

「APITA POWER Niigata Kameda」

A shopping center where you can shop happily and comfortably every day



613-343,344,356 (NEW SOFTON)

APITA POWER Niigata Kameda is a suburban shopping center located near to the headquarters of Kameda Seika, which is well renowned in Japan for its rice crackers. Anchored by the comprehensive supermarket "APITA," the center comprises approximately 70 specialty stores. These include "Nitori Deco Home," offering furniture and interior goods, as well as "Akachan Honpo," specializing in baby products. Collectively, these establishments play a pivotal role in serving the needs of local residents and fostering the local community.

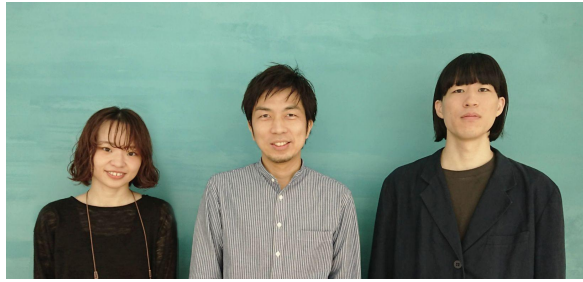
To commemorate its 22nd year in business, the shopping center has undergone a comprehensive renovation, utilizing numerous TAJIMA products for the flooring. We had the opportunity to interview the three individuals from SPACE CO.,LTD. who led the design process. They shared insights into the conceptualization of the space design and the critical factors guiding their choice of flooring materials. In this article, we present their perspectives alongside a glimpse of the newly transformed store.

Thanks to ... SPACE CO.,LTD.

Mr.Takatsune Ueno

Ms.Misa Ito

Mr. Koichiro Hasegawa



From the left, Ms. Ito, Mr. Ueno, Mr. Hasegawa

Aspiring to design a space like a lively plaza, encouraging people to visit daily and gather spontaneously.

Over two decades have passed since its inauguration in 2000, and in the face of mounting competition from neighboring establishments, a renewal initiative was initiated to enhance the facility's allure and draw a larger customer base. The client's objective was to shape a space design that would render the store more approachable and suitable for everyday visits, for expanding the directly-managed sales area dedicated to food and household items that directly connects to daily life. In light of this, we devised a comprehensive facility design that transcended a mere group of individual stores, aiming to transform it into a welcoming plaza where everyone could gather around, based upon the concept of "ANY DAY KAMEDA TERRACE."

We hope that visitors will relish wandering through the facility, experiencing the array of shops as if they were taking a leisurely stroll.

The first floor is referred to as the "Kurashi Terrace" or "Life Terrace," featuring supermarkets, specialty shops, and everyday essentials that enhance daily life. Taking inspiration from an environmental concept reminiscent of a market held within a park plaza, the entire floor is adorned with a generously sized cobblestone pavement pattern, positioned diagonally. Our aim is for visitors to delight in shopping while weaving their way between shops, much like a meandering stroll. After carefully comparing and contrasting material textures, colors, and installation patterns from various manufacturers' products, we selected "Sincere Slate" of MATIL as the flooring material for this space. The actual outcome met our expectations, as the natural embossing and gradual shifts in color imbued the floor with a rhythmic quality, effectively expressing the playful charm of a cobblestone pathway that's enjoyable to walk upon.



MATIL MBM-567,568,569 (Sincere Slate) ,WOODLINE WBH-607



MATIL MBM-567,568,569 (Sincere Slate) ,WOODLINE WBH-607

A natural and inviting space, drawing inspiration from a sunlit glade within a forest.

The second floor, known as the "Fashion Terrace," showcases an array of fashion items from casual to formal wear. Inspired by the ambiance of a sun-dappled clearing within a forest, the entire floor is covered with a dynamic wood grain pattern. The ceiling is rendered in brown hues, and vibrant tones are employed within each retail section to establish a lively contrast, resulting in a sun-soaked ambiance. Similar to the first floor, the floor design incorporates a linear pattern that leads visitors to explore the sales area while transitioning from one sunlit zone to the next. In line with the forest-inspired concept, the flooring material was chosen to accurately replicate the natural curves and intricacies of wood grain. Leveraging WOODLINE's "Various Oak" series, which boasts nuanced color variations, we believe that we have achieved to create a natural and comfortable space while avoiding monotony by randomly blending two colors from the series during installation.



WBH-426,602,620,621 (WOODLINE)



WOODLINE WBH-602,603 (Various Oak) ,WBH-382

Diverse wall surface motifs are complemented by a distinct, natural stone-inspired flooring that provides sturdy backing.

The food retail area is conceptualized around the idea of "a vibrant setting with individual shops nestled together." Each section boasts distinct design elements, contributing to an ambiance where visitors feel as if they are exploring a "specialty store offering the finest selection." To underpin this concept, a bright, naturally textured stone grain pattern is chosen for the flooring. It serves as a robust foundation for the array of wall surface designs that populate the space. This was the first time for us to use MATIL's "Quattro series," which incorporates a blend of four distinct types of floor tiles. Through the combination of these tiles, we aimed to express an animated and dynamic environment characterized by gradation-like patterns and the series' signature clear coloration.



