



**RESIDENTIAL
PROJECT**

**PREPARED BY
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STUDIO *APARTMENT*

This studio apartment in Shimokitazawa, Tokyo, is designed as a calm and cozy retreat for a creative young student. Inspired by soft curves, warm ambient lighting and organic forms, the space reflects a harmonious blend of comfort and minimal aesthetics. The blush and mauve palette, textured finishes and rounded furniture create a soothing environment that encourages relaxation, creativity and mindful living. Every corner of the apartment is thoughtfully designed to maximise functionality while maintaining a soft, inviting atmosphere that feel both modern and personal

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STUDIO APARTMENT

CURVED. CALM. COHESIVE.

A sanctuary of soft curves, warm hues, and seamless flow. This studio apartment embraces organic shapes, tactile textures, and ambient lighting to create a cozy yet sophisticated space.



DESIGN HIGHLIGHTS

-  Curved Furniture & Soft Silhouettes
-  Warm, Ambient Layered Lighting
-  Textured Walls & Tactile Finishes
-  Blush & Mauve Color Palette
-  Seamless Flow & Cohesive Design



COLOR PALETTE



OVERALL VIBE

Soft. Warm. Inviting.

A space that feels like a warm hug – calm, cozy, and effortlessly beautiful.



MATERIALS & TEXTURES



SITE ANALYSIS

Shimokitazawa

Setagaya Ward, Tokyo, Japan



Creative. Cozy. Connected.

Shimokitazawa is one of Tokyo's most unique and charming neighborhoods, known for its indie culture, vintage shops, cozy cafés, and artistic energy. It offers a perfect blend of convenience and character—ideal for a student lifestyle.

QUICK FACTS



Location
Setagaya Ward,
Tokyo



Access
10 min to Shinjuku
7 min to Shibuya



Population
Approx. 32,000
(Shimokitazawa Area)



Avg. Rent (1K)
¥60,000 – ¥85,000
/month

LOCATION MAP



ABOUT THE AREA

Nestled in Setagaya Ward, Shimokitazawa is a walkable, low-rise neighborhood filled with creativity and individuality. It has a relaxed atmosphere while being well-connected to central Tokyo.

WHY IT'S IDEAL FOR A STUDENT

- ♥ Safe, friendly, and student-popular area
- ♥ Excellent connectivity to major hubs
- ♥ Affordable rent compared to central Tokyo
- ♥ Surrounded by cafés, bookstores, and creative spaces
- ♥ Inspiring environment for artistic and independent lifestyles



NEIGHBORHOOD CHARACTER



Indie Cafés & Bakeries



Vintage Shops & Boutiques



Bookstores & Galleries



Live Houses & Music



Parks & Green Retreats



ACCESS & CONNECTIVITY



NEARBY SPOTS

• Shinjuku	10 min	🚶
• Shibuya	7 min	🚶
• Kichijoji	7 min	🚶
• Harajuku	12 min	🚶
• Inokashira Park	15 min walk	🚶



SWOT ANALYSIS

STRENGTHS

- Excellent location & connectivity
- Unique culture and community
- Many independent shops and cafés
- Safe and walkable



WEAKNESSES

- Can be crowded on weekends
- Limited large supermarkets
- Older buildings (some with no elevator)

OPPORTUNITIES

- Growing popularity among international students
- Ideal for creative and interior design lifestyle
- Potential for remote work and content creation

THREATS

- Rising rent prices
- Gentrification may change the local character
- Noise from busy areas at night

LIFESTYLE VIBE

A perfect balance of urban convenience and creative calm. Shimokitazawa is for those who love slow mornings, good coffee, meaningful finds, and a life surrounded by inspiration.



COLOR PALETTE INSPO



Soft, warm, and calming tones inspired by Shimokitazawa's cozy and artistic atmosphere.

NOTES



"Shimokitazawa is not just a place, it's a feeling." 😊

FURNITURE BOARD

SOFT CURVES, WARM TONES, CALM SPACES

A harmonious blend of curved silhouettes, natural textures, and warm hues to create inviting, serene, and timeless interiors.



