BnA
PROJECT
Japan

WHAT IS THE BED AND ART PROJECT

If you have ever traveled to Tokyo, you've no doubt experienced the creative pulse of the city. However the accommodation options tend to be pretty standard, if not boring. The BnA Project provides room for up and coming Japanese artists to create live-in art works for travelers to stay in.

Artists are given total creative freedom to design each room according to their vision. With support from architects, textile designers, and carpenters everything from lighting to bedding is dictated by the artists vision.

Not only does this project create an opportunity for artists to display their work on a large scale but also to sell their work to local and international buyers. Most importantly participating artist receive a percentage of the booking fee every time their room is booked.

The BnA project is the first in Japan to implement this revenue sharing concept, creating continual income for artists and a beneficial ecosystem for all involved.

At BnA we hope to become a hub for up and coming Japanese artists, traveling creatives and art lovers alike. BnA invites all art lovers around the globe to immerse themselves in Tokyos art culture.

CREATION OF THE BNA PROJECT

The vision for BnA began back in 2014, when entrepreneurs Yu “Taz” Tazawa and Yuto Maeda met architect Keigo Fukugaki. As Keigo become heavily involved in the Japanese street art scene through architectural projects for Facebook Japan and #bction, Keigo and Taz soon realized they felt similar frustrations with the contemporary art scene in Tokyo.

Recognizing the difficulties experienced by Japanese artists, they saw a potential solution in connecting up and coming artist with art loving travelers.

The difficulties can be pinned down to five main points:
1. Lack of resources i.e. artists making continual income of their work
2. No space outside traditional galleries
3. Lack of art buying culture; thus lack of small bespoke galleries
4. Networking issues i.e. Japanese artists not able to easily connect with international creative influencers
5. Art loving travelers unable to find small independent galleries and connect with local artists

With the BnA project these issues can easily be tackled:
1. Lack of resources: continual income through booking fees/ income through sales of art work
2. No space: Ability to display work in rooms, front desk, café/bar, terrace and gallery
3. Lack of art buying culture: regular events hosted by BnA promote the buying/collecting of art works
4. Networking: Guests are predominantly involved in creative industries and are creative influencers
5. The project builds an art community, with the ability to share information about Tokyo’s booming art scene

After formulating the initial concept, Kenji Daikoku joined the team acting as a liaison between BnA and the local art community. Kenji manages multiple art and music spaces in Koenji, and is deeply embedded in the Japanese underground art scene. Kenji was the final piece of the puzzle, connecting BnA to some of Japan’s most promising up and coming artists.
By combining their expertise in art, hospitality and architecture the BnA Project was born.

BnA
HOTEL
Koenji

The BnA Project concept was first implemented as Airbnb art apartments in Ikebukuro(Tokyo) and Kyoto. The concept proved to be wildly successful, giving the team the push needed to open the flagship BnA art hotel; BnA Hotel Koenji.

Opened March 2016, BnA Hotel Koenji consists of two art rooms designed by local artists, a terrace, café/ bar known as the FRONTDESK (also the front desk) and a basement gallery known as the BACKROOM. All of these spaces feature a collection of art works which patrons and the local community are able to buy, further supporting the artists and the BnA project.

The next 2 years see BnA Hotel Koenji expanding to 30-40 rooms all over Koenji, forming a cluster of rooms making up the hotel. Guests will check-in at the front desk where from they will be taken through the “hallways” of Koenji experiencing the electric vibes of the neighborhood first hand. This unique approach to accommodation offers the guests real opportunity to connect with the local community and feel instantaneously a part of it.

BnA further plans to partner with local business offering guests complimentary breakfasts at cafes, bike rental and soaks at the local sento as part of the BnA Hotel Koenji experience. Again creating a beneficial ecosystem for all involved.

ROOMS

Artist have free creative reign when designing rooms, with each room becoming a physical manifestation of a singular artistic vision. The artists vision dictates every minute detail, in turn guest become a part of the art work they are staying in. The artist vision doesn't stop at the room, guest are also served cocktails inspired by their rooms upon check-in.

ROOM1
INTO THE FOREIGN
YOHEI TAKAHASHI

Born and raised in Tokyo, Yohei is one of its most acclaimed live painters. Continually working on perfecting his technique to create beautiful curves, Yohei often chooses animals as a sources of inspiration. Yohei's paintings dance along the canvas, engulfing your imagination through fluid lines and vivid colors, capturing the raw beauty and spirit of wild creatures, brining them to life right before your eyes. All of the sudden you are one of the wolves running with the pack.

In creating "Into The Foreign" Yoheis chosen subject is the wolf, a favorite of his to paint. The dark forest like atmosphere opens up to reveal wolves running on the wind. Standing in the middle of the room, the viewer feels swept up in the run, wanting to get out and explore, all the while feeling the safety of the pack.

