**Cosentino Group expands its reimagined global**

**showroom experience to Japan with new Cosentino City Tokyo**

* **The multinational strengthens its presence in Asia with the opening in Tokyo of a new *Cosentino City*, a holistic design hub for architects, design professionals and homeowners with highly immersive tools and spaces.**

**Tokyo, July 8th 2022.-** As part of its commitment to serve as a creative and trusted partner in the design process [**Cosentino Group**](https://www.cosentino.com), the Spanish world leader company in the production and distribution of sustainable surfaces for architecture and design, announces the expansion of its revamped next-generation***Cosentino City* concept** to Japan with the **grand opening of its Tokyo showroom**.

The **305 square meters** space located at **Minami Aoyama**, an exclusive area of **Minato Ward**, marks a major milestone in the company's history in the **APAC region,** as well as in the way Cosentino serves and connects with both **industry professionals and design enthusiasts** hereinafter.

[The **Cosentino City**](https://www.cosentino.com/professional/cosentino-city/) are spaces designed for exhibition, interaction and inspiration. A **creative meeting point for architects, design professionals and homeowners** where they can comprehensively develop any type of project thanks to large-format slabs galleries; digital and augmented reality tools; examples of facades; or complete rooms with a wide range of solutions and applications: flooring, wall cladding, worktops, bathroom, furniture, etc. A new networking hub that will also host events, meetings, talks and artistic exhibitions.

With this last opening, the company has nowadays **21 *City* showrooms located in Sidney, Singapore, New York (Manhattan), San Francisco, Toronto, Montreal, Milan, London, Madrid, Dubai, Miami, Los Angeles, Barcelona, Tel Aviv, Amsterdam, Chicago, Mallorca, Atlanta, Paris, Stockholm and Tokyo.**

**Cosentino City Tokyo, a “Mediterranean” space for inspiration**

The state-of-the-art showroom is located in **6 Chome Minamiaoyama, Minato Ward**. **Minami Aoyama** is one of the most well-known and trendy neighborhoods of Tokyo, situated right behind the glitzy Omotesando, and connecting to the urban district of Roppongi. The area outstands for its international fashion houses, cafes and restaurants, as well as for hosting avant-garde shops and luxurious designer boutiques.

Tokyo is part of the revamped next-generation *Cosentino City* concept global expansion, where **highly immersive digital tools transform the showroom experience into a holistic design hub**. This comes to life in the core space named **Atelier**, a design workshop where guests have access to Cosentino’s full product offering and an expansive selection of sourced textiles, tile, cabinetry samples and plumbing fixtures. Also among the revamped elements of the 2.0 *City* highlights an **augmented reality digital experience**, where professionals can fully design a kitchen or bath space or **full-slab digital displays to-scale**. The Cosentino City Tokyo also features a fully **functional kitchen**, and other areas ideal for events, conferences and networking cocktails.

Designed by the *Cosentino City* Design Team, the new Tokyo City showcases a fully **Mediterranean atmosphere** that reflects the Mediterranean roots of the company with HQ in Almeria (Spain). This design character is made evident in the available applications from the last collections **Dekton® Kraftizen,** that introduces soft and light stucco inspired designs for Dekton®; and [**Silestone® Sunlit Days**](https://www.cosentino.com/news/sunlit-days-by-silestone-is-here/), a series with a fresh style and Mediterranean tones inspired by a journey back to the roots and slow living.

The official opening took place today with an exclusive event attended by different representatives of Japanese architecture and design community, and accompanied by Spanish typical food and flamenco performances. For the company, attended the event **Eduardo Cosentino, CEO of Cosentino NorthAmerica and EVP of Global Sales; Álvaro González, APAC Sales VP; Maria Fernandez Castiñeiras, APAC Marketing Manager and Marie Minami, Tokyo City Manager.**

**Cosentino strengthens its presence in Asia**

This City marks a relevant step forward for Cosentino in its business expansion in Asia-Pacific (APAC) region since its **entry in 2014**, with its first showroom located at **Singapore**, which has been [**recently reopened**](https://www.cosentino.com/news/cosentino-celebrates-reopening-of-singapore-city/). Coupled with the company’s regional logistic centre located also in Singapore, this country operates as **Cosentino’s Asian headquarters and logistics hub for the region**. The company also has another own **logistic warehouse in Kuala Lumpur (Malaysia)** opened in 2019.

The *City* of Tokyo represents a major strategic move to drive the growth of the group in one of the critical and fastest growing markets in the world, where till the date Cosentino only had a logistics operator.

*Hi-res images of Cosentino City Tokyo can be downloaded*[***here***](https://app.box.com/s/2m297mi8vrq2gnyuocy3ozhga1usbylq)

**About Cosentino Group**

Cosentino Group is a global, family-owned company that produces and distributes high value innovative surfaces for architecture and design. As a leading company, Cosentino imagines and anticipates together with its customers and partners design solutions that offer value and inspiration to people’s lives. This goal is made possible by pioneering brands that are leaders in their respective segments such as Silestone®, Dekton® and Sensa by Cosentino®. Technologically advanced surfaces, which allow the creation of unique designs for the home and public spaces.

The group bases its development on international expansion, an innovative research and development program, respect for the environment and sustainability, and its ongoing corporate commitment to society and the local communities where it operates, education, equality and health & safety.

Cosentino Group currently distributes its products and brands in more than 110 countries, from its headquarters in Almeria, Spain. Currently Cosentino is present in 40 countries, with its own assets in 30 of them. The group has eight factories - seven in Almería, Spain and one in Brazil, one intelligent logistic platform in Spain, and more than 140 commercial and business units throughout the world. More than 90% of Cosentino Group’s financial turnover comes from international markets. [www.cosentino.com](http://www.cosentino.com)