

May 14, 2026

GINZA SIX RETAIL MANAGEMENT CO., LTD.

GINZA SIX Art Project *A Tree*: The transformation of a single tree into furniture and architecture

GINZA SIX's art project *A Tree* explores how Yoshino cedar transitions from raw material into everyday use, highlighting the power of craftsmanship.

A Tree

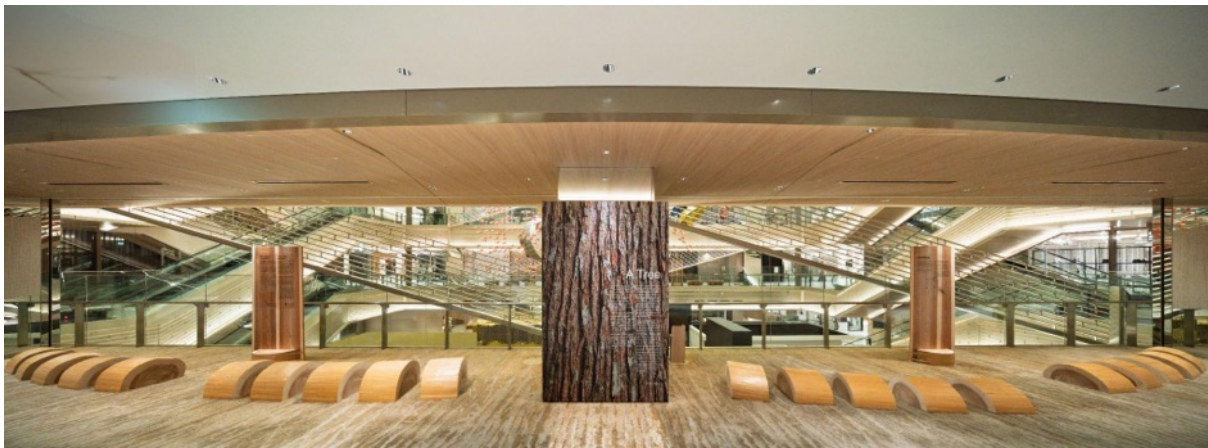


Photo by Yasuyuki Takaki

The commercial complex GINZA SIX, in collaboration with DAIKEI MILLS, has been hosting the long-term art project *A Tree* since spring 2025, centered on the idea of tracing how a single cedar evolves into furniture and, ultimately, the broader idea of “architecture.” Spanning three years, the project is a journey into the true essence of craftsmanship, highlighting the origins and lifecycle of timber—from its source and distribution to the milling

process—while continuously exploring the transformation of wood from material to architecture and furniture through human involvement.

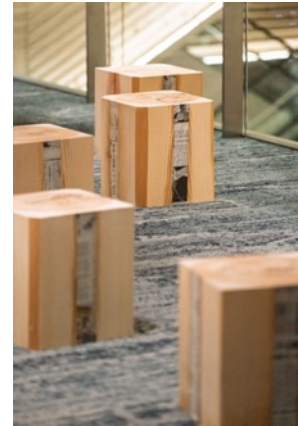
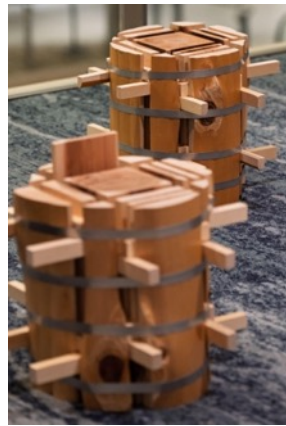


Photo by Yasuyuki Takaki

The Concept: From Material to Meaning

At its core, the project seeks to rediscover the fundamental meaning of craft by going back to the source, so to speak. Rather than focusing on completed works, *A Tree* shines the spotlight on everything that brings wooden products into existence, revealing the often-unseen raw materials and their processing as important artistic expressions in their own right.

The initiative is centered around Yoshino cedar, a material with nearly 500 years of cultivation history. Known for its fine grain and durability, Yoshino cedar wood has played a vital role in Japanese craftsmanship from architecture to household goods. By allowing this material to take center stage, *A Tree* creates a space that invites each viewer to pause, reflect on the passage of time, and intuitively sense the inherent value of cedar.



