The building is located in the heart of Asakusa, along the Nakamise Dori, a popular shopping stretch. The Nakamise Dori has a rich history where it has found itself being destroyed and re-built several times due to political changes, earthquakes and fires of WWII. This building offers large spaces where the public can journey through the past of Asakusa, each floor offering several forms of information on the different era’s of the Nakamise Dori. Finally you reach the roof of the building where large views of the present day Nakamise Dori can be absorbed.

The structural feature which climbs up the walls of the staircase and folds back down into the building echoes the cycles of Asakusa’s past and provides a striking feature to the building.