



Section L Akihabara - Marking The Brand's Debut with a "Retro Gamer" Design Concept, Opening on February 1, 2026

29 January 2026, Tokyo

Transforming a newly constructed residential building into an extended-stay apartment hotel, Section L turns Akihabara's iconic gaming culture into an immersive lodging experience.

Section L (Headquarters: Chiyoda-ku, Tokyo; Representative Director: Howard Ho), an extended-stay apartment hotel operator, announces its official entry into Chiyoda Ward with the grand opening of Section L Akihabara on February 1, 2026. Located in Soto-Kanda, the newly converted apartment hotel features a distinct "Retro Gamer" design concept, transforming the stay itself into an extension of Akihabara's vibrant gaming and pop-culture heritage.

Background

Driven by the continued rise in medium-to-long-stay international travelers across Japan, demand for residential-style apartment hotels equipped with kitchens and washer-dryers continues to surge. According to recent data from the Japan Tourism Agency, traveler preferences are shifting from pure consumption toward immersive, neighborhood-based stay experiences.

As a global epicenter for anime, gaming, and technology culture, Akihabara offers a unique backdrop where global subcultures intersect with everyday Japanese life—making it an ideal hub for extended-stay travelers looking to live like locals.

Property Overview

Property Name: Section L Akihabara
Address: 4-11-7 Soto-Kanda, Chiyoda-ku, Tokyo
Nearest Station: Suehirocho Station (Tokyo Metro Ginza Line)
Total Keys: 22 rooms
Opening Date: February 1, 2026
Reservations Open: January 29, 2026
Official Website: <https://section-l.co>
Spatial Design & Room Features
Lobby: Logging into a Retro World

Designed to feel like players logging into a classic video game, the lobby serves as a nostalgic communal hub. There's a playable retro console setup in the space that encourages guests from all over the world to connect and play together.

Apartments Tailored for Extended Stays

Designed primarily for guests staying 5 nights or longer, each unit functions as a fully equipped home base. Offered in distinct aesthetic options (such as "White Room" and "Black Room" layouts), all 22 rooms feature:
Fully functional kitchens with cookware
In-room washer-dryer units
Dedicated living and dining areas
Featured Artist Collaboration: Fatbeard

The original pixel artwork throughout Section L Akihabara was created by Hong Kong-based pixel artist Fatbeard. With a background in economics and self-taught oil painting, Fatbeard transitioned into full-time pixel art during the pandemic, building a reputation for intricate, nostalgic depictions of Japanese cityscapes and nature.

Grand Opening Special Commissions

To celebrate the opening of Section L Akihabara, Fatbeard created three exclusive commissioned pieces: 1 Cyberpunk Scene & 2 Retro-Game Themed Works: Capturing the neon-lit energy, vibrant signage, and subcultural vitality of Akihabara while incorporating Section L's signature brand motifs. At Section L, art is treated not as passive decoration, but as a narrative bridge connecting travelers directly to the neighborhood's identity.

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 leadership 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 residential and commercial properties into high-performing apartment hotels. As of January 2026, the group operates 12 properties across Tokyo, welcoming over 200,000 guests from 96 countries while maintaining industry-leading guest satisfaction scores and Gross Operating Profit (GOP) margins.