

Press Release

Shiseido Global Innovation Center Commences Full-Scale Operation -Realizing a New Style of Research and Development Towards Further Growth-

Shiseido's new research hub, the Shiseido Global Innovation Center (GIC, also referred to as S/PARK), will commence full-scale operation in the Minato Mirai 21 area in Yokohama, Japan from April. As an urban open lab, the GIC supports and promotes comprehensive communication and collaboration with consumers, researchers, business partners and experts inside and outside of Japan, achieving new, flexible and diverse working styles and inspiring researchers' creativity and imaginations through the state-of-the-art research facilities and equipment of its newly styled offices. Through these activities, Shiseido achieves "the fusion of diverse people and knowledge" to create unprecedented value. The GIC will open its public communication spaces on the first and second floors starting Saturday, April 13, 2019 and welcomes the interaction of visitors. By creating and communicating innovations of Japanese origin beyond borders and across industries, Shiseido strives to accomplish its new corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD.



R&D policy

Shiseido Company, Limited ("Shiseido") was established as a Western-style pharmacy in 1872, and opened its Testing Room in 1916 for the purposes of product development and improvement. Since then, Shiseido has created high-quality products on the strength of its fundamental research into sensitivity analysis, safety and reliability, and dermatology for over 100 years. Today, Shiseido's global research centers, located in five countries including Japan, are engaged in various research and development activities to study and analyze the skin conditions and makeup activities of consumers in each region. Going forward, and aiming to take the lead in an ever-diverse global market, Shiseido will enhance its research in digital and environmental technologies. In addition, the company will accelerate its research and development centered on three key categories: 1) The Cosmetics, the improvement cosmetics research, 2) New Category, the proposal of unprecedented areas on the cosmetics spectrum, and 3) Unlimited Beauty, the exploration of new beauty solutions going beyond cosmetics. To this end, Shiseido will shift its research style, integrating outside expertise with its continuing focus on new findings. Through these activities, Shiseido offers new value and aims to "Be a Global Winner with Our Heritage."

GIC (S/PARK) overview


The first and second floors of the GIC are a dedicated open communication space where visitors and researchers can interact, offering various content based on the concept of "get inspired by beauty." The open communication spaces are produced by Mr. Kundo Koyama (Orange and Partners) and designed by Mr. Naoki Sato (nendo). The collaboration area on the fourth floor includes a lab for joint research with outside institutes and a space for business negotiations, which is quite unique for a research center. Superior research facilities and equipment to support various fundamental research are installed on the fifth through fifteenth floors. Thanks to an out-of-the-box office layout, researchers can pursue more flexible and diverse working styles, while ad hoc work and communication spaces welcome to the free-flowing exchange of ideas and opinions.

(For further details, see the GIC's services on the following pages.)


Open hours (1st, 2nd floors)	Please see details below
Closed (1st, 2nd floors)	Sundays
Address	2-11 Takashima 1-chome, Nishi-ku, Yokohama-shi
Total floor space	56,181.26m ²
Building height	76.91 m ²
Building overview	16 floors above ground and 1 floor below ground (steel-framed structure, partially steel-framed reinforced concrete construction (CFT))
Total investment	Over 40 billion yen
Notes	Awarded the highest certification of “S” rank by CASBEE*, a green building management system promoted by Yokohama-city, Japan. * CASBEE (Comprehensive Assessment System for Built Environment Efficiency) is a method for evaluating and rating the environmental performance of buildings and build environments, including factors such as environmental impact reduction through the use of renewable energy, landscape aesthetics, and contribution to the local community.


GIC services

[Communication area 1F/2F]

	<p>1F [S/PARK Beauty Bar] Weekdays and national holidays: 10:00—18:00 Saturday and Sunday: Closed As a sit-down space together with a researcher BC (beauty consultant), the Bar seeks to create “my best form of beauty” for each visitor. By taking a scientific approach, the researcher and BC analyze the visitor’s skin and offer a personalized skincare regimen for healthy skin. They also provide a package of lotion and emulsion called “My Cosme” best tailored* to the skin and preference of the visitor.</p>
<p>* Created by specially trained staff at the Beauty Bar lab</p>	

