Tsuruoka Machinaka Kinema is the revitalization project in downtown Tsuruoka. Tsuruoka is a small castle town located in the northern part of Japan. Tsuruoka Community Development Company, a social enterprise established to invest in revitalization projects in the downtown, decided to build a cinema complex on the former silk factory site in the midst of the town.

There were 8 buildings on the site including two old wooden buildings. After finding a roof frame, behind the ceiling, made in trussed structure of beautiful wood, we dared to propose that the two old silk factories were not to be torn down but to be converted to the movie theaters, while there had been few conversion projects of the wooden buildings in Japan because they had been wrongly believed to be difficult to sustain. Since then we started to design the unique cinema complex characterized by exposed wooden structure that had supported the load of heavy snow fall for 80 years and the atmosphere that reminds us of the old silk factory and the golden years when this town was prospering in silk business.