ROOM2
TEN.
RYUICHI "OGI" OGINO

Born in Tokyo, Ryuichi studied graphic design and painting at the Community College of Denver before relocating to California College of the Arts. Returning to Tokyo in 2005, he began a series of exhibitions titled *"Idealistically Hypocritical"* which examines his concept *"Out of Context Mash-Up"*. Ryuichi continues to explore various mediums, further defining and refining his artistic technique.

Ryuichi's minimal yet impactful chevron pattern, dubbed ZAAA, turns the room into a world of its own. In this room the outside world seems to slip away, here your thoughts travel along zig zag lines and spiral ceilings, drifting in and out of lucid dreams.

CAFÉ, BAR AND TERRACE

The café/bar dubbed FRONTDESK acts as a literal check-in point for guest as well as a hub for local creatives to “check-in” with one another and share ideas. Artist are able to display works which can then be purchase by guests and the local community. In an effort to support small businesses in Koenji, the café sources food from local vendors.

The terrace is open to the public during the day, providing further opportunity for locals and travelers to connect and network. The space can be reserved for BBQs, live painting sessions, and other community events.

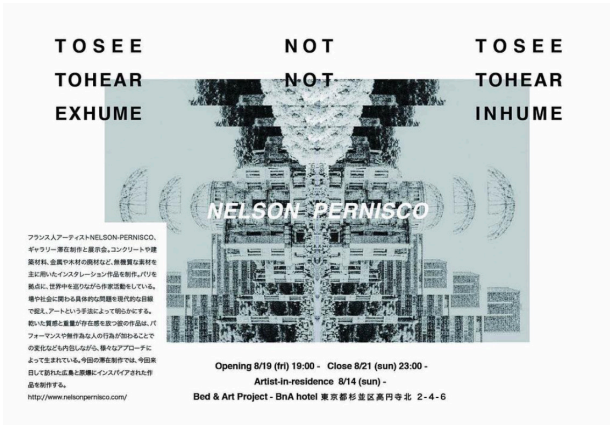
In these communal spaces BnA hosts a range of events from sticker parties to botanical arrangement. Furthermore these spaces provide guests with a direct connection to the Tokyos underground art scene, while simultaneously offering artists the opportunity to reach an international audience.

BACKROOM GALLERY /
BNA ARTIST IN RESIDENCE

The basement art gallery known as the BACKROOM offers a unique opportunity for local and international creatives to exhibit work and host events without creative inhibition. The space can be transformed to host everything from DJ gigs to live painting sessions, naturally a more conventional gallery exhibition is also possible.

The BnA Artist in Residence program provides free accommodation to selected international artists for up to ten days, giving them time and creative space to transform the gallery into their own personal installation. At the end of their stay the exhibition is opened to the public with a party featuring live music and auctioning of their work. After twenty days the room is wiped clean ready to be completely redesigned by the next creative mind.

This program is not just to help international artists reach a coveted Japanese audience. Artists forge connections with local Japanese creatives, establishing a flow of ideas no longer limited by geographical proximity. The goal is to build a supportive global art community.



KOENJI
A HOME FOR CREATIVES

Koenji is the creative melting pot of Tokyo. There is simply no neighborhood better suited to this art hotel.

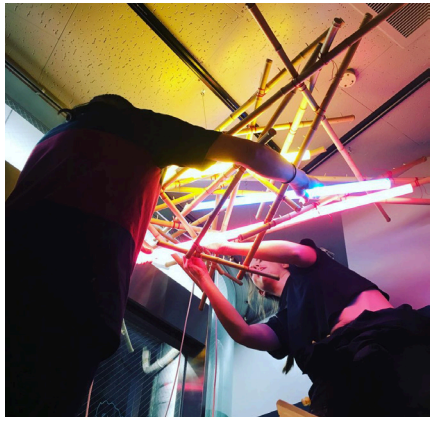
The residents are diehard proponents of artistic growth, supporting local artists in all their creative endeavors. Speaking with local artists, one finds that many of them move here from all over Japan, knowing Koenji as a haven for creatives. Raising the question of which came first, the artistic impulse or the richly inspirational environment?

As the birthplace of Japanese punk, Koenji has a thriving underground music scene. Studios and live houses abound, making the area a popular destination for music aficionados.

Despite its proximity to the sprawling metropolis of Shinjuku, Koenji maintains a refreshing distance from the “mainstream”. Through support of the area’s many small “mom and pop” businesses, residents manage to preserve a distinct sense of community, open heartedness and cultural depth.

All these factors form a vibe that’s charming, free-spirited, and delightfully strange. If any evidence is needed just check out the town mascot; a magic mushroom named “Psyche Delhi”.

CONTACT



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