

A CURATED CITY GUIDE TO ASIA

Asia, *Condensed.*

ABOUT NINZIN

For curious travelers who want more than surface-level sightseeing.

NINZIN is a new kind of city guide. Starting from contemporary China and Japan and looking out across Asia, we curate fashion, design, art, architecture, food culture and wellness.

As cities around the world grow more alike, irreplaceable places and experiences are what make travel truly rewarding. NINZIN brings fresh perspectives to make every journey deeper and richer.

WHERE TO GO

Tokyo · Kyoto
Osaka & Kobe
Shanghai · Hong Kong

Beijing coming soon, with more cities to follow

LANGUAGES

English · 日本語

Chinese edition to follow

READERS

All travelers interested in design, architecture and culture

Mainly visitors from abroad who read English or Japanese, and local readers too

LAUNCH

Planned for early 2027
Web + Instagram
ninzinexplore.com



The Louis — Shanghai



VAGUE KOBE — Kobe



Penicillin — Hong Kong · Photos: NINZIN

How We Choose

EDITORIAL POLICY

- **Chosen with Care**
  We feature places we have visited or that come recommended by people we trust in each city, and we research every one before it goes up.
- **Independent**
  Places do not pay to appear on NINZIN. Advertising and partnerships are always labeled "PR" or "Sponsored".
- **Kept Up to Date**
  Each listing shows when its details were last checked, and we review them regularly.

Being Featured

For venues, hotels and brands

SAMPLE LISTING (SITE IN PROGRESS)



Each photo carries its own credit, shown next to the image. Images you provide use the credit you specify, for example "Courtesy of ...".

Free and independent

Every place is chosen by our editors. There is no fee, and a listing is not an advertisement. Each one includes the key details, an introduction in English and Japanese, and six to ten photos.

How we use your images

- Used only on your listing on NINZIN (web)
- Credited next to each image, in the format you prefer
- Cropping and light color adjustment only. No compositing or added text
- Never used in advertising
- Removed at any time on request

After publishing

- We send you the link as soon as the page is live
- Corrections or removal at any time, with a single email

Founder & Editor

Satoshi Masuda

Founded NINZIN and edits every page. Born in Osaka. Spent three years in Shanghai, then helped launch a boutique hotel back in Osaka. Now works in creative and marketing for Japanese brands abroad, and spends free time walking Asia's cities, especially the second and third ones.

Contact

EMAIL hello@ninzinexplore.com
WEB ninzinexplore.com
INSTAGRAM Coming soon

ALSO ON NINZIN

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