COLOR PALETTE



KEY FURNITURE



MATERIAL & TEXTURE



DECOR & ACCENTS



SOFT CURVES
FOR COMFORT



NATURAL MATERIALS
FOR WARMTH



WARM LIGHTING
FOR AMBIANCE



MINIMAL FORMS
FOR CALM



COHESIVE TONES
FOR HARMONY

CLIENT PROFILE

Aiko Tanaka

22 Years Old • Student • Tokyo, Japan

"I find beauty in the little things that make everyday life feel warm and inspiring."



ABOUT AIKO

Aiko is a third-year university student studying Interior Design at Musashino Art University.

She is creative, thoughtful, and has a deep love for beautiful spaces, soft colors, and meaningful design details.

HER STORY

Aiko moved to Tokyo from Kyoto to pursue her dreams and experience independent city life. She wanted a home that feels like a peaceful retreat after busy days at university and long hours working on design projects.

She loves slow mornings with a good cup of coffee, curating her space with plants, soft lighting, and personal treasures that inspire her creativity.

PERSONALITY & LIFESTYLE

- Calm, gentle, and introverted but enjoys meaningful conversations.
- Creative and detail-oriented; finds joy in design, photography, and journaling.
- Values cozy routines, mindfulness, and a balanced lifestyle.
- Loves cafés, indie bookstores, and exploring aesthetic neighborhoods.
- Prefers a minimal yet warm environment that supports focus and relaxation.

WHAT SHE LOVES

- Soft pinks, mauves, warm neutrals
- Ambient lighting and layered textures
- Natural materials and organic shapes
- Books, art prints, and personal mementos
- Lo-fi music, cozy playlists, and calm energy

NEEDS & GOALS

- A cozy and functional home for studying and relaxing
- Smart storage solutions to keep the space clutter-free
- A space that reflects her personality and creativity
- Comfortable area to host a few friends occasionally
- A calm, inspiring environment to recharge and focus

CASE STUDY DETAILS

Project Type	: Studio Apartment Interior Design
Location	: Shimokitazawa, Setagaya Ward, Tokyo, Japan
Target Client	: Aiko Tanaka, 22 years old, Interior Design Student
Property Type	: Rental Apartment (1R / Studio)
Floor Area	: 56.98 sqm
Design Concept	: Curved. Calm. Cohesive. A soft and organic studio that embraces curves, warm hues, and tactile textures to create a cozy, inspiring retreat.
Key Features	: Curved furniture, warm ambient lighting, blush palette, textured walls, multifunctional zones, natural materials
Design Objective	: To design a harmonious, aesthetically pleasing, and highly functional studio that enhances daily living, supports creativity, and promotes well-being.

A DAY IN AIKO'S LIFE

- 7:30 AM Slow morning, sunlight, and journaling
- 9:00 AM University classes & design studio
- 1:00 PM Café hopping & sketching ideas
- 3:00 PM Library / Work on projects
- 7:00 PM Cooking, relaxing, and self-care
- 9:00 PM Reading, lo-fi music, and unwinding
- 11:00 PM Night routine & restful sleep

COLOR PALETTE (HER FAVORITES)



