

Grand Opening of Kinokuniya SEVEN PARK ARIO KASHIWA Store in April 2016

Kinokuniya Company Ltd (Chairman and CEO Masashi Takai) are pleased to announce the opening of our new store 'Kinokuniya SEVEN PARK ARIO KASHIWA Store' in Kashiwa, Chiba. The Grand Opening will take place on Monday 25 April.

Kinokuniya SEVEN PARK ARIO KASHIWA Store

Location Second Floor SEVEN PARK ARIO KASHIWA, 950-1 Oshimata, Kashiwa, Chiba Prefecture

Size Store area: around 1430m²

Store Range Books, Magazines, General Goods

Opening Times 10.00 – 21.00

Store Manager Yuya Miura

SEVEN PARK ARIO KASHIWA

- SEVEN PARK ARIO KASHIWA is a large-scale commercial complex in Kashiwa city, developed by Seven & i Holdings Co., Ltd. It has a site area of 130,000m². This will be the 18th ARIO store to open across Japan, and the 186th store for Ito-Yokado. The latest ARIO store will be more evolved than ever before. As for the name 'SEVEN PARK', it was chosen in order to capture the pleasant feeling evoked by the English word 'PARK'.

Store Concept and Characteristics

- "The happiness that comes from new discoveries within a forest of knowledge"
At Kinokuniya SEVEN PARK ARIO KASHIWA Store, countless charming books await your arrival. The store interior will bring to mind the verdant, lush greenery that surrounds the area, although it has been finished with urban design features. We aim to create a bookstore where you get an exciting buzz from new discoveries – as though you were taking a stroll through a forest of knowledge, surrounded by books.
- All customers are welcomed upon arrival at the front entrance by our large book display 'Kino Book'. At the children's book section, located in the centre of the store, we have provided a 'Kids Circle' where children can play freely. This grass-coloured circular space, built to look just like a park, is a relaxing area where parents and children can spend as much time as they choose. Various events aimed at children, such as storytelling and workshops, will be held here in the near future.
- 'Kino Lab' is a showcase for promoted books and selected non-book offerings, and has been designed to look just like a charming cottage in the middle of a forest. You will definitely want to step inside! The planned space will stimulate those customers who enter, leading to new discoveries.
- We guarantee a unique experience that will thrill and excite in equal measure with our giant book art installation, located within SEVEN PARK ARIO KASHIWA's central entertainment space 'BIG WONDER'.

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