



Photo by Katsuhiko Aoki

## Modern interior design for the next generation

A leading Japanese specialist in the interior design of commercial spaces, Semba is embracing digital transformation and a greener future as it widens its portfolio to include schools, offices and healthcare centers.

Established in 1947, Semba Corporation specializes in the interior design and construction of commercial spaces such as shopping centers, supermarkets, cafés and restaurants. "We're a company that creates spaces where people want to come and spend time," says president and CEO Daisuke Yashima.

Changing infrastructure demands in Japan mean Semba is also branching out into non-commercial facilities, such as schools and universities, offices and healthcare centers. "Last year, 80% of our business was related to commercial spaces, and the remaining 20%



"Now, we have a vision: be a 'Good Ethical Company'. Our role is to support our clients in their development projects to make them sustainable and future-friendly."

Daisuke Yashima,  
President and CEO,  
Semba Corporation

construction to maintenance and management of buildings, by adding data such as costs, finishes, furniture, fixtures and equipment to a database of 3D building models created on a computer," Mr. Yashima explains.

"We started promoting BIM two years ago. Our first focus is visualization, and we call it 'virtual simulator'. In the past, for interior design, we had to look at documents and diagrams, then talk with the clients based on that, and sometimes there was miscommunication. However, if we can visualize it, it's easier to understand and reach an agreement among the related parties. We've been receiving positive feedback from our clients."

As Japan targets carbon neutrality by 2050, Semba's focus is also on a greener future. Mr. Yashima says. "Now, we have a

vision: be a 'Good Ethical Company'. Our role as an ethical company in the UN's Sustainable Development Goals is to propose ways to make our clients in their development projects sustainable and future-friendly."



Study using BIM

In our company, we have begun to "re-think" all design processes in the creation of spaces with a compassionate perspective toward people, communities, and the natural environment, which we call ethical design thinking.

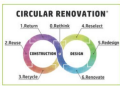


Diagram of "Circular Renovation" Services

Mr. Yashima continues: "We're thinking about how we can do renovation without producing waste. We have six solutions, which are the six Rs: return, reuse, recycle, reselect, redesign and renovate. We want to standardize these solutions as a new service we can provide. Once you connect the six, it becomes a circular diagram, which is why we call it 'Circular Renovation'."

With offices in China, Hong Kong, Malaysia, Singapore, Taiwan and Vietnam, Semba boasts a growing international presence, working with Japanese and local partners to create commercial spaces overseas, chiefly in Southeast Asia. "We currently have around 400 domestic members of our company, and 100 abroad," Mr. Yashima says. "But we believe it will be divided by half – between the people working in Japan and abroad."

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Photo by Masayuki Hasegawa

"LINK" new possibilities for discarded building materials

was for other areas," Mr. Yashima says. "However, we plan to enhance the percentage of others to around 50% in the next three years."

Also key to Semba's plans is its digital-transformation strategy, which embraces building information modeling (BIM). "BIM is a new workflow for utilizing information in every process, from design and