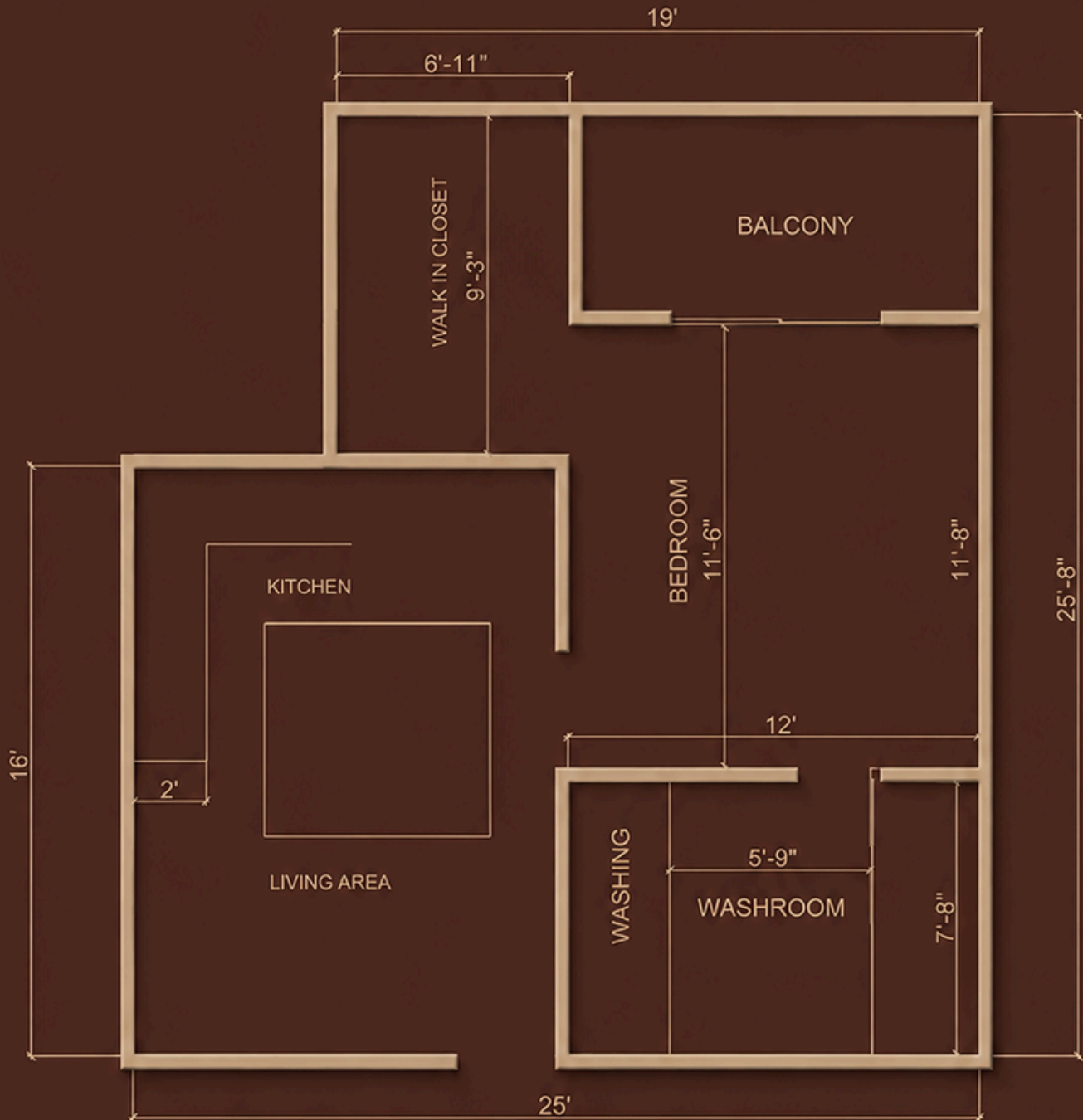
Soft, warm, and calming tones inspired by Shimokitazawa's cozy and artistic atmosphere.

MOODWORDS

- Calm
- Cozy
- Creative
- Warm
- Soft
- Inspired
- Minimal
- Thoughtful
- Relaxing
- Feminine
- Natural

"Shimokitazawa is not just a place, it's a feeling."