MATIL MBE-554,557,560,563(Quattro Series)



MATIL MBE-554,557,560,563(Quattro Series)

<Introduction of MATIL Quattro Series>

A new concept of stone pattern tile series that combines four types of sandstone patterns with different expressions to create a unified space. We have thoroughly and meticulously reproduced the comfortable beauty that is created when the sandstone patterns blend and harmonize with each other through the "action" of nature and time.

Concept Video: MATIL Quattro Series : https://www.youtube.com/watch?v=X_crr8FrueU

The tranquil resting area adjacent to the staircase features the TS-7000 typeJ (Lawn) carpet tile in a soothing green hue. And for the baby lounge, catering to customers with infants, the gentle and muted tones of the WOODLINE ROSSO "Slashed Parquet" is used.



TS-7000 TSJ-481 (Lawn) ,WOODLINE WBH-602,603 (Various Oak) ,WBH-382



WOODLINE ROSSO WCR-756 (Slased Parquet)

We inquired about other aspects related to designing the space.

—What are your typical considerations or priorities when designing a space? Additionally, could you elaborate on the key factors you prioritize when choosing flooring materials?

Our primary goal is to "bring smiles to our visitors' faces." We believe that enhancing the visitor's experience within a cozy environment is important for crafting a space. Among the various components shaping a space, the floor is the initial point of contact for visitors. Given its significant role in shaping impressions, we meticulously choose flooring materials that align with the spatial theme, placing particular emphasis on patterns and colors that effectively convey the intended ambiance. To ensure comfort in the environment, we also give due consideration to materials that offer a pleasant walking feeling. Additionally, we prioritize maintainability, aiming for flooring options that are easy to keep clean on a day-to-day basis.

—How do you perceive TAJIMA's flooring materials? Kindly share any aspects you currently appreciate or areas you believe could be enhanced.

TAJIMA's flooring materials offer an expansive array of intricately crafted pattern gradations, and it's always an enjoyable task to choose the most fitting one (lol). This diversity extends to different pattern grains like wood and stone, and they harmonize seamlessly when paired with other TAJIMA flooring options. This synergy makes them an excellent choice for design cohesion for public spaces. As a suggestion, we would appreciate an increased availability of W size (609.6mm x 609.6mm) in the MATIL series. For larger spaces, such as those found in public spaces, larger dimension items are often required to achieve design equilibrium. We believe that introducing the W size would create more opportunities for its utilization and broaden its applicability in various settings.

—Finally, looking ahead, what are your aspirations or objectives in terms of space design? Furthermore, are there any specific color patterns, designs, or features you would like to see incorporated into future flooring materials?

Our future aspiration to try is to create spaces characterized by vibrant color saturation. While earthy and natural color palettes have gained substantial popularity and have become the norm in environmental design, we're eager to venture into designing spaces featuring lively and richly saturated hues. Similarly, within flooring materials, we hold a strong interest in encountering and utilizing designs where standard patterns are enhanced with applied coloring. Examples like red wood grain patterns or yellow mortar patterns are concepts we'd be excited to explore and incorporate.

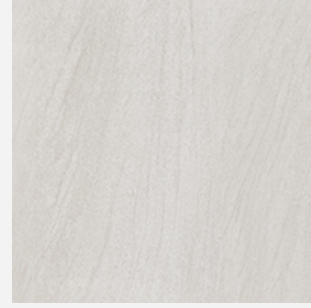
Floor materials introduced in this article.



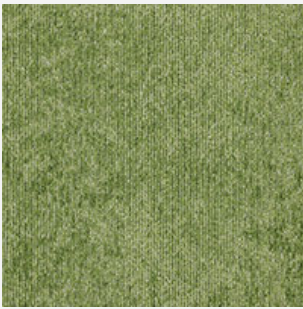
Vinyl Tile
MATIL Size M
MBM-567, MBM-568, MBM-569



Vinyl Tile
WOODLINE Size H
WBH-382, WBH-602, WBH-603,
WBH-607



Vinyl Tile
MATIL Size E
MBE-554 , MBE-557, MBE-560,
MBE-563



Carpet Tile
TS-7000 typeJ
TSJ-481



Vinyl Tile
WOODLINE Size C
WCR-756

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https://www.uny.co.jp/shop/single.php?shop_id=99999212



Tajima's sales person's comment

When it came to choosing the flooring material, the designers diligently assessed our product by arranging numerous actual samples and scrutinizing them from different perspectives. Furthermore, we're convinced that the meticulous professional design applied to the space has materialized a comfortable environment that maximizes the allure of our flooring materials. Speaking as a sales representative, it would bring me great joy to see a multitude of customers enjoying their shopping experience in this space.

Yachiyo Inoue

Tajima Roofing Inc. Floor Material Department, Sales Division
