



“to live and work”

Eight reasons why



Word 01

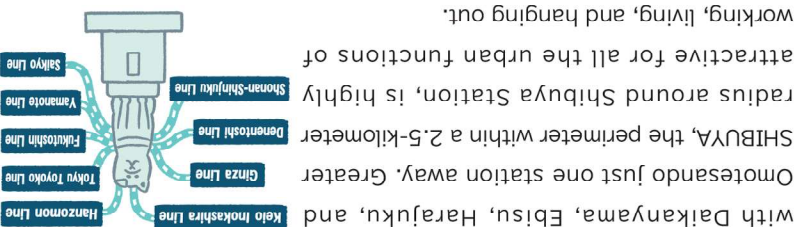
Shibuya Station's prime location is great for commuting and recruiting!

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

Word 02

A city that turns difference into strength

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



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."

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 and more companies are expected to flock to Shibuya as a place for testing and pilots in the future.

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

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 decks in Japan offers a 360-degree panoramic views.



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

Word 04

Many major companies are establishing R&D labs in Shibuya!



Amazon Music Studio Tokyo

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 Aki 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 Yokoi, manager of the "shared bookstore" SHIBUYA maru-manu BOOKS where bookshelf 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."

Word 03

Where the creative content industry gathers to create a new culture

Try some sports to feel refreshed in both body and mind!

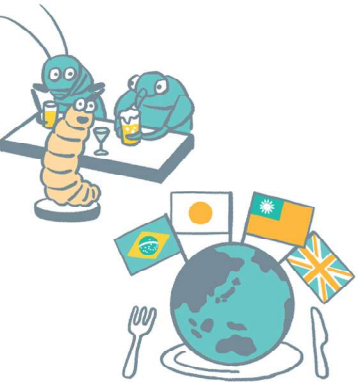
Shibuya is a city where you can enjoy sports as both a spectator and a participant. Attending a Sunrockers Shibuya game is a must for professional basketball league fans. Highlights of their home games, which are held at the Aoyama Gakuin Memorial Hall, include daring shots and live cheerleading performances. 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 was also opened in Yoyogi Park BE STAGE in 2025.



Sunrockers Shibuya

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."



Word 06

A treasure trove of talent?



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

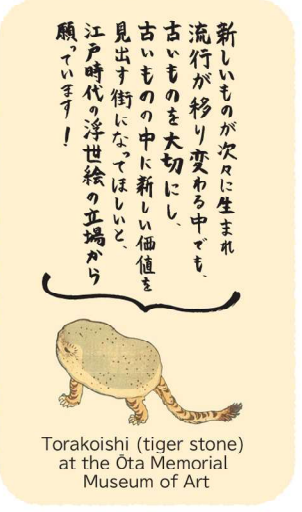
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Word 05

Innovation across industry, academia, government, and the private sector

Experience art and culture in Shibuya

Shibuya is home to a huge number of places to enjoy art, from classical art museums to galleries showcasing more contemporary works. Ota Memorial Museum of Art, which specializes in ukiyo-e woodblock prints, Yamatane Museum of Art, dedicated to Japanese paintings, Kokugakuin University Museum, which exhibits archaeological and Shinto-related artifacts, and other classical cultural facilities stand close to large-scale wall art displayed on the exterior walls of Shibuya Hikarie on the fourth floor. In addition, visitors can readily encounter a wide variety of art at places such as the Toguri Museum of Art, which showcases East Asian ceramics, and Shibuya Station, home to Taro Okamoto's giant mural Myth of Tomorrow.



Torakoishi (tiger stone) at the Ota Memorial Museum of Art

Tons of theaters and event spaces!

Shibuya is a destination for unique live entertainment, with a wide variety to keep you smiling. You can check out rakugo (Japanese comedic storytelling) and live sketch comedy shows at Shibuya EuroLive or head to the TOKYU THEATRE Orb, one of Japan's leading musical theatres. Or for something more traditional, how about the 'Cerulean Tower Noh Theatre'? Tokyo Comedy Bar, on the other hand, offers stand-up comedy together with craft beer. The resident MC, BJ Fox says "Shibuya is popular with the international crowd, so it's the perfect neighborhood for our multilingual comedy shows hosted in both Japanese and English."



Tokyo Comedy Bar

Word 08

Shibuya never stops evolving!



Lobby of SHIBUYA STREAM HOTEL © SHIBUYA STREAM

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, Shibuya's appeal as a place to stay has increased. Several hotels, including international hotels, are planned for construction around Shibuya Station as part of future redevelopment projects.

Word 07

Hotels for tourists and business travelers are opening one after another



Shibuya is currently in the midst of a large-scale, once-in-a-century redevelopment project. With infrastructure also being developed around the station, the city continues to evolve into a safe and comfortable community. Shibuya Sakura Stage was completed in November 2023, and SHIBUYA AXSH opened in July 2024. In addition, several projects, including SHIBUYA SCRAMBLE SQUARE Phase II (Central Tower/West Tower) and the Shibuya Upper West Project, are currently underway. The city will only get more exciting as it develops!



Eight reasons why

Shibuya is a great place “to 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.

Participate in festivals and city events!

Entertainment City SHIBUYA—a city that brims with irresistible charm and vibrant crowds. Events such as SHIBUYA RUNWAY 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