FLOOR PLAN



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

FURNITURE LAYOUT



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

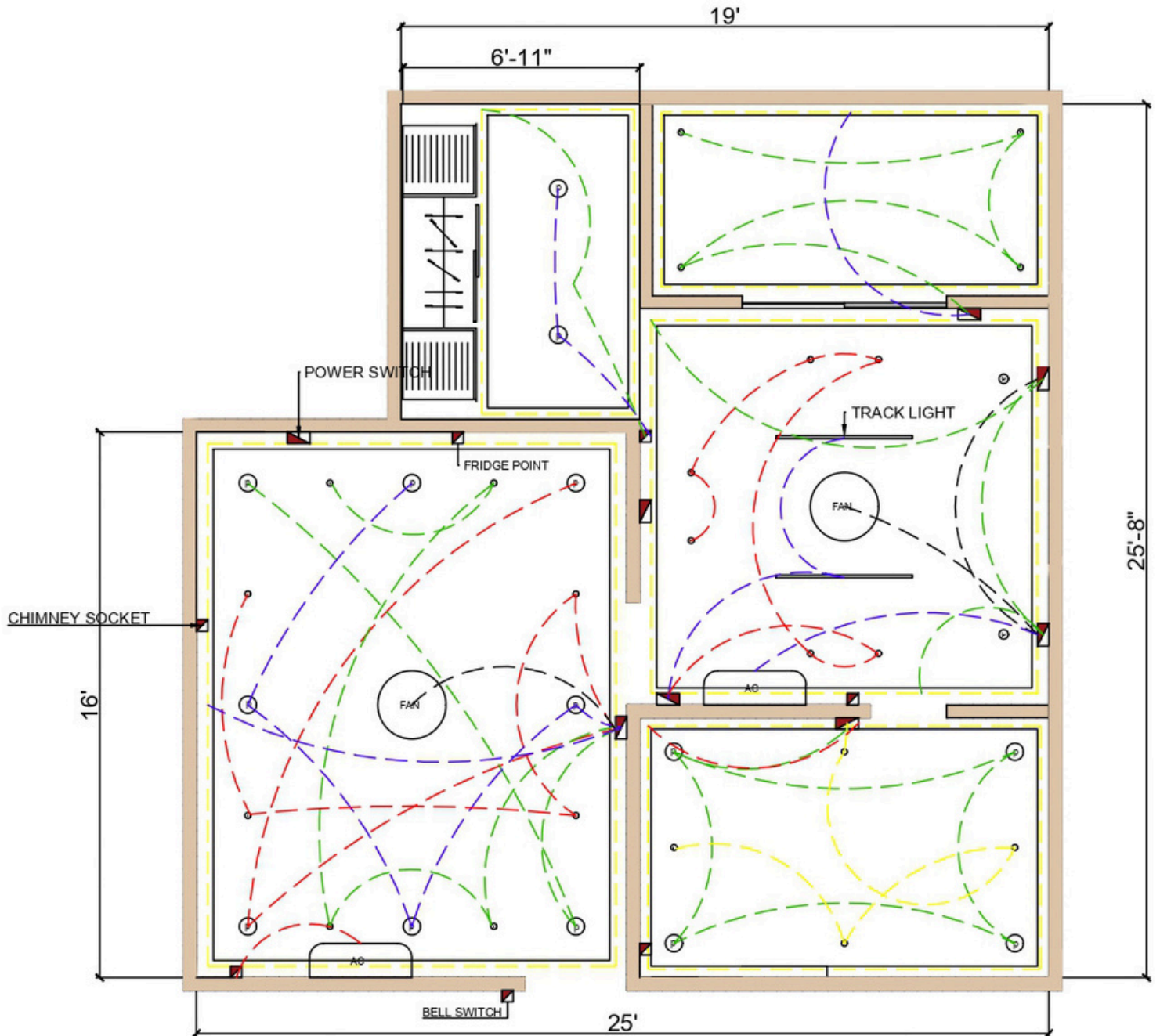
ISOMETRIC VIEW



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

ELECTRICAL LAYOUT



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