Project Development: The Phases of Transformation

A Tree was envisioned to unfold in multiple phases, each addressing a different stage in the fascinating lifecycle of transforming wood.

Created by DAIKEI MILLS, **Phase 1** focused on visualizing cedar and the processes surrounding it. The wood was presented in both its natural state prior to conversion and in the form of furniture like chairs and benches made from minimally processed timber, which were installed throughout GINZA SIX. This phase drew attention to the condition of wood before and after processing.

The recently completed **Phase 2** welcomed six designers who are making their mark both in Japan and on the global stage. Beginning in autumn 2025, with the third and final presentation scheduled for spring 2026, it showcases cedar works that build upon the foundation established in Phase 1. This stage introduces individual perspectives captured in wood, where each designer engages directly with Yoshino cedar and translates their inner self into physical form. During Phase 2, *A Tree* evolves from a focus on raw material toward a dialogue between material and creator.

Siin Siin and KUO DUO presented works informed by the history and physical characteristics of Yoshino cedar, offering new modes of rest and contemplation within an urban setting. Rio Kobayashi, Fabien Cappello, Max Lamb, and Faye Toogood each bring forth their works

shaped by cross-cultural perspectives, in-depth exploration of cedar, experimentation, and poetic interpretation.

Past summer 2026, the project will continue moving forward, with Phase 3 further expanding on the idea of spatial exploration and introducing experimental interactive elements that foster a higher level of engagement with the visitors.

A Tree

- Organizers: GINZA SIX RETAIL MANAGEMENT CO., LTD., DAIKEI MILLS
- In Collaboration with: E&Y / Houei Forestry / Otani Wood



Siin Siin

KUO DUO

Rio Kobayashi

Fabien Cappello

Max Lamb

Faye Toogood



Photo by Daisuke Shima

Exhibition & Program

The project is presented as a multilayer exhibition that enables visitors to engage with everything from the origins of wood as material to its physical and experiential manifestations. Installations are positioned throughout the GINZA SIX commercial complex, creating opportunities to encounter transformation by simply moving through the space.

To celebrate the final presentation of Phase 2, a talk session was held on March 25, 2026, between Keisuke Nakamura (DAIKEI MILLS) and the six participating designers, giving them a platform to discuss the project's ideas, processes, and collaborative efforts. The event

provided deeper insight into the conceptual framework of *A Tree*, as well as the intersection between different cultural and design perspectives.

Please see below for a recap of the event:

<https://ginza6.tokyo/sp/atree-phase2-event>

<*A Tree Official Website*>

Interview: Keisuke Nakamura (Founder of DAIKEI MILLS / Project Leader)

Phase 1: <https://ginza6.tokyo.e.abf.hp.transer.com/atree>

Introduction of the 6 Designer Groups from Phase 2

Phase 2: <https://ginza6.tokyo.e.abf.hp.transer.com/sp/atree-phase2>

About GINZA SIX

GINZA SIX is a large-scale commercial complex in Ginza integrating retail, office, and cultural spaces within a single environment. Since first opening its doors in 2017, it's established itself as a premier destination in one of Tokyo's most elegant areas where luxury shopping meets artistic and cultural expressions.

The facility houses a curated selection of internationally recognized brands alongside restaurants, cafés, and lifestyle boutiques. In addition to its commercial spaces, GINZA SIX features the Kanze Noh Theater and a rooftop garden, creating a setting where visitors can experience both commerce and creativity. Through initiatives such as *A Tree*, GINZA SIX continues to expand its role as a platform for exploring contemporary culture, art, and the values that shape them.

Keisuke Nakamura

Born in Hamamatsu City. In 2011, he founded the architectural design firm DAIKEI MILLS. In 2020, he launched SKWAT, a movement that temporarily occupies and opens "VOID" spaces (vacant properties or social gaps) to the public. Since 2021, he has also served as a part-time lecturer in the Department of Architecture and Environmental Design at Tama Art University.

DAIKEI MILLS

A Tokyo-based architectural design firm. Working on a wide range of projects—from commercial spaces to offices for creative enterprises—the firm consistently explores the relationship between people and space through the continuous practice of design.

Media inquiries:

GINZA SIX Global PR Office

E-MAIL: ginzasix_gl_pr@ssu.co.jp