	<p>1F [S/PARK Studio] Weekdays: 7:00—22:00, Weekends and national holidays: 8:00—18:00 The Studio consists of an indoor studio and running station. The indoor studio offers running and walking programs designed based on the Shiseido Running Club know-how and beautifying programs created via a method unique to the GIC. It produces a total beauty experience themed on “active beauty” which focuses on beautiful posture and body movements.</p>
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	<p>1F [S/PARK Cafe] Weekdays: 8:00—21:00 (L.O. 20:30), Weekends and national holidays: 8:00—18:00 (L.O. 17:30) Operated by Shiseido Parlour, the Cafe offers well-balanced, delicious meals that are developed based on the concept of a “veggie-centric” diet. A uniquely created menu of original dishes, as well as alcohol beverages, are available to visitors so that they can enjoy meals according to their moods and physical condition.</p>
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	<p>1F [Other displays]</p> <ul style="list-style-type: none"> • Chat Beyond Time: A cubicle with a monitor that simulates facial aging. New types of experiences are provided via the monitor, such as the exchanged faces of a parent and child, or advancing age simulations for a husband and wife, and visitors may enjoy changes in communication according to their looks. Come experience Shiseido’s age research as it evolves into a new phase. • 16K Display: The world’s largest* Crystal LED display system, developed by Sony. The extremely precise LED technology achieves ultra-high resolutions for an immersive experience, displaying unprecedented visuals across the entire wall. * As of April 2019
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2F [S/PARK Museum]

Weekdays: 11:00—18:00,

Weekends and national holidays: 11:00—18:00

Based on over 100 years of Shiseido's research and development, this Museum offers a unique exhibition of beauty and innovation. Consisting of four zones titled "SCIENCE & ART," "LIFE OF BEAUTY," "BEAUTY INNOVATION" and "FUTURE," this space allows visitors to discover beauty aimed at creating a better world and

more comfortable living.

[Hall 3F]



3F [Hall]

The multi-purpose hall of the third floor features a capacity of 500, and is used for various purposes such as tech presentations and conferences. It is a place for information communication and the introduction of new findings by way of information sharing and gathering of internal and external expertise.

[Research floors 4F~15F]



4F [Collaboration site]

This is a space for Shiseido staff and their business partners to sit for their business talks. Based on Shiseido's consumer expertise, we aim to propose new ideas from various perspectives. In the meantime, by joining in on business talks, the researchers can learn about the latest trends and consumers' needs, which allows them to leverage findings and learnings into their research and development.



4F [Collaboration lab]

Outside researchers from Japan and other nations and Shiseido's researchers gather in this research facility for joint research. Cooperation is smoothly facilitated by stationing outside institutes in this lab in full-time. There are several rooms available, so that multiple studies spanning various research fields can be carried out concurrently.



11F [Living Lab]

This testing room is modeled after an apartment. By provided visitors with a "pseudo life" environment, we are able to analyze and verify how research technologies are used in an everyday setting and find those best matched to consumers.



Open areas

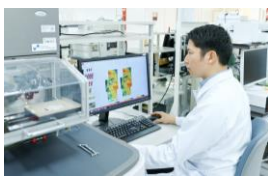
To further encourage communication among researchers, there are many ad hoc work spaces. Close communication among researchers in different research fields allows for mutual inspiration, active discussions, a better working environment, and more flexible, diverse working styles.

Research facilities and equipment



[2D DESI-MS]

This cutting-edge analytical equipment creates a precise visual image of the spatial distribution of molecules. The patented technology precisely visualizes how active ingredients penetrate the skin and accelerates the evolution of new product development. At the same time, it can be used for the creation of PR materials to intuitively demonstrate the special features of a product.



[Cryo FIB-SEM]

The world's most advanced scanning electron microscope achieves precise, clear visual images down to the nanometer (equal to one millionth of a millimeter). With this microscope, the internal structures of cosmetics, skin and hair can be observed precisely, and the effect and function of cosmetics are accurately measured. It can further be used for cosmetics research and development, and providing easy explanation of effects to consumers.



[Electronic laboratory notebook]

A platform for sharing the research details between multiple researchers. Thanks to central management, research data can be applied to a wider range of fields. Plus, through the exchange of opinion on research policy and other matters, prediction models can be established through statistical analysis, resulting in a foundation for building assets for the future.