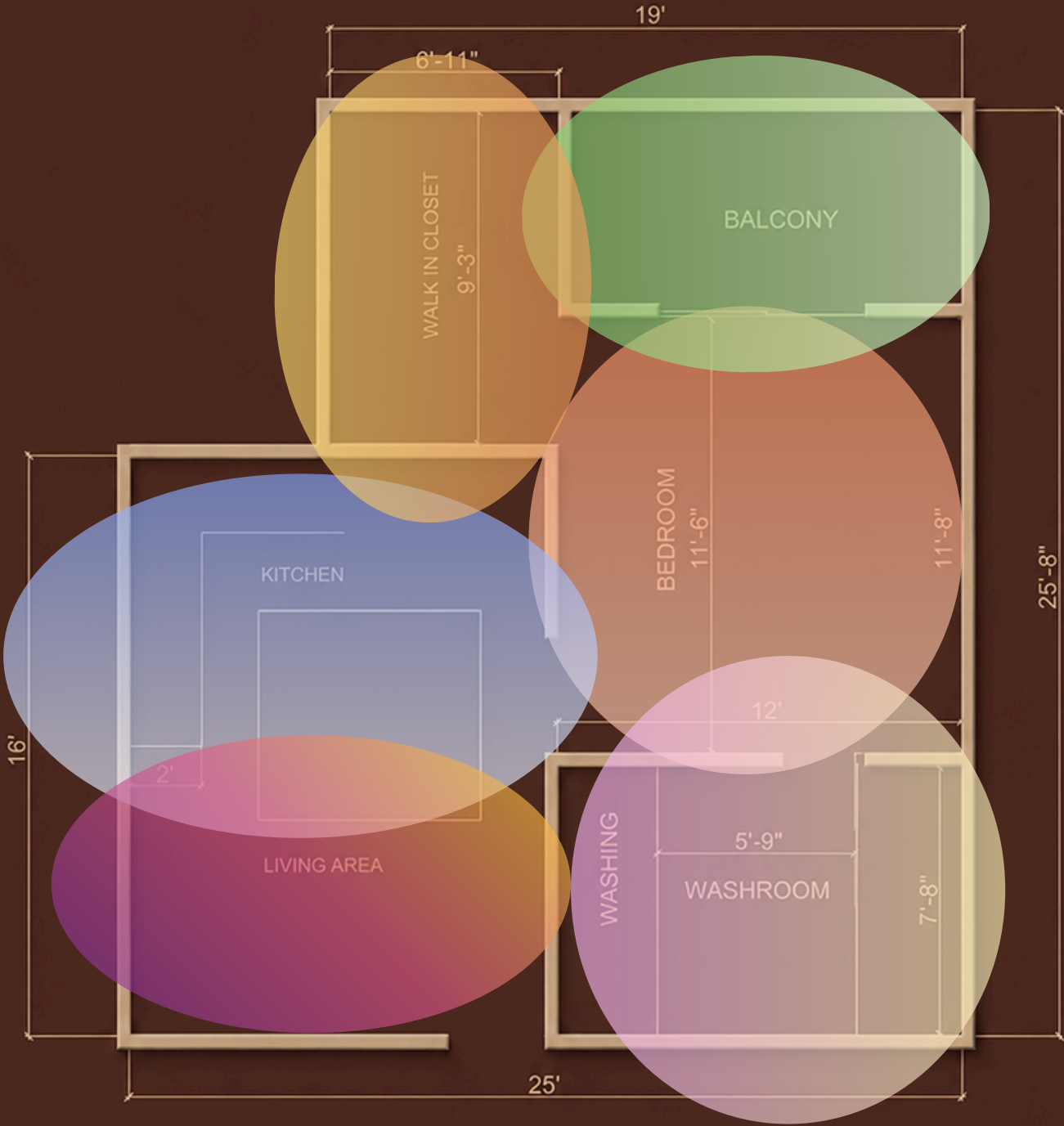
FLOORING PLAN



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

ZONING



Studio apartment - Interiors
Floor plan
Area -56.98 sqm

Notes-
All dimensions are in feet
and inches

3D RENDERS BEDROOM



3D RENDERS WASHROOM AND TERRACE



3D RENDERS LIVING



3D RENDERS CLOSET

