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Louis Vuitton Ginza Namiki Store, Tokyo, Japan

The Ginza building harmoniously blends the rich history of Ginza with modern architectural innovation. Once renowned for its Art Deco charm and its role as Tokyo's gateway through Shimbashi, Ginza now showcases a façade designed by Jun Aoki that draws from its waterfront origins. Inspired by the famous Impressionist painting La Grenouillère by Monet (1869), the design reflects the fluidity and vibrancy of water, echoing Ginza's legacy as a bustling hub by the bay.

The façade features a striking "pillar of water" concept, brought to life through two layers of multi-curved laminated glass. The outer panes, nearly seamless, ripple and flex with dynamic vitality, creating limitless color variations through dichroic glass. At street level, the façade mirrors the energy of Ginza, while higher up, it transforms the surrounding towers into ethereal, wavy silhouettes. Throughout the day, a flowing skyscape dances across the surface, while evening reflections gradually fade upward, evoking a sense of immateriality.

The intricate glass makeup (10mm low iron + 3.04mm clear SentryGlas® + 10mm low iron, with a colored coating on surface #2) captures the essence of Ginza's dual identity—rooted in history yet embracing modernity.

Interlayer: SentryGlas®
Designer: AS Co. Ltd. (fka Jun Aoki & Associates)
Architect: Peter Marino Architect @petermarinoarchitect
Engineer: Novum Structures @novumstructures
Laminator: Xinbao Glass Co.
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