya FUKURAS TOKYU PLAZA SHIBUYA
Business-Airport
Shibuya FUKURAS
Banksy Exhibition at GMO Digital Art Museum

Cerulean Tower Tokyu Hotel
JZ Brat SOUND OF TOKYO
Cerulean Tower Noh Theatre

TOKYU CORPORATION

Go here!
La.mama Shibuya

Go here!
Kiss Tokyo Bench Art Piece

Go here!
SHIBUYA BRIDGE

Go here!
Shibuya Fureal Botanical Center

SHIBUYA CAST.
SHIBUYA CAST. SPACE & GARDEN

Go here!
MIYASHITA PARK
Sequence MIYASHITA PARK
Shibuyakuritsu Miyashita Park

SHIBUYA SCRAMBLE SQUARE
SHIBUYA SKY
SHIBUYA QWS
Miyamasu Mitake Shrine
SOIL

SHIBUYA HIKARIE
TOKYU THEATRE Orb
Hikarie Hall & Conference
Creative Space 8/

SHIBUYA AXSH

SHIBUYA STREAM
adidas Futsal Park Shibuya
SHIBUYA STREAM HOTEL
SHIBUYA STREAM Hall
Inaribashi Square & Konnoubashi Square in front of SHIBUYA STREAM

SHIBUYA SAKURA STAGE
Hyatt House Tokyo Shibuya
404 NOT FOUND
TSUTAYA BOOKSTORE

SHIBUYA FUKURAS TOKYU PLAZA SHIBUYA

SHIBUYA SCRAMBLE SQUARE Phase II
(Central Tower/West Tower)
Scheduled to open in FY2027

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“to live and work”

Eight reasons why



In case we need to meet up in person.”

SHIBUYA109 Entertainment Corporation
Ayumi Ishikawa, President and CEO

all the difference in terms of convenience these days, being based in Shibuya makes companies moving toward remote work MIXI, says. “With more people and Yumi Morino, public relations specialist at employees should come into the office. each division decide on how often at the office by 12 p.m., and it also lets employees to reside anywhere in Japan as long as they are able to arrive as the Marble Work style has been introduced. This system allows individual activities they are involved in.” At MIXI, a unique system known of naturally accepting people, no matter what they are wearing or the level of awareness is pervasive throughout Shibuya. There is a culture here gender and LGBTQ+ issues, such as proposing gender-neutral styling. This “We are actively adopting measures that are conscious of the SDGs and president and CEO of SHIBUYA109 Entertainment Corporation, comments, understanding of gender equality and LGBTQ+ issues. Ayumi Ishikawa, that flourish in their roles, with many companies demonstrating an assimilating progressive work styles. The city is also home to diverse talent

Shibuya is a place where people are constantly striving for and

02 **Word** **into strength**
A city that turns difference

working, living, and hanging out. attractive for all the urban functions of radius around Shibuya Station, is highly SHIBUYA, the perimeter within a 2.5-kilometer Omotesando just one station away. Greater with Daikanyama, Ebisu, Harajuku, and neighborhoods with their own individual charm spread out from Shibuya, is easy to commute to and advantageous for recruitment. Unique Accessible via nine rail lines run by four companies including JR, Shibuya

01 **Word** **is great for commuting and recruiting!**
Shibuya Station's prime location

Shibuya is a nerve center for the creative content industry. Creative content companies both large and small, including major IT companies such as Google, GMO Internet, DeNA, CyberAgent, and MIXI, have gathered here from all across Japan. For example, Takaki Nakada, on-site manager of Amazon Music Studio Tokyo, “opened the studio with the vision that it would serve as a bridge between artists and fans.” He looks forward to an even greater affinity between Shibuya and music. “I hope Shibuya will gain more renown as a hub for creating original content and a source of new culture.”

05 **Hang out** **Don't miss the retro atmosphere of the yokocho alleyways!**

Shibuya still retains some of the retro scenes of the previous century. The atmosphere of Shibuya Nonbei Yokocho (drunkard's alley), a popular spot in the city to get together with old friends and meet new people, transports visitors back in time. Koichiro Mikuriya, who serves as the PR manager for Nonbei Yokocho and runs the izakaya pub Aizu, says that the appeal of yokocho culture lies in how “people from all walks of life gather together in narrow spaces. You'll see, for example, a spot run by an 84-year-old grandmother next to a place packed with young men and women in their 20s, and next to that, an establishment popular with the international crowd.”

Aizu, Shibuya Nonbei Yokocho

06 **Hang out** **The place to go after a hard day's work!**

Shibuya may be an urban district, but it also offers plenty of spaces where you can relax and look up at the sky. Yoyogi Park, which spans an area of 54 hectares, is full of lush trees and other natural features. You can get your fill of nature while listening to bubbling streams and birdsong. Meanwhile, the rooftop of MIYASHITA PARK features a 1,000-square-meter lawn with adjoining cafe where visitors can relax with a cup of coffee in hand. SHIBUYA SCRAMBLE SQUARE opened with the featured facility SHIBUYA SKY 229m above the ground. One of the largest rooftop observation deck in Japan offers a 360-degree panoramic views.

SHIBUYA SKY Cloud Hammock in SHIBUYA SCRAMBLE SQUARE
© SHIBUYA SCRAMBLE SQUARE

04 **Word** **establishing R&D labs in Shibuya!**

Marketing opportunities can be found just by walking the streets of Shibuya. People come here for a variety of reasons—whether for work, shopping, or sightseeing—resulting in a diverse mix of people of all ages and tastes. Companies are focusing on this diversity, with many setting up development labs in Shibuya. For example, SHIBUYA109 has established SHIBUYA109 lab, a team specialized in marketing individuals, says, “More than 100 people between the ages of six and eighty are occupying shelves at our bookstore. By one shelf owner buying a book from another, a new community is being created.”

03 **Word** **Where the creative content industry gathers to create a new culture**

Shibuya is a city where you will find myriad professionals in action every day. Shibuya no Radio features radio hosts from all walks of life in Shibuya—from store owners and businesspeople to famous artists. Producer and radio personality Akie Shimada explains that the station is a “local, face-to-face radio station that connects a diverse range of speakers and listeners as equals,” and aims to be “a trusted presence in times of disaster.” Takashi Yokoihi, manager of the “shared bookstore” SHIBUYA maru-manu BOOKS where books self space is rented out to individuals, says, “More than 100 people between the ages of six and eighty are occupying shelves at our bookstore. By one shelf owner buying a book from another, a new community is being created.”

Amazon Music Studio Tokyo

03 **Hang out** **Try some sports to feel refreshed in both body and mind!**

Shibuya is a city where you can enjoy sports as both a spectator and a participant. Attending a Sunrockers Shibuya game is a must for professional basketball league fans. Highlights of their home games, which are held at the Aoyama Gakuin Memorial Hall, include daring shots and live cheerleading performances. If you are in the mood for exercise, head to Adidas Futsal Park Shibuya on SHIBUYA STREAM's fourth floor for futsal, or Miyashita Park for beach volleyball and bouldering. An urban sports park with indoor and outdoor skateparks is also scheduled to open in Yoyogi Park in 2025.

Sunrockers Shibuya

04 **Hang out** **Taking food diversity to the next level**

Shibuya is known for offering a huge range of food options, from world cuisines to the latest trends in desserts and other delicacies—even vegan and insect dishes. Sample cuisines from countries around the world, including Taiwanese food at the long-established Reikyo, Brazilian food at Gocchi Batta, and British food at the Hobgoblin pub. You can even try dishes made with insects at Kome to Circus in Shibuya PARCO and at EAT for E Shibuya. Yuhi Komiya, CEO (Chief Eat Officer) of the Delicious Shibuya City Project and vocalist and keyboardist of music duo Hoff Dylan, comments, “Shibuya is an extremely well-balanced city: classy, yet cutting-edge. I hope that the project brings out the city's appeal even more as it changes through redevelopment.”

06 **Word** **A treasure trove of talent?**

Shibuya QWS PROJECT BASE at SHIBUYA SCRAMBLE SQUARE © SHIBUYA SCRAMBLE SQUARE

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05 **Word** **Innovation across industry, academia, government, and the private sector**

Tokyo opened SOLI (Shibuya Open Innovation Lab), a facility focused on bringing together new services and products created by startups and large companies and finding ways to implement them in society, while SHIBUYA SCRAMBLE SQUARE opened the cocreation facility SHIBUYA QWS. Here, industry, academia, government, and the private sector, including large companies, startups, universities, and government agencies, can be seen collaborating on a single project, each undertaking R&D, talent development in STEM fields, incubation, and acceleration, with the aim of creating companies and value in Shibuya and delivering this to the world.

08 **Word** **Shibuya never stops evolving!**

Shibuya is currently in the midst of a large-scale, on ce-in-a-century redevelopment project. With infrastructure also being developed around the station, the city continues to evolve into a safe and comfortable community. Projects including SHIBUYA AXSH adjacent to Shibuya Hikarie, SHIBUYA SCRAMBLE SQUARE Phase II (Central Tower/West Tower), Shibuya Sakura Stage, Shibuya Upper West Project, and many others are underway. The city will only get more exciting as it develops!

Exterior image of SHIBUYA AXSH
© Shibuya 2-17 District
Redevelopment Association

07 **Word** **Hotels for tourists and business travelers are opening one after another**

Shibuya commands considerable global attention and draws many visitors from overseas. Shunta Omori, a guide at the tourist information center SHIBU HACHI BOX, says, “Shibuya is diverse and its atmosphere encourages people to take on new challenges. At SHIBU HACHI BOX, we are preparing for the return of inbound tourism by adding new spots to the official tours organized by the Shibuya City Tourism Association.” In recent years, a number of convenient accommodation facilities for tourists and business travelers have sprung up. With hotels including SHIBUYA STREAM HOTEL, serviced apartments like SHIBUYA CAST., and private accommodation such as minpaku, has increased. Several hotels, including international hotels, are planned for construction around Shibuya Station as part of future redevelopment projects.

Lobby of SHIBUYA STREAM HOTEL
© SHIBUYA STREAM

Eight reasons why

Shibuya is a great place “to hang out”

07 **Hang out** **Enjoy Shibuya's bowl shaped topography**

The city of Shibuya is bowl shaped, with a central valley branching out into many narrow side streets where discoveries can be found around every corner. Tateki Nishi, editor-in-chief of the Shibuya Keizai Shimbun, talks about how this differentiates Shibuya from other cities. “The interesting mortar bowl-shaped topography is what makes Shibuya so unique. Redevelopment efforts are underway to create a city unlike any other: one that takes advantage of these differences in elevation.” Atmospheric cafes and stores selling a variety of goods are located along the uphill slope from Shibuya Station to Yoyogi Park, so simply wandering around builds anticipation as to what kind of stores you will come across next.

SHIBUYA DUNKIN

Shibuya Bon Odori Festival

08 **Hang out** **Participate in festivals and city events!**

Entertainment City SHIBUYA—a city that brims with irresistible charm and vibrant crowds. Events such as the New Year's Eve countdown and Bon Odori Festival have also come to be held here. Kazuo Hasegawa, vice president of the Shibuya Bon Odori Dogenzaka Youth Association, comments, “The Bon Odori attracts a diverse crowd, from older people who know about Shibuya's history to young people and international residents and visitors.” Many people are drawn to Shibuya's authenticity and charisma.

Shibuya Bon Odori Festival

