



## Apartment Hotel Brand "Section L" Launches Local Creator Discovery Project

10 October 2025, Tokyo

First Initiative Launches Open Call for Creators for "Section L Akihabara," Opening February 2026

Section L (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Howard Ho), an extended-stay apartment hotel operator, announces the launch of an open call for creators starting October 10, 2025. The initiative invites artists to design print artwork that will adorn the interior of Section L Akihabara, scheduled to open in February 2026.

This project aims to provide creators across Japan with a platform to express local culture and regional charm through art, bringing new artistic and cultural value to the guest stay experience.

### Background

Driven by personal experiences of being moved by the stories behind artwork, the Section L team views art not merely as decorative framing, but as an essential narrative element that leaves a lasting impression on travelers. By visually highlighting local culture through curated artwork, Section L creates a unique, immersion-driven atmosphere that guests can experience exclusively at its properties.

### Existing Local & Creative Initiatives

**Co-Created & Curated Print Art:** Section L regularly collaborates with diverse local and international creators to introduce original artwork across its properties. Seamlessly bridging physical interior spaces with digital storytelling, artwork serves as a core brand pillar that adds depth to every stay.

(Note: The works of Tokyoiter and Julien & Julien. are existing art projects.)

Art Portfolio Gallery: <https://section-l.co/curated-by-section-l/>

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Video Showcase: <https://www.youtube.com/watch?v=lxib5ntr8lg&t=64s>

Co-Created "One-Day Maps": In collaboration with travel and lifestyle media brand PAPERSKY, Section L creates and distributes curated "One-Day Maps" for guests. These neighborhood guides feature off-the-beaten-path local spots—such as beloved neighborhood shrines, historic kissaten coffee shops, and independent boutiques—personally visited and vetted by Section L staff. Initially launched in Kuramae and Shimbashi, these guides highlight distinct neighborhood personalities and are scheduled to roll out across all Section L properties by the end of the year.

Section L remains dedicated to discovering emerging creators and showcasing local culture through original art.

### **Application Overview**

Application Period: October 10, 2025 – October 30, 2025

How to Apply: Email your portfolio with the subject line "Section L Akihabara" to: [community@section-l.co](mailto:community@section-l.co)

### **About Section L**

Founded in 2020, Section L is a hospitality management company specializing in extended-stay apartment hotels and proprietary hotel technology. The company manages the "Section L" brand and develops InterSection—a proprietary hotel operations software and guest community platform.

The majority of Section L's founding team graduated from Cornell University's Hotel School, bringing extensive experience from global luxury chains (such as Shangri-La and Four Seasons) and real estate investment funds.

Operating on an asset-light model via Management Contracts (MC) with institutional real estate investors, Section L converts traditional business hotels and residential properties into high-performing apartment hotels. Today, the group operates 11 properties across Tokyo, consistently maintaining industry-leading guest satisfaction scores and Gross Operating Profit (GOP) margins through its proprietary technology platform.

Since its founding in 2020, Section L has welcomed over 200,000 guests from 96 countries across its 11 Tokyo properties, with several new-build hotel developments currently underway across multiple districts.

### **Company Profile:**

Company Name: K.K. Section L (Section L Co., Ltd.)

Leadership: Representative Director & CEO: Howard Ho | Directors: Shinya Tawada, Akihiro Kitagawa

Headquarters: WeWork Kanda Square, 2-2-1 Kanda Nishikicho, Chiyoda-ku, Tokyo

Established: February 2020

Official Website: <https://